

**Clarifications against Pre-Bid queries submitted by System Partners in respect of TOR No.:- HAREDA/SOCIAL MEDIA/2017-18/01 dt.30.12.2017 for Selection of System Partner for Social Media Platform and Call Centre for the Department.**

| S. No | Section No./ParaNo             | RFP Clause  | Statement of clarifications/Deviations   | Remarks (if any) | Department Response  | Company Name                     |
|-------|--------------------------------|---|--|------------------|--|----------------------------------|
| 1     | 2.3.1.1 Para no. 1/Page no. 25 | Social Media Presence: Create afresh / modify existing social media presence to have visually appealing, aesthetic pages with good quality content on various social media channels. The selected SP would have to suggest a minimum of 08 social media channels to the department based on the popularity & usage. And the same should be made operational after finalization from the Department. | 1. Please suggest which 8 platform you would prefer for marketing. (Example : Facebook, Twitter, Youtube, LinkedIn, Instagram, Pinterest, Google +, Tumblr, Digg, Flickr, Reddit And more.)  | nil              | As per RFP   | <b>Silver Touch Technologies</b> |
| 2     | 2.3.1.1 Para no. 2/Page no. 25 | Social Media Content: Manage the social media pages by providing high quality content including graphics, photographs, videos, animations, text content and make efforts to bring Facebook Likes/ Twitter Followers/ YouTube Subscribers/ LinkedIn Connections etc. Content would be in English and Hindi Languages.  | 1. Will the raw video content be provided by the department?<br>2. Would the raw content for images, text and others be provided by the department?<br>3. We assume that Photography and Videography (if required) will be done by the department only and final Photo / Video will be provided to the bidder who will upload on Social Media. Kindly confirm. | nil              | Only Raw content shall be provided by the department. However the content shall be created in accordance to SOW already mentioned in the RFP.<br>Any supporting content/material required shall be the responsibility of the System Partner.                 | <b>Silver Touch Technologies</b> |
| 3     | 2.3.1.1 Para no. 4/Page no. 25 | 4) Social Media free Campaigns: Create, run and report results of campaigns to target particular category of users as per defined criteria on social media as and when required.  | 1. Though free campaign is asked in the tender document, we assume that if any paid campaigns is required then it will be paid by the department. Kindly confirm.<br><br>2. Which type of particular category of users required for marketing ?  | nil              | 1) As per RFP<br>2) Main category of users will be as per the department requirements not limited to different stakeholders like Entrepreneurs/Investors/Citizens/Users looking for Government Schemes/Incentives/Subsidiaries/ Govt Subsidised Products etc | <b>Silver Touch Technologies</b> |

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| 4     | 2.3.1.1 Para no. 5/Page no. 25 | Integration of Social Media applications with existing websites of Department of New & Renewable Energy & related stakeholder (Like District Administration/ Field offices etc) as it will increase website content reach with social action buttons   | <p>1. We assume that vendor will get website admin details for integration of Social Media Application with Existing Websites?</p> <p>2. In how many websites bidder have to integrate Social Media Applications? Please provide total number of websites.</p> <p>3. Do bidder have to just put social media icons in the website or you also want live feeds for the respective Social Media Platform into the website?</p> <p>5. We assume that integration does not involve any kind of web development / enhancement work. Kindly confirm.</p> <p>6. We assume that existing website has provision / capability to integrate Social Media Applications. Kindly confirm.</p> | nil              | <p>Full integration will be done primarily with the departmental website having all possible features like live feeds from the social media platforms, direct likes/comments without going to the social media platforms etc.</p> <p>Other Stakeholders websites shall have only the integration limited to respective social media hyperlinks.</p> <p>All the integration/APIs creations will be the done by the selected System Partner Only, Limited access controls for websites may be given to the SP for the needful</p> | <b>Silver Touch Technologies</b> |
| 5     | 2.3.1.3 Para no.1/Page no. 26  | 2.3.1.3 Management Framework<br>1) Set up a complete social networking management system for the Department of New & Renewable Energy, Haryana and mange the same by deploying requisite number of persons with requisite qualifications and skills-set.   | <p>1. Please provide below details for onsite resource requirement.</p> <p>1.1. Type of Resources<br/>1.2. Number of Resources per Resource Type</p>  |                  | As per RFP  | <b>Silver Touch Technologies</b> |
| 6     | 2.3.1.3 Para no. 2/Page no. 26 | 2) The SP would be responsible for enhancing reach of messages and other Schemes of Department of New & Renewable Energy, Haryana on various social media platforms through innovative/interactive media so that the content would reach to the last mile on internet domain in real time basis. | 1. Do you require 24x7 support for social media? If not then please specify your requirement.   | nil              | Yes, during the campaigns/ events.  | <b>Silver Touch Technologies</b> |

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| 7     | 2.3.1.3 Para no. 8/Page no. 26  | Monitor department related posts such as texts, images, audios and videos on various social platforms.   | 1. We are not clear about this point. Request you to please elaborate this point in detail.  | nil              | Monitoring includes suitable privacy controls to be applied on any post given on social media site. For eg: Like direct posting on social media platform by any external user or un-authorised tagging etc on department media channels should be restricted/ disabled. | <b>Silver Touch Technologies</b> |
| 8     | 2.3.1.3 Para no. 12/Page no. 27 | 12) Registration of complaints with department grievance application / call centre to ensure immediate action and qualitative disposal   | 1. What will be the role of Bidder in Grievance Module? Please also provide department's role.<br>2. How will bidder get complaints?<br>3. Do bidder have to enter complain in Department Grievance Application / Call Center manually?<br>4. How bidder will log complain with Call Center?                       | nil              | As per RFP  | <b>Silver Touch Technologies</b> |
| 9     | 2.3.1.4 Para no. 1/Page no. 27  | 2.3.1.4 Archival Set Up:<br>1) The SP shall be responsible for storage of content and data by means of online/offline archival support. The archived content should be available for at least 365 days to be made available to department at short notice. | 1. We assume that storage devices with Hardware, Storate Media & Software will be provided by the department. Kindly confirm.<br>2. How you want to achieve offline archival? Please elaborate.<br>3. Will this be manual process or you have any tool ready for archive.<br>4. Which content need to be archived? | nil              | Only storage space will be provided by the department. All other required infrastructure including required tool if any shall be the total responsibility of the System Partner   | <b>Silver Touch Technologies</b> |

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|-------|--------------------------|---|--|------------------|---------------------|----------------------------------|
| 10    | 2.7/Para no.3/Page no.34 | The SP should place minimum one dedicated multi talented social domain expert (Social Media Manager) at the Department of New & Renewable Energy, HO in addition other requisite number of resources (as required onsite/offsite for smooth implementation of project) during the O & M duration of the contract. | <p>1. Please elaborate on the resources required onsite</p> <p>1.1. Type of Resources</p> <p>1.2. Total Number of Resources per Resource Type</p> <p>1.3. Location</p>   | nil              | As per RFP          | <b>Silver Touch Technologies</b> |
| 11    | 2.3.2/ Page no.27        | The help desk is expected to work on outsourcing model to be set up by the System Partner at the Department premises and shall be operational from 09:00 to 06:00 PM from Monday to Saturday (Except National holidays).  | <p>1. What would be the expected number of staff required to be present at Helpdesk?</p> <p>2. How is Helpdesk Support expected i.e either through IVRS, Telephone or Email?</p> <p>3. Who all will be reaching Helpdesk? Internal or External or Both?</p> <p>4. Please share count of people reaching helpdesk.</p> <p>5. What should be the grievance addressable mechanism?</p> <p>6. What would be role of vendor on this.</p> <p>7. Also share escalation matrix for grievance addressal.</p> <p>8. We understand that vendor has to create only workflow and actual readdressed of grievance will be done by Customer or by Department. Kindly confirm the understanding.</p> | nil              | As per RFP          | <b>Silver Touch Technologies</b> |

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| 12    | 2.3.2/ Para no. 10/Page no.28  | Click-to-Call (from Web Site) Provide functionality of Click-to-Call from department website.  | 1. We assume that Department will make necessary changes in the current website for placement of "Click-To-Call" button. Bidder will only provide the Link / URL for the same. Kindly confirm. | nil              | Yes                 | Silver Touch Technologies |
| 13    | 2.3.2/ Para no. 11/Page no.28  | SMS/Email Messaging Send acknowledgements, confirmation or pre-defined messages on occurrence of an event.   | 1. Who will provide SMS Gateway? Bidder or Department?<br>2. If bidder has to procure SMS Gateway then please let us know how many SMSs / Month should bidder consider?                        | nil              | As per RFP          | Silver Touch Technologies |
| 14    | 2.3.2/ Para no. 12/Page no.28  | Click-to-Call (from Third Party Applications) Platform independent providing Click-to-Call functionality or create call receiving pops in Department existing IT application.  | 1. We assume that Department will make necessary changes in the current website for this functionality. Bidder will only provide respective piece of code / API. Kindly confirm.               | nil              | Yes                 | Silver Touch Technologies |
| 15    | 2.3.3/ Para no. iii/Page no.30 | iii. The SP will be required to provide the Technical Support for the complete Help Desk applications (Public Grievances Management application, Call Management application & other application software) not limited to:                       | 1. What other application software are you referring? Please provide complete list of other software.  | nil              | As per RFP          | Silver Touch Technologies |
| 16    | 2.3.3/ Para no. iv/Page no.30  | iv. The SP should ensure the availability of developed MIS Reports for both Social Media Platforms as well as from the Help Desk operations and will have to undertake the upgrade of the MIS to meet the future requirements of the Department. | 1. Please provide list of reports required from Social Media Platform.   | nil              | As per RFP          | Silver Touch Technologies |

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| 17    | 2.3.3/ Para no. viii/Page no.31 | viii. Department of New & Renewable Energy, Haryana at its discretion will also undertake an exercise for complete audit of the IT system (if required) through a state designated agency / third party after the Go-Live of application or at any time during the contract period. Department of New & Renewable Energy, Haryana will have the complete rights to verify all the components of the system viz. the functional, operational, security and performance requirements etc. | 1. We assume that cost of 3rd Party Audit will be paid by the Department. Kindly confirm.<br><br>2. If bidder has to pay the audit charges then please let us know what type of audit is required and from whom bidder should carry out the audit? | nil              | As per RFP          | <b>Silver Touch Technologies</b> |
| 18    | 2.3.3/ Para no. x/Page no.31    | x. At the end of the contract period or in the event of termination of contract, the SP is required to provide necessary handholding and transition support, handing over the entire software (including source code, program files, configuration files, setup files, project documentation etc), addressing the queries/clarifications of new System Partner selected by Department of New & Renewable Energy, Haryana.   | 1. As we are proposing COTS based product, it will not be possible to supply you entire source code of the application. Please remove this clause.   | nil              | No Change           | <b>Silver Touch Technologies</b> |
| 19    | 2.7/Para no.iii/34              | iii. The SP should placed minimum one dedicated multi talented social domain expert (Social Media Manager) at the Department of New & Renewable Energy, HO in addition other requisite number of resources (as required onsite/offsite for smooth implementation of project) during the O & M duration of the contract.   | 1. Total how many resources and what type of resources are required onsite during O & M duration?  |                  | As per RFP          | <b>Silver Touch Technologies</b> |

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| 20    | 2.8/Para no.vii/Page no.36  | vii. Provide all necessary data and facilitate data migration / digitization.  | <p>1. What will be the size of data (in GB or TB) that need to be migrated?</p> <p>2. In what format old data will be provided?</p> <p>3. We assume that there is no requirement for Data Entry or Scanning of Documents. Please confirm.</p> <p>4. If Data Entry or Scanning is required then please provide sample data and quantity (no of pages) to be entered or scanned.</p> | nil              | Limited Data like Officers contact list grievances Redressal, escalation matrix may be provided by the department | <b>Silver Touch Technologies</b> |
| 21    | 9.2.1/Para no.6/Page no. 81 | Detailed Resource Deployment Plan of the proposed manpower Including Team structure and CV of the resource(s) proposed separately. | <p>1. CVs for what type of resources need to be submitted?</p> <p>2. Per resource type how many resumes need to be submitted?</p>  | nil              | As per RFP  | <b>Silver Touch Technologies</b> |
| 22    | 9.2.1/Para no.7/Page no. 81 | Technical Presentation   | <p>1. What is expected in the Presentation?</p> <p>2. Please provide breakup of 15 Marks.</p>  | nil              | As per RFP  | <b>Silver Touch Technologies</b> |
| 23    | 9.2.1/Para no.8/Page no. 81 | Proof of concept   | <p>1. What is expected in the Proof of Concept?</p> <p>2. Please provide breakup of 10 Marks.</p>  | nil              | As per understanding of the System Partner  | <b>Silver Touch Technologies</b> |
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| 1     | 2.3.1.1/Para no.2/Page no.25 | Social Media Content: Manage the social media pages by providing high quality content including graphics, photographs, videos, animations, text content and make efforts to bring Facebook Likes/ Twitter Followers/ You Tube Subscribers/ LinkedIn Connections etc. Content would be in English and Hindi Languages. | Kindly confirm what kind of Video content is anticipated under scope of work of the SP. OR will the video content be provided by HAREDA. Also kindly specify the estimated volume (number) of Video contents required during the duration of project or on monthly basis.   | Required for Work Estimation | Only Raw content shall be provided by the department. However the comprehensive content shall be created by the SP in accordance to SOW already mentioned in the RFP and as required by the department. Any supporting content/material required shall be the responsibility of the System Partner.  | Entit Consultancy Services Pvt. Ltd |
| 2     | 2.3.1.1/Para no.4/Page no.25 | Social Media free Campaigns: Create, run and report results of campaigns to target particular category of users as per defined criteria on social media as and when required.   | In case paid promotions in social media are required, we believe Hareda will pay the same additionally (or directly to the Social Media Channel). Kindly Confirm.   | nil                          | As per RFP   | Entit Consultancy Services Pvt. Ltd |
| 3     | 2.3.1.1/Para no.5/Page no.25 | Integration of Social Media applications with existing websites of Department of New & Renewable Energy & related stakeholder (Like District Administration/ Field offices etc) as it will increase website content reach with social action buttons.   | We believe that the integration with respective websites/apps shall be done by the respective vendors who are maintaining the app, for which the selected SP shall provide assistance for seamless integration. Kindly confirm our understanding or otherwise pls specify the estimated number of Websites/Apps & their technologies that needs to be integrated. | Required for Work Estimation | Full integration will be done primarily with the departmental website having all possible features like live feeds from the social media platforms, direct likes/comments without going to the social media platforms etc. Other Stakeholders websites shall have only the integration limited to respective social media hyperlinks. All the integration/APIs creations will be the done by the selected System Partner Only, Limited access controls for websites may be given to the SP for the needful | Entit Consultancy Services Pvt. Ltd |
| 4     | 2.3.1.2/Para no.2/Page no.25 | Developing promotional strategy for creating awareness among the citizens about their voting right, designing and production of creative including multimedia banners, posters and other publicity material for electronic, digital and social media.   | Kindly specify the volume of content anticipated as a scope of this project.  | Required for Work Estimation | As required by the Government/Department   | Entit Consultancy Services Pvt. Ltd |



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| 5     | 2.3.1.2/Para no.4/Page no.26  | Marking of all electronic content (text, photo, video or otherwise) as copyright of the Department of New & Renewable Energy, Haryana shall be a pre-requisite before posting on any social media channel.  | While managing social media, it is sometimes necessary to post forwarded materials and/or photos/articles that might not be possible for Hareda to obtain a copyright. We believe such posts shall be exempted for copyright. Kindly confirm. | nil              | As per RFP  | Entit Consultancy Services Pvt. Ltd |
| 6     | 2.3.1.3/Para no.6/Page no.26  | Publicize every events/activities on all the social media platforms. Create relevant tagging & linkages of content on the all platforms.  | While Posting, tagging & sharing such posts be part of scope of SP, we believe Hareda to provide the necessary materials of events like event photos/Videos etc to the System partner. Kindly confirm.  | nil              | Only Raw content shall be provided by the department. However the comprehensive content shall be created by the SP in accordance to SOW already mentioned in the RFP and as required by the department. Any supporting content/material required shall be the responsibility of the System Partner. | Entit Consultancy Services Pvt. Ltd |
| 7     | 2.3.2/Para no.1/Page no.27    | The Department of New & Renewable Energy, Haryana is planning to have a common helpdesk facility for the convenience of the public/citizens of state by providing speedy information to them related to various department services/schemes/ procedures etc.                  | Kindly specify the estimated volume of Incoming & Outgoing calls in the Help Desk.  | nil              | Volume may vary from time to time Manpower shall be deployed as per the work requirement  | Entit Consultancy Services Pvt. Ltd |
| 8     | 2.3.3/Para no.viii/Page no.31 | Department of New & Renewable Energy, Haryana at its discretion will also undertake an exercise for complete audit of the IT system (if required) through a state designated agency / third party after the Go-Live of application or at any time during the contract period. | We believe Hareda will appoint and pay for the third party doing the audit of the work done by the SP, for which the SP shall provide necessary support for coordination and compialnce of the audit. Kindly Confirm.                         | nil              | Yes   | Entit Consultancy Services Pvt. Ltd |
| 9     | 2.7/Para no.viii/Page no.34   | Impart training to the end users and also develop Training materials.   | We believe all the training's locations shall be in Chandigarh/Panchkula. Kindly confirm. Also confirm the estimated number of trainings anticipated.   | nil              | Location shall be Chandigarh/Panchkula only with anticipated 4 rounds of training.  | Entit Consultancy Services Pvt. Ltd |

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| 10    | 2.8/Para no.vii/Page no.36    | Provide all necessary data and facilitate data migration / digitization.   | We believe that the necessary data shall be provided in readable soft copy format (Excel/Word etc) for data migration. Kindly confirm.   | nil              | Limited Data like Officers contact list grievances Redressal, escalation matrix may be provided by the department | Entit Consultancy Services Pvt. Ltd |
| 11    | 4.1.3/Para no.x/Page no.45    | The System Partner shall be responsible for the costs towards travel / stay, daily allowance or any other allowances with respect to their staff deployed for the execution of this project before or after the award of the contract.           | We believe this condition is for the internal & HR related arrangements of the SP. While the project related activities be performed from Head office of Hareda i.e. Chandigarh/Panchkula, any travel arrangements required other than the Head office shall be made or re-imbursed to the SP on actuals. Kindly confirm our understanding.  | nil              | As per RFP  | Entit Consultancy Services Pvt. Ltd |
| 12    | 5.4.2/Para no.i/Page no.50    | The System Partner shall have to provide the entire requisite infrastructure for the social Media management. The department in case of social Media management will not provide any infrastructure whatsoever required.                         | As mentioned for Help Desk in page 29, we believe that for Social Media also, this condition implies that System Partner shall have to provide the entire requisite infrastructure excluding basic amenities, Computer with Internet etc. for the staff deployed under the project. For offsite employees, all the arrangements shall be done by the system partner. Kindly confirm. | nil              | As per RFP  | Entit Consultancy Services Pvt. Ltd |
| 13    | 6.1/Para no.i & ii/Page no.53 | "No change requests shall be accepted by Department of Urban Local Bodies, Haryana" & "The request for change requests (after due analysis by competent committee) shall be accepted by Department of Urban Local Bodies, Haryana in such cases" | We believe the mention of Department of Urban Local Bodies, Haryana is done as a result of typing mistake while it means Department of New & Renewable Energy, Haryana. Kindly Confirm.  | nil              | Yes   | Entit Consultancy Services Pvt. Ltd |

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| 14    | 9.1.2/Para no.14/Page no.69      | Locational capability in Haryana State through offices at Panchkula/ Chandigarh/ Mohali. Self-Certification by authorized signatory with clear declaration of the offices at Panchkula/ Chandigarh/ Mohali along with address and contact details. | For bidders not having offices currently at these locations, you are requested to kindly allow them for giving a self declaration that the SP shall open an office at one of these locations within a period of 2 months after the successful award of contract of this project. In case of non-compliant to the same within the stipulated time, the SP can be penalised or terminated. | You are requested to exempt bidders from this condition of Pre-qualification criteria against the mentioned self declaration.   | As per RFP  | Entit Consultancy Services Pvt. Ltd |
| 15    | 9.3.3/Para no.A.2/2.1/Page no.94 | Help Desk Application License Costs  | Kindly confirm as to who will provide / pay for server & hosting environment for the software application - Hareda or SP?  | nil   | Only hosting space will be provided by the department. All other required infrastructure including required software's/tool etc shall be the total responsibility of the System Partner | Entit Consultancy Services Pvt. Ltd |
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| 1     | 1/para no.1.7.10/page no.27      | PAYMENT OF TENDER DOCUMENT FEE, eService Fee AND EMD   | Exemption from EMD submission and Tender Procurement Fees  | As per GFR rule 170 Amended and published 2017. It is required that the organisations registered under Ministry of MSME NSIC, to be exempted form submission of EMD and document Fee. Pls advise. | As per RFP  | TSD Corporation                     |
| 2     | 2/para no.2.2.3/page no.40       | No change requests shall be accepted by Department of New & Renewable Energy, Haryana during the contact period (Implementation Period plus 3 years from the date of Go-Live)  | Request that an exemption be given for the APPOINTED project Manager, that he/she may be changed during the due Course of the Project in case of unavoidable reasons.  | Few unavoidable reasons should be considered at client's discretion.  | Only manpower shall be replaced subject to due intimation & prior approval from department.   | TSD Corporation                     |

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| 3     | 2/para no.2.2.3/page no.40    | The System Partner will be required to the handle the social media platforms on the behalf of Department of New & Renewable Energy, Haryana for a period of Three (3) years   | Can the tender be extended after successfully completing the tenure of 3 years? A mention of an extension clause is a mandate.                              | An extension clause helps both, the SP and client. Please consider. The same can be done on mutually agreed terms.  | As per RFP   | TSD Corporation |
| 4     | 8/para no.8.2(iii)/page no.81 | The payment shall be made for the quarter and the penalty   | Could the payment be made on monthly basis since the salary   | nil   | As per RFP   | TSD Corporation |
| 5     | 9/para no.9.2.1(v)/page no.82 | The bidder have to provide the information (against criteria at SNO 6) as per the format provided at Annexure 2, Form 16 (Team Composition and Task Assignments) and Annexure 2, Form 17 (Curriculum Vitae (CV) for Proposed Professional Staff Template) respectively of this document | What will be the bifurcation of resources needed for each, social media and help desk. Kindly specify the number of personnel required under each function. | Mention No. of resources for Social media and Help Desk. The Project manager should be well equipped in Social Media Management or Help desk functioning?? Clear specification.             | As per RFP (Separately for both social media and help desk.) | TSD Corporation |
| 6     | 9/para no.9.1.1/page no.69    | Locational capability in Haryana State through / offices at Panchkula / Chandigarh/ Mohali  | Could we give a declaration of setting up office in Haryana within 30 days of receiving the work order  | In case the Project Manager is seated onsite, and rest of the work is being managed by the back end, there should not be a need of compulsorily having an office in Panchkula. Pls suggest. | As per RFP   | TSD Corporation |