



Department of Tourism  
Government of Odisha  
Paryatan Bhawan, Lewis Road, Bhubaneswar, 751014  
Phone: (0674) 243 2177 | Fax: (0674) – 243887  
<https://dot.odishatourism.gov.in>

No. 3182 /TSM  
TCT-TSP-MISC-0021-2021

Date: 30.03.2022

**CORRIGENDUM - 2**

To RFP No. 1754 dated 28.02.2022 for "Selection of an agency for Public Relation, Multimedia Content Development & Digital/Social Media Marketing for Department of Tourism, Government of Odisha".

The corrigendum to the captioned RFP is as below:

SI	Existing Clause	Amended Clause
1.	<b>Clause 2.1.1.1, Public Relation:</b> Publication of at least 2 articles/major story (non-event specific stories) in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/ developments in the State and inputs from the client. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month.	<b>Clause 2.1.1.1, Public Relation:</b> Publication of at least 2 <b>articles/ major stories (non-event specific stories)/ interviews/ columns/ features</b> in a month from the State in any of the national edition of print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/ developments in the State and inputs from DoT. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month.

2.	<b>Clause 2.1.1.2, Public Relation:</b> Publication of at least 3 major relevant stories in a month from the State in top 5 (based on web traffic) news websites.	<b>Clause 2.1.1.2, Public Relation:</b> Publication of at least 3 major relevant stories/ articles/ features/ columns/ listicles in a month from the State in top (based on web traffic) news websites.	
3.	<b>Clause No. 4.1.1, General Eligibility Criteria:</b> The Agency should be an entity incorporated/ registered only under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or should be a Sole Proprietorship. The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GST registration certificate).	<b>Clause No. 4.1.1, General Eligibility Criteria:</b> The Agency should be an entity incorporated/ registered only under the Indian Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or <b>Indian Partnership Act 1932 or should be a Sole Proprietorship.</b> The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GSTIN registration certificate).	
4.	Last date and time for Submission of bids	Existing Schedule	Revised Schedule
		04.04.2022 at 3:00 PM	11.04.2022 at 3:00 PM

Response to Pre-bid queries for Request for Proposal for **Selection of an agency for Public Relation, Multimedia Content Development & Digital/Social Media Marketing for Department of Tourism, Government of Odisha** are given in **Annexure 1**.

  
 Additional Secretary to Govt.



## Annexure – 1

## RESPONSE TO PRE-BID QUERIES FOR REQUEST FOR PROPOSAL FOR SELECTION OF AN AGENCY FOR PUBLIC RELATION, MULTIMEDIA CONTENT DEVELOPMENT &amp; DIGITAL/SOCIAL MEDIA MARKETING FOR DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA

Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
1.	2. Scope of Work 2.1. Public Relation 2.1.1.1, Page no. 6	2.1.1.1 Publication of at least 2 articles/major story (non-event specific stories) in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/ developments in the State and inputs from the client. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month	<ul style="list-style-type: none"> <li>The news publication and media industry has undergone drastic changes through the pandemic</li> <li>Public Relations agencies intercede and facilitate on behalf of brands such as Odisha Tourism</li> <li>It may not be possible to guarantee public relations coverage through unpaid/organic means on a monthly basis</li> <li>Dept. of Tourism, Govt. of Odisha to consider these pertinent aspects and accordingly amend the said clause</li> </ul>	Clause modified. Please refer Corrigendum – 2.
2.	2. Scope of Work 2.1. Public Relation 2.1.1.2, Page no. 6	2.1.1.2. Publication of at least 3 major relevant stories in a month from the State in top 5 (based on web traffic) news websites	<ul style="list-style-type: none"> <li>As facilitators of communication between the Dept of Tourism and media at large the publication of news articles by major media outlets depends on numerous factors such as newsworthiness of the story, exclusivity of publishing the same, etc.</li> <li>Agencies will not be in a position to guarantee coverage</li> <li>Dept. to amend the clause suitably</li> </ul>	Clause modified. Please refer Corrigendum – 2.
3.	2. Scope of Work 2.1. Public Relation 2.1.2, Page no. 6	The Agency shall Prepare content for press releases, news articles, messages, promotional articles, features, in English for publication as per requirement of the client from time-to-time basis. The selected agency is required to translate the content to Odia language and other vernacular languages if required	<ul style="list-style-type: none"> <li>Dept. of Tourism to quantify the approximate number of press releases, promotional articles to be distributed per month</li> <li>Dept. of Tourism the languages translation of material would be required in</li> <li>Both these aspects would help agencies ascertain cost implications and accordingly factor the same</li> </ul>	Press Releases are to be drafted on a weekly basis and during annual events, festivals, and roadshows. Bidders are advised to refer Annual Report, newsletter, official Odisha Tourism website and social media for details on events, festivals, and roadshows downloadable from DoT website.



Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
4.	2. Scope of Work 2.2. Multimedia Content Development 2.2.1, Page 6	The Agency shall be responsible for creating and curating content for print, OOH, and social media in consultation with and approval of Odisha Tourism.	<ul style="list-style-type: none"> <li>Dept. of Tourism to kindly quantify the approximate number of content creation and Curation required for print, OOH and social media</li> <li>Depending on the quantity agency will have to deploy appropriate resources and time spent of team members to deliver the same</li> <li>These aspects are important to determine the cost implications and factor the same in the financial proposal</li> </ul>	Bidders are advised to make assessment of past activities of DoT from the Annual Reports, Newsletter, official Odisha Tourism Website, and official social media handles downloadable from DoT website.
5.	2. Scope of Work 2.2. Multimedia Content Development 2.2.2, Page 6	The Agency shall be responsible to develop content including text, picture, infographic, blogs, articles, audio-visuials, ensure live streaming of events on owned social channels, translations as per target markets, etc. as and when required, with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research.	<ul style="list-style-type: none"> <li>Dept. of Tourism to kindly quantify the approximate number of infographics, blogs, number of events for live-streaming, translations, etc. that are required</li> <li>These deliverables would have cost implications and the same need to be factored in and derived for the financial proposal</li> <li>Dept. of Tourism to also clarify on the number locations live streaming would be required and if cost of traveling, lodging and equipment would be reimbursed to the agency separately</li> </ul>	<p>Bidders are advised to make assessment of past activities by referring to annual report and official websites, social media handles, newsletter, etc.</p> <p>Travel, F&amp;B &amp; accommodation within Odisha shall be provided by DoT</p> <p>Selected Agency to facilitate the agency engaged for live streaming of events on DoT/OT social media channels</p>
6.	2. Scope of Work 2.3. Digital/Social Media Marketing Strategy Formulation 2.3.2. Point a. I and ii, Page 7	<p>a.</p> <p>Increased online awareness in target markets, measured by:</p> <p>i. Increase total number of unique visitors for Odisha Tourism website by 10-20% every quarter with 50% of the visitors from target markets</p> <p>ii. Increase total number of unique visitors across all existing, enhanced and created sites through Odisha Tourism website by 20% every year</p>	<ul style="list-style-type: none"> <li>Dept. of Tourism to provide detailed and latest analytics available for website</li> <li>Upon studying and understanding the same agency would be in an informed position to formulate a growth strategy</li> <li>Increment sought by the Dept. of Tourism may be achieved through organic and inorganic methods</li> <li>Dept. of Tourism to kindly provide the approximate inorganic budgets assigned for social/digital media</li> </ul>	<p>Analytics data shall be provided to the selected agency for strategy formulation.</p> <p>The bidders are advised to refer details of budgetary allocation for Promotion and Publicity for previous years' annual report of DoT downloadable from DoT website.</p>
7.	2. Scope of Work 2.3. Digital/Social Media Marketing Strategy Formulation 2.3.2. Point b. I and ii, Page 7	b i. Increase the percentage (%) of 'active' online followers of Odisha Tourism's social channels to at least 8-10% of total followers (i.e., those that post / comment / like x times per week)	<ul style="list-style-type: none"> <li>Social media platforms are unique in their features, content, ownership etc.</li> </ul>	The bidders are advised to refer details of budgetary allocation for Promotion and Publicity for previous years' annual report of DoT downloadable from DoT website.





Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
		ii. Adding a sizable fan base of 'active' followers by at least 50% of total followers from target markets in our core social channels of Facebook, Twitter, Instagram, and other social/digital channels	<ul style="list-style-type: none"> <li>Active users of each platform differ and the same cannot be controlled by any external entity</li> <li>Increment in engagement and follower base depend on the inorganic spends done on the platform by brands</li> <li>This inorganic spends can be optimised for better output and RoI by agency</li> <li>Dept. of Tourism to kindly provide approximate inorganic budgets assigned for social/digital media</li> </ul>	
8.	2. Scope of Work 2.3. Digital/Social Media Marketing Strategy Formulation 2.3.2. Point c. I, ii and iii, Page 7	<p>c Increased planning, inquiries, and transactions across the target market as a result of online channels, measured by:</p> <p>i. Increased number of enquiries made to Odisha Tourism linked websites of Panthanivas, Ecotour Odisha, OTDC and other touch points through or as a result of visits to the online channels. Tracking mechanism to be set up and mapping of customer journey shall be submitted in monthly report</p> <p>ii. Increased number of bookings, transactions, etc (e.g., accommodation, activities, attractions, etc.) through or as a direct result of visits to Odisha Tourism website, microsite and or websites linked to the Odisha Tourism website</p> <p>iii. Verifiable increment of 5-10% YoY</p>	<ul style="list-style-type: none"> <li>Lead generation is a specialised scope related to performance marketing</li> <li>The deliverables mentioned in this clause are part of lead generation</li> <li>A complete CRM process and lead generation mandate requires sizeable investments in social and digital advertising including acquiring the tools and softwares for tracking</li> <li>Dept. of Tourism to kindly specify the social media and digital advertising budgets earmarked for the campaigns</li> <li>This information is pertinent for an agency to derive and factor cost implications</li> </ul>	The bidders are advised to refer details of budgetary allocation for Promotion and Publicity for previous years' annual report of DoT downloadable from DoT website.
9.	2. Scope of Work 2.3. Digital/Social Media Marketing Strategy Formulation 2.3.2. Point e., Page 7 & 8	2.3.4. The Agency to analyse market trends and needs to enhance the user experience on Odisha Tourism website and App	<ul style="list-style-type: none"> <li>User experience can be enhanced on App and website through upgradation, development enhancements, better UI and content</li> <li>DoT to clarify if the Agency is supposed to manage and update the Website and App</li> <li>If yes, does the cost for the same be computed in the financial proposal?</li> </ul>	Management and update of DoT website is not part of the scope of selected bidder. However, agency to provide input towards enhancements
10.	2. Scope of Work 2.4. Digital/ Social Media Marketing Point 2.4.5, Page 8	The agency shall be responsible for carrying out innovative programme/ campaigns with bloggers/ industry partners who are having	<ul style="list-style-type: none"> <li>Bloggers and influencers must be compensated, or barter deals undertaken</li> </ul>	Blogger engagement will be factored in the Social Media strategy and budget will be worked out accordingly.

Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
		strong digital presence, to support & sustain digital brand image of Odisha Tourism throughout the tenure as & when required. Recommended minimum 2 engagements in a quarter.	<ul style="list-style-type: none"> <li>DoT to clarify on the reimbursement of such costs</li> </ul>	
11.	2. Scope of Work 2.4. Digital/ Social Media Marketing Point 2.4.8., Page 8	2.4.8. The Agency shall undertake Search Engine Optimization of Odisha Tourism website & microsites that will include both organic and Inorganic techniques. (Keyword's analysis, off-page content, promotion, link exchange, free & paid directory submissions, free & paid press releases).	<ul style="list-style-type: none"> <li>DoT to clarify on cost reimbursement for paid SEO tactics</li> </ul>	Yearly budget shall be provided to the selected agency based on strategy formulation
12.	2. Scope of Work 2.4. Digital/ Social Media Marketing Point 2.5, page 8	2.5. Department of Tourism may assign additional scope within the ambit of PR, Digital and Social Media promotion to the agency, on need basis.	<ul style="list-style-type: none"> <li>Additional scope would entail costs that will arise due to deployment of additional resources, tools, etc.</li> <li>DoT to provide scope for payment of the same to the Agency</li> </ul>	Significant additional work beyond the scope mentioned in the RFP, if assigned, shall be on billable basis
13.	4. MINIMUM ELIGIBILITY CRITERIA 4.2. Technical Eligibility Criteria, Page 11	The Agency should have Minimum Average Annual Turnover of INR 25 Crore for the last 3 (Three) financial years (i.e., FY 2018-19, FY 2019-20, and FY 2020-21).	<ul style="list-style-type: none"> <li>PR and Social Media Services are availed on a retainer basis</li> <li>The consultancy fees paid for such services on a monthly basis are not large</li> <li>Hence the turnover criteria should be omitted for better price discovery and equitability to bidders</li> <li>The ensuing pandemic has also impacted the turnovers of service led companies such as PR and Social Media Agencies</li> <li>Kindly note that due exemption in turnover criteria must be given to bonafide MSME entities as per Government of India procurement norms</li> <li>DoT to kindly make adequate provisions for the same</li> </ul>	No change
14.	5. BID EVALUATION CRITERIA (QCBS) 5.2. Technical Evaluation A. Technical Bid Evaluation, Page 12	III. For similar projects successfully executed in Odisha for Government / PSU/ Corporate Client during last 5 years in (9 marks)	<ul style="list-style-type: none"> <li>The evaluation criteria mentioned is restrictive and which diminishes the opportunity for a better price discovery for DoT while also ensuring valid and competent bidders can apply for the RFP</li> </ul>	No change





Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
			<ul style="list-style-type: none"> <li>DoT may revise the said clause providing a level bidding arena for agencies</li> <li>Due exemption to be granted to bonafide MSMEs</li> </ul>	
15.	5. BID EVALUATION CRITERIA (QCBS) 5.2. Technical Evaluation A. Technical Bid Evaluation, Page 13	V. Successfully executed at least 1 (One) similar project of Public Relations and/or Social Media and/or Branding activity for any state tourism department/ tourism corporation/ tourism board having engagement fee not less than INR 1 Crore during last 5 years (10 marks) For each additional similar project (5 marks)	<ul style="list-style-type: none"> <li>Retainer fees for service led consultancy businesses are much lower than the engagement fee proposed in the clause</li> <li>The same be revised for better price discovery and wider applicability</li> <li>Due provisions to be made for bonafide MSME's as per Govt. procurement norms</li> </ul>	No change
16.	5. BID EVALUATION CRITERIA (QCBS) 5.2. Technical Evaluation A. Technical Bid Evaluation, Page 13	VI. Having a functional office in Odisha (05 marks) (Submit proof – rent agreement, electricity bill, etc.)	<ul style="list-style-type: none"> <li>DoT can provide the opportunity for successful bidder to provide an undertaking that a fully functional office will be set up by it within a specified timeline on winning the mandate</li> <li>The current clause is restrictive in nature</li> </ul>	No change
17.	Clause 5.2, Technical Evaluation A. Technical Bid Evaluation, Page 13, Table 3, sub clause-V	V. Successfully executed at least 1 (One) similar project of Public Relations and/or Social Media and/or Branding activity for any state tourism department/ tourism corporation/ tourism board having engagement fee not less than INR 1 Crore during last 5 years (10 marks) For each additional similar project (5 marks)	<ul style="list-style-type: none"> <li>Branding Activities of at least INR 1 crore in any state government other than Tourism Department considered or not?</li> </ul> <p>Please suggest?</p>	No change
18.	4.1. General Eligibility Criteria Page No. 12 & Clause No. 4.1.1	The Agency should be an entity incorporated/ registered only under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or should be a Sole Proprietorship. The Agency must submit a proof of Registration of the legal entity	<ul style="list-style-type: none"> <li>Please note that in India, the firms operate under various legal entities – Proprietorship, Partnership (registered under Indian Partnership Act 1932), LLP (Indian Partnership Act 2008), Indian Companies Act 1956.</li> <li>Requesting you to kindly allow to the agencies registered under the Indian Partnership Act 1932 to participate in bid.</li> </ul>	Clause modified. Please refer Corrigendum – 2.
19.	4.2. Technical Eligibility Criteria, Page No. 12	a. Documentary proof (Work Order along with Completion Certificate with project citation).	<ul style="list-style-type: none"> <li>Many clients do not issue completion certificate. Hence it is requested to kindly accept CA certificate as proof of completion. We request you to please amend the clause as 'Documentary proof (Work Order along with</li> </ul>	No change

Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
			Completion Certificate/ CA Certificate with project citation)*	
20.	A. Technical Bid Evaluation Page No. 14 & Clause No. V	Successfully executed at least 1 (One) similar project of Public Relations and/or Social Media and/or Branding activity for any state tourism department/ tourism corporation/ tourism board having engagement fee not less than INR 1 Crore during last 5 years (10 marks) For each additional similar project (5 marks)	<ul style="list-style-type: none"> <li>Allowing only the work experience from tourism sector will restrict participation. In view of this we request you to kindly allow agencies to submit work undertaken for Central/State Government/ PSU Clients as well. Also, many clients do not issue completion certificate. Hence it is requested to kindly accept CA certificate as proof of completion</li> </ul>	No change
21.	B. Presentation Score Page No. 14	<p>Approach &amp; Methodology but not limited to the following:</p> <ul style="list-style-type: none"> <li>Overall plan for Odisha Tourism focusing on Public Relations, Social Media Marketing and Multi-media Content Development as outlined in the RFP document</li> <li>Team Composition</li> <li>Innovative ideas and suggestions</li> </ul>	<ul style="list-style-type: none"> <li>Do we need to submit presentation along with technical proposal?</li> </ul> <p>Please confirm?</p>	Not required. Only technically shortlisted agencies will be asked to give presentation.
22.	2.1. Public Relation, Page 6	2.1.6. The Agency shall put in place an efficient feedback system and also undertake preparation of detailed clippings dockets on issues relevant to Odisha Tourism on customized periodicity.	<ul style="list-style-type: none"> <li>How long would there be a reaction to feedback? Will there be an escalation mechanism? If yes, then what is the matrix?</li> </ul>	Clause is self-explanatory.
23.	2.1. Public Relation, Page 6	2.1.5. The Agency shall be responsible for Odisha Tourism's brand reputation management and take proactive measures to counter negative press coverages within 24 hours of publish of such stories	<ul style="list-style-type: none"> <li>Will there be an escalation if not responded within the given time?</li> </ul>	Clause is self-explanatory.
24.	2.4. Digital/ Social Media Marketing	2.7. The Agency shall propose adequate off-site support team (Must be a Graduate degree / Post graduate diploma) for on-time delivery of the activities outlined in the Scope of work. The offsite team should have Minimum 3 years' experience. The offsite team shall support the Project Manager on day-to-day activity for on time delivery of the assignment. The offsite team shall be available for monthly/quarterly review meetings or any other meetings as required by DoT.	<ul style="list-style-type: none"> <li>Why are qualifications being stressed for offsite team? Can team be replaced or changed in case of need?</li> </ul>	It is expected that the team deployed shall continue throughout the assignment period. In unavoidable circumstances team members can be substituted with profile having same or better qualification/ experience after due approval from DoT.
25.	4.3 (Financial Eligibility Criteria)	The Agency should have Minimum Average Annual Turnover of INR 25 Crore for the last	Kindly advise an alternate if the agency doesn't fulfil this criteria.	No Change



Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
		3 (Three) financial years (i.e., FY 2018-19, FY 2019-20, and FY 2020- 21).		
26.	Clause VI of Technical Evaluation Criteria	Having a functional office in Odisha (05 marks)  (Submit proof – rent agreement, electricity bill, etc.)	We do not have an operational office in Odisha. Kindly advise an alternate if the agency doesn't fulfil this criteria.	No change
27.	Clause III of Technical Bid Evaluation A	III. For similar projects successfully executed in Odisha for Government / PSU/ Corporate Client during last 5 years	We have worked with Government / PSU clients on a National level and not restricted in Odisha. Kindly advise an alternate if the agency doesn't fulfil this criteria.	No change
28.	2. Scope of Work 2.1. Public Relation 2.1.1.1 to 2.1.1.3 Page no. 6	<b>Clause 2.1.1.1</b> Publication of at least 2 articles/major story (non-event specific stories) in a month from the State in any of the national edition of national print dailies viz. Times of India, Hindustan Times, Indian Express, New Indian Express, Economic Times & The Hindu, Business Line, The Telegraph, The Mint & Business standard based on relevant news/ developments in the State and inputs from the client. In addition, the agency shall also focus on proactive preparation and release of articles in reputed National or International magazines at least one every month.  <b>Clause 2.1.1.2</b> Publication of at least 3 major relevant stories in a month from the State in top 5 (based on web traffic) news websites.  <b>Clause 2.1.1.3</b> Coverage of one interview every month in the form of print/digital articles	The agency is responsible for only writing the article or ensuring the publication? In case of ensuring publication, what kind of support will be available from the department and also is the department looking at these interventions as paid interventions such as advertorials or organic publications	DoT shall provide raw content for Agency to develop and publish the articles.
29.	2. Scope of Work 2.2 Multimedia Content Development. 2.2.1, Page no. 6	<b>Clause 2.2.1</b> The Agency shall be responsible for creating and curating content for print, OOH, and social media in consultation with and approval of Odisha Tourism	Please provide quantity for OOH and print as stock images costs vary. Are we also expected to arrange any photoshoot onsite for these? In that case, please provide detailed locations for photoshoot and the cost agency quotes will be exclusive of travel, F&B. These will be production costs only	Agency to provide photography services anywhere in the state as a part of content creation. Expenses for travel, boarding & lodging within the State for undertaking such activities will be reimbursed by DoT.



Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
30.	2. Scope of Work 2.2 Multimedia Content Development, 2.2.2, Page no. 6	<b>Clause 2.2.2</b> The Agency shall be responsible to develop content including text, picture, infographic, blogs, articles, audio-visuals, ensure live streaming of events on owned social channels, translations as per target markets, etc. as and when required, with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research	Please mention number of creatives expected for month. This will help us to ascertain the number of resources to be deployed for the assignment	Bidders are advised to make assessment of past activities by referring to annual report and official websites, social media handles, and newsletter.
31.	2. Scope of Work 2.2 Multimedia Content Development, 2.2.3, Page no. 6	<b>Clause 2.2.3</b> The Agency shall be responsible for Content Creation, Curation and design of Odisha Unravalled periodic Newsletter of DoT which shall also include User Generated Content	Please provide number of pages and number of images that are expected as stock images costs vary. Are we also expected to arrange any photoshoot onsite for these? In that case, please provide detailed locations for photoshoot and the cost agency quotes will be exclusive of travel, F&B. These will be production costs only	DoT will share existing image stock with the selected bidder. Photoshoots need to be undertaken to enrich the image / video bank. Expenses for travel, boarding & lodging for undertaking such activities will be reimbursed by DoT
32.	2. Scope of Work 2.3 Digital / social Media marketing Strategy Formulation, 2.3.2 a to c, Page no. 7	<b>a.</b> <b>Increased online awareness in target markets, measured by:</b> i. Increase total number of unique visitors for Odisha Tourism website by 10-20% every quarter with 50% of the visitors from target markets ii. Increase total number of unique visitors across all existing, enhanced and created sites through Odisha Tourism website by 20% every year  <b>b.</b> <b>Increased online engagement in target markets, measured by:</b> i. Increase the percentage (%) of 'active' online followers of Odisha Tourism's social channels to at least 8-10% of total followers (i.e., those that post / comment / like x times per week) ii. Adding a sizable fan base of 'active' followers by at least 50% of total followers from target markets in our core social channels of Facebook, Twitter, Instagram, and other social/digital channels	Request to provide detailed data sheets especially in terms of number of queries being received currently and other data such as current number of bookings, transactions. Please do provide a link from where we can analyse this data	Relevant data available with DoT shall be shared with the selected agency





Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
		<p>c. Increased planning, inquiries, and transactions across the target market as a result of online channels, measured by:</p> <p>i. Increased number of enquiries made to Odisha Tourism linked websites of Panthanivas, Ecotour Odisha, OTDC and other touch points through or as a result of visits to the online channels. Tracking mechanism to be set up and mapping of customer journey shall be submitted in monthly report</p> <p>ii. Increased number of bookings, transactions, etc (e.g., accommodation, activities, attractions, etc.) through or as a direct result of visits to Odisha Tourism website, microsite and or websites linked to the Odisha Tourism website</p> <p>Verifiable increment of 5-10% YoY</p>		
33.	2. Scope of Work, 2.3 Digital / social Media marketing Strategy Formulation, 2.3.2 d to e, Page no. 7	<p>d. Odisha and Odisha tourism to appear in key word search, measured by: Google and other search engines ranking relevant to destinations search in other Indian States with offerings similar to that of Odisha and other exotic/ niche holiday destinations.</p> <p>d. Establish Odisha Tourism Website amongst top 5 state tourism websites in India, measured by: Comparative ranking of Odisha Tourism with other states as per Alexa ranking</p>	We will require detail SEO report to date for us to understand the SEO capability and the scope of SEO. This can be provided by the website team to help us understand this better	Relevant data available with DoT shall be shared with the selected agency
34.	2. Scope of Work, 2.4. Digital/ Social Media Marketing, 2.4.3, Page no. 8	<p>Clause 2.4.3</p> <p>The agency shall manage paid campaign launch, optimisation, and reporting. Keyword bidding and buying of relevant keywords for source markets (e.g., Programmatic Advertising, Google AdWords, Facebook Ads, etc.) including SEO marketing strategies</p>	Paid campaigns can be either revenue based, or target based. We will need list of clear targets to arrive at paid media budgets	Data shall be provided to the selected agency for formulating strategy and budget shall be allocated for running/managing paid campaigns in consultation with and approval of Odisha Tourism
35.	2. Scope of Work, 2.4. Digital/ Social Media Marketing, 2.4.5, Page no. 8	<p>Clause 2.4.5</p> <p>The agency shall be responsible for carrying out innovative programme/ campaigns with bloggers/ industry partners who are having strong digital presence, to support &amp; sustain</p>	While we can propose a list of industry partners/bloggers/influencers with strong digital presence, the prices vary and may not be comparable between agencies. We	Blogger compensation to be factored from the yearly budget after consultations and approvals by Odisha Tourism



Sl. No.	RFP clause No./Page No.	Clause Details	Clarification Query/Representation	Response
		digital brand image of Odisha Tourism throughout the tenure as & when required. Recommended minimum 2 engagements in a quarter	will need definition of strong presence in terms of followers, rates, or engagement	
36.	2. Scope of Work, 2.4. Digital/ Social Media Marketing, 2.4.8, Page no. 9	<b>Clause 2.4.8</b> The Agency shall undertake Search Engine Optimization of Odisha Tourism website & microsites that will include both organic and Inorganic techniques, (Keyword's analysis, off-page content, promotion, link exchange, free & paid directory submissions, free & paid press releases	Clear definition for quantities of paid and free submissions and press releases	Quantities shall be based on strategy formulated in consultation with and approval of Odisha Tourism

*Rish*