

Clarifications for Selection of a Media Monitoring and News Analysis Agency to Establish a Media Monitoring Centre (MMC) for Tracking, Aggregating, Analyzing, and Reporting Media Coverage of Maharashtra Government across various Media Platforms and assisting DGIPR in responding to Media in a time-bound manner

Clarification Document - I

Reference:

1. Tender reference number- 2025_DGIPR_Media Monitoring dated 20th May 2025

Clarifications

The clarifications are as follows

#	RFP Section	RFP Page No	Content in the RFP	Queries	Clarification/Response from DGIPR
1.	5. Scope of Work 1. Awareness about Government Policies and Schemes	15	Tracking of media-mediums i.e., o Print – Newspapers, weeklies, magazines etc o Electronic – Television channels, Radio etc o Digital and Web – Websites, blogs, journals, podcasts etc o Social media platforms – YouTube, Facebook, Twitter, Reddit, Instagram etc	Radio tracking: kindly define the list of channels or we need to track radio channel accessible from the Mumbai	Radio channels from Maharashtra which are available through digital feeds are to be tracked.
2.	6. Instruction to Bidders 6.10 Earnest Money Deposit	31	Bidders are required to submit an Earnest Money Deposit (EMD) in the form of Bank Guarantee for the required amount valid for at least thirty (30) days beyond the Bid Validity Period. The bank guarantee must be submitted in the format specified in this RFP. Offers, made without EMD, will be treated incomplete and non-responsive and the same will not be considered. EMD will be discharged / returned to Unsuccessful Bidders within thirty (30) days of the Bidder being notified as being unsuccessful. However, for successful bidder, EMD will be	We kindly request that Earnest Money Deposit (EMD) payments be allowed Fixed Deposit Receipt (FDR) as additional modes of submission. This would greatly enhance convenience and flexibility for participants.	As per RFP

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			discharged on executing the Contract and furnishing the Performance Bank Guarantee (PBG).		
3.	7. Eligibility Criteria PQ 9	42	The Sole Bidder/ Any member of the Consortium should have experience in deploying three (3) projects of analytics, dashboard and smartphone app (Android/iOS) for delivery, with cumulative contract value greater than INR. 3 Crores, in last five (5) years from the date of submission of the bid.	Please amend this clause as: The Sole Bidder, OEM, or any member of the Consortium must have experience in deploying at least three (3) projects involving analytics, dashboards, and smartphone applications (Android/iOS) for service delivery. The cumulative contract value of these projects should exceed INR 3 Crores and must have been executed within the last five (5) years from the date of bid submission. Bidders may also include Extension s or amendments to Work Orders as part of their experience.	Refer to Corrigendum - I Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria.
4.	7. Eligibility Criteria PQ 9	42	Work Order + Experience/Completion Certificates from the client Note: The project completion/go-live should be within 5 years from the date of submission of the bid OR • Work Order + Phase Completion Certificate from the client	Request you to change this clause as: Bidders may include Extension s or amendments to Work Orders, even if the original Work Order was issued more than five years ago, provided that the Extension falls within the relevant period. This demonstrates continued client satisfaction. Additionally, for ongoing projects where a Completion Certificate is not yet available, submitted invoices should be accepted as valid proof of work.	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria. Note: Invoices will not be accepted as valid supporting document

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5.	8. Technical Evaluation Criteria TQ 2 No. Of Past Projects	43	Work Order + Experience/Completion Certificates from the client Note: The project completion/go-live should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client (OEM MAF to be included in case OEM experience is being presented)	Please amend the clause as follows: Work Order + Experience/Completion Certificates / Extension service certificates/ satisfactory report / Invoices from the client Note: The project completion/go- live should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate / /Extension service certificates/ satisfactory report / Invoices from the client (OEM MAF to be included in case OEM experience is being presented)	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria. Note: Invoices will not be accepted as valid supporting document
6.	8. Technical Evaluation Criteria TQ 3 Total Value of Past Projects	43	Work Order + Experience/Completion Certificates from the client Note: The project completion/go-live should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client (OEM MAF to be included in case OEM experience is being presented)	Please amend the clause as follows: Work Order + Experience/Completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client Note: The project completion/go- live/ Extension service certificates/ satisfactory report / Invoices should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion / Extension service certificates/ satisfactory report / Invoices Certificate from the client (OEM MAF to be included in case OEM experience is being presented)	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria. Note: Invoices will not be accepted as valid supporting document

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7.	8. Technical Evaluation Criteria TQ-2	43	Sole Bidder/ Consortium / OEM should have prior experience of having completed 3 or more similar projects of multiple media medium integrated dashboard/ multiple media-medium software systems in the last five (5) years from the date of submission of the bid for different Central Government departments/ State Government departments/ Urban Local Bodies/ Government Agencies etc. Note: Experience must be demonstrated for all 4 media mediums cumulatively across projects quoted.	Bidders should be allowed to include Extension s of Work Orders even if the original work order was issued earlier than the 5 year period mentioned. This means that the client is a happy client.	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria.
8.	8. Technical Evaluation Criteria TQ 3 Total Value of Past Projects	43	Total Project Value from Media/News Analytics led projects >= INR 5 Crores & <= INR 7 Crores – 05 Marks Total Project Value from Media/News Analytics led projects > INR 7 Crores & <= INR 10 Crores – 07 Marks Total Project Value from Media/News Analytics led projects >INR 10 Crores – 10 Marks	Please amend the clause as follows: Total Project Value from Media/News Analytics led cumulative Project value >= INR 3 Crores & <= INR 5 Crores – 05 Marks Total Project Value from Media/News Analytics led projects > INR 6 Crores & <= INR 8 Crores – 07 Marks Total Project Value from Media/News Analytics led projects >INR 10 Crores – 10 Marks	As per RFP
9.	8. Technical Evaluation Criteria TQ 3 Total Value of Past Projects	43	Total Project Value from Media/News Analytics led projects >= INR 5 Crores & <= INR 7 Crores – 05 Marks Total Project Value from Media/News Analytics led projects > INR 7 Crores & <= INR 10 Crores – 07 Marks Total Project Value from Media/News Analytics led projects	We kindly request that the phrase: “Total Project Value from Media/News Analytics led projects” be revised to: “Total cumulated project value from Media/News Analytics led projects”.	Clarification: It is implied that total cumulative project value from relevant projects is to be considered

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			>INR 10 Crores – 10 Marks		
10.	8. Technical Evaluation Criteria TQ 6 Technological Experience	44	The Sole Bidder/Consortium/OEM must have experience in integrating fuzzy query able interfaces into existing systems, with a focus on improving search functionality for accurate data retrieval, leveraging expertise in search technology, for any Government Client (in the last five(5) years from the date of submission of the bid)	Please amend the clause as follows: The Sole Bidder/Consortium/OEM must have experience in integrating fuzzy query / Search able interfaces into existing systems, with a focus on improving search functionality for accurate data retrieval, leveraging expertise in search technology, for any Government Client (in the last five(5) years from the date of submission of the bid)	Clarification: In case of similar scenario, the bidder must submit a document in the form of an undertaking stating that they have implemented a fuzzy query feature, which will be subject to validation during the Proof of Concept (PoC) presentation.
11.	8. Technical Evaluation Criteria TQ 5 Experience with AI	44	Work Order + Experience/Completion Certificates from the client Note: The project completion/go-live should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client (OEM MAF to be included in case OEM experience is being presented)	Please amend the clause as follows: Work Order + Experience/Completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client Note: The project completion/go-live/ Extension service certificates/ satisfactory report / Invoices should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion / Extension service certificates/ satisfactory report / Invoices Certificate from the client (OEM MAF to be included in case OEM experience is being presented)	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria. Note: Invoices will not be accepted as valid supporting document

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12.	8. Technical Evaluation Criteria TQ 6 Technological Experience	44	Work Order + Experience/Completion Certificates from the client Note: The project completion/go-live should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client (OEM MAF to be included in case OEM experience is being presented)	<p>We kindly request that the phrase: Work Order + Experience/Completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client Note: The project completion/go-live/ Extension service certificates/ satisfactory report / Invoices should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion / Extension service certificates/ satisfactory report / Invoices Certificate from the client</p> <p>(OEM MAF to be included in case OEM experience is being presented)</p>	<p>Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria.</p> <p>Note: Invoices will not be accepted as valid supporting document</p>
13.	8. Technical Evaluation Criteria TQ 7 No. Of Channels Tracked	45	Number of TV news channels tracked by the Sole Bidder/ Consortium for any Government or Listed Corporate client in the last five (5) years (from the date of submission of the bid).	Please amend the clause as follows: "The number of TV news channels tracked by the OEM/Bidder or any member of the Consortium for any Government or Corporate client in the last five (5) years (from the date of publication of the RFP) shall be considered for evaluation."	Refer to Corrigendum - I

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14.	8. Technical Evaluation Criteria TQ 7 No. Of Channels Tracked	45	Work Order + Experience/Completion Certificates from the client Note: The work completion should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client OR Undertaking from Sole bidder/Consortium stating the names and number of channels. (Archives may be verified by the purchaser in case of undertaking from any date from last 5 years as bid evaluation process.)	Please amend the clause as follows: Work Order + Experience/Completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client Note: The work completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client should be within five (5) years from the date of submission of the bid Completion Certificate from the client/ Extension service certificates/ satisfactory report / Invoices Certificates from the client OR Work Order + Phase OR Undertaking from Sole bidder/Consortium stating the names and number of channels.	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria. Note: Invoices will not be accepted as valid supporting document
15.	8. Technical Evaluation Criteria TQ 8 No. of Publications tracked	45	Work Order + Experience/Completion Certificates from the client Note: The work completion should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client OR Undertaking from Sole bidder/Consortium stating the names and number of channels. (Archives may be verified by the purchaser in case of undertaking from any date from last 5 years as bid evaluation process.)	Please amend the clause as follows: Work Order + Experience/Completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client Note: The work completion/ Extension service certificates/ satisfactory report / Invoices Certificates from the client should be within five (5) years from the date of submission of the bid OR Work Order + Phase Completion Certificate from the client/ Extension service certificates/ satisfactory report / Invoices Certificates from the client OR Undertaking from Sole bidder/Consortium stating the names and number of channels. (Archives may	Clarification: Extension Work Orders will be considered valid, provided the tenure falls within the specified criteria. Note: Invoices will not be accepted as valid supporting document

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				be verified by the purchaser in case of undertaking from any date from last 5 years as bid evaluation process.)	
16.	8. Technical Evaluation Criteria TQ 8 No. of Publications tracked	45	Number of Leading Publications (based on reach and circulation), including editions, on all mediums, tracked by the Sole Bidder/ Consortium, for any Government and Listed Corporate client for at least three (3) years (from the date of submission of the bid).	Please amend the clause as follows: Number of Leading Publications or Leading Media Centers (based on reach and circulation), including all editions and mediums, that have been tracked by the Sole Bidder or any member of the Consortium for a minimum of three (3) years prior to the bid submission date, for any Government or Listed Corporate client.	Clarification: As Centers would eventually translate into publications, bidders can provide undertaking specifying publications center wise, which will be verified during POC.
17.	8. Technical Evaluation Criteria TQ-8	45	Number of Leading Publications (based on reach and circulation), including editions, on all mediums, tracked by the Sole Bidder/ Consortium, for any Government and Listed Corporate client for at least three (3) years (from the date of submission of the bid).	In the industry, projects are covered as “number of centers” instead of “number of publications” to understand geographical depth of coverage. If number of centers are defined in the work order, how does one evaluate the parameter.	Clarification: As Centers would eventually translate into publications, bidders can provide undertaking specifying publications center wise, which will be verified during POC.
18.	10. Award of Contract 10.5 Performance Bank Guarantee (PBG)	50	The Performance Bank Guarantee shall be for an amount equivalent to five (5) % of Total Contract Value. The PBG shall be from a Nationalized Bank or a Scheduled Commercial Bank in the format prescribed in the RFP, payable on demand, for the due performance and fulfilment of the Contract by the Bidder	Please amend the clause as follows: The Performance Bank Guarantee shall be for an amount equivalent to Three (3) % of Total Contract Value. The PBG shall be from a Nationalized Bank or a Scheduled Commercial Bank in the format prescribed in the RFP,	Refer to Corrigendum - I

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19.	12. Resource Planning	56	a) Resume, curriculum vitae, as requested by DGIPR b) Schedule the interview of the candidates with DGIPR	a) Resume, curriculum vitae, as requested by DGIPR OR Bidder b) Schedule the interview of the candidates with DGIPR OR Bidder	As per RFP
20.	14. Terms and Conditions 14.14 Termination	77	Termination for Convenience: The Purchaser, may, by written notice of thirty (30) days sent to the News Analysis Agency, terminate the Agreement, in whole or in part at any time for its convenience.	Termination clause (Page No.77) it should be at least 90 days instead of 30.	Refer to Corrigendum - I
21.	14. Terms and Conditions 14.15.3 Access	80	The Media Monitoring and News Analysis Agency shall provide the Purchaser with an access to employees, suppliers and third party facilities, documents, records and systems reasonably required for audit and shall provide all such persons with routine assistance in connection with the audits and inspections	Access (Page No. 80 Point No. 14.15.3) Access of resources should be limited to the resources and data related to the project only. We work with other Government clients who will not allow access to their data.	Clarification: Access will be limited to resources and data related to DGIPR project only.
22.	Miscellaneous			What is the Server requirement (configurations, etc)	As per RFP
23.	Miscellaneous			Infrastructure support – Big Scanner, service, PC, etc	As per RFP
24.	Miscellaneous			In which language software designed	Clarification: Bidders are expected to provide recommendations based on their experience and understanding of DGIPR's requirements. DGIPR remains agnostic to the choice of technology stack, provided that Service Level Agreements (SLAs) are not breached and the chosen technology stack

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					is adequately justified during the presentation.
25.	Miscellaneous			We request you to kindly confirm the following points to help us proceed with our bid preparation: 1. The location of the NEW MRC setup. 2. Whether we should include the INFRA cost in our pricing.	Clarification: The MMC will be set up within the Mumbai/Mumbai Metropolitan Region
26.	Miscellaneous			How many Manpower are required in total, along with bifurcation (monitoring, technical team, analyst, servicing team)	As per RFP
27.	Miscellaneous			Which cities need to be tracked in Maharashtra	Clarification: As per RFP, all content related to the Maharashtra Government on all media platforms is to be analysed, irrespective of geography, within the state, within India, or internationally.
28.	Miscellaneous			Any specific list of publications to be monitored	Clarification: As per RFP, all content related to the Maharashtra Government on all media platforms is to be analysed, irrespective of geography, within the state, within India, or internationally.
29.	Miscellaneous			Only the CM office needs to track, or it will be for all departments	As per RFP
30.	Miscellaneous			How much Time will be provided for the development of software	As per RFP
31.	Miscellaneous			Any specific requirement for AI	As per RFP