

Rajasthan State Road Transport Corporation

PR Cell, Head Office, Jaipur

No. F/HO/PR/2022/ 139

Date- 28/02/2022

Pre-Bid Queries for tender "Social Media Opeartion and Management in RSRTC"

M/s Design Mechanics India Pvt Ltd

S. No.	RFP References (Section, Page)	Content of RFP requiring clarification	Points of clarification required	RSRTC Reply
1	Page 14 Section 14 Point 2	Key Performance Indicators : Populating, publishing and updating of contents on Social Media on 24x7 basis.	What is the frequency of work/updates expected after normal working hours (say after 7 pm each day) and on Sundays	Generally, the content design and related work approval are 9 am to 8 pm but the RSRTC operation is run continually. So that in case of emergency, the work should be done by the firm on an urgent basis.
2	Page 14 Section 14 Point 3	Minimum target : At least, total 10 posts per day across all platforms.	We feel the number of posts per day is very high and should 3-4 posts per day	As per RFP
3	Page 14 Section 14 Point 4	Key Performance Indicators : Quizzes and Polls on Social Media related to the area of RSRTC At least 25 a month	We feel the target of 25 quizzes i.e 1 per day is very high and should be 2-3 in a week	As per RFP
4	Page 14 Section 14 Point 5 Point 3	Key performance indicators : Visuals for Social Media posts per channel 60 posts per month on all social media platform.	The minimum target given against each activity does not add up to 60, its even more. Request clarification on the number of posts (all activities required) per day.	Modified, as per point no 5
5	14. PROJECT IMPLEMENTATION PLAN:	Visuals for Social Media posts per channel	3. 60 posts per month on all social media platform.	Remove
6			Instagram word from all the pages	Remove
M/s Rams Creative Technologies Pvt Ltd				
7		Approximate Tender cost "10 lakhs INR"	To raise the Tender Value to the maximum extent possible	As per RFP

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8	Section :- Eligibility Criteria reference page no. 7	<ul style="list-style-type: none"> •The Bidder should have successfully completed at least one such assignments corresponding to The required works as proposed in this Bid. Prior experience of working in Rajasthan will be Advantageous. Client Agreement as proof of contract value along with work order/completion Certificate must be enclosed. •Work experience to execute minimum one contract equal to amount of Rs. 10.00 Lakhs or above •In any Central/State/PSUs/Board etc. 	Relaxation in the relevant Government work section which will help even the startups to participate in tender at a prominent scale	As per RFP
9	Section :- Scope of work Page no 14 Sub heading :- Project Implementatio n plan Point number :- 5	<p>At least, total 10 posts per day</p> <ul style="list-style-type: none"> •Across all platforms. •60 posts per month on all social media platform. 	Rectification of the number of post, videos and creative to be posted across all platforms of the organization per day, per week and per month.	As per Point No. 5
10		Regarding Exclusion of Instagram	Removal of Instagram from the RFP document as per pre bid meeting discussion	As per Point No. 6
11		Regarding Start-up Consideration	We would like to request the RSRTC Department to allow the Registered start-up companies under the government of India with no prior experience in the Government sector participate in this particular tender	As Per RFP
12		Regarding Technical Proposal	Is the technical presentation is required to be submitted from the bidders end while submitting all the relevant documents for the tender on the E-proc government portal	Yes, Required presentation to be uploaded alongwith technical bid.

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