

**Name of the work: Digital Media (Web Development, Mobile App Development, SEO and Social Media Management)
Pre-bid meeting on 27.12.2019 Contract Package No: IDIPT/TN/T4/NCB/14-LOT7/2017
Queries reply to Bidders**

Bidder: M/s.Unwind Learning Labs Private Limited

S. No	Clause No. as per Tender Document	Description as per Tender Document	Query by Bidders	Reply to bidders
1	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-10 in Technical Bid Documents)	The Content will be provided in 2 languages (English & Tamil). The conversion of the languages will be the scope of the vendor and the translated content should be certified by the respective specialized professor in any preferable government universities (like Madras University etc).	The content needs to be provided for both hindi and English before the development starts. So as to ensure the timelines are followed correctly.	The Content will be provided only in English & Tamil. No change, existing term prevail
2	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-10 in Technical Bid Documents)	The portal will be in multilingual. The static web pages of the portal will be developed by the following 8 International Languages as follows:	Adding Google Translate can be given so as to ensure all the languages will done. Would that be suffice.	Google Translator may not give cent percent results. No change in meaning is accepted. Final content need to be certified by the respective specialized professor.
3	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-11 in Technical Bid Documents)	A System will contain facility for analysing feedback to provide Insights to achieve web portal goal and objectives. The Portal paves the way for the user to enrich the web portal content by sharing their experiences and information.	Need more clarity how the feedback system is going to be needed in this portal?	SI to regularly Monitor Social Media, chatbot & call center. Provide analysis report/ feedback to dept.

4	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-11 in Technical Bid Documents)	The provision for online Chat System & Frequently Asked Questions(FAQ) page to address common user queries.	Online Chat system with a human interaction or a Online Chatbot system? If there is a need for the Chatbot then the department needs to give the content for training the Chatbot. Also the FAQ contents needs to be provided by the Tourism Department.	Online Chatbot system is required to handle basic queries. The FAQ content will be provided by the department
5	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-11 in Technical Bid Documents)	Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about Tamil Nadu Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.	Does the Tourism department suggest any media tracking tool(specific tool) or it is upto the vendor to suggest a Tool. - Because, if vendor decides one and dept asks for a different model then there will be a cost impact.	Bidder can choose the industry standard monitoring tool which is widely accepted & used.
6	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-12 in Technical Bid Documents)	Monthly Web Analysis Report with page views, sessions / visits, unique visitors, country wise distribution of visitors etc.	Is the reports going to be as described in the RFP or is there scope to increase the No.of reports.	MIS Reports as per the Pg.No.97, in Section 6
7	1.4.3 Mobile App Specific Requirement (in Section 6) (Page No.6-13 in Technical Bid Documents)	The Mobile application should be compatible with Android and IOS (need to support all the versions of OS).	What is the minimum compatibility for Android version to be built for the APP.	The Minimum compatibility version should be Android 6.0 and above.

8	<p>2) i) a) Infrastructure set - up (in Section 6)</p> <p>(Page No.6-5 in Technical Bid Documents)</p>	<p>The Successful Bidder shall be responsible for hosting the proposed Web Portal (responsive) for DoT in both Primary DC (includes staging servers)& Disaster Recovery. The hosting may be done either in TNSDC/MeitY empanelled cloud service provider.</p>	<p>As per the understanding the vendor needs to bear the cost for the Web server.</p>	<p>Yes, the cost of the DC & DR has to be borne by the bidder.</p>
9	<p>2.1.3 Software Requirements (in Section 6)</p> <p>(Page No.6-20 in Technical Bid Documents)</p>	<p>As per GIGW standards, the software is preferable with Open Source environment. According to that, the developer should afford the standards of governing guidelines.</p>	<p>Since the website is to be having GIGW guidelines, as per the CERTIN empanelment process, for getting GIGW guidance it would cost the vendor an additional 1.12 Lakhs. Will that cost be bearded by the vendor or the cost will be done by the Tamilnadu Tourism department.</p>	<p>CERT TIN empanelment is not required. Moreover, the application has to be developed as per GIGW guidelines.</p>

Bidder: M/s.CYFUTURE INDIA PRIVATE LIMITED

S. No	Clause No. as per Tender Document	Description as per Tender Document	Query by Bidders	Reply to bidders
1	2.4.1 Contracts of Similar Size and Nature (in Section 3) (Page No.3-9 in Technical Bid Documents)	Participation in at least Two contracts that have been successfully completed within the last 3 years and that is similar to the proposed works, where the value of the Bidder's participation exceeds or equal to INR 12.22 million (1.22 Crore).	Request you to kindly keep the value as 60-65 Lacs in place of 1.22 Crore	As per the Bid Document
2	2.4.1 Contracts of Similar Size and Nature (in Section 3) (Page No.3-8 in Technical Bid Documents)	The Bidder should submit projects and provide Three clients references for successful completion / ongoing that clearly mentions the scope of Software Development.	Request you to kindly keep this to two clients references	As per the Bid Document
3	1.4.1 Web Portal Implementation (in Section 6)	Not Mention the Clause	What will be the estimated number of pages in the website	Approximately 600-700 Pages.
4	1.4.1 Web Portal Implementation (in Section 6)	Not Mention the Clause	What will be the estimated number of pages in the website for which the content is required to be multilingual	Approximately 600 Pages.
5	1.4.4 Social Media Management (in Section 6)	Not Mention the Clause	What will be the number of posts on social media (monthly or weekly basis)	Six posts per day for each social media.

6	1.4.4 Social Media Management (in Section 6)	Not Mention the Clause	Videos to be posted by Tamil Nadu Tourism or the bidder need to arrange from stock videos/fresh shoots, and what will be the number of videos monthly to be posted on Social Media	The videos will be provided by the tourism dept. and it has to be edited for 1min and to be posted in social media.
7	1.4.4 Social Media Management (in Section 6)	Not Mention the Clause	For Live Coverage :Equipments needs to be arranged by the bidder or Tamil Nadu Tourism will provide and what is the estimated number of events	Department will provide the link that has to be published in the social media.
8	1.4.4 Social Media Management (in Section 6)	Not Mention the Clause	For Live Coverage : The cost of travelling to the event location will be provided by Tamil Nadu Tourism or bidder need to manage	Department will provide the link that has to be published in the social media.
9	1.4.4 Social Media Management (in Section 6)	Not Mention the Clause	Key influencer Program : The cost of engaging 100 influencer will be beared by Tamil Nadu tourism or the bidder need to manage	As per bid document , it is included in the Scope of work

Bidder: LiferayIndia Private Limited

S. No	Clause No. as per Tender Document	Description as per Tender Document	Query by Bidders	Reply to bidders
1	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-9 in Technical Bid Documents)	General	Please consider that the proposed application should be developed using Enterprise Supported Open Source based Platform to mitigate the risks in terms of vulnerabilities and to get the support in terms of updates and upgrades of the open source product.	The Application may be developed using Enterprise supported Open Source Platform also.
2	1.4 Scope of the Project (in Section 6) (Page No.6-10 in Technical Bid Documents)	General	Please consider that i) the portal, mobile app and SEO be from same OEM to avoid complexities in integration and giving smooth performance ii) For an esteemed project like this, it shall be a Platform independent solution, with platform based approach - easily create websites, add content, easy to maintain with all features like CMS, workflows, collaboration.	The application shall be Platform independent.

3	<p>1.4.7 Content Management System (in Section 6)</p> <p>(Page No.6-19 in Technical Bid Documents)</p>	<p>Creation and Maintenance of a comprehensive Content Management System as a single repository for storage of all types of Website and Mobile app contents such as videos and images along with controlling placement of content.</p>	<p>i) Should the files stored in separate storage, thus reducing the load from the database. ii) For smooth content creation and approval, is there workflow along with preview of the same required. iii) is Digital Asset Management required for the same, and request you to make it availability from the same vendor, thus reducing complexities of integration.</p>	<p>No change, existing term prevails. Architecture shall be discussed during SRS.</p>
4	<p>3.1 Security and Privacy (in Section 6)</p> <p>(Page No.6-21 in Technical Bid Documents)</p>	<p>The architecture should provide an end-to-end security model that protects data.</p>	<p>For an esteemed project like this, the solution should be GDPR compliant and owasp top 10 compliant, please confirm.</p>	<p>Pg.No 98 TNeGAEmpanelled(Cert IN Empanelled) vendor will take care of IT Security Audit</p>
5	<p>1.4.1 Web Portal Implementation (in Section 6)</p> <p>(Page No.6-9 in Technical Bid Documents)</p>	<p>General</p>	<p>Gartner's Magoc Quadrant/Forrester Wave Report are considered internationally as benchmark for quality. Request to incorporate that the proposed platform by IA should have presence in any of these report of relevant category - Please consider.</p>	<p>No change, existing term prevail</p>
6	<p>1.4.1 Web Portal Implementation (in Section 6)</p> <p>(Page No.6-9 in Technical Bid Documents)</p>	<p>General</p>	<p>iii) Please consider, For robust solution, SI has to provide Enterprise version for all Open source software. No community version will be accepted.</p>	<p>No change, existing term prevail</p>

Bidder: NithraEdu Solutions India Pvt Ltd

S. No	Clause No. as per Tender Document	Description as per Tender Document	Query by Bidders	Reply to bidders
1	2.4.1 Contracts of Similar Size and Nature (in Section 3) (Page No.3-8 in Technical Bid Documents)	3. Software Solutions (Whole Point)	<p>We have done Web portal for Recruitment in Co Operative Society of 15 Districts in Tamilnadu. Regarding Mobile app Development we have published more than 150 applications in Google play store in Tamil, Telugu, Hindi, Kannada, Malayalam, English. Regarding search Engine optimization we are doing for our portals like nithra.mobi, nithrajobs.com, tnpscexams.guide etc., Regarding Social media promotion we are spending around 10 Lakhs every month to Google and Facebook for our app installs and social media promotion. We have expertise in all components mentioned here. But we have done only web portal for Cooperative society. In this case whether we are eligible or not. Reading Mobile app development we have developed mobile app for Tamilnadu tourism one year before and it has downloaded by more than one Lakh people. Link is provided in the bottom of the sheet.</p>	As per the Bid Document .

2	<p>2.4.1 Contracts of Similar Size and Nature (in Section 3)</p> <p>(Page No.3-9 in Technical Bid Documents)</p>	<p>4. Participated at least in two contracts in last three years and the amount equal or exceeds 1.22 crore.</p>	<p>We have developed web portal for 15 Districts recruitment process. But the total value is around 15 Lakhs. In this case whether we are eligible or not.</p>	<p>As per the Bid Document .</p>
3	<p>2.4.1 Contracts of Similar Size and Nature (in Section 3)</p> <p>(Page No.3-8 in Technical Bid Documents)</p>	<p>2. Local office Chennai</p>	<p>We have office in Tiruchengode of Namakkal District. If we selected whether we need to setup office in Chennai.</p>	<p>No change, existing term prevail.</p>
4	<p>Tech Form 3: Citation format for SI Project Experience (in Section 4)</p> <p>(Page No.4-33 in Technical Bid Documents)</p>	<p>S.No. 5 to 7</p>	<p>This point again to Value and four components of work done to Government bodies. Here also Eligibilitycriteria comes. We need explanation whether we are eligible or not.</p>	<p>As per the Bid Document</p>

Bidder: M/s. EywaMedia Innovations Pvt Ltd.

S. No	Clause No. as per Tender Document	Description as per Tender Document	Query by Bidders	Reply to bidders
1		Not Mention the Clause	<p>We need your assistance for the following details mentioned below.</p> <ol style="list-style-type: none"> 1. Once the Tamil and English content are received, how long do you provide us to translate in other languages? 2. Whether any translation has to be done inside the pictures? 3. Total volume of the translation (pages and words) 4. Apart from targeting the mentioned social media platform, Would you like us to focus on other Social media channels? 5. Key Performance Indicator (KPI) - Number of installations and Target audience for app installation <p><u>Additional Capabilities:</u></p> <p>We own very unique platforms called Adtarbo which can perform the below mentioned activities:</p> <p><u>Cloud Telephony:</u></p> <ul style="list-style-type: none"> Customer calls get stored in CRM. Analytics engine runs an algorithm to understand the Call frequency and visit patterns. Data can be used to target customers. <p><u>Pixel Targeting:</u></p> <ul style="list-style-type: none"> Adtarbo Pixel helps to track website 	<ol style="list-style-type: none"> 1. development and translation need to be completed in 3 months. 2. Not required 3. 600pages(approx) 4. No. 5. Tourism department may provide the details

			<p>visitors and also we can target them through remarketing.</p> <p><u>QR Code Targeting:</u></p> <p>In our platform, we can generate QR code. By using the target mobile application, consumers can scan the QR codes and we can target them via our digital ads.</p> <p><u>FootSparrq – Offline to Online:</u></p> <ul style="list-style-type: none">) We build anonymous audience profiles of people connecting their online and offline data.) Our platform automatically segments them and provides 360-degree view of each individual profile) We track people's movement offline through Wifi and Bluetooth Beacons. Online behaviors are tracked through various ad networks. We can combine the offline and online data with our AI-driven Identity network and we can target via digital campaigns. 	
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Additional Queries				
1		Not mentioned the clause	Source file format for the Tamil and English content	Source file format for the Tamil and English content are in Unicode
2			Translated file format required	Translated file format required in Unicode
3		Not mentioned the clause	Font (Unicode/TTF (True – Type Font))	File format required in Unicode font
4			Expected word- count	Approximately 600 Pages,

Bidder: M/s. Maxposure Media Group (India) Private Limited

S. No	Clause No. as per Tender Document	Description as per Tender Document	Query by Bidders	Reply to bidders
1	Tech Form 5: Proposed Work Plan (in Section 4) (Page No.4-35 in Technical Bid Documents)	Knowledge Transfer	Will the Government of Tamil Nadu supervise the Knowledge Transfer of the website and social media platforms and what all will be included in it?	Yes, Deployment guidelines, system's configuration and installation, operating instructions, troubleshooting, changelog, and bug tracker data, Software development workflow, Software development tools and techniques, Source code, Repository URLs with access details, Description of business requirements, Project roadmap, Software architecture documentation, Database structure design, Design files: mockups, graphics. User stories, Test cases, Access to the existing environment and third-party systems, Social media accounts Access credentials, etc.
2	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-9 to 6-12 in Technical Bid Documents)	Web Portal Implementation	Are we going to create the new content or work on the existing content?	Existing and New Content has to be created. No change, existing term prevail
3	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-9 to 6-12 in Technical Bid Documents)	Web Portal Implementation	Maxposure, being content partner of Incredible India under Ministry of Tourism, we can suggest content enhancement on the website and the mobile app. In such a scenario, will Tamil Nadu Tourism require content services? If yes, will this be excluded under the current scope of work/commercials?	No change, existing term prevail

4	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-10 in Technical Bid Documents)	Web Portal Implementation	For translation services of languages apart from Tamil, is there a requirement of human translation or machine translation?	Translator may not give cent percent results. No change in meaning is accepted. Final content need to be certify by the respective specialized professor.
5	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-10 in Technical Bid Documents)	Web Portal Implementation	How many number of words (approximately) need to be translated annually/ monthly?	Approximately 600 Pages one time.
6	1.4.1 Web Portal Implementation (in Section 6) (Page No.6-11 in Technical Bid Documents)	Web Portal Implementation	This is an RFP for Digital project. However, in the media tracking there is a mention of offline media (magazines and newspapers), please confirm if offline tracking is required?	Yes, offline / online tracking is required for Tourism related articles in any media.
7	1.4.3 Mobile App Specific Requirement (in Section 6) (Page No.6-13 in Technical Bid Documents)	Mobile App specific Requirement	We couldn't find the official tourism app on Android or IOS. Does TN has an existing app? If yes, please share.	Tourism department does not have the existing app.

8	<p>1.4.3 Mobile App Specific Requirement (in Section 6)</p> <p>(Page No.6-13 in Technical Bid Documents)</p>	<p>Safety guidelines and Emergency SOS integration with other Departments</p>	<p>Most points under this head refers to the web portal, we would like to have clarification on the Mobile App's scope of work.</p>	<p>APP is also Having the Same Scope of Work.</p>
9	<p>1.4.3 Mobile App Specific Requirement (in Section 6)</p> <p>(Page No.6-13 in Technical Bid Documents)</p>	<p>Mobile App specific Requirement</p>	<p>Is there a requirement of paid app marketing to increase the number of downloads.</p>	<p>No.No change, existing term prevail</p>
10	<p>1.4.4 Social Media Monitoring Management (in Section 6)</p> <p>(Page No.6-17 in Technical Bid Documents)</p>	<p>Social Media Monitoring Programme</p>	<p>Can you define the term used "keyword" stated above in the point? Does it refer to hashtags/mentions on various social platforms? Please confirm.</p>	<p>Yes, should take advantage of hashtags. Hashtag is an easy and effective way to flag your content as relevant whenever the subject of the hashtag is searched</p>
11	<p>5.0 Key Personnel Requirements (in Section 6)</p> <p>(Page No.6-23 in Technical Bid Documents)</p>	<p>Key Personnel Requirements</p>	<p>The RFP states to have 5 personnel requirements. Maxposure is based out of Delhi but has its branch in Chennai. Will the requirement of these personnel will be stationed at the TND office or be stationed at the bidder's office based out of Chennai or Delhi?</p>	<p>Key Personnel Required at Chennai</p>

12	<p>7.0 Equipment Requirements - Hardware and Software: (in Section 6)</p> <p>(Page No.6-24 in Technical Bid Documents)</p>	<p>Equipment Requirements - Hardware and Software:</p> <p>Mac Machines with updated OS – 5 Machines (preferred) Software tools Sketch – 5 user license Adobe package Mobile App Development International Development Environment (IDE) – 4 user license Latest I-Phone and latest Android phones for testing.</p>	<p>Please let us know where do we add the quotation of the 5 machines and other software tools required as per the RFP</p>	<p>As per bid document</p>
13	<p>(Page No. 11 in Price Bid Documents)</p>	<p>Unit & Unit Rate</p>	<p>Please suggest whether you need the cost in LS (Lumpsum) or Per Unit Cost. If Unit cost is to be followed, please suggest the bifurcation for the units as per the heading as it is not matching. Please advise?</p>	<p>Item wise Lumpsum price need to provide.</p>
14	<p>1.1 (ii) (Page No. 11 in Price Bid Documents)</p>	<p>SEO as per section 6 (Monthly)</p>	<p>Can you please define the unit "6" which is mentioned "under quantity" in the Price bid against SEO?</p>	<p>Looking for SEO 6 months in a year, if required it may increase on need base.</p>
15	<p>1.1 (iii) (Page No. 11 in Price Bid Documents)</p>	<p>Social Media Handling as per section 6 (Yearly)</p>	<p>Can you please define the unit "3" mentioned "under quantity" against this in the price bid?</p>	<p>Looking for Social Media Handling for 3 years.</p>

16	1.2 (Page No. 11 in Price Bid Documents)	Hardware Component (Servers with Operating System(OS) & 3 years Hosting Charges	The hardware component mentioned in the price bid has a mention of servers with operating systems. Please clarify on the Meityempanelled cloud service company you want us to connect with as the commercials will be depended on the company?	Yes, the cost of the DC & DR has to be borne by the bidder along with Security (L7 Firewall, DDOS, Log Monitoring, HIPS, AV, Daly Backup etc..
17	2.2 (Page No. 11 in Price Bid Documents)	Application maintenance support	Please define the quantity "2" mentioned against this point in the price bid.	APP &Webportal development with one year warranty, after that 2 years maintenance of Application