

Queries and Clarifications
Hiring of Agency for Social Media Management
Bid Reference No. BRLPS/PROJ-COM/2074/2022 dated 24/09/2024

Sl. No.	RFP Reference	Queries	Clarification
1.	Scope of Work	Will videos be the responsibility of vendors.	It is clarified that videos will be the responsibility of vendors.
2.	Scope of Work	Will the videos cost will be asked separately?	It is clarified that no separate cost of any items has been asked in the price format. The cost should be inbuilt in the lumpsum quoted price.
3.	General	Will the joint venture be allowed?	It is clarified that joint-venture will not be allowed.
4.	<p>Technical Evaluation</p> <p><i>Number of years of experience in Social Media Management with the Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies.</i></p> <p><i>>=3 to <=5</i></p> <p><i>Years = 10 marks</i></p> <p><i>>5 years = 15 marks</i></p>	<p>Request to distribute the numbers as per following criteria-</p> <p>1-2 = 05 marks</p> <p>3-4 = 10 marks</p> <p>Above 4 = 15 marks</p>	<p>It is clarified that following amendment has been made in technical evaluation criteria-</p> <p>Number of years of experience in Social Media Management with the Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies. The allotted marks will be as follows:</p> <p>1-2 = 05 marks</p> <p>3-4 = 10 marks</p> <p>Above 4 = 15 marks</p>
5.	<p>Technical Evaluation</p> <p><i>Experience of completing projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in</i></p>	<p>The point should be amended as follows:</p> <p><i>Experience of completing projects related to Social Media Management/IEC in last 3 calendar years with Central / State Government/ Organization / Public Sector Unit (PSU) in</i></p>	<p>It is clarified that agency should have experience of completing projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies. The distribution of number will be as follows:</p>

	<p><i>India/local bodies.</i></p> <p>=>3 crore <5 crore = 05 marks</p> <p>=>5 = 10 marks</p>	<p><i>India/local bodies.</i></p> <p>=>1 crore <3 crore = 05 marks</p> <p>=>4 = 10 marks</p>	<p>=>2 crore <3 crore = 05 marks</p> <p>=>3 = 10 marks</p>
6.	<p>Technical Evaluation Criteria</p> <p>Experience of completing projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies.</p>	<p>Could you please clarify the criteria you are seeking for the project? In the PR and Social Media Industry, collaborations typically function on a partnership basis, and such high-value projects are uncommon. High-value projects are more often handled by advertising and event firms, which do services. Additionally, the requirement for a turnover of Rs. 3.0 crore does not seem aligned with the project value of Rs. 5.0 crore, as the two figures do not correlate. Therefore, we request a revision of the criteria to consider two projects with a value of Rs. 50.0 lakh.</p>	<p>It is clarified that agency should have experience of completing projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public Sector Unit (PSU) in India/local bodies. The distribution of number will be as follows:</p> <p>=>2 crore <3 crore = 05 marks</p> <p>=>3 = 10 marks</p>
7.	<p>Scope of Work</p> <p>Increase of Organic Subscriber</p>	<p>Will there be any payment for the cost of media on social media and digital platforms for follower growth? What will be the process for payment of the same?</p>	<p>No any additional payment will be made. This cost should be included in quoted lumpsum amount. It is a lumpsum assignment.</p>
8.	<p>Scope of Work</p> <p>Total Campaign Units for the Month for social media channel</p>	<p>Is the requirement for videos 2D or 3D?</p> <p>Who will provide to the agency the photos and video materials of the key field activities, such as training sessions, community meetings, or successful implementation of projects?</p> <p>Will the agency be required to do filming/shooting with camera for the capture of the videos and photos?</p> <p>If there is travelling and stay is</p>	<p>I. The video will be in 2D format</p> <p>II. The Historical data will be provided by the BRLPS. Agency should ensure the shooting or capturing the events.</p> <p>III. Agency would filming/shooting with camera for the capture of the videos.</p> <p>IV. Agency will bear the</p>

		required for the capture of videos/photos. Will the agency be reimbursed the travelling, stay and food cost of the same?	travelling, stay and food cost during shooting. It is a lumpsum assignment.
9.	General	Given the extensive scope of work, could you please provide clarify on the estimated project value.	It is clarified that since the scope of work is very clearly and quantifiable, hence no estimated project value will be required.
10.	EMD Rs. 1.0 lakh	We are registered with the Udyam Registration (MSME). Kindl give the relaxation on EMD.	EMD relaxation as per Bihar Financial Rule provision.
11.	Pre-qualification Criteria <i>Agency shall have at least 5 full-time employees on payroll as on date one year prior to proposal submission due date.</i> Appointment letter along with form -16.	It is requested to replace requirement of Form-16 with other suitable options.	It is clarified that bidder may submit Form-16 or EPF Challan.
12.	Pre-qualification Criteria <i>The Bidder must have average annual turnover of not less than INR 2 crore in last three financial years (FY 2020-21, FY 2021-22 & FY 2022-23), as evidenced by the audited accounts.</i>	Request to decreased the average annual turnover of not less than Rs. 75.0 lakh.	Not Accepted. Same as RFP.
13	Pre Qualification Criteria The Agency must have experience of at least 2 projects related to Social	The Agency should have experience of at least 2 projects related to Social Media Management in last 3 calendar years with Central / State Government Organization / Public	No Change.

	Media Management in last 3 calendar years with Central / State Government /Organization / Public Sector Unit (PSU) in India/local bodies.	Sector Unit (PSU) or corporate in India.	
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