

CHHATTISGARH SAMVAD
 (An Associate organization of Department of Public Relation, Govt. of Chhattisgarh)
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Tender Reference Number: 2144 Dated: 20-08-2025

PRE BID RESPONSE

Project Name		NOTICE INVITING ONLINE REQUEST FOR THE EMPANELMENT OF CREATIVE AGENCIES FOR MULTIMEDIA CAMPAIGNS				
S. No.	Entity raising Query	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
1	Aon Digicon	Section - Pre Qualification Criteria, S. No. 5	Page 8	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs , with minimum cumulative value of 50 lacs, in the last 3 years.	Request you to kindly let us know as per criteria listed under point no -5 , we have work order and work experience of private large scale companies and weather that work experience is countable for the tender.	As per RFP
2	Maheshwari Publicity Service	Section - Technical Evaluation Criteria, S. No. 2	Page 9	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/PSUs, with minimum cumulative value of 50 lacs, in the last 3 years.	We request you to kindly eliminate the 'creative specific' turnover clause here and allow to showcase the creative jobs that have been done for these entities. Also, the creative capabilities are to be evaluated in the technical presentation so it wont make any difference in the core objective of creativity.	As per RFP
3	De Works Communications	Section - Pre Qualification Criteria, S. No. 5	Page 8	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs , with minimum cumulative value of 50 lacs, in the last 3 years.	We would like to confirm whether projects executed for government-owned financial institutions such as LIC Housing Finance Ltd. and LIC Mutual Fund will be considered valid for this criterion. If not admissible for strict eligibility, can such projects still be considered under technical evaluation as relevant credentials demonstrating creative, branding and content development capabilities across media formats?	As per RFP
4	Blue Bird Advertising	Section - Earnest Money Deposit & Tender Fee	Page 5	The Bidder has to deposit an initial earnest money of Rs. 1,00,000/- (Rupees One Lac only) and Tender Fees of Rs. 5,900/- (Five Thousand Nine Hundred only) in the below Chhattisgarh Samvad Bank A/C.	I would like to confirm whether the EMD is exempted for agencies registered under MSME.	No specific exemption/relaxation applicable for MSME/Startups

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5	The Pop Korn	Section - Pre Qualification Criteria, S. No. 5	Page 8	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs , with minimum cumulative value of 50 lacs, in the last 3 years.	We would like to clarify whether projects of similar nature and valuation executed for reputed private sector clients (non-Government) will also be considered towards meeting this requirement. Kindly confirm if there are any alternative provisions available in this regard.	As per RFP
6	Anshuman Creatives	-	-	-	There are nothing detail in tender guidelines for Production/Post Production of Audio-Visual Contents & Video Spots.	As per RFP - Section "Scope of Work"
7	Anshuman Creatives	-	-	-	There are no provisions in the APPENDIX-H of financial bid for Production/Post Production of Audio-Visual Contents & Video Spots for different duration. How a bidder will quote his rates?	As per RFP - Section "Scope of Work"
8	Anshuman Creatives	Section - Technical Evaluation Criteria, S. No. 1	Page 9	Minimum average annual turnover of Rs. 1 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24 OR 2022-23, 2023-24 and 2024-25). Marking: Rs. 1-2 crore: 10 marks Rs. 2-3 crore: 15 marks Rs. 3 crore+: 20 marks	Requesting for modifications as: #Rs 50 Lacs-1 Crore: 10 Marks #Rs 1-2 Crore: 15 Marks #Rs 2 Crore +: 20 Marks	As per RFP
9	Anshuman Creatives	Section - Technical Evaluation Criteria, S. No. 2	Page 9	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/PSUs, with minimum cumulative value of 50 lacs , in the last 3 years.	Requesting for modification as: With minimum cumulative value of Rs 10 Lacs.	As per RFP

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10	Anshuman Creatives	Section - Evaluation	Page 7	The criteria for pre-qualification, technical evaluation and selection of bidders are set out under section 'eligibility criteria and evaluation methodology'. As part of the evaluation, the technical submission shall be checked for responsiveness with the requirements of the tender document and only those proposals which are found to be responsive would be further invited to give a presentation in accordance with the criteria set out in this tender document.	How a bidder will submit the Technical PPT for Technical Presentation?	Responsive bidders would be invited to give a presentation. PPT need not be submitted.
11	Shreemay	Section - Pre Qualification Criteria, S. No. 2	Page 8	Minimum average annual turnover of INR 1 crore or more in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24 OR 2022-23, 2023-24 and 2024-25).	The average turnover limit of the agency should not exceed ₹75 lakhs in the last three financial years. The turnover requirement is essentially to test the financial strength of the company, and this benchmark is credible and practical. We therefore request you to kindly retain or consider this level as the eligibility criteria.	As per RFP
12	Shreemay	Section - Pre Qualification Criteria, S. No. 5	Page 8	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs, with minimum cumulative value of 50 lacs , in the last 3 years.	We request a review of the minimum order value requirement (currently ₹50 lakhs). In practice, government departments generally do not pay separately for design work; instead, payments are largely made for printing and related services, with design considered complimentary or bundled. For new entrants, such a barrier becomes restrictive and discouraging. Creative agencies should be evaluated for their innovation and quality of work, rather than the value of past work orders.	As per RFP
13	Shreemay	Section - Pre Qualification Criteria, S. No. 5	Page 8	The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs, with minimum cumulative value of 50 lacs , in the last 3 years.	Proof of Capability - As design-specific work orders are rarely issued independently by departments, we request that instead of mandating past work orders of a minimum value, all participants may be given a sample design task to demonstrate their creativity and capabilities. This would ensure a level playing field and encourage fresh, creative ideas from both established players and new entrants.	As per RFP

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14	Maadhyam PR	Section - Pre Qualification Criteria, S. No. 5	Page 8	<p>The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs, with minimum cumulative value of 50 lacs, in the last 3 years.</p> <p>Scope to include ideation, design and creative content development across all media formats, branding and creative strategy. (Project with media buy only will not be considered as eligible)</p>	<p>We would like to respectfully submit that in actual Government work orders, the specific terminology “creative or similar nature” is generally not used. The term “creative work” itself is broad and open to interpretation. Therefore, the definition of creative work should be considered in an open and inclusive manner, covering similar and ancillary activities.</p> <p>It may be noted that Samvad is the largest agency through which creative work is carried out, and even within Samvad, specific work orders exclusively titled as creative work are rarely issued. Further, no single department generally executes projects of this scale under that terminology. Hence, the ambit of creative work should reasonably include multiple categories of work undertaken for the Government, such as graphic designing, social media management, branding activities, and related services.</p>	<p>The definition of "Creative work" would be governed by Section - "Scope of Work".</p>

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15	Sangyaa PR Consultants	Section - Pre Qualification Criteria, S. No. 5	Page 8	<p>The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs, with minimum cumulative value of 50 lacs, in the last 3 years.</p> <p>Scope to include ideation, design and creative content development across all media formats, branding and creative strategy. (Project with media buy only will not be considered as eligible)</p>	<p>We respectfully propose that the phrase “creative or similar nature” is not commonly found in official Government work orders. The term “creative work” is inherently vague and subject to varied interpretations. As such, its definition should be approached broadly and inclusively, encompassing related and supporting activities.</p> <p>It is worth highlighting that Samvad serves as the primary agency for executing creative work, yet even within its operations, work orders explicitly labeled as “creative work” are seldom issued. Moreover, projects of this magnitude are rarely managed by a single department under such terminology.</p> <p>“Therefore, the scope of creative work should reasonably extend to various tasks performed for the Government, Big size corporate, including graphic design, designs for Videos spot ads, social media creative designs, branding initiatives, and associated services.”</p>	The definition of "Creative work" would be governed by Section - "Scope of Work".
16	Sangyaa PR Consultants	Section - Pre Qualification Criteria, S. No. 5	Page 8	<p>The bidding entity must have successfully completed at least 5 projects of creative or similar nature of Central/State Government Dept/Agencies/ PSUs, with minimum cumulative value of 50 lacs, in the last 3 years.</p>	<p>We also request you to kindly keep the minimum cumulative value should be ₹40L, in 10 projects in last 3 yrs.</p>	As per RFP