

Reply to Prebid Queries- INVITATION FOR EOI FOR EMPANELMENT OF SOCIAL MEDIA AGENCY
Date- 31/03/2021

#	Name of Agency	RFP Document Reference(s)	Section / Page No.	Content of RFP requiring Clarification(s)	Points of clarification	Response by Department
1	Trizone Entertainment Pvt Ltd	Eligibility Criteria For Empanelment Of Social Media Agency	6.6.1& 10	1.The agency must have an experience of at least one year in Social Media network management and must have completed or handled at least two branding projects with government organizations /PSUs in Bihar	Request you to consider the experience of Government work done outside Bihar along with the experience of work done for Govt as a subcontractor.	As per the EOI
		Eligibility Criteria For Empanelment Of Social Media Agency	6.6.2& 10	2. The agency or Founder must have experience of working with women centric Organization for the better understanding of the subject	Request you to allow those agencies which don't have such experience.	As per the EOI Should have handled women/girl issue.

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INVITATION FOR EOI-EMPANELMENT OF SOCIAL MEDIA AGENCY

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2	Omninet Technologies Pvt. Ltd.	Scope Of Work For Agency	5.31 & 6	1. Project Manager and content writer will be also be responsible for media activities such as Press release drafting, Story generation, Story Publishing, Media interviews, Byline articles and branding of Department of Environment, Forest and Climate Change.	In this point, you have mentioned the name of department as Department of Environment, Forest and Climate Change. Kindly Clarify	All the work mentioned in the EOI will be done for - Women Development Corporation, Bihar
		Eligibility Criteria For Empanelment Of Social Media Agency	6.6.1& 10	2.The agency must have an experience of at least one year in Social Media network management and must have completed or handled at least two branding projects with government organizations/PSUs in Bihar	We request you to kindly remove Bihar from the clause and consider the overall experience of branding projects with government organizations/PSUs in India.	As per the EOI
		Eligibility Criteria For Empanelment Of Social Media Agency	6.6.2& 10	3. The agency or Founder must have experience of working with women centric Organization for the better understanding of the subject.	Kindly Clarify whether we need to submit any type of experience of working with women centric Organization or should It be specific to social media management?	Specific experience of social media management of women / girl issue.
		Eligibility Criteria For Empanelment Of Social Media Agency	6.8.2, 6.8.3& 11	4. The agency should deploy four no. of key social media professionals for management of	In point no. 2, it is mentioned that 4 no. of key social media professionals will be required for the management of	Please Refer Corrigendum Total 3 resources 1-PM 1-CW

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				Social Media platform in English Hindi and regional language. All three resources should be stationed at the department.	social media and in point no. 3, it is mentioned that all three resources should be stationed at the department. So, we request you to kindly clarify the exact no. of manpower to be deputed to the department.	1-GD 2 person to be deployed in WDC Office
		Important Dates	Pre Submission Meeting & 2	5. Date, time & venue of pre submission meeting.- 26.03.2021 10:00 AM	Due to the concerns caused by Covid-19, we request you to kindly allow us to participate in pre-submission meeting virtually through Zoom or via any other department specific platforms	As per the EOI
		Eligibility Criteria For Empanelment Of Social Media Agency	6.1.1& 9	1.Bidder should be registered in India under MSME or Start-up India. (MSME and Start-up Relaxation will be given to the bidders) 2. The bidder must be registered in Government e-Marketplace portal.	Is this bid restricted to only MSME /Start-ups? What Government e-proof is required for GeM registration)	Bidder should be registered in India. MSME to attach a copy of their certificate.
3	Vermillion Communication Pvt Ltd	Eligibility Criteria For Empanelment Of Social Media Agency	6.4 & 9	2. Solvency certificate from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the	What is the value of Solvency certificate? This is issued by Bank and what is the role of CA? Why CA should sign such documents?	Please Refer Corrigendum

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#	Name of Agency	RFP Document Reference(s)	Section / Page No.	Content of RFP requiring Clarification(s)	Points of clarification	Response by Department
				past three years i.e. 2017-18, 2018-19, 2019-20. Solvency Certificate duly signed by Chartered Accountant		
		Eligibility Criteria For Empanelment Of Social Media Agency	6.6.1& 10	3. The agency must have an experience of at least one year in Social Media network management and must have completed or handled at least two branding projects with government organizations/PSUs in Bihar	Is this tender is open only for Patna or Bihar Based Agency? As in eligibility section it is mentioned that agency should have experience in Bihar then what about national reputed Agency	As per the EOI
4	Action Media	Scope Of Work For Agency & Eligibility Criteria For Empanelment Of Social Media Agency	5.29 Page n. 6 & 6.9 Page n. 11	1. Project Manager Content Writer and Graphic Designer should have requisite qualifications & experience as mentioned in Eligibility Conditions. Graphic designer will be responsible for creation of Graphic design, online design, and visualization of Social Media platform of WDC a) Project Lead b) Project Manager c) Content Writer d) Graphic Designer	As per mentioned in EOI (Page N-6) Clause 5.29 about resource person. How many resource person required -3 or 4. Because in same document P no-11 said about 4 resource persons required	Please Refer Corrigendum (If agency has worked with any state WDC, Copy of work order to be attached)
		Eligibility Criteria For	6.4 & 9	2. The turnover of the agency in the	Does Start-ups will be relaxed from	As per the EOI

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02/04/2021

Chhara Rm
02/04/2021

By
02/04/2021

For
24/4/2021

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#	Name of Agency	RFP Document Reference(s)	Section / Page No.	Content of RFP requiring Clarification(s)	Points of clarification	Response by Department
		Empanelment Of Social Media Agency		area of reputation management services including social media marketing services should be over Rs 25.00 Lakhs. (For 2017-18, 2018-19 & 2019-20)	turnover & experience	
		Scope Of Work For Agency	5.30 & 6	3. Two persons (Content Writer, Graphics Designer) shall be assigned for day to day coordination during working hours and also during the emergent exigencies. Even before and after the working hour or during weekend and holidays. The Project Manager may monitor the team remotely but may have to visit HQ time to time as and when required.	Working for Saturday and Sunday? Social media sites will be uploaded on Holidays	As per the EOI

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Chetan Singh
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Corrigendum #1

Date -31/03/2021

The following changes to the Request for Proposal and clarifications are provided based on questions received and must be added/considered when completing your submittal: Acknowledgement of receipt of this CORRIGENDUM is required in the Statement of Proposal cover page. Please clearly note the addendum date and number.

S. No.	RFP Reference	Original Clause	Amended Clause
1.	5. Scope of Work For Agency G. 5.31 Media Outreach Page N.6	Project Manager and content writer will be also be responsible for media activities such as Press release drafting, Story generation, Story Publishing, Media interviews, Byline articles and branding of Department of Environment, Forest and Climate Change.	Project Manager and content writer will be also be responsible for media activities such as Press release drafting, Story generation, Story Publishing after WDC approval, Media Interviews, Byline articles and branding of Women Development Corporation, Bihar.
2.	6. Eligibility Criteria For Empanelment of Social Media Agency Sr.N. 9- Qualification Of Manpower For Deployment-Basic Requirement Page No. 11	a) Project Lead b) Project Manager c) Content Writer d) Graphic Designer	a) Project Manager b) Content Writer c) Graphic Designer
3.	6. Eligibility Criteria For Empanelment of Social Media Agency Sr.N. 9- Qualification Of Manpower For Deployment-Basic Requirement Page No. 11,12,13	a) Post Graduate Diploma in Mass Communication / master's in mass communication/ Post Graduate Degree or Diploma in Digital Marketing. At least 12 Years of experience as team leader in reputed TV channel/Print media, development plans and policies. Proven experience in coordinating and managing intercultural teams, handling large scale assignments of similar nature and delivering results. CV detailing expertise in related areas should be included. Command over Hindi	a) Post Graduate Diploma in Mass Communication / master's in mass communication/ Post Graduate Degree or Diploma in Digital Marketing. At least 12 Years of experience as team leader in reputed TV channel/Print media, development plans and policies. Proven experience in coordinating and managing intercultural teams, handling large scale assignments of similar nature and delivering results. CV detailing expertise in related areas should be included. Command over Hindi is mandatory and better-spoken skills of regional languages of Bihar. He/she also ensures quality

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S. No.	RFP Reference	Original Clause	Amended Clause
		<ul style="list-style-type: none"> • is mandatory and better-spoken skills of regional languages of Bihar. He/she also ensures quality delivery of the final document. b) A Graduate in any discipline with minimum 8 years of experience In Communication field. c) Proven skills in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process- oriented multi-task activities etc., and have at least 5 years of experience in social media management and content creation. d) The Graphic designer must have at least 5 years of Experience in graphic designing 	<ul style="list-style-type: none"> delivery of the final document. b). Proven skills in Content Management for websites/social Media Account management and excellent skill in written & spoken English & Hindi, good working knowledge of MS Office/Excel, Social Media management tools/applications, ability to collaborate with stakeholders, & to perform under deadlines in a process- oriented multi-task activities etc., and have at least 5 years of experience in social media management and content creation. c) The Graphic designer must have at least 5 years of Experience in graphic designing
4.	6. Eligibility Criteria For Empanelment of Social Media Agency Sr.N. 4- Financial Networth-Specific Requirement Page No. 9	Solvency certificate from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the past three years i.e. 2017-18, 2018-19, 2019-20	Solvency certificate of Rs 25 Lakh from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the past three years i.e. 2017-18, 2018-19, 2019-20

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