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Ref. Tender No: IIM/RFP/DM/2023-24/01 Dated: 02.05.2023

Corrigendum 1: Reply of Reply of Pre-bid query.

In reference to Tender Id no. 2023_RGIIM_751369_1 inviting online Notice for 'Request for Proposal' for "Engagement of Agency for Social Media & Digital Marketing Services at, Indian Institute of Management Shillong, Umsawli", all prospective Bidders are hereby informed that the reply of pre-bid queries are as follows:

Sl. No	RFP Reference(s)	Page No	Content of RFP requiring clarification	Points of clarification required	Comments
1	4.4.C.iii Admission Campaigning, branding and Lead Generation for Academic Programs	11	The Proposed Lead campaigns should include the approximate cost of media platform fee and all incidental charges for minimum: 500 leads (approx. 1 to 2 nos) and 200 – 300 leads (approx. 1 to 2 nos)	We require more clarity on this info between (500 leads (approx. 1 to 2 nos) and 200 – 300 leads (approx. 1 to 2 nos)).	<i>Institute will ask for Lead Campaigns either minimum 500 nos or minimum 200-300 nos. Bidder to quote all charges including incidental expenses to meet the minimum requirement. On completion of minimum requirement, institute may ask for additional 500 nos or additional 200-300 nos of leads as applicable slot and expense towards platform charges etc shall be reimbursed on actuals on submission of relevant documents mentioning the payment and relevant statutory deductions.</i>
2	Criteria of Evaluation of Performance SL No 5	13	Relevant interactions on Twitter and Instagram {As 2 per day (in special/event days no limits are fixed)	Please clarify the word interactions and what is the expectations here.	<i>Interactions on Twitter and Instagram refer to Posts on Social Media i.e. Twitter and Instagram. The agency is required to meet 50-60 posts per month.</i>

3	Criteria of Evaluation of Performance SL No 6	13	Cross Collaborations a month – Agency to make relevant collaborations with Social Media Influencers. This could be a web series, blog, listing or article.) {Minimum 30 every month}	Cross-collaboration using Influencers 30 times a month costs huge. Please specify the exact expectations here.	<i>This may be read as a Minimum 10 per month.</i> <i>Refer 4.4 G Digital Outreach Initiative - Frequency: 10 key individuals to be connected per month. Institute expects to bring in influencer connections who will write/ create videos/ speak about IIM Shillong as a promotional measure.</i>
4	Criteria of Evaluation of Performance SL No 8	14	Champaign/Events of city branding and other special themes. {Minimum 3 in a month and as per requirement}	As per point 4.4.C.vi, any campaign will run for 30 days, will the same clause be applicable here as well	<i>This may read as a Campaign of Promotion/ branding on special themes (minimum 2 (Two) per quarter and/or as per requirement)</i> <i>Refer. 4.4 B Conducting Digital Campaigns across social media platforms - minimum two campaigns per Qtr.</i>
5	5.9.3 Payment Terms	15	Payment shall be made on the following basis	Can you please change the payment mode to MONTHLY as both manpower & advertisement cost needs to be covered.	<i>No Change on Payment terms</i>
6	6.0 Eligibility Criteria SI No 6.6	16	6.5 The Agency should be a renowned agency or individual with Minimum 5 (five) years experience of similar work in media and marketing for academic institutions in Govt./State Govt./Govt. Autonomous Institute /large reputed institution/organization preferably at IIM Shillong/IITs. Proven record of having established and marketed popular brands in the market. Please include the list of clients that the Digital Marketing agency has worked for. Evidence of carrying digital marketing campaign for reputed IIMs like IIM A, IIM B etc would be an added advantage. WO / Agreement / Experience Certificate / Performance	Please specify whether those having experience in any government organizations and private companies can apply	<i>Having experience in government organizations will be considered.</i>

			certificate from the clients is to be submitted.		
7	8. Bids Opening and Evaluation SL No 8.4.1.4	19	Must submit CVs of Social Media Executive for IIM Shillong, so as to understand the technological and human capabilities to execute the promotional campaigns and Digital marketing.	Please specify the number of team CV's we need to submit.	<i>Along with technical bid, Bidder can submit CV of qualified Social Media Executive who will be assigned the task for IIM Shillong</i>
8	8.5 Selection of Successful Agency (Technical Evaluation Criteria) Sl. No. 8.5.1	20	The firm having experience in excess of minimum requirement of Five (05) years in the field of providing Social Media Services {2 marks for each additional year subject to a maximum of 10 marks}	what is the minimum marks for having 5 years experience only?	<i>The marks shall be allocated on each additional year on and above five (05) years.</i>
9	8.5 Selection of Successful Agency (Technical Evaluation Criteria) Sl. No. 8.5.1	20	The firm having experience in excess of requirement as per the 6.6 of eligibility criteria. {10 marks for each additional set of contracts as per the eligibility criteria. i.e. 1 work order of Rs. 10 lakhs or 2 work orders of Rs.5 Lakhs or 3 work orders of 3 lakhs}.		
10	6. Eligibility Criteria SL No 6.6	16	The bidders should have executed at least one digital campaign work of more than Rs.10 lakhs or two digital campaign work of more than Rs. 5 lakhs or three digital campaign work of more than Rs. 3 lakhs in the past three years. They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past. Bidders with prior experience in promoting executive education programmes will be given preference.	Point 6.6 mentions digital campaign and point 8.5 tells about total work order. Please confirm its total work order cost or single campaign only?	<i>Point 8.5.1 refers to work orders and the Point 6.6 should read as Digital Campaign Work as Work Orders</i>
11	6. Eligibility Criteria SL No 6.4	16	The bidder must have an average annual turnover of minimum Rs. 1Crore per annum during the last three financial year, and more than Rs. 35 Lakh of this revenue, must have been from the provision of Digital Marketing services.	Due to the fact that, as a startup company in its early stages since incubation (3 years), our turnover currently stands between 50 Lakh to 1 crore.	<i>No Change in qualifying criteria</i>

12	6. Eligibility Criteria SL No 6.5	16	The Agency should be a renowned agency or individual with Minimum 5 (five) years' experience of similar work in media and marketing for academic institutions in Govt./State Govt./Govt. Autonomous Institute /large reputed institution / organization preferably at IIM Shillong/IITs. Proven record of having established and marketed popular brands in the market. Please include the list of clients that the Digital Marketing agency has worked for. Evidence of carrying digital marketing campaigns for reputed IIMs like IIM A, IIM B etc would be an added advantage. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.	We are a registered startup under 'StartUp India program', in accordance with their guidelines. We also hold the status of an MSME, complying with the eligibility criteria outlined by the Ministry of Micro, Small and Medium Enterprises, Government of India. Our company is under 5 years of age, fulfilling the time frame requirement for startups under the Startup India program.	<i>No Change in qualifying criteria</i>
13	5.9 Payment Terms SL No 5.9.3	14	payment shall be made on quarterly basis	it is request to kindly change it to Monthly payment	<i>No Change</i>
14	8. Bids Opening & Evaluation SL No 8.4.1.4	19	Must submit CVs of Social Media Executive for IIM Shilong	Is cvs of Social media executives need to submit now with technical Bid if yes then how may CVS to be submit?	<i>CV of the Qualified Social Media Executive as per the details mentioned in SL No 8.4.1.4, who will be assigned the task of Social Media for the Institute is to be submitted along with the technical bid.</i>
15				do you give space to our employees to process the work in your office?	<i>Yes</i>
16	6. 6.5 Eligibility Criteria	16	The Agency should be renowned agency or individual with Minimum 5 (five) years' experience of similar work in media and marketing for academic institutions in Govt./State Govt./Govt. Autonomous Institute /large reputed institution /	We Request you to kindly clarify can we submit work orders for Govt./ state govt. and PSU clients to fulfil this clause.	<i>Work Orders for Govt./ State Govt and PSU clients may be submitted. The Work orders should comply with the Eligibility Criteria. Read IIM Shillong/IITs as IIMs/IITs</i>

17		<p>organization preferably at IIM Shillong/IITs. Proven record of having established and marketed popular brands in the market. Please include the list of clients that the Digital Marketing agency has worked for. Evidence of carrying digital marketing campaign for reputed IIMs like IIM A, IIM B etc would be an added advantage. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.</p>	<p>Can we show one or two months work orders for one year.</p>	<p><i>You may submit the Work orders that shall comply with the eligibility criteria of the tender document.</i></p>
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All other terms and conditions in the tender document will remain the same.

Sd/-
Store and Purchase Officer
IIM Shillong