

### Annexure I

**Clarification to queries of bidder on RFP for "Selection of an agency for "Public Relation, Multimedia Content Development & Digital/Social Media Marketing for Department of Tourism, Government of Odisha" held on 20 June 2022**

| Sl. No. | RFP clause No. | Clause Details                                                                                                                                                                                                                                                                                                                                                                                  | Clarification Query/Representation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Response                                                    |
|---------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 1.      | 2.1.1.3        | Coverage of one interview every month in the form of print/digital articles                                                                                                                                                                                                                                                                                                                     | The interview talked here would it be included in the count mentioned in point no. 2.1.1.1. [ Publication of at least 2 articles / major stories (non-event specific stories) / interviews/ columns/ features in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/ developments in the State and inputs from the client. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month.], or is it separate? If separate, then where is the interview supposed to be published? | Refer to Clause 3. Deliverable, Timeline & Payment Schedule |
| 2.      | 2.1.2.         | The Agency shall Prepare content for press releases (on weekly basis and during annual events, festivals and roadshows), news articles, messages, promotional articles, features, in English for publication or as per requirement of the client from time-to-time basis. The selected agency is required to translate the content to Odia language and other vernacular languages if required. | Would it require only content preparation or publication too?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Content preparation only                                    |

| Sl. No. | RFP clause No.                      | Clause Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Clarification Query/Representation                                                                                                                                                                                                                                                                                                                                                                   | Response                                                                                                                                                                                                                                      |
|---------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.      | 2.3.2.ii.                           | Increased number of bookings, transactions, etc (e.g., accommodation, activities, attractions, etc.) through or as a direct result of visits to Odisha Tourism website, microsite and or websites linked to the Odisha Tourism website                                                                                                                                                                                                                                                                                                                | How many linked & micro-sites are there? Would like to have their URLs.                                                                                                                                                                                                                                                                                                                              | Odisha Tourism website is linked to websites of various Government departments and agencies like OTDC, Ecotour Odisha, Utkalika, Boyanika, etc. DoT may notify the selected agency of other websites to be linked with Odisha Tourism website |
| 4.      | 4.2. Technical Eligibility Criteria | A. At least 1 (one) integrated Public Relations project for any Government / PSU / Corporate client with engagement fee not less than INR 1 Crore during the last 5 years.<br>OR<br>B. At least 2 (two) Integrated Public Relations project for any Government / PSU / Corporate client with engagement fee not less than INR 75 Lakhs during the last 5 years.<br>OR<br>C. At least 3 (three) Integrated Public Relations project for any Government / PSU / Corporate client with engagement fee not less than INR 50 Lakhs during the last 5 years | Central Govt. is giving a lot of encouragement to Start Ups and MSME's. Further, as per Central Govt. guidelines, certain exemptions are made in matters like tender fee, EMD and Qualifications for the 'StartUps' registered under DIPP.<br><br>The Startup's & MSME's are eligible for certain relaxations from the general qualification specified and the same be permitted in the RFP document | No change                                                                                                                                                                                                                                     |
| 5.      | 4.3. Financial Eligibility Criteria | The Agency should have Minimum Average Annual Turnover of INR 10 Crore for the last 3 (Three) financial years (i.e., FY 2018-19, FY 2019-20, and FY 2020-21).                                                                                                                                                                                                                                                                                                                                                                                         | As per the policy circular 1(2)(1)/2016-MA Dt.10th March 2016 by O/o Development Commissioner, Ministry of Micro, Small & Medium Enterprises, Govt. of India for relaxation of norms for Startups and Micro & Small Enterprises in Public Procurement on Prior Experience - Prior Turnover criteria                                                                                                  | No change                                                                                                                                                                                                                                     |

| Sl. No. | RFP clause No.                 | Clause Details                                                                                                                                                                              | Clarification Query/Representation                                                                                                                                                                                                                                                                                                                                                                                                               | Response                                                                             |
|---------|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 6.      | 6. Bid Processing Fee          | Technical Proposal without bid processing fee (DD) shall be treated as non-responsive and rejected. No exemption from submission of Bid Processing Fee is allowed                           | The Start-ups/MSME's are eligible for the exemption in respect of the earnest money deposit, Tender Fee and prior experience for participating in the Govt Tenders. The office memorandum issued by the Ministry of Finance – Govt of India dated 25th Jul, 2016, as per order issued by Ministry of Micro, Small & Medium Enterprises in the gazette of India dated 26th March, 2012 This document highlights the concession in respect of all. | No change                                                                            |
| 7.      | 7. EMD (EARNEST MONEY DEPOSIT) | No exemption from submission of Bid Security Declaration is allowed. No adjustment of EMD with respect to other works previously lying in DoT is allowed                                    | The Start-ups/MSME's are eligible for the exemption in respect of the earnest money deposit, Tender Fee and prior experience for participating in the Govt Tenders. The office memorandum issued by the Ministry of Finance – Govt of India dated 25th Jul, 2016, as per order issued by Ministry of Micro, Small & Medium Enterprises in the gazette of India dated 26th March, 2012 This document highlights the concession in respect of all. | No change                                                                            |
| 8.      | 2.1.22.                        | The selected agency is required to translate the content to Odia language and other vernacular languages if required.                                                                       | Is DoT looking for machine translation or human translation?                                                                                                                                                                                                                                                                                                                                                                                     | Human translation                                                                    |
| 9.      | 2.3.2., Point a (i)            | Increase total number of unique visitors for Odisha Tourism website by 10-20% every quarter with 50% of the visitors from target markets                                                    | As per industry standards, 10-20% increase each quarter is very high. Request DoT to relook at the % increase.                                                                                                                                                                                                                                                                                                                                   | No change                                                                            |
| 10.     | 2.3.2, Point a (ii)            | Increase total number of unique visitors across all existing, enhanced and created sites through Odisha Tourism website by 20% every year                                                   | Request DoT to share the visitor statistics for the last 3 years                                                                                                                                                                                                                                                                                                                                                                                 | Website visitor statistics shall be shared with the selected bidder                  |
| 11.     | 2.3.2, Point b (i)             | Increase the percentage (%) of 'active' online followers of Odisha Tourism's social channels to at least 8-10% of total followers (i.e., those that post / comment / like x times per week) | 1)Request DoT to share the average growth in total followers year-on-year on social channels<br><br>2)The expectation of 8-10% growth is per year, or over 3 years?                                                                                                                                                                                                                                                                              | 1) Website visitor statistics shall be shared with the selected bidder<br>2)Per year |

| Sl. No. | RFP clause No.                | Clause Details                                                                                                                                                                                                                                                                                                    | Clarification Query/Representation                                                                                                                                                               | Response                                                                                                  |
|---------|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 12.     | 2.3.2, Point b (ii)           | Adding a sizable fan base of 'active' followers by at least 50% of total followers from target markets in our core social channels of Facebook, Twitter, Instagram, and other social/digital channels                                                                                                             | 1)The expectation of 50% growth is per year, or over 3 years?                                                                                                                                    | 1) Per year                                                                                               |
| 13.     | 2.3.2, Point c (ii) and (iii) | (ii) Increased number of bookings, transactions, etc (e.g., accommodation, activities, attractions, etc.) through or as a direct result of visits to Odisha Tourism website, microsite and or websites linked to the Odisha Tourism website<br><br>(iii) Verifiable increment of 5-10% YoY                        | Are there separate budgets DoT has for SEM? Or does the bidder have to include the cost in its financial bid?                                                                                    | Selected bidder to propose budgets to DoT as part of the Digital/Social Media plan and execution strategy |
| 14.     | 2.3.6.                        | The Agency to develop channel distribution strategy of taking destination/ tourism offering message of Odisha on Digital/ Social Media channels to reach identified segment to best suit the source market (e.g., Facebook/ Instagram, YouTube, LinkedIn, Search, <b>sponsored promotions</b> , etc.)             | Does DoT have separate budgets for promotions?                                                                                                                                                   | Yes                                                                                                       |
| 15.     | 2.4.6                         | DoT may assign specific assignments related to promotion, digital content creation and gathering responses from target market segments (tourism segments) which shall not exceed more than <b>6 events in a year</b> . Such custom curated events shall be subjected to quarterly review                          | Does DoT have separate budgets for these 6 event promotions?                                                                                                                                     | Yes                                                                                                       |
| 16.     | 2.6                           | The Agency shall deploy a Project Manager at DoT                                                                                                                                                                                                                                                                  | Will the Project Manager work out of the Odisha Tourism office?                                                                                                                                  | Yes                                                                                                       |
| 17.     | 2.7                           | The Agency shall propose adequate off-site support team (Must be a Graduate degree / Post graduate diploma) for on-time delivery of the activities outlined in the Scope of work. The offsite team should have <b>Minimum 3 years' experience</b> . The offsite team shall support the Project Manager on day-to- | 1) What is the current team strength of the offsite team that handles PR/Social Media/Digital Media Marketing?<br><br>2)Is the offsite team required to be in Odisha? Or can work from anywhere? | 1) Bidder to analyse and propose adequate offsite team<br><br>2) The clause is self-explanatory           |

| Sl. No. | RFP clause No.                                    | Clause Details                                                                                                                                                                                                                                                                                                                                 | Clarification Query/Representation                                                                                                                                                                                                                                                             | Response                                                                                                              |
|---------|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
|         |                                                   | day activity for on time delivery of the assignment. The offsite team shall be available for monthly/quarterly review meetings or any other meetings as required by DoT.                                                                                                                                                                       | 3) Is physical presence of the offsite team required for review meetings or it can be held virtually?                                                                                                                                                                                          | 3) The offsite team shall be available for monthly/quarterly review meetings or any other meetings as required by DoT |
| 18.     | Table 3, Technical Evaluation Criteria, Point III | For similar projects successfully executed in Odisha for Government / PSU/ Corporate Client during last 5 years in <b>(9 marks)</b><br><br>a) Public Relations (3 marks)<br>b) Social Media Marketing (3 marks)<br>c) Multi-media Content Development and Branding (3 marks)                                                                   | Can we request DoT to accept work done (content research & development) to promote Odisha Tourism on various platforms (print/digital) and not restrict it to projects/clients that the bidder has from Odisha?<br><br>We can attach proof of work done in creation of content. Please advise? | No Change                                                                                                             |
| 19.     | Table 3, Technical Evaluation Criteria, Point VI  | VI. Having a functional office in Odisha (05 marks) (Submit proof – rent agreement, electricity bill, etc.)<br><br>Note: Bidder can submit an undertaking for the same for fully functional office will be set up within 1 month from the date of receiving a LoA (Letter of Award).                                                           | If the bidder currently does not have an office in Odisha, but gives an undertaking to establish an office, if the project is awarded- will the bidder be eligible for these 5 marks on the basis of the undertaking?                                                                          | Yes                                                                                                                   |
| 20.     | Annexure VII, Point 11                            | Copy of the work order, <b>completion certificate to be submitted</b>                                                                                                                                                                                                                                                                          | For ongoing projects, completion certificate cannot be provided. For such projects can we provide the fee received attested by the CA?                                                                                                                                                         | For ongoing projects, Work Order/ Agreement is to be submitted.                                                       |
| 21.     | 5.2                                               | Successfully executed at least 1 (one) /similar project of Public Relations and/or social media and/or Branding activity for any state tourism department/ tourism corporation/ tourism board having engagement fee not less than INR 1 Crore during last 5 years (10 marks)<br><br>For each additional similar project (10marks)<br><b>OR</b> | We feel that since 5.2 II and 5.2 III are already there relating to projects, this condition should not be insisted upon. There will be agencies with lot of resources, skills and experience but may not have executed projects for tourism boards.                                           | No Change                                                                                                             |

| Sl. No. | RFP clause No. | Clause Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Clarification Query/Representation                                                                                                                                                                                                                                                                                     | Response  |
|---------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|         |                | <p>Successfully executed at least 2 (two) / similar project of Public Relations and/or social media and/or Branding activity for any state tourism department/ tourism corporation/ tourism board having engagement fee not less than INR 75 Lakhs during last 5 years (10 marks, 5markseach)</p> <p>For each additional similar project(5marks)<br/><b>OR</b></p> <p>Successfully executed at least 3 (three) similar project of Public Relations and/or social media and/or Branding activity for any state tourism department/ tourism corporation/tourism board having engagement fee not less than INR 50 Lakhs during last 5 years (10marks, 3.33markseach)</p> <p>For each additional similar project (3.33 marks each)</p> |                                                                                                                                                                                                                                                                                                                        |           |
| 22.     | Clause 1.5     | <p>Note: 1Target Markets include:</p> <p>Domestic: West Bengal, Telangana, Andhra Pradesh, Jharkhand, New Delhi, Karnataka, Maharashtra, Tamil Nadu, Chhattisgarh, Gujarat, Assam, Goa, Uttarakhand, Rajasthan</p> <p>International: USA, Japan, China, U.K, France, Italy, Netherlands, Germany, Malaysia, Bangladesh, Korea, Singapore, C.I.S, Spain, Australia, New Zealand, Sri Lanka, UAE</p>                                                                                                                                                                                                                                                                                                                                 | The international markets include a lot of countries. The cost of marketing in many of these countries, with different languages, would have little bearing on total number of tourists expected from them. These are very expensive and large markets. Do you still want to retain these countries as target markets? | No change |
| 23.     | 2.1.1.1.       | <p>Publication of at least 2 articles / major stories (non-event specific stories) / interviews/ columns/ features in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express,</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                | Publication of two articles per month in national print dailies is unrealistic. Most of the publications now publish travel based articles on paid basis. Kindly clarify that this point includes paid articles.                                                                                                       | No Change |

| Sl. No. | RFP clause No. | Clause Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Clarification Query/Representation                                                                                         | Response  |
|---------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------|
|         |                | Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/developments in the State and inputs from the client. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month.                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                            |           |
| 24.     | 2.3.2          | <p>(a) i. Increase total number of unique visitors for Odisha Tourism website by 10-20% every quarter with 50% of the visitors from target markets</p> <p>ii. Increase total number of unique visitors across all existing, enhanced and created sites through Odisha Tourism website by 20% every year</p> <p>(b) i. Increase the percentage (%) of 'active' online followers of Odisha Tourism's social channels to at least 8-10% of total followers (i.e., those that post / comment / like x times per week)</p> <p>ii. Adding a sizable fan base of 'active' followers by at least 50% of total followers from target markets in our core social channels of Facebook, Twitter, Instagram, and other social/digital channels</p> | The expected increase in traffic and engagement do not seem practical and achievable                                       | No Change |
| 25.     | 2.3.2          | (c ) Increased number of bookings, transactions, etc (e.g., accommodation, activities, attractions, etc.) through or                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Will not be possible to track because person may visit Odisha Tourism website and do the booking on some other OTA website | No change |

| Sl. No. | RFP clause No. | Clause Details                                                                                                                                                                                                                                                | Clarification Query/Representation                                                                                                                                                                                                                                                                                                 | Response                                                                                                                                                            |
|---------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         |                | as a direct result of visits to Odisha Tourism website, microsite and or websites linked to the Odisha Tourism website                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                     |
| 26.     | 2.3.2          | d. Odisha and Odisha tourism to appear in key word search, measured by: Google and other search engines ranking relevant to destinations search in other Indian States with offerings similar to that of Odisha and other exotic/ niche holiday destinations. | Very aggressive adwords and SEO strategy would be required. In addition, you would have to create separate landing pages for each language and index for each market and substantial cost would be involved. It may be noted that China does not have Google, Facebook, Instagram, etc                                             | No change                                                                                                                                                           |
| 27.     | 2.4.4.         | The agency shall work in consultation with Website maintenance agency of Odisha Tourism for any augmentation necessary for the website to ensure Website bounce rate remains below 30-35%.                                                                    | The bounce rate is quite impossible to attain for your website (as per the online tools, the current bounce rate is 71.89%). Even the Kerala Tourism website has a bounce rate of 80%. The ranking may however be increased. Currently Odisha is ranked 58,163 among Indian websites (Kerala Tourism ranks 8,760). Kindly clarify. | No change                                                                                                                                                           |
| 28.     | 6 and 7        | Bid Processing Fee and EMD                                                                                                                                                                                                                                    | As per the Government of India notification, MSME companies are not required to pay any amount for bid submission, EMD or any such expenses. You are, therefore, requested to clarify that MSMEs are exempted from paying the bid processing fee and EMD.                                                                          | No Change<br><br>(As per RFP clause 6 Bid Processing Fee is INR 25,000/- and as per RFP Clause 7 the bidder shall submit a Bid Security Declaration in lieu of EMD) |