

Tender for Rate Contract RFP Tender for Empanelment of Social Media Agency for Directorate of Information, Government of Gujarat

Sr. No.	RFP/Tender Reference		Query/Clarification/ Suggestions from the Venders	Responses to Vendors
	Pg no./Section No./Clause No	RFP/Tender Description		
1	Pg no. 5 Section 2:/ 2.1 Pre- Qualification Criteria – Sr no. 4 - Technical Capability/ Experience -1	The bidder must have prior experience of at-least three projects of similar nature in last 05 years with Central or State Government Departments or PSUs. Each project value should be minimum 1 Cr. Similar Nature/Activities means- PR and Communication Services, Media, Media Monitoring, Communication Impact Assessment, Public Relation Strategy, Communication Strategy and Content Creation or such similar assignments mentioned in the scope of work of this RFP.	We have worked with private organization for such project values. Our request is to consider private sector project as well & give this relaxation	No change
2	Section:3/3.6 Earnest Money Deposited (EMD) - 3.6.2	Proposals not accompanied by EMD and Bid Processing Fee or Exemption(s) certificate shall be rejected as non-responsive.	We have Udyam and MSME/DPIIT registrations under IT services; however, Social Media Management (SMM) is not specifically mentioned in our certificate. In this case, we would like to confirm whether our MSME registration will still be considered valid for this tender and if we are eligible for the EMD exemption. We kindly request you to please consider our MSME certificate for the exemption.	Kindly refer point no. regarding 3.6 Earnest Money Deposited (EMD)
3	Page no 28 Team Engagement:	The bidder shall deploy a team of 3 (Three) professional resources for this project at all the 33 district- level Collector's office and at the office of the DDO	We kindly request clarification regarding how many number CVs are expected to be Provided in the bid submission?	No CVs are required at the time of Bid Submission.
4	Section 1 Point no 4 and 5	Bidder is requested to pay Rs. 17,700/- as a bid processing fee and EMD 30 Lakhs	Can EMD/BG and Tender fee released by ICICI on Behalf of MUFG Bank be Admissible ?as it is not clearly mentioned in GR FD/MSM/e-file/4/2024/2859/D.M.O. Kindly Clarify	Kindly refer G.R. no. FD/MSM/e file/4/2024/2859/D.M.O. dated 01.05.2025 issued by Finance Department or further instruction issued by Finance Department time to time
5	Page no 30 SECTION 7: FINANCIAL BID	Service /Administration Charge (Percentage of remuneration per person per month CTC)	In the Financial Bid,It has been mentioned that service/administrative charges be in % of remuneration per person/month?Please Clarify	Bidder has to quote service charge in % which shall be calculated on Maximum Monthly CTC (in INR) of each employee deputed as per the table mentioned in Section 7 FINANCIAL BID Note no. 6. Allocation shall be made on zone wise basis as mentioned in note no. 4. All the selected bidders i.e L2, L3, L4 or so on till all the four zones are allocated shall match the L1 price.
6	Eligibility / Clause 04 (Page 5) – Experience Criteria	Clause 04 restricts acceptable past experience categories and does not explicitly include Social Media Marketing , which is the entire focus of this RFP.	Request you to kindly relax or amend this clause to include “ Social Media Marketing / Digital Marketing Services ” within the acceptable scope of experience, so that the experience requirement aligns with the nature of work defined in the RFP.	No change
7	Delivery Timeline – Resource Deployment (Section 4.2(b), Page 19–20)	Resources must be deployed within 30 days from issuance of Work Order; penalties start thereafter.	Request to extend the deployment period from 30 days to 45–60 days considering the volume (33 districts × 3 resources each) and interview/approval process by respective offices. Please confirm.	No change
8	Important Dates – Last Date of Bid Submission (Section 1, Page 4)	Bid submission deadline is 26.12.2025.	Request to extend the bid submission date by at least 2 weeks , considering the extensive scope, manpower planning, and need for district-level resource shortlisting.	Tender extended up to 29.12.2025
9	Contract Period & Annual Increment (Section 4.3, Page 21)	Contract is for 2 years, extendable annually up to 3 additional years with annual increment up to 5%.	Kindly confirm whether bidders should factor annual salary increments (up to 5%) in the current financial bid , or if cost revision will be allowed during contract renewal year-on-year.	Cost revision will be allowed during contract renewal year-on-year.
10	Financial Bid Submission – No Format Provided (General Observation)	The RFP does not include any financial quotation format / price bid format / BOQ template for submission of the commercial bid.	Request you to kindly provide the Financial Bid Format / BOQ template so that all bidders can submit the commercial quotation in a uniform and compliant structure.	Kindly refer SECTION 7: FINANCIAL BID
11	Scope of Work – Promotional Activities (Page 24, Point 7)	The RFP states that the Agency shall bear all costs related to social media promotional activities, including advertising spends, content creation, influencer fees, PR dissemination, and campaign management.	Since this is a significant recurring cost, kindly clarify the expected monthly quantity and scope of these activities: (a) Expected number of paid ad campaigns per month (state-wide/district-wise/event-specific) and any KPI expectations. (b) Expected number and type of influencers per month (micro/macro/regional/sectoral), deliverables required (reels/posts/live sessions), and whether an approved influencer list will be provided. (c) Whether PR dissemination should cover digital only or digital + print, and expected monthly volume and geographical coverage. (d) Monthly content volume required per district (graphics/videos/reels/stories/articles/press releases), and whether content requirements differ across A/B/C category districts.	The clause regarding paid promotion and Influencer engagement is removed from the RFP. Do not consider any activity related to the paid promotion.

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12	SECTION 2: INSTRUCTIONS TO BIDDERS 2.1 Pre-Qualification Criteria (Page No:6)	Turnover-The bidder should have relevant minimum annual average turnover from providing services such as: Digital Media Advertising/ Social Media Services/ PR and Communication /Media Monitoring / Communication Impact Assessment/ Public Relation Strategy/ Communication Strategy and Content Creation or such similar assignments during each of the last three financial years in India of at least Rs.1 crores or cumulative turnover of 3 crores for last three (03) financial years. (2021-22, 2022-23 and 2023-24).	Kindly consider below clause The bidder should have relevant minimum annual average turnover from IT services/Similar Global services during each of the last three financial years in India of at least Rs.1 crores or cumulative turnover of 3 crores for last three (03) financial years. (2021-22, 2022-23 and 2023-24).	No change
13	SECTION 2: INSTRUCTIONS TO BIDDERS 2.1 Pre-Qualification Criteria (Page No:6)	Technical Capability/ Experience -1 -The bidder must have prior experience of at-least three projects of similar nature in last 05 years with Central or State Government Departments or PSUs. Each project value should be minimum 1 Cr. Similar Nature/Activities means- PR and Communication Services, Media, Media Monitoring, Communication Impact Assessment, Public Relation Strategy, Communication Strategy and Content Creation or such similar assignments mentioned in the scope of work of this RFP.	We request you to kindly allow exemption from the Experience Criteria for MSME companies as per the Government of India's MSME policy, or also consider Similar Global experience	Since, we are located in Gujarat and working for State Government, we may follow the rules according to Gujarat Govt Policy only.
14	SECTION 2: INSTRUCTIONS TO BIDDERS 2.1 Pre-Qualification Criteria (Page No:7)	Technical Capability/ Experience -1- The bidder/service provider should have experience of handling social media of State /Centre Government/ PSU.	We request you to kindly allow exemption from the Experience Criteria for MSME companies as per the Government of India's MSME policy, or also consider Similar Global experience	Since, we are located in Gujarat and working for State Governamen, we may follow the rules according to Gujarat Govt Policy only.
15	Other	EMD: RS.30,00,000/-	We request you to kindly allow EMD exemption for MSME companies as per the Government of India's MSME policy.	Since, we are located in Gujarat and working for State Governamen, we may follow the rules according to Gujarat Govt Policy only.