

Response to Queries: RFP for Selection of Agency for Social Media Management and Mobile Application Development

(Issued on 17 September, 2013)

S. No.	RFP Document Reference - Section / Clause No.	Page No.	Content of RFP requiring Clarification	Points of Clarification / Suggestions	Response
1.	2.1 Conflict of Interest	8	The selected Firm / Agency / Consortium should not be currently associated / under agreement consideration for Tourism Promotional Mandate of State Boards which qualifies as direct competitors of Delhi. Non-disclosure of such an association will lead to Termination of Agency.	An agency with experience of working with Tourism Boards will be able to add value to the overall program, therefore DTTDC should consider removing this condition Having said this, we would like to know which all states DTTDC considers as a direct competitive destination.	This clause stands deleted.
2.	Evaluation Parameters – Technical	15	Proposed Business Model (Cost effective & Viable)	This refers to monetization of the proposed mobile application and social media platforms. 1. On social media, YouTube is one of the revenue sources through a publisher channel. Will cost of hosting on social media channels (YouTube, Facebook Tab, etc.) be a part of our commercials or charged separately? 2. Will the cost of designing the digital advertisements be paid separately or do we include this in our cost estimate? We assume that the cost of paying for the digital advertisements be paid by DTTDC to the respective ad medium. 3. Social media platforms can be monetized through a content/affiliation program for trade and business owners based on DTTDC reach. Will sourcing such tie-ups be a part of the agency KRA?	1. Cost of hosting on Social Media Channels shall be a part of the Commercial Response. 2. Cost of designing the digital ads shall be paid separately by DTTDC and shall not form part of the Commercial Response. 3. Sourcing tie-ups for monetizing Social Media Platforms shall form part of KRA for the successful bidder.
3.	3.2 Mobile application	20	Parts of Delhi with walking tours on lines of audio guides like Old Delhi, Connaught Place, Lodi Gardens etc.	How many such audio guides will be created, who will provide the content for the guide, in how many languages? Is production costs of the audio guide part of the cost estimate or will it be paid separately?	DTTDC shall provide the Audio Guides.
4.	3.1 Social media management	18	Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national &	Specifically related to offline and international media, does this relate to e-papers of news publications (E.g., Hindustan Times, etc.) If so can you provide us a list of such desired publications for offline and international tracking	<i>Modified clause is as follows:</i> Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various online sources like newspapers,

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			international		magazines, blogs, social media platforms etc. (Both national & international).
5.	7.7. Form 2C: Commercial Bid Format	37	7.7. Form 2C: Commercial Bid Format	DTTDC should not ask to give quotations inclusive of taxes because there might be variation in the rate of taxes from time to time, also there might be different understanding about which taxes will apply or not. Financial Quotes: You are going to receive widely different financial quotes since there are so many open questions and the RFP is open to being read and understood by different people differently. In order to arrive at comparable quotes, it is imperative that you give us a further break-down of headings and sub-headings in the financial quotes template so that we know what we are bidding for and you receive quotes that are comparable.	No change in Clause.
6.	Section 2.11 Point 2	13	The Firm/Agency (all members put together in the case of a Consortium) should have a minimum cumulative turnover of INR 2 Crores during the last three financial years.	Kindly clarify if cumulative means total turnover of 3 years or individual years	Cumulative means total turnover of the last three financial years.
7.	Section 3. Point 3	18	Integration	What is the scope of such integration? (i) There does not seem to be a user login on http://www.delhitourism.gov.in so that there is no point to enabling login via social-media channels. (ii) Content from social-media channels, such as a Tweet stream, can be shown on the site. (iii) Integration will require access to the source code for the existing site, http://www.delhitourism.gov.in , and we will need to assess the feasibility, and magnitude of adding such integration to the code.	Link of Mobile App on DTTDC Website and integration with the Payment Gateway already available with DTTDC.
8.	Section 3.1 (last bullet point)	19	"The Social Media Platforms and Mobile Application to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc.,..." is too broad in scope.	This needs to be narrowed down to explicitly specify: (a) What operating systems, and browsers, are to be supported on both desktops and mobile platforms. This should include all specific	(a) Latest Versions of Android, Windows, iOS and Blackberry For Mobiles, Tablets and PCs

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				versions to be supported. For example, it is not possible to have a blanket guarantee that all mobile operating systems be supported, nor is it a good idea to support browsers like Internet Explorer 6 that are outdated, and have marginal usage. (b) What specific hardware devices (especially mobile ones) are to be tested upon, and who bears the cost of acquisition of such devices.	(b)Independent of Hardware
9.	Section 3.2	20	(a) Point 7 (Integration) (b) Point 8 (Voice Recognition)	(a) Point 7 (Integration): Scope of this needs to be specified. (b) Point 8 (Voice recognition): Such recognition, especially for Indian English accents, is limited in capabilities, and is entirely rudimentary for other Indian languages	(a) Integration: Refer Point 7 above. (b) Voice Recognition: This clause stands deleted.
10.	Section 3.1	18	Point 7 "Query Management: All the queries received on the four platforms must be replied to and addressed within 24 hours"	Is this for 7 days in a week?	Yes
11.	Section 3.1	18	Point 11 " Photo Bank: A still Photo Bank with cataloguing needs to be developed consisting of at least 100 high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) of relevant landscapes, cultural practices, people, artefacts, food, different celebrities etc"	Are we to create this Photo bank by engaging a photographer or will the images be downloaded from photo websites like Corby and Getty images.	DTTDC shall provide the photographs.
12.	Section 3.1	18	Point 12 "Copyright: Content shared online must be copyright protected and unauthorized use of this must be monitored"	Please clarify since content on social media travels through personal networks and the same cannot be monitored	<i>Modified Clause is as follows:</i> Copyright: Content shared online must be copyright protected and Copyright Disclaimer must be added.
13.	Section 3.1	19	Reporting	We recommend only effectiveness analysis and MIS are not the best parameters to evaluate the performance, hence we recommend presentation of Reporting structure in the presentation of proposals as per agency discretion and understanding	Accepted. Bidders are required to include a Proposed Reporting Structure in the Approach & Methodology Section of the Technical Proposals.
14.	Section 3.1			The scope of work does not specify the requirement for advertising and promotion of our Social Media pages and the Mobile App. Please clarify on the same. Since the same	DTTDC shall handle all such promotional activities.

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				would also include separate financial, please suggest if they need to be included in the current RFP financials.	
15.	3.2	20	Audio, video, image and text information about the following	Will DTTDC provide Audio, Video and Images?	Although DTTDC shall provide most of the information and content, the successful bidder is expected to recommend sources for acquiring all such content and also engage in editing and regular updation of all content provided by DTTDC.
16.	3.2	20	“Tourist Destinations” giving details about the various tourist sites in Delhi.	Will DTTDC provide this info or do we need to collect it on our own?	Although DTTDC shall provide most of the information and content, the successful bidder is expected to recommend sources for acquiring all such content and also engage in editing and regular updation of all content provided by DTTDC.
17.	3.2	20	“Where to Eat” section with detailed listings of various eating joints including those in geographical proximity using GPS functionality (i.e. Restaurants around Me). Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.	Will DTTDC provide the list of restaurant listing? Because normal google map will show tagged restaurants.	Data shall be populated using Google Maps and regular updation of the same is needed. In addition, DTTDC shall also provide inputs to be populated in the maps.
18.	3.2	20	“What to Do” listings, including listings in geographical proximity using GPS functionality. Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.	Will DTTDC provide this info or do we need to collect it on our own?	Although DTTDC shall provide most of the information and content, the successful bidder is expected to recommend sources for acquiring all such content and also engage in editing and regular updation of all content provided by DTTDC.
19.	3.2	20	“Events and Entertainment” with a focus on what is happening and available that evening. May include the ability to add to user’s calendar.	Will DTTDC provide this info or do we need to collect it on our own?	Although DTTDC shall provide most of the information and content, the successful bidder is expected to recommend sources for acquiring all such content and also engage in editing and regular updation of all content provided by DTTDC.
20.	3.2	20	Fare details for taxi, auto and other public transports, Delhi Metro details.	Will DTTDC provide this info or do we need to collect it on our own?	Although DTTDC shall provide most of the information and content, the

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					successful bidder is expected to recommend sources for acquiring all such content and also engage in editing and regular updation of all content provided by DTTDC.
21.	3.2	20	Include capability for QR codes i.e. barcode scanner to be used as a marketing avenue to help inspire consumers to download app e.g. at airport when tourists first arrive in Delhi, Monuments in Delhi, Important sites in Delhi etc.	This kind of scanning app already available in market in big numbers. Why do we need it? The purpose needs to be defined. Are we giving them some kind of QR code or bar code offers and coupons?	It is proposed to place the QR codes at monuments, so as to provide tourists easy access to relevant information.
22.	3.2	20	Integration with e-commerce backend for payment of tours / accommodation etc. The tour cost may include an additional payment to be stored in mobile wallet which could be used at various points in the tour (predefined) to avoid hassles of payments via cash / credit card in local currency at various points.	How user will pay the amount from his Mobile Wallet.	<i>Modified Clause is as follows:</i> Integration with DTTDC'S e-commerce backend for payment of tours / accommodation etc.
23.	Section 2.11 Pre Qual. Eval.	13	The Firm / Agency should be a registered entity with minimum 3 years of existence	Though the Hungama Digital Agency is more than 10 years old(Documents available for the same), Hungama Digital Services(HDS) was a new entity created one year back on investment by JWT Singapore into it. Hence documents for this are only one year old). Based on this, are we allowed to participate in this RFP?	You may bid through the parent entity i.e. Hungama Digital Agency.
24.	Section 2.11 Pre Qual. Eval.	13	The Firm / Agency should have a minimum cumulative turnover of INR 2 Crores during the last three financial years.	While the total Turnover is well over this figure, WPP policies don't allow the sharing of financial documents. But the same can be downloaded from mca website by any individual	No change in Clause.
25.	2.11. Pre-qualification Evaluation Point no-3	13	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 3 projects of Social Media Management in Government or Private Sector.	It is our suggestion that if the company have 1 project exp. related to social media is also eligible for the participation	No change in Clause.
26.	2.12. Evaluation of Technical Proposal Point no-1	14-15	Relevant experience in online Social Media Management for Government / PSU (Last 3 years) (3 marks for each project)—15 marks	It is our suggestion that these points are be given to those company who have experience in s/w development field. If the company have 1 year exp., it will score 3 marks if the company	No change in Clause.

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				have 5 year exp, it will score 15 marks.	
27.	2.12. Evaluation of Technical Proposal Point no-2	15	Relevant experience in online Social Media Management for Private Sector (Last 3 years) (2 marks for each project)	It is our suggestion that this points are giving to those company who are process oriented & their process is certify by the ISO OR CMM level. And this process is very fruitful to department also during AMC period OR new development in the application by other company.	No change in Clause.
28.	Section 2 – Clause 2.14:	17	(a) Mobile Application Operation & Maintenance (b) Mobile Application Hosting	Do we have to include the cost for uploading of new content in our financial bid? Also will the financial bid be inclusive of Mobile Application hosting charges? If yes, then we would need exact specifications of the server to maintain uniformity in the financial bid.	No change in Clause.
29.	Section 3 – Clause 3.2	20	Integration with e-commerce	Will it be clearly defined packages that a tourist may buy using the application or will it have privilege to pay any particular amount required during the tour? Please clarify what all you would expect from a mobile wallet.	<i>Modified Clause is as follows:</i> Integration with DTTDC'S e-commerce backend for payment of tours / accommodation etc. Clearly defined packages as available on DTTDC Website shall be used.
30.	3.1 Social Media Management	18	Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international	Will extensive ORM be part of the scope of work? Is the Agency expected to do tracking of offline media as well? Please mentioned the platforms to be monitors in more detail.	<i>Modified clause is as follows:</i> Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various online sources like newspapers, magazines, blogs, social media platforms etc. (Both national & international). ORM forms a part of the scope of work for this engagement.
31.	3.2 Mobile application	21	It is envisaged that a basic version of this application would be downloadable for free from the appropriate Android stores / Amazon App stores / Apple Store / Blackberry / Windows. Premium content like access to Deals, Coupons, Bookings etc. may be	Mobile app version- paid & free. More details required on the features to be provided with free and paid versions	<i>Modified clause is as follows:</i> It is envisaged that a basic version of this application would be downloadable for free from the appropriate Android stores / Amazon App stores / Apple Store / Blackberry / Windows.

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			downloadable for a fee charged by Delhi Tourism and such premium content shall be developed by the Agency in consultation with DTTDC.		
32.	3.1 Social Media Management	19	The Social Media Platforms and Mobile Application to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Contract	Social media platform & mobile app to be adaptable on all platforms- laptop, PC, Mobile. These are dependent on the third party social media platform and agency doesn't have any control over the same. Thus it should be linked with successful service completion as per the contract	This responsibility lies with the successful bidder.
33.	3.2 Mobile Application	21	English, Hindi will be the default and initial language however, the app should be scalable so as to easily and cost-effectively add other languages at later time. Mobile app solution should be scalable to allow for easy upgrades in future.	Hindi language- mobile app to be scalable. Need more clear scope here? What kind of scalability is required?	<i>Modified clause is as follows:</i> English will be the default and initial language however, the app should be scalable so as to easily and cost-effectively add other languages at later time. Mobile app solution should be scalable to allow for easy upgrades in future.
34.	7.7 Commercial Bid Format	37	Total Cost = (A + B + C +D+ All applicable taxes) Total Cost INR _____ In Words _____	Financial suggestion can be broken down in various elements like – Social media management, Modules development (app, viral, booking engine), extended services (photography AV shoot etc.), Online reputation management, UI & UX cost , consulting, ideation and analysis cost, hosting and maintenance cost	No change in Clause.
35.	Goals & Objectives	7	To assist in Creation of Brand and Reputation Management	(a) Would it require development of Graphics, Media Campaigns and publishing of same on Facebook? (b) Would it also include paid marketing campaigns?	(a) Yes (b) No
36.	Goals & Objectives	7	To provide Customer Service and establish Feedback Mechanism	Does it mean that application will allow users to submit their request to an official DTTDC mail? If not only this, would it also require us to engage with DTTDC officials and provide for customer support services? What kind of customer service may include; Telephone Support, or email support? Are there specific numbers of people required for such support	This refers to Query Management: All the queries received on the four platforms must be replied to and addressed within 24 hours.

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				services per function? Would it run on 24x7x365 days with support functions?	
37.	Section 3 Scope of Work	18	Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international	Media Tracking from other Digital Available sources are tools targeted for reputation management as well. It will track clicks on relevant information, Digital platforms where such news is available, response from there. Should this proposal include such costs, tool & management costs? Does social media management include writing blogs regularly? The scope of work only defines creation and management of Facebook, Twitter, YouTube account and G+ account. Does not include blogs where it requires tracking of such blogs as well.	All costs associated with Media Tracking shall form part of the Commercial Proposal. Although, writing Blogs are not covered under this engagement; media tracking will include tracking of all online content including blogs as well.
38.	3.2	20	Voice recognition wherever possible will be integrated to facilitate normal as well as visually impaired users	Scope of recognition elaborate the scope. Please specify the language also	This clause stands deleted.
39.	Scope of Work		"What to Do"- listings, including listings in geographical proximity using GPS functionality. Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.	Will DTTDC give the data of this? Will have to integrate Audio Navigation system?	Although DTTDC shall provide most of the information and content, the successful bidder is also expected to recommend sources for acquiring all such content. No Audio Navigation System required.
40.	Scope of Work		Parts of Delhi with walking tours on lines of audio guides like Old Delhi, Connaught Place, Lodi Gardens etc.	Is it, when a person is at a particular location, the app will detect the name of place and describe the history & specialty of the place? How many places need to be covered? Will DTTDC give the info about each place that needs to be converted to audio?	DTTDC shall provide the Audio Guides. The App must have the functionality of detecting the location of the user and playing the relevant Audio Guide.
41.	Scope of Work		Integration with Client's official website	Does this mean that there will be a link to download the app on the website? Or any other? Please let us know the exact requirement	The link for Mobile App shall be made available on DTTDC Website.
42.	Scope of Work: Mobile App		Geographical coordinates	To show the geographical proximity and calculating the distances, time etc. we will need geographical coordinates of each listing and the time etc. Will these be provided by DTTDC	This information has to be sourced by the successful bidder via Google Maps or any other similar source.
43.	Scope of Work: Social Media Management		Media Tracking: Use a good industry standard monitoring tool for analyzing comments /remarks about DTTDC / Delhi	What is the frequency of reporting on this?	Daily

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			Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international		
44.	Scope of Work: Social Media Management		<ul style="list-style-type: none"> Provide the necessary information on events / festivals being conducted by DTTDC form time to time Provide relevant content as available from time to time Provide all the necessary information such as logo of Department / event / press releases issued for traditional media and updates etc. Assist in obtaining any other permissions / information as required 	What is the time frame within which DTTDC will provide Information? Within 12 hours, 24 hours?	The time-frame shall be agreed upon at the time of Contract Signing.
45.	Scope of Work: Social Media Management		User Engagement	Who will authorize the surveys, quizzes, contests to be conducted? What is the hierarchy for this?	The same shall be provided once the Agency comes onboard.
46.	Scope of Work: Social Media Management		Query Management	If the questions are on the policies of DTTDC we may not be the appropriate people to answer the users? How is this envisaged?	DTTDC shall assist in all such queries.
47.	Cl. 3.1 "Social Media Management"	18	Updates: Daily informative and promotional updates in the form of relevant text, photos, videos, audio, interactive content, interviews, news, quiz etc.	We understand updates only in Social Media and not website.	The understanding is correct.
48.	Cl. 3.1 "Social Media Management"	18	Engage with users: Regularly organize online surveys, quizzes, contests on the four platforms in consultation with DTTDC	Can you define frequency? Regularly means monthly/ quarterly?	Weekly
49.	Cl. 3.1 "Social Media Management"	18	Query Management: All the queries received on the four platforms must be replied to and addressed within 24 hours	DTTDC official should authorise our reply.	Yes. DTTDC shall assign a Single Point of Contact for all such activities.
50.	Cl. 3.1 "Social Media Management"	18	Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international	Can you suggest any tools? As you mentioned industry standard.	It is the Bidder's responsibility to identify a tool suitable for this engagement with DTTDC.