



## दिल्ली विकास प्राधिकरण DELHI DEVELOPMENT AUTHORITY

संचार विभाग Communications Department

बीत-भू, ब्लॉक-ल, विकास सदननई, दिल्ली ११००२३-

Block, Ground Floor, Vikas Sadan, I.N.A., New Delhi-110023

No. F1(10)2025/Communications/DDA/83

Date: 30/04/2025

**GeM Bid Number: GEM/2025/B/6167830 Dated 24-04-2025**

**Clarifications on queries of bidders** regarding Selection of a Professional Communications/Social Media Agency for Delhi Development Authority (DDA) for which the **Pre-bid query meeting** was held on **28.04.2025** at 3:30 PM in the chamber of Principal Commissioner (Landscape), DDA, Vikas Sadan, New Delhi:

S. No.	Clause No.	Query	Reply/Remark
1.	Criteria for Evaluation/Clause 9.1	Is the presentation to be submitted after being shortlisted or at the time of tender submission or will it be requested at a later stage?	It is to be submitted in a pdf format with technical bid and will be given/presented in person by the agency representative along with the team on the date to be announced later.
2.	Scope of Work/Clause 15.2	How many events will need photographer/videographer in a month?	All events as and when required.
3.	Scope of Work/Clause 15.9	a. How many e-newsletters a month? b. Would it be uploaded on Social Media or mass mailed as well?	a. One e-newsletter per month covering all DDA activities during the month. b. It should be uploaded on all Social Media accounts of DDA.
4.	Scope of Work/Clause 15.10	How many presentations to be made in a month, with how many slides?	As per requirement.
5.	Scope of Work/Clause 15.10	a. How many creatives to be designed in a month? b. Covering what all media platforms – pamphlets/hoardings/banners etc.?	As per requirement.
6.	Scope of Work/Clause 15.18	Who will take necessary permissions for the drone shoots?	All necessary permissions to be taken by the agency. DDA will provide authorisation letter to the agency that the particular work has been assigned.

7.	Scope of Work/Clause 15.18	Drone shoot duration to be specified.	30 hours raw shoot in one year (flying time). Flying time in each work/case to be approved by DDA. The agency should deploy an experienced person for the drone shoot with high definition, long range drone camera. DDA would ask for prior work of the drone cameraperson before work is assigned.
8.	General Query	MSME bidders exempt from the provision of EMD? MSE bidders to be provided full marks OR marking schema may be reduced so that MSE bidders may attain full marks.	MSME agency claiming EMD exemption, supporting documents to be provided with Technical bid documents while uploading it.
9.	Scope of work/Clause 15.2	a. Will the agency have to travel outside Delhi? b. Who will bear the travel, lodging and boarding cost?	a. Any travel outside Delhi would be as per requirement. b. The cost would be borne by DDA if any such outside travel is assigned, reimbursement will be made as per the actuals.
10.	Scope of work/Clause 15.14	Reimbursement of all influencers to be made as per actuals as well as per clause 15.16.	Only for additional influencers selected from the panel, if their expertise is required as per project.
11.	Scope of work/Clause 15	a. Will DDA compensate the agency separately for additional drone shoots and influencer activities? b. What will the payment terms/rate approval process be for these extra activities?	a. As per actuals. b. As per approvals taken from competent authority.
12.	Scope of work/Clause 15	Will DDA provide a pre-approved rate card for extra drone shoots/influencer collaborations beyond mandated numbers?	No rate card, it would be on case-to-case basis.
13.	Scope of work/Clause 15	Is the cost of 20 drone shoots and 5 influencers to be included in the base cost?	Yes.
14.	Scope of work/Clause 15.18	Only raw footage of drone to be submitted or edited version?	Both/As per requirement.

15.	Scope of work/Clause 15	Will DDA provide transport cost to the agency to cover the events in Delhi?	No.
16.	Team Structure/point 3	What is the “additional resource”, how should the cost be managed?	Management of social media accounts of DDA including query management and 24x7 ORM in real time basis is the responsibility of the agency. Including all the miscellaneous work as well, the agency should assess the manpower requirement before quoting for the tender bid.
17.	Payment terms & Conditions/Clause 16.c	For additional photographers/videographers, how will the actuals be defined as rate cards varies as per different photographers/videographers.	The agency will also submit quote for additional photographer/videographer for per hour basis. This will not form the part of evaluation. However, this would be subject to negotiation and finalization upon mutual consent at the time of award of contract.
18.	Scope of Work/Clause 15.2	Who will bear the internet cost if required to go live on an event?	The agency will provide the wifi dongle along with laptop so that the live streaming and posts can be created in real time basis during the event whenever required.
19.	Team structure	Will the DDA provided PCs be well equipped with the hardware to do the day-to-day activities?	DDA will provide the basic hardware for day-to-day activity like desktop, mouse, speakers etc.
20.	Team structure	<ul style="list-style-type: none"> <li>a. 24x7 support would require 12-15 people, 4 people not sufficient.</li> <li>b. Will the 24x7 team also work from DDA provided office and hardware?</li> <li>c. Will DDA official approve the content?</li> </ul>	<ul style="list-style-type: none"> <li>a. Reply in query number 16.</li> <li>b. Backend team has to work 24x7, out of DDA.</li> <li>c. All content to be approved by DDA.</li> </ul>
21.	Team Structure, Point 1	How to propose 4x3 candidates for selection or we can nominate a single candidate for a particular position?	Please refer the RFP.
22.	Criteria for Evaluation/Clause 9.2 & 9.3	<ul style="list-style-type: none"> <li>a. PR and social media projects be considered together for evaluation purposes.</li> <li>b. The required number of projects to a maximum of five.</li> </ul>	No change in the criteria.

		<p>c. Consider the ongoing projects scheduled for completion by 2026-2027 in the evaluation process.</p> <p>d. Value of projects to be lowered for MSE bidders.</p>	
23.	Criteria for Evaluation/Clause 9.2	Consider the average turnover as an Integrated Communication agency - Social Media, Digital, Events, PR and related services	No change in the criteria.
24.	Scope of Work/Clause 15	Will the paid promotion costs on social media platforms (such as advertising spend for boosting posts, ads, etc.) be reimbursed by DDA after the agency incurs them, or will DDA provide its own payment method (e.g., departmental credit card or account) for these promotions?	As per the actuals mentioned in Scope of Work 15.16
25.	Scope of Work/Clause 15.15	Will the collaboration costs of the selected influencers (including honorariums, fees, or other charges) be covered by DDA?	As per RFP and replies mentioned above.
26.	Documents to be submitted as part of Technical Bid	<p>a. Which documents to be submitted - Work orders/Completion Certificates or Satisfactory Performance Certificates?</p> <p>b. For ongoing and completed projects, work orders be considered as valid/sufficient proof of completion.</p>	<p>Work orders along with Completion Certificates to be submitted for completed projects.</p> <p>Work orders along with Satisfactory Performance Certificates for ongoing projects.</p>
27.	Scope of Work/Clause 15	Would the newspaper ad publication be given to the agency or managed by DDA?	Only newspaper creative design to be made by the agency (without any extra cost), not ad release/publication.
28.	Scope of Work/Clause 15.18	Agency will be informed a week in advance for the drone shoot?	Information will be shared 48hours in advance with the agency for the required drone shoot.
29.	Criteria for Evaluation/Clause 9.4	Minimum work experience of Snr. Graphic Designer & Snr. Digital Audio-Video expert	4 years.
30.	Criteria for Evaluation/Clause 9.4	Onsite Resources: Please confirm whether all four proposed key professionals are expected to be stationed onsite, and if the inclusion of a photographer/videographer is mandatory as part of the onsite team.	As mentioned in RFP, the 4 team members will be based at DDA on full-time basis.

31.	Scope of Work/Clause 15.18	Drone Shoot Specifications Request you to kindly provide the technical specifications, expected duration of the drone shoot, and the qualification or certification requirements for the drone operator/manpower involved.	Reply as per query no. 7.
32.	Criteria for Evaluation/Clause 9.3	A single work order for a digital media campaign valued at ₹1 crore or more, executed over a duration of 3 or 6 months, will be considered acceptable under the eligibility criteria?	Please refer RFP.
33.	Scope of Work/Clause 15	Will the photographer/videographer provided with the camera by DDA?	The photographer/videographer should have their own or provided by the agency, high resolution camera as mentioned under Team Structure in RFP.
34.	Criteria for Evaluation/Clause 9	Top 3 bidders as per technical scores to be shortlisted and invited to participate in financial evaluation.	Selection criteria is sole proprietary of DDA.

Sd/-

Director (Communications)