

**CHHATTISGARH SAMVAD**  
 (An Associate organization of Department of Public Relation, Govt. of Chhattisgarh)  
 North Block, Sector-19, Nava Raipur-Atal Nagar, District- Raipur (C.G.)  
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 Tender Reference Number: 3089 Dated: 17-01-2025

Project Name	NOTICE INVITING ONLINE REQUEST FOR THE SELECTION OF A SOCIAL MEDIA AGENCY				
PRE BID RESPONSE					
S. No.	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
1	Section - Pre Qualification Criteria, Point 2	Page 22	Minimum average annual turnover of INR 50 Crore or more in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).	As a Chhattisgarh-registered start-up committed to supporting the state's growth and innovation, we kindly request that exemptions or relaxations be granted for these specific criteria for start-ups registered under Chhattisgarh jurisdiction. This will enable local start-ups like ours to compete and contribute to the state's projects more effectively.	As per RFP
2	Section - Pre Qualification Criteria, Point 5	Page 22	Minimum 2 projects in the field of social media management of duration 1 year+ and value INR 1 crore +, in the last 5 years.	As a Chhattisgarh-registered start-up committed to supporting the state's growth and innovation, we kindly request that exemptions or relaxations be granted for these specific criteria for start-ups registered under Chhattisgarh jurisdiction. This will enable local start-ups like ours to compete and contribute to the state's projects more effectively.	As per RFP

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3	Section - Scope of Work	Page 6-7	Expected Half Yearly Growth (@chhattisgarhCMO) Facebook 511K ≥ 25% Instagram 341K ≥ 25% X 650K ≥ 25% Youtube 79.7K ≥ 25% Thread 34.3K ≥ 25% Whatsapp 30K ≥ 25% Linkedin NA ≥ 25%	On page 6, it is 25% growth for the half year, while on another page, it mentions a 5% growth every 6 months. Could you please clarify the correct growth rate for each 6-month period?	As per Corrigendum
4	Important Points	Page 17	NOTE: All content/asset created as part of the project will be the sole property of the Chhattisgarh Samvad/DPR.	Could you clarify whether the assets created as part of the project will be retained by Chhattisgarh Samvad/DPR?	Yes, all the content/asset like deliverables, work output, designs, layouts, etc created as part of the project will be retained by Chhattisgarh Samvad/DPR.
5	Section - Manpower Deployment	Page 12 & Page 24	A: State Level Requirement & Evaluation Criteria, Point -4: Manpower Deployment	On page 12, the total manpower requirement is listed as 86, while page 24 indicates a requirement of 31 manpower. Could you please clarify how many CVs need to be provided with the technical bid?	Resume for <b>each position that are part of technical scoring</b> need to be attached in the technical bid for evaluation.
6	-	Page 5	THE CHHATTISGARH SAMVAD/DPR INVITES ONLINE TECHNICAL AND FINANCIAL PROPOSALS ON GEM (GOVERNMENT-E-MARKET) FOR THE 'SELECTION OF A SOCIAL MEDIA AGENCY'	As per our understanding, bid should be submitted on "Chhattisgarh Samvad Portal" not on GeM Portal. Kindly confirm the same.	As per Corrigendum

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7	Section - Eligibility Criteria and Evaluation Methodology	Page 22	Bidders which are registered on the gem portal are eligible to participate in this tender process. E-bids submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the gem portal to be able to participate in the process.	As per our understanding, bid should be submitted on "Chhattisgarh Samvad Portal" not on GeM Portal. Kindly confirm the same.	As per Corrigendum
8	Section - Manpower Deployment	Page 12	The agency needs to deploy the following resources, within one week of the award of the contract, onsite in Raipur. The team (80% of resources) will have to work onsite for daily coordination with the Chhattisgarh Samvad/DPR & other offices and deliver daily operational tasks.	Deployment of Resources within 1 week is very short span of time. We request you to kindly amend this clause from 1 week to 2-3 week.	As per Corrigendum

S. No.	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
9	Important Points	Page 17	NOTE: The agency in the financial quote must provide total cost of providing social media management services to the Chhattisgarh Samvad/DPR, <b>for a period of one (1) year</b> , the quote must include cost of all specific and broad deliverables listed in the scope of work, manpower deployment in Raipur, any travel cost for the period of the contract for covering events, logistics expenses and any other direct or indirect cost for delivering the scope of work, as listed in the tender document. The Chhattisgarh Samvad/DPR, for the purpose of calculation will prorate the financial quote for one (1) year to arrive at the financial quote for 1 year. The amount quoted in the financial bid must be inclusive of all applicable taxes. In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.	We request to the department kindly give us clarity on the below mentioned points:- (1) As per Tender RFP, "Period of Contract" is given for 2 Years, but in this clause department is asking to quote for 1 years. As per our understanding rates should be quoted as per the contract period. Request to the department kindly give clarity on the same.	(1) The "Period of Contract" (as per page 18) is for 2 years, extendable for 1 year + 1 year. Hence the financial quote is to be provided per year basis.
10	Online Reputation Management & Social Listening	Page 9	The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of one (1) year, which may be extended for an additional 6 months at a time (up to a maximum of 1 year).	Duration of the contract are contradictory, at page no 18, clause - Period of Contract, it is mentioned for "2 Years" similarly "2 Years" mentioned at page no 3, under the section "Notice Inviting Online Request for the Selection of a Social Media Agency" and at page no 9 & page no 11 under section "Specific Deliverables", it is mentioned for "1 Year". Please confirm the contract duration.	As per Corrigendum

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11	Specific Deliverables	Page 11	The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of one (1) year, which may be extended for an additional 6 months at a time (up to a maximum of 1 year).	Duration of the contract are contradictory, at page no 18, clause - Period of Contract, it is mentioned for "2 Years" similarly "2 Years" mentioned at page no 3, under the section "Notice Inviting Online Request for the Selection of a Social Media Agency" and at page no 9 & page no 11 under section "Specific Deliverables", it is mentioned for "1 Year". Please confirm the contract duration.	As per Corrigendum
12	NOTICE INVITING ONLINE REQUEST FOR THE SELECTION OF A SOCIAL MEDIA AGENCY	Page 3	Chhattisgarh Samvad invites online tender from reputed Social Media Agency for selection for a <b>period of 2 years</b> . Which can be extended as for need and mutual agreement. The registered firm having proven track record of expertise in above field may submit their online proposal.	Duration of the contract are contradictory, at page no 18, clause - Period of Contract, it is mentioned for "2 Years" similarly "2 Years" mentioned at page no 3, under the section "Notice Inviting Online Request for the Selection of a Social Media Agency" and at page no 9 & page no 11 under section "Specific Deliverables", it is mentioned for "1 Year". Please confirm the contract duration.	The "Period of Contract" (as per page 18) is for 2 years, extendable for 1 year + 1 year.

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13	Important Points	Page 17	NOTE: The agency in the financial quote must provide total cost of providing social media management services to the Chhattisgarh Samvad/DPR, for a period of one (1) year, the quote must include cost of all specific and broad deliverables listed in the scope of work, manpower deployment in Raipur, any travel cost for the period of the contract for covering events, logistics expenses and any other direct or indirect cost for delivering the scope of work, as listed in the tender document. The Chhattisgarh Samvad/DPR, for the purpose of calculation will prorate the financial quote for one (1) year to arrive at the financial quote for 1 year. <b>The amount quoted in the financial bid must be inclusive of all applicable taxes.</b> In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.	As per the Financial Format, bidders have to quote rates " <b>Exclusive of all taxes</b> " But as per the clause mentioned at page no 20, 17 "The Amount quoted in the financial bid must be inclusive of all applicable taxes" Both clauses are contradictory each other. We request to the department kindly confirm whether the bidders required to quote exclusive of All Taxes or Inclusive of All Taxes  <b>Also there is no space to write the amount in figure. Further rates related to manpower is only mentioned. Rates related to influence management, Trending, Tools etc. should be there in BOQ.</b>	As per Corrigendum
14	Financial Submission	Page 20	Point B - The amount quoted must be <b>inclusive</b> of all applicable taxes.	As per the Financial Format, bidders have to quote rates "Exclusive of all taxes" But as per the clause mentioned at page no 20, 17 "The Amount quoted in the financial bid must be inclusive of all applicable taxes" Both clauses are contradictory each other. We request to the department kindly confirm whether the bidders required to quote exclusive of All Taxes or Inclusive of All Taxes	As per Corrigendum

S. No.	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
15	Evaluation Criteria, S. No. 4 - Manpower Deployment	Page 24	<p>MARKING:</p> <p>Project Leader: 2 Marks for Each Resource (Total 4 Marks)</p> <p>Social Media Analyst: 1 Marks for Each Resource (Total 3 Marks)</p> <p>Researcher: 0.5 Marks for Each Resource (Total 1 Marks)</p> <p>Co-Ordinator: 0.5 Marks for Each Resource (Total 2.5 Marks)</p> <p>Trend Team: 0.5 Marks for Each Resource (Total 2.5 Marks)</p> <p>Content Writer: 0.5 Marks for Each Resource (Total 3 Marks)</p> <p><b>Amplification Team: 0.5 Marks for Each Resource (Total 4 Marks)</b></p>	<p>Marking for Amplification Team is mentioned 0.5 marks for each resources (total 4 marks) but as per profiles mentioned in page no 15, number of resources required for "Amplification Team" are 4. As per our understanding either marking criteria should be 1 marks for each resources or number of resources should be 8 for Amplification Team. Request to the department kindly give us clarity on this clause.</p>	As per Corrigendum
16	Appendix H - Financial Tender Proposal, Table: B	Page 34	Sr. No. 1: Team Leader	<p>In page no 12, "Project Leader" profile is mentioned instead of "Team Leader" which mentioned in "Appendix H- Financial Tender Proposal".</p> <p>Both are contradictory each other. So, we request to the department kindly confirm whether it is "Project Leader" or "Team Leader". If the profile is Project Leader, financial format should be change accordingly.</p>	As per Corrigendum

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17	Manpower Deployment	Page 16	The resume of all proposed resources needs to be attached in the technical bid. The final deployment of resources will only happen after they have been personally interviewed by the Chhattisgarh Samvad/DPR for fitment.	As per our understanding, we are required to submit CVs only for the profiles.	Resume for <b>each position that are part of technical scoring</b> need to be attached in the technical bid for evaluation.
18	General	-	Submission of Bid	As per our understanding, whole bid need to submit online mode only.	Bid needs to be submitted on " <b>Chhattisgarh Samvad Portal</b> ".
19	Penalty Clause	Page 39	For any published incorrect/misleading information, which hampers the image of the government of Chhattisgarh will attract a penalty of 10% of the award value for the particular month. Such incidents include, but not limited to, factually incorrect information about the state government, incorrect artwork/creative, etc. The decision of the Chhattisgarh Samvad/DPR shall be binding in this regard.	We request to the department kindly amend the penalty clause from 10% to 5%.	As per RFP



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20	Liquidated Damages	Page 39	In case of delay in completion/error of Services or breach of contract terms and conditions, liquidated damages not exceeding an amount equal to 10% of the Contract Value per month, subject to a maximum of 10% (ten per cent) of the Contract Value shall be imposed and shall be recovered by appropriation from the Performance Security or otherwise. Once the 10% amount of the total contract value shall be achieved, Chhattisgarh Samvad shall have the right to terminate the contract at the risk and cost of the agency/bidder.	We request to the department kindly amend the liquidated damages clause from 10% to 5%.	As per RFP
21	Pre Qualification Criteria, S. No. 1	Page 22	A registered entity with minimum 5 years of existence on the day of the submission of e- bid and should have ISO Certification in System Management and Data Security. If a firm has applied for this certificate, it will be also considered for eligibility criteria but at the time of contract this certificate must be available with successful bidder. (Proprietorship firm, associations, trusts, societies and industry associations are not eligible. Government of India societies, established under relevant act are eligible to participate, having experience in the specific mentioned field)	We have observed that Clause 1, Page 22 of the tender document mandates an ISO certification in System Management and Data Security. While we appreciate the importance of such certifications, We respectfully request that you consider accepting alternative documentation or perhaps making this certification a desirable, rather than a mandatory, criterion.	As per RFP

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22	Evaluation Criteria, S. No. 1	Page 23	Minimum average annual turnover of INR 50 crore or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24).	The stipulated minimum turnover of 50 crores on Page 23 appears to be rather high and may exclude many qualified agencies. We kindly request that you reconsider this requirement and consider a more flexible approach that would allow a wider range of agencies to participate.	As per RFP
23	Pre Qualification Criteria, S. No. 5	Page 22	Minimum 2 projects in the field of social media management of duration 1 year+ and value INR 1 crore +, in the last 5 years.	Kindly Consider the Minimum 2 projects in the field of social media management of duration 1 year+ and value INR 50 Lakh +, in the last 5 years	As per RFP
24	Evaluation Criteria, S. No. 2	Page 23	Projects in the field of government/PSU social media management of duration 1 year+ and value <b>INR 1 crore+</b> , in the last 5 years Scope to include social media management, content development, copywriting, posting, monitoring and overall management of social media touchpoints. (Project with digital media buy only will not be considered as eligible)	Kindly Consider the Projects in the field of government/PSU social media management of duration 1 year+ and value <b>INR 50 lakh+</b> , in the last 5 years Scope to include social media management, content development, copywriting, posting, monitoring and overall management of social media touchpoints. (Project with digital media buy only will not be considered as eligible)	As per RFP