



UCO BANK
Department of Information Technology

EOI for Empanelment of Bank's Social Media Management Agency at the Corporate Level for enabling its Social Media activities and initiatives

EOI Ref. No. DIT/BPR & BTB/OA/EOI/1145/2019-20 Date: 18/06/2019

Pre-Bid Responses/ Clarifications to Queries raised by the Bidder(s), Amendments, Addendums and Corrigendum's

Sl. No	EOI Page No.	EOI Clause No.	Original EOI Clause	Name of the Bidder	Query Sought /Suggestions of the Bidder	Bank Response
1.	13	18.Eligibility Criteria Point No.2	The bidder should be a financially sound and profitable firm/company and they must have earned profit during any two of the last 3 financial years.	M/S Webtek Labs Pvt. Ltd.	Will Profitability for 1 year out of 3 can be considered	Modified Clause: “ The bidder should be a financially sound and profitable firm/company and they must have earned profit during any of the last 3 financial years.”
2	14	18.Eligibility Criteria Point No.4	The bidder must have positive Net worth in each of the last three financial years i.e., 2016-17, 2017-18 & 2018-19.	M/S Webtek Labs Pvt. Ltd	As our audit for 2018-19 is under process, as such 2015-16 can be considered for 3 years criteria	Modified Clause: “ The bidder must have positive Net worth in each of the following three financial years i.e., 2015-16, 2016-17 & 2017-18. However, Bidder also have to submit Unaudited Balance sheet for FY

						2018-19"
3	14	18.Elibility Criteria Point No.6	The agency should have full-fledged office in India and shall allocate a dedicated team to execute social media campaigns across all platforms. The agency will be required to furnish the list of personnel who will be assigned to service the UCO Bank account along with a brief profile of their career experiences.	M/S Webtek Labs Pvt. Ltd	1. Is it Mandatory that the bidder should have an office in Kolkata? 2. Will the persons assigned required sitting at UCO Bank Premises.	Clause is self explanatory. Bank has not asked for providing onsite resource.
4	14	18.Elibility Criteria Point No.8	The application solution should have industry level application security standard based on OWASP framework.	M/S Webtek Labs Pvt. Ltd	Kindly Specify which application solution	Detail scope of work will be provided in RFQ, like listening tool, crowd sourcing etc.
5	14	18.Elibility Criteria Point No.9	The service provider shall have complete IPR (Intellectual Property Rights) to the software.	M/S Webtek Labs Pvt. Ltd	Kindly Specify which software	Clause stands as per EOI. All the software(s) meant to be used by bidder for the implementation of Scope of EOI/RFP.
6	8	Scope of Work Point No.3.1.3	Developing response management framework, creating first level responses, adhering to response TAT as defined by the Bank, MIS reports on a daily, weekly, fortnightly and monthly basis with sentiment analysis specific to product, service, corporate, etc., monitoring conversations, feedback received.	M/S Ittisa Digital Media	Does the bank require 24 hours support for Social Media Listening? What is the TAT that bank is looking for regarding responses?	Clause is self explanatory. The detail on this will be explained in RFQ, post empanelment of bidders in EOI (Expression of Interest).
7	9	Scope of Work Point No.3.1.4 Social Advertising	Develop a specific media plan to target end consumers and key stakeholders as per individual social media channel.	M/S Ittisa Digital Media	Is there any budget set aside for Social Advertising? or should we suggest it as part of our proposal?	The detail on this will be explained in RFQ, post empanelment of bidders in EOI (Expression of Interest).

8		General		M/S Ittisa Digital Media	Is there any set number of social media updates that the bank is looking for? Eg - 1 post a day or 2 post a day on average.	The detail on this will be explained in RFQ, post empanelment of bidders in EOI (Expression of Interest).
9	14	18. Eligibility Criteria Point No.4	The bidder must have positive Net worth in each of the last three financial years i.e., 2016-17, 2017-18 & 2018-19.	M/S Ittisa Digital Media	Can we submit Provisional Balance Sheet & Profit and Loss Account certified and signed by Chartered Accountant for the FY 2018-19?	Please refer clarification sl. No-2
10	13	17. Authorized Signatory	The selected bidder shall indicate the authorized signatories who can discuss, sign negotiate, correspond and any other required formalities with the bank, with regard to the obligations. The selected bidder shall submit, a certified copy of the resolution of their Board, authenticated by Company Secretary, authorizing an official or officials of the company to discuss, sign with the Bank, raise invoice and accept payments and also to correspond. The bidder shall furnish proof of signature identification for above purposes as required by the Bank.	M/S Ittisa Digital Media	Power of Attorney for authorized signatory to sign EOI documents: Can we give power of attorney to the authorized signatory in our format? Is Board resolution also required for the same?	Power of attorney to the authorized signatory can be provided by the authority having the power to do; necessary documents to be provided.
11		General	Annexure-V : Undertaking to be given on a Non-Judicial Stamp Paper of Appropriate Value Annexure-VII: Pre-Contract Integrity Pact	M/S Ittisa Digital Media	Please let us know Stamp paper values for Annexure V & VII.	Clause is self-explanatory. Bidder is required to verify at their end. However, for the present case Rs. 100/- value of stamp paper from West Bengal may be submitted.
12	13	Authorized Signatory	The selected bidder shall indicate the authorized signatories who can discuss, sign negotiate, correspond and any other required formalities with the bank, with regard to the obligations. The selected bidder shall submit, a certified copy of the resolution of their Board, authenticated by Company Secretary, authorizing an official or	M/S Ittisa Digital Media	Whether the authorized signatory signing EOI documents needs to represent the company for the bid meeting also? Can we authorize our employee as company representative to submit the required documents and attend the bid meeting on 09th July, 2019 ?	Any authorised representative can submit the bid and attend the meeting.

			officials of the company to discuss, sign with the Bank, raise invoice and accept payments and also to correspond. The bidder shall furnish proof of signature identification for above purposes as required by the Bank.			
13	9	Scope of Work Point No.3.1.8	The Agency should have capability of designing tools such as calculators, animation films, mobile or web based application(s), flash presentation(s) etc.	M/S Icubeswire	Animations films – do we need to create in regional languages & can we raise additional cost which are out of scope	Detailed Scope of Work & Commercial to be decided in RFQ
14	9	Scope of Work Point No.3.1.8	The Agency should have capability of designing tools such as calculators, animation films, mobile or web based application(s), flash presentation(s) etc.	M/S Icubeswire	APPS – if we need to develop APPS, what would be SOW and will it require Android and IOS development.	Detailed Scope of Work to be decided in RFQ
15	9	Scope of Work Point No.3.1.8	The Agency should have capability of designing tools such as calculators, animation films, mobile or web based application(s), flash presentation(s) etc.	M/S Icubeswire	Technical SOW for APPS will it defined in advance?	Detailed Scope of Work to be decided in RFQ
16	8	Scope of Work Point No.3.1.2	Developing social media content and creatives, defining social media content strategy based on channel, audience etc., developing content as per themes and key pillars, ensuring approved content is shared, achieve high user engagement across social channels.	M/S Icubeswire	Social media Posts – is regional content required	Bank may require posts in regional languages also.
17	8	Scope of Work Point No.3.1.2	Developing social media content and creatives, defining social media content strategy based on channel, audience etc., developing content as per themes and key pillars, ensuring approved content is shared, achieve high user engagement	M/S Icubeswire	Regional content – translation costs if incurred, how do we raise the invoices.	Commercial format will be decided in RFQ.

			across social channels.			
18	7	Scope of Work 2nd Para	Setting up social media channels, defining social media policies and guidelines, acquiring/verifying UCO Bank social channels, increasing positive brand sentiment, merging/acquiring other channels/pages with Bank's channels/pages, defining brand signature for social media communication, managing crisis and issues which pose reputation risk, identifying and engaging influencers, social listening, creation of reports, peer comparison, providing high-level dashboards as MIS on brand.	VAPL	with regard to verification process what is the time duration.	The verification process to be completed within 1-2 months post PO/LOI is issued.
19	9	Scope of Work Last Para	Apart from the scope of work, the Bank shall request the agency for carrying out various other projects / works related to digital marketing & media / traditional marketing and the allocation of these projects/ works will be based on QCBS (Quality Cost Based Selection).	VAPL	In Digital media .. What is our budget	Scope of Work and commercial to be decided in RFQ.
20	9	Scope of Work Point No.3.1.7	In the near future the Bank wishes to extend Twitter Banking / Facebook Banking to transfer money on Twitter and Facebook to anyone in the country who has a Twitter/ Facebook account through appropriate payment channels and gateway. Bank may decide to implement Chatbot facility in near future.	VAPL	Chatbot so far is not active in FB (they have launched in US and Europe , in India Facebook is yet to launch it)	Clause is self explanatory.
21	14	18.Eligibility Criteria Point No.8	The application solution should have industry level application security standard based on OWASP framework.	RKSwamy BBDO	The OWASP framework is applicable for software development and is thus not applicable for Social Media Management, as there is no software being developed or submitted.	Detailed Scope of Work to be decided in RFQ

22	23	Annexure-IV	Scope of this EOI is free of malware, free of any obvious bugs, and free of any covert channels in the code.	RKSwamy BBDO	We are not developing or submitting any software. Hence, this is not applicable.	Detailed Scope of Work to be decided in RFQ
23	14	18.Eligibility Criteria Point No.9	The service provider shall have complete IPR (Intellectual Property Rights) to the software.	RKSwamy BBDO	We do not own IPR for the various social media platforms. Hence, this is not applicable for Social Media management. IPR will be applicable for the content and posts that we develop, as part of the scope and the IPR for these shall rest with the client, except for photography, stock images and other music/video content that may be developed	The clause is self-explanatory however detailed Scope of Work to be decided in RFP.
					<div>यूको बैंक</div> <div>UCO BANK</div> <div>Has the client done ORM in past? Why you want to change to a new agency? What did you do earlier?</div> <div>Which social listening tools did you use? Are you happy/unhappy with it and Why?</div> <div>With reference to above point, if, unhappy the is the agency expected to build a new listening tool or use a third party tool?</div> <div>What's their budget? Any indications? - ORM</div> <div>What are the platforms to monitor and to manage response management</div>	

25	8	Scope of Work Point No.3.1.2	Developing social media content and creatives, defining social media content strategy based on channel, audience etc., developing content as per themes and key pillars, ensuring approved content is shared, achieve high user engagement across social channels.	BC WEB WISE	Is there any pre-defined numbers / deliverable for content that needs to be created?	Detailed Scope of Work to be defined in RFQ
26	8	Scope of Work Point No.3.1.3	Developing response management framework, creating first level responses, adhering to response TAT as defined by the Bank, MIS reports on a daily, weekly, fortnightly and monthly basis with sentiment analysis specific to product, service, corporate, etc. , monitoring conversations, feedback received.	BC WEB WISE	What is the TAT for Response Management on social media the client is looking at?	Detailed Scope of Work to be defined in RFQ
27	9	Scope of Work Point No.3.1.7	In the near future the Bank wishes to extend Twitter Banking / Facebook Banking to transfer money on Twitter and Facebook to anyone in the country who has a Twitter/ Facebook account through appropriate payment channels and gateway. Bank may decide to implement Chatbot facility in near future.	BC WEB WISE	Need more clarification on the point; do you want a solution to be provided for this right now? Or will it be considered as an when required.	Detail scope of work will be defined in RFQ, however EOI clause is self explanatory.
28	13	18.Eligibility Criteria Point No.2	Bidder should be a company registered under Companies Act 1956 and Companies Act 2013 since the last three years as on EOI submission date.	BC WEB WISE	For the below eligibility criteria, can the Income Tax Refund and certificate be accepted as the proof? If any specific proof of document can be consideration under eligibility, kindly let us know	EOI clause is self explanatory. Please refer to clause
29		General		BC WEB WISE	Do you have any existing agency in place who is handling digital advertising for UCO Bank? If yes, then what is the reason for change?	Bank internal team is handling.

30		General		BC WEB WISE	Is this an open or closed bid? If close bid, then how many agencies have been contacted for participation?	This is Expression of Interest call, please refer to EOI for detailed information.
31		General		BC WEB WISE	How did you get to know about XYZ Co. Pvt. Ltd and why consider us for the participation?	Expression of Interest is open for the prospective bidder eligible as per conditions stipulated in the EOI.
32		General		BC WEB WISE	Any other specific requirement to be fulfilled by the agency other than mentioned on the EOI document? Like, location, size etc.	This is the first stage of multiple-stage procurement process . Once empanelled detail scope of work will be provided through RFQ.
33		General		BC WEB WISE	Please mention any mandatories or watch outs that you want us to consider while developing the digital approach.	Detailed Scope of Work to be decided in RFQ.
34		General		BC WEB WISE	What are you expecting from us? (From a brand perspective and from a partner perspective)	Please refer to EOI for detailed information however once empanelled detail scope of work will be provided through RFQ.
35		Scope of Work		BC WEB WISE	Is there any indicative budget range for the scope of work (social, media, listening and others)?	Detailed Scope of Work to be defined in RFQ.
36		General		Auburn solutions	For video production the charges would be payable by agency or should that be included in the	Format of Commercial proposal to be defined in RFQ.

					financial bid?	
37		General		Auburn solutions	Are there any numbers of posts for Social Media defined or should we mention that in our strategy?	Detailed Scope of Work to be defined in RFQ.
38	13	18.Eligibility Criteria Point No.1	Bidder should be a company registered under Companies Act 1956 and Companies Act 2013 since the last three years as on EOI submission date.	Sobhagya Advertising Service	We are a Sole proprietorship Organization - Can we Apply?	Please refer to the Eligibility Criteria of EOI.
39	14	18.Eligibility Criteria Point No.5	The bidder should have experience of working as Social Media Management agency for at least two BSE/NSE listed PSU/BFSI/Govt. Organizations and the details of the same should be provided.	Sobhagya Advertising Service	We have done Digital Campaign for UCO / Dena Bank / Central Bank etc., not yet worked as social media agency? Can we apply?	Please refer to the Eligibility Criteria of EOI.
40		General		Sobhagya Advertising Service	How do we "co-ordinate with Bank's Nodal Officer on an urgent basis? Who will approve the Communication?	Detail Scope of Work will be provided in RFQ , once empanelment is over.
41		General		Sobhagya Advertising Service	Whether we will have the access to Bank's Website?	Detail Scope of Work will be provided in RFQ , once empanelment is over.
42	13	18.Eligibility Criteria Point No.3	The bidder must have an average turnover of minimum Rs. 1 crore during the last three financial years i.e., 2016-17, 2017-18 and 2018-19.	Sobhagya Advertising Service	We don't meet the eligibility criteria No. 3. Can we apply?	Clause Stands as per EOI.
43	14	18.Eligibility Criteria Point No.5	The bidder should have experience of working as Social Media Management agency for at least two BSE/NSE listed PSU/BFSI/Govt. Organizations and the details of the same should be provided.	Sobhagya Advertising Service	We don't meet the eligibility criteria No. 5. Can we apply?	Clause Stands as per EOI.