



Department of Information Technology

Appointment of Social Media Management Agency.RFP Ref. No.UCO/DIT/3839/2021-22 Date: 29.01.2022

Pre-Bid Responses/ Clarifications to Queries raised by the Bidder(s) Amendments, Addendums and Corrigendum uploaded on 14.02.2022

Sl. No.	RFP Clause No.	Original RFP Clause	Query Sought/Suggestions of the Bidder	Bank's Response
1.	Eligibility criteria point no. 3	The bidder should have a minimum annual turnover of <b>Rs. 2 Crore per year</b> during the last three financial years i.e. 2018-19, 2019-20 & 2020-21. This must be the individual company turnover and not of any group of companies.	We are 3 year old organization but we have a turnover of less than 2Cr. However we have a certification of Start-up India and we are enlisted under that which allows us few perks of bidding for tenders which we are sure you are aware of.	Kindly refer to corrigendum enclosed herewith
2.	Annexure – XVI ELIGIBILITY	The agency should have full-fledged office in India and shall allocate a dedicated team to	We request you to kindly describe the designation and experience of key personnel	The experience of key personnel should be in areas of work as per scope of RFP.

	COMPLIANCE	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	required	
3.	Annexure – XVI ELIGIBILITY COMPLIANCE	Bidder must have executed minimum of two, 20 lac + media Campaigns for Advertisers from BSE / NSE listed PSU / BFSI / Govt organization in the last 1 year	Kindly clarify it is in number or in rupees “20 lac+ media campaigns for Advertisers from BSE / NSE listed PSU / BFSI / Govt organization”	<b>It is to clarify that</b> “at least two media campaigns of cost Rs. 20 lac+ for Advertisers from BSE / NSE listed PSU / BFSI / Govt organization in last one year”
4.	2.2 Technical & Functional Evaluation	In the second stage, Technical & Functional Evaluation as mentioned in Annexures – XVII, the bidders will be shortlisted, based on their responses.	We request you to kindly clarify that only Annexures – XVII as to submit in Technical and Functional Evaluation part or any other documents are also required to submit	The bidder has to provide supporting documents (e.g. Agreement Purchase order etc.) for information submitted in Annexure-XVII.  The Bank may ask for any additional documents, if required in course of Bid

				evaluation.
5.	Annexure – XVI ELIGIBILITY COMPLIANCE	The bidder must have at least 2 Google Search certified professionals, 2 Facebook & 2 twitter certified professionals in the team	We have professionals for twitter tracking, query management and analytics & ads. We have run ads/ post in twitter. Twitter does not give certificate like google and Facebook. Can this be self-declaration.	Kindly refer to corrigendum enclosed herewith
6.	Technical Requirements	The tool should be capable to integrate with ORM both for LMS and grievances.	LMS cannot be integrated. with ORM. LMS is separate software. Kindly clarify if you looking to develop complete CRM system.	The RFP speaks of pushing the lead generated through social media to our Lead Management System (LMS) and same stands for grievance received through social media to our internal grievance redressal module.

7.	Digital Asset Management:	Location Data Management. Centrally manage all branch locations. → Branch locator and AI enabled secured landing pages for each branch with auto optimisation.	Do we have AI bot installed or Is It develop from starch also for store locator?	Development and maintenance is to be done by the selected bidder, however if any coordination is needed with the agencies like google, facebook etc. Bank will execute the needful needed under the guidance of the selected bidder.
8.	Digital Asset Management:	Integrated SEO with AI enabled optimisation for near me searches.	Integrated SEO is not mentioned in price bid. kindly clarify in which Part Integrated SEO comes.	Clause stands deleted
9.	Annexure – XVII TECHNICAL SPECIFICATION	1.Details of Public Cloud/Data Centre	Kindly clarify what kind of details are we looking for?  Do we have to mention where the data server of the tool is deployed.	The Details of Public Cloud/Data Centre where proposed solution/tool is hosted by bidder has to be provided as per format given in RFP. Please note Government / Regulator guidelines to be adhered in all cases, any deviation or compromise on above may reject the

				engagement / process of bidder /partner during the bidding process or in case if the award is assigned also.
10.	Point No.8 Eligibility Criteria	Bidder must be empanelled for multimedia with DAVP	Many firms are not empanelled with DAVP, We would request you to Kindly allow the Participation of those firms which are not empanelled with DAVP, We would request you to Kindly accept our request for more participation of the firm to the best cost of your work.	Clause stands deleted
11.	Point No.9 Eligibility Criteria	The bidder must have at least Google Search certified professional,2 Facebook & 2 Twitter	We would request you to Kindly clarify on the same	Kindly refer to corrigendum enclosed herewith

		certified professionals in the team		
12.	Service Support cost:8	This comprises of Cost Bidder to provide onsite support on important events like Financial Results, Annual General Meeting, Foundation Day or any other milestone day for driving it on social media (real time wherever possible).	As per our understanding 8 onsite manpower is required, Please clarify on the same & would request you to Please help with the required profile & experience of the resources.	<p>The clause says in case Bank needs presence of selected bidder to make the event online in our social media handles and your presence is needed to execute the job then the officials will be deployed by selected partner at its own cost. Generally deputation of officials is not required but in above case the mentioned clause will be applicable.</p> <p>However selected partner should be available 24x7 not necessarily physically to execute the scope of the work as defined in the RFP.</p>



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<u>Sl. No.</u>	<u>Point no</u>	<u>Existing clause</u>	<u>Modified clause</u>
1.	Eligibility criteria point no. 3	The bidder should have a minimum annual turnover of <b>Rs. 2 Crore per year</b> during the last three financial years i.e. 2018-19, 2019-20 & 2020-21. This must be the individual company turnover and not of any group of companies.	The bidder should have a minimum annual turnover of <b>Rs. 1 Crore per year</b> during the last three financial years i.e. 2018-19, 2019-20 & 2020-21. This must be the individual company turnover and not of any group of companies
2.	Annexure – XVI ELIGIBILITY COMPLIANCE , Point No.9 Eligibility Criteria	The bidder must have at least 2 Google Search certified professionals, 2 Facebook & 2 twitter certified professionals in the team	The bidder must have at least 2 Google Search certified professionals, 2 Facebook certified professionals. For other Social media handles where the company does not provide certification, the bidder should provide self-declaration of experience professional with minimum 2 years experienced in same.

<b>3.</b>	Point No.8 Eligibility Criteria	Bidder must be empanelled for multimedia with DAVP	Clause stands deleted
<b>4.</b>	Digital Asset Management:	Integrated SEO with AI enabled optimisation for near me searches.	Clause stands deleted