



**Tea Board India**

(Under Ministry of Commerce & Industry, Dept. of Commerce, Govt. of India)

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Tender No. 20(20)/2020/Prom

Date: 15/09/2020

**Corrigendum no. 2**

**Replies to the Queries raised at the pre-Bid Meeting for RFQ cum RFP appointment of agency for Digital and Social Media campaign for Indian Tea**

**Tender No. 20(20)/2020/Prom**

**Dated: 05/08/2020**

**CPP Portal Tender ID: 2020\_TBI\_575512\_1**

Sr. No.	Section	Query	Reply
(1)	Page 4, Notice Inviting Tender	E-Tenders [REQUEST FOR QUALIFICATION (RFQ) CUM REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF AGENCY] are invited on behalf of Deputy Chairman Tea Board, Kolkata from interested Advertising Agencies/Digital Marketing Agencies/Social Media and Web-Based Marketing Agencies for undertaking a Comprehensive Digital and Social Media Campaign for promotion of Indian tea and its specialty teas in India for a period of one year on a turnkey basis from the date of commencement of contract, unless extended further by mutual consent of Tea Board and the service provider on the terms and conditions mentioned in the tender document or unless terminated in accordance with the terms and conditions mentioned herein.	<b>Amendment:</b> E-Tenders [REQUEST FOR QUALIFICATION (RFQ) CUM REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF AGENCY] are invited on behalf of Deputy Chairman Tea Board, Kolkata from interested Advertising Agencies/Digital Marketing Agencies/Social Media and Web-Based Marketing Agencies for undertaking a Comprehensive Digital and Social Media Campaign for promotion of Indian tea and its specialty teas in <b>India and two other countries – USA and Russia</b> , for a period of <b>six months</b> on a turnkey basis from the date of commencement of contract, unless extended further by mutual consent of Tea Board and the service provider on the terms and conditions mentioned in the tender document or unless terminated in accordance with the terms and conditions mentioned herein.
(2)	Pages 19, 20 and 21, Table 3.6.6. Evaluation Criteria		<b>Amendment:</b> One more criteria 'Strategy for International Markets' is being added in the Evaluation Criteria. Further, the criteria for Ranking would be evaluated both on the basis of National and International ranking. The revised Table no. 3.6.6 is given below.

(3)	Page 60, Form 6B (BOQ-I), Summary of retainer fee for one year	The evaluation of the financial bid will be done based on total cost for one year for works mentioned under Section 5, Terms of Reference which would be sum total of (A) as mentioned above.	<b>Amendment:</b> The evaluation of the financial bid will be done based on total cost for <b>six months</b> for works mentioned under Section 5, Terms of Reference which would be sum total of (A) as mentioned above.
(4)	Page 6, Chapter 1: Instructions to Bidders, Earnest Money Deposit (EMD)	EMD should exempt under Startup India and MSME scheme	As per the Terms and Conditions mentioned in the Bid document, companies registered under Single Point Registration Certificate issued by the NSIC, or under Udyog Aadhar are exempt from EMD. In case of that, a self-attested copy of the valid single point registration certificate or Udyog Aadhar certificate is to be submitted along with the bid.
(5)	Page 6, Chapter 1: Instructions to Bidders, Tender Fees	Relax Tender Fee for under Startup India and MSME scheme	Tender Fees of Rs. 1180/- has to be paid by all participating companies
(6)	Pages 18 and 19: Minimum Qualification Criteria, Annual Turnover	Can we submit RFP if we have more than 1 Cr Turnover in any 2 years from last 3 Financial Years. Like we have somehow 2016-17 --- More than 1 Cr. 2017-18 --- Lower than 1 Cr 2018-19 ---- More than 1 cr 2019-20 ----- More than 1 Cr Can you please consider a firm like that? As we worked with World Bank, Govt of Rajasthan, DoNER Ministry and many private companies, so please consider us.	As per the Terms and Conditions mentioned in the Tender document, the company's annual turnover in each of the last 3 financial years, should be more than Rs 2 crores
(7)	General Query	Is any budget you decided for this work for 1 year, as a lot of variation can come in finalization of work delivery when we say we need to deliver a digital campaign only. Please clarify this.	As this is an Open Tender and the entire Scope of Work for <b>six months</b> is described in detail in the Tender document, the Bidder will have to finalize the Budget based on the Scope of Work given by Tea Board.
(8)	General Query	Are there any benchmark campaigns that have impressed you?	The Bidder is expected to come up with an appropriate strategy based on the Scope of Work described in the Tender document for this campaign.
(9)	Page 10, Chapter 2, Letter of Invitation: Objectives	What is your Brands objective?	All details given in the Tender document.
(10)	General Query	Describe your target audience.	All details given in the Tender document.
(11)	General Query	Describe your brand's voice.	As discussed in the pre bid meeting

			India Tea – World’s Gold Standard
(12)	General Query	What is the main message that your brand is trying to communicate?	All details given in the Tender document.
(13)	General Query	How does your brand currently engage your audience?	There are multi pronged activities which are continuing over a long period of time and mentions of these are posted on our website and social media platforms. The Bidder is expected to come up with an appropriate communication strategy based on the Scope of Work described in the Tender document for this campaign.
(14)	General Query	What does your audience say about you?	The Bidder is expected to conduct proper research on this point before coming up with an appropriate strategy based on the Scope of Work described in the Tender document for this campaign.
(15)	General Query	What platforms have the most engagement?	The Bidder is expected to go through the various updates on website, social media platforms and advise Tea Board on the most effective and appropriate means of engagement based on varied target audience
(16)	General Query	What is the biggest barrier to your success on social media?	The Bidder is expected to conduct proper research on this point before coming up with an appropriate strategy based on the Scope of Work described in the Tender document for this campaign.
(17)	General Query	Any specific regions/languages that you want to focus on?	All details given in the Tender document.  For International market of Russia, the communication to be in Russian language
(18)	General Query	Are there any learnings from past digital media campaigns?	The Bidder is expected to conduct proper research on this point before coming up with an appropriate strategy based on the Scope of Work described in the Tender document for this campaign.
(19)	General Query	How are you measuring campaign success?	The Bidder is expected to advise Tea Board on this point.
(20)	General Query	Is there any research that you have on consumer behaviour?	The Bidder is expected to conduct proper research on this point before coming up with an appropriate strategy based on the Scope of Work described in the Tender document for this campaign.

(21)	General Query	What are the metrics that you track on an ongoing basis?	The Bidder is expected to advise Tea Board on this point.
(22)	General Query	Is the campaign only for India?	For India as well as for two International markets of USA and Russia
(23)	General Query	If any international markets are to be covered then please do share the list.	International markets – USA and Russia
(24)	General Query	Can you give us key audience demographics.	The Bidder is expected to conduct proper research on this point before coming up with an appropriate strategy based on the Scope of Work described in the Tender document for this campaign.
(25)	General Query	Please clarify if the target market is only India or global as well. In case it is global, please specify the countries where you want to reach out to.	Target market is India and two other international markets – USA and Russia.
(26)	Page 35, Form 4D: Format for Power of Attorney	If the company's MD signs the proposals, is the Power of Attorney form 4D still required to be submitted?	No
(27)	Pages 18 and 19: Minimum Qualification Criteria, Digital Campaign Accounts	So an agency that has just one account of Rs 25 lakhs per year would qualify, but another agency, having multiple accounts with a total greater than Rs 25 lakhs per year, but none individually greater than Rs 25 lakhs, would not? Please clarify.	The Agency should have handled digital campaign accounts with a cumulative worth of at least Rs 25 Lakhs (including digital media buying) in each of the last 3 financial yrs and the agency should also have handled at least one digital campaign account worth at least Rs. 25 Lakhs (including digital media buying) in each of the last 3 financial years.
(28)	Page 48, Form 4N: Ideas and themes for short videos	<p>Short videos (30 sec – 120 sec) on themes of tea drinking situations among college students, in canteens, tea joints, hangouts in college cafes, restaurant, office spaces, young professionals, friends/buddies, families, patriotism etc to show the connect with youth. Themes such as patriotism, bonding, camaraderie etc may also be explored.</p> <p>Videos of Tea appreciation sessions, tea tasting sessions as well as of Business conferences/summits involving players in the tea sector. While preparing these samples, what are the brand guidelines, if any, to be</p>	The Bidder is expected to share scripts, graphical illustrations for these videos.

		followed?	
(29)	Page 47, Form 4M: Online Reputation Management Plan and Response Management	Why are 24x7 services required? Is it non-negotiable? In case of 24x7 services, what shall the SOP from Tea Board side for responding?	<b>Amendment:</b> Services are required from 8 am to 11 pm, 7 days a week, 365 days a year.
(30)	Page 21, Section 3.6.6	A proposal will be considered unsuitable and will be rejected at this stage if it does not respond to important aspects of RFQ-cum-RFP Document and the Terms of Reference. Which are these <b>important aspects</b> ?	All details given in the Tender document.
(31)	Page 28, Data Sheet	The table has contents which are getting 'cut'. Request for a reformatted table for clarity.	The table is reproduced below.
(32)	Page 50, Scope of Work	Agency will have to depute a resource(s) (account manager) who will work onsite at TEA BOARD INDIA office for coordination of the entire campaign. The resource should be a responsible senior person. Will this resource have to be deployed full time at Tea Board office? Will this resource be provided with basic office infrastructure at Tea Board office keeping social distancing norms in consideration?	Yes, this resource will have to be deployed full time at Tea Board office. Office space will be provided by Tea Board for this resource. However, the resource has to bring his own laptop loaded with all the softwares required for the execution of this project and other necessary gadgets for execution of the project
(33)	Page 51, Social Media Monitoring Program	Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach. Please provide the detailed requirements of the monitoring platform to be created.	The Bidder is expected to conduct proper research on this point before coming up with an appropriate social media monitoring platform based on the Scope of Work described in the Tender document for this campaign.
(34)	Page 52, Live Twitter Session	Live Twitter session/Facebook Live with industry experts to interact with masses/youth on chosen topics. This activity can have a regular schedule depending upon the user base. Schedule will be finalized based on the target market and target segment. Who will be responsible for arranging contacts with the industry experts? If the industry experts need any financial compensation for agreeing to appear on the Tea Board platform, shall Tea Board make the payment to them directly?	The Bidder will be responsible for arranging contacts with the industry experts. Tea Board will facilitate and suggest the names of Industry experts, but the ultimate responsibility of getting these Industry experts on board will rest with the Selected Agency. The Bidder will have to pay the financial remuneration( if required) to the industry experts for the same. The Bidder should quote the cost in the Financial Bid taking into consideration any financial compensation to be provided to these Industry experts for agreeing to appear on the Tea Board platform.

(35)	Page 52, Tea and friends' contest	<p>'Tea and friends' contest</p> <p>Buddies enjoy hanging out and bonding over cups of tea. Tea buddies to share their special moments of bonding. For this and any other contest that is planned, shall Tea Board arrange to provide gifts to contest winners at actuals?</p>	<p>The Bidder will be responsible for sourcing, arranging, dispatch and delivery of the gifts to the winners of any such contests. The Bidder should quote the cost in the Financial Bid taking into consideration all the above costs. However, the nature, quality of gifts and the final design will have to be got approved by Tea Board</p>
(36)	Page 57, Annexure I	<p>Appropriate media buying budget (minimum 25% and maximum 35% of the total retainership fees) to be earmarked and proof of media spend commensurate with the quotes to be furnished to Tea Board along with the monthly bills. If the agency has earmarked, say, 30% of the retainer amount for media buying, shall the agency ensure that the media spend is exactly that amount every month? We are asking as we normally see that monthly spends vary based on monthly campaign requirements finalized with the client.</p>	<p>The total annual media buying budget for one year minimum 25% and maximum 35% of the total retainership fees. The monthly spends may vary based on monthly campaign requirements finalized with the client, but the total cumulative media buying budget should be the amount/percentage quoted by the Bidder in his Financial Bid.</p>
(37)	Page 60, Form 6B (BOQ-I)	<p>Stock footage, stock still images, stock music for use in social media/online channels. (The cost for purchasing stock images, videos and/or music has to be borne by the Bidder. The Bidder should include these costs in the Financial Bid. Actual bills and supporting documents will have to be furnished for payment action). Please clarify the relevance of the last sentence.</p>	<p>Tea Board will not release any payments made by the Bidder for purchasing stock images, videos and/or music unless the actual bills and supporting documents for these purchases are provided to Tea Board.</p>
(38)	Page 6, Chapter 1: Instructions to Bidders, Earnest Money Deposit (EMD)	<p>Central government rule EMD Exemption for MSME companies, can we get EMD Exemption?</p>	<p>As per the Terms and Conditions mentioned in the Bid document, companies registered under Single Point Registration Certificate issued by the NSIC, or under Udyog Aadhar are exempt from EMD. In case of that, a self-attested copy of the valid single point registration certificate or Udyog Aadhar certificate is to be submitted along with the bid.</p>
(39)	General Query	<p>Joint venture companies apply for it?</p>	<p>The Bidder may be a Joint Venture company or may employ a consortium to take care of the multiple skill sets required as per the Scope of Work in this Tender document, but the Minimum Qualification Criteria has to be met by the Bidding company on its own, not the</p>

			individual components of the Joint Venture company or the consortium.
(40)	General Query	The brand promoted would be India Tea or Tea Board or both?	The brand promoted has to be India Tea.
(41)	Page 19, Evaluation Criteria	Since Creative Vision, Strategy and Content Strategy are interlinked, could they be presented in tandem or is it a must to present them separately?	Creative Vision, Strategy and Content Strategy should be presented separately as we are awarding marks separately for each.
(42)	Page 21, Evaluation Criteria	Would ideas and themes for campaigns with tea startups, young tea entrepreneurs, tea boutique chains, tea lounges etc, be under the aegis of India Tea and   or Tea Board?	These would have to be under the aegis of India Tea.
(43)	Page 4, Notice Inviting Tender	Could you please elaborate what you mean by comprehensive Digital and Social Media Campaign for promotion of Indian tea in India for a period of one year on a turnkey basis?	<b>Amendment:</b> E-Tenders [REQUEST FOR QUALIFICATION (RFQ) CUM REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF AGENCY] are invited on behalf of Deputy Chairman Tea Board, Kolkata from interested Advertising Agencies/Digital Marketing Agencies/Social Media and Web-Based Marketing Agencies for undertaking a Comprehensive Digital and Social Media Campaign for promotion of Indian tea and its specialty teas in <b>India and two other countries – USA and Russia</b> , for a period of <b>six months</b> on a turnkey basis from the date of commencement of contract, unless extended further by mutual consent of Tea Board and the service provider on the terms and conditions mentioned in the tender document or unless terminated in accordance with the terms and conditions mentioned herein.
(44)	Page 40, Form 4F: Creative Vision and Strategy	What do you expect from the presenting agency when you say . . . strategies for the tea sector?	The Bidder is expected to advise Tea Board on this point.
(45)	Page 42, Form 4I: Innovative ideas to enhance engagement	When you say . . . innovative ideas to enhance engagement . . . does it mean tea drinkers or non-tea drinkers or both?	It means both tea drinkers and non-tea drinkers.
(46)	Page 46, Form 4L: Target Reach	What do you wish to see when you mention . . . matrix on the targeted reach through various online mediums and social media	The Bidder is expected to advise Tea Board on this point.

		platforms?	
(47)	Page 6, Chapter 1: Instructions to Bidders, Earnest Money Deposit (EMD)	Given the difficult financial scenario, is it possible to reduce the Earnest Money Deposit to Rs 1 lakh?	As per the details in the tender document
(48)	Pages 18 and 19: Minimum Qualification Criteria, Annual Turnover	The company's annual turnover in each of the last 3 financial years, should be more than Rs 2 crores as per balance sheet. (We meet the asked for last year, and our average for the last three years @ 1 cr).	As per the details in the tender document
(49)	Pages 18 and 19: Minimum Qualification Criteria, Digital Campaign Accounts	The Agency should have handled digital campaign accounts worth at least Rs 25 Lakhs (including digital media buying) in each of the last 3 financial yrs and agency should have handled at least one digital campaign account worth Rs. 25 Lakhs (including digital media buying) in each of the last 3 financial years. Please let us know regarding the relaxation on the tender.	As per the details in the tender document
(50)	General Query	Is it necessary to have a local office in Kolkata (West Bengal)?	No
(51)	General Query	Can a joint venture or consortium participate in the bidding process?	The Bidder may be a Joint Venture company or may employ a consortium to take care of the multiple skill sets required as per the Scope of Work in this Tender document, but the Minimum Qualification Criteria has to be met by the Bidding company on its own, not the individual components of the Joint Venture company or the consortium.
(52)	Pages 18 and 19: Minimum Qualification Criteria: Years of Operation	Since we are registered as an MSME and government is promoting Start-up India a lot. Do we get any relaxations under years of operations?	As per the details in the tender document and existing norms



### 3.6.6

S No	CRITERIA	POINTS	DOCUMENT
A	<ul style="list-style-type: none"> <li>Creative vision and strategy presented for online campaign including social media</li> <li>Number and type of social media platforms proposed. <ul style="list-style-type: none"> <li>Strategy for International Markets</li> </ul> </li> </ul>	10	4G
B	<ul style="list-style-type: none"> <li>Content Strategy for the campaign</li> <li>Thematic content and messaging and sample hashtags with a focus on viral marketing</li> </ul>	10	4K
C	<p>Creative output based on previous work undertaken and sample creative material submitted with the Technical Proposal:</p> <ol style="list-style-type: none"> <li>Sample creative material of two previous campaigns such as banners, graphical messaging, infographics, videos and creative material for engagement activities on social media</li> <li>Proposed sample creative material for online campaigns for tea and engagement activities on social media</li> <li>Samples of digital branding done for previous campaigns (how creatives were used on digital platforms to heighten awareness)</li> </ol>	10	4J
D	Innovative ideas presented for user engagement on social media	10	4I
E	<p>Profile and track record of the agency</p> <ul style="list-style-type: none"> <li>Client References (at least 3)</li> <li>Brief profile of the agency including number of years of experience, presence in national and international markets</li> <li>Ranking – both national and international</li> <li>Major campaigns handled. Preference would be accorded to online campaigns. Details of a minimum of two such campaigns must be provided</li> </ul>	10	4H
F	<p>Credentials of proposed team for the project</p> <ul style="list-style-type: none"> <li>Qualification in terms of Social Media Planning &amp; Buying, Activation, content, design, Analytics, Digital, Social Media Search &amp; Online Relationship Management</li> <li>Experience in running and executing online campaigns</li> </ul>	10	4L
	<ul style="list-style-type: none"> <li>Role assigned</li> <li>Number of years with agency</li> </ul>		
G	<ul style="list-style-type: none"> <li>Target Reach – Agency needs to submit a matrix on the targeted reach through various online mediums and social media platforms.</li> <li>Identification of key success metrics and concept of evaluation.</li> </ul>	10	4M
H	Strategy for online reputation management (ORM) and response management (8 am to 11 pm, 7 days a week, 365 days a year) with specific input parameters & tools deployed for tracking and monitoring	10	4N

I	Short videos (30 sec – 120 sec) on themes of tea drinking situations among college students, in canteens, tea joints, hangouts in college cafes, restaurant, office spaces, young professionals, friends/buddies, families, patriotism etc to show the connect with youth. Themes such as patriotism, bonding,	10	40
J	Ideas and themes for campaigns with tea startups, young tea entrepreneurs, tea boutique chains, tea lounges etc	10	4P
	TOTAL	100	

### 3.20 Data Sheet

Reference	Description
Chapter 2, Point 2	The main objectives of the assignment is undertaking a Comprehensive Digital an Social Media Campaign for promotion of Indian tea in India for a period of one year on a turnkey basis However, Tea Board India shal have the right to modify the list as and when deemed necessary.
Chapter 2, Point 3	The method of selection is Combined Quality Cum Cost Based System (CQCCBS).
3.1.1	The name of the client is: Tea Board India (TEA BOARD INDIA) on behalf of Department of Commerce, Ministry of Commerce & Industry, Government of India
3.1.12	The proposal of the applicant shall be valid for 180 (one hundred and eighty) days from the Proposal Due Date.
3.2	Clarification must be requested on or before. Applicants shall share the MS Word file in soft copy of pre-bid queries at the time of requestin clarifications. The address for requesting clarification is: <a href="mailto:dipannita.teaboard@gmail.com">dipannita.teaboard@gmail.com</a>
3.2.2	Date & time of pre-bid meeting is 01/09/2020 at 1400 Hrs
	The last date of submission of Proposal is 14/10/2020.
3.4.9	The applicant to state cost in Indian rupees only.

Sd/-  
(Dr. Rishikesh Rai)  
Secretary