



Small Industries Development Bank of India
Request for Proposal [RFP] for Selection of Social Media Agency
Tender No. : 400/2017/1202/BYO/Others dated September 01, 2016
PRE-BID CLARIFICATIONS

	Vendor Query	SIDBI Response	Any Change in RfP
1	What apart from 'Brand Positioning & Digital amplifications are SIDBI's objectives that we would craft the strategy around. (Recall / Brand Preference / Thought / Leadership etc.	At present, SIDBI is not present in social media viz, face book, twitter, linkedin etc. In the present environment, social media has emerged as one of powerful tool to reach out to customers, obtain feedback etc. Banks and Corporates are actively present on social media. The objectives would be crystallized during formulating policy and strategy.	No Change
2	Who is SIDBI's Primary & Secondary Target Audience?	Being a Principal Financial Institution for the Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME), the target audiences are MSMEs, besides other stakeholders in the development of MSME in the country.	No Change.
3	Which regions are we to reach out to them?	PAN India.	No Change.
4	Will there be a vernacular element to the strategy in terms of language?	In the beginning, we are focusing on Hindi and English Language. However, in future vernacular languages may be added as per requirement on mutual understanding.	No Change.
5	Whether a consortium can be formed to apply for this.	There is no restriction on bid by a consortium.	No Change
6	Annexure III minimum eligibility Criteria - Sr. No.1 at page 59 The agency must have earned a fee from	Please see the CORRIGENDUM at the end.	Change

	SM services of `5.00 Cr and above during 2013- 14, 2014 -15 and 2015-16 in each financial year		
7	Annexure III Minimum Eligibility Criteria Sr. No.6 page no. 59 "The agency should have fully fledged office in Mumbai".	The criteria remain unchanged.	No Change
8	Annexure III Minimum Eligibility Criteria – Sr. No.7 at page no.59 "Agency should have experience in handling social media for banks.	The criteria remain unchanged.	No Change
9	Annexure III Minimum Eligibility Criteria – Sr. No.5 at page no.59 "Neither the agency nor its proprietor / directors / partners has/have defaulted to any Bank." CIBIL report of the agency and its proprietor / directors / partners.	The particular may be furnished.	No Change
10	Clause 6.6.3 Technical Bids Evaluation Criteria Social Media Sr. No. A-5 at page no. 25 "No. and the list of relevant contents/engagements/assignments for BFSI and Government sector handled during last 5 years from date of RfP. The relevant order copies to be enclosed.	The requirement remains unchanged.	No Change
11	Clause 5.1.3.4 Facilitating Quick Response system at page no. 18 "Undertake the task by deploying suitable resource during the contract period with appropriate tool & resources for Earned Media and Owned Media channels".	The requirement remains unchanged.	No Change
12	Clause 5.1.5.10 Content Management at page no.20 "Creation of content in accordance to the information provided by	The requirement remains unchanged.	No Change

	the Bank from time to time in line with Bank's announcements, news, policies, procedures etc."		
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CORRIGENDUM

In the RFP page no. 59 "Minimum Eligibility Criteria – Social Media" Sr. No. 1 clause"

Sr. No.	Old Clause	New Clause
1	The agency must have earned a fee from SM services of `5.00 Cr and above during 2013-14, 2014 -15 and 2015-16 in each financial year.	The agency must have earned a fee from SM services of `5.00 Cr and above during FY 2013- 14, 2014 -15 and 2015-16.

Note:

- All other terms and conditions of RfP remain unchanged.
