

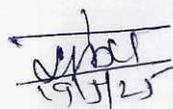
Bid for hiring Media and Public Relation Agency.

Decision of Pre bid meeting held on 15.5.2025.

S. No.	Pre bid criteria	Content of RFP requiring clarification(s)	Suggestion made by the agency.	Decision of AFRD.
1	15.1 Eligibility Criteria. Page No. 12	The Bidder must have average annual turnover of not less than INR 1 Crore in last three financial years (FY2021-22, 2022-23 & FY 2023-24).	Name of Agency-Brand Mileage- Request-Regarding relaxation for startup Bihar as per Purchase preference policy 2024.	The criteria of turnover for startup shall be relaxed by 50%, provided that they have the startup recognition in the same field and also meet the technical specifications of the goods or services to be supplied.
2	15.2 Technical Evaluation Criteria Page No 12,	The bidder should have successfully handled comprehensive media and public relations mandate similar to the scope outlined in the RFP in a minimum of 10 different government organizations/ Private Organization Since April 2021 till date of bid submission	Name of Agency-Adglobal360 India Pvt Ltd. Request-Kindly clarify how many work orders we need to submit to score maximum marks.	As per RFP min. 10 work order.
3	15.2 Technical Evaluation Criteria Page No 12.	Proposed Teams/CV of Team Members	Name of Agency-Adglobal360 India Pvt Ltd. Request -Kindly Clarify how many Cvs need to submit to score maximum Marks	As per RFP Minimum 4 Members.
4	15.1 Eligibility Criteria, Page 12	Experience related to Social Media Management/Communication Design/ Documentaries / Short Films advocating schemes/policies of Central/ State Government/Public Sector Unit (PSU). At least 10 (Ten) Experience certificate/ Completion certificate/ work order issued by the employer/organization to be enclosed. NB: Preference shall be given to Bidders- <ul style="list-style-type: none"> • having done similar projects of GoB in past • Empanelled with I & PRD, GOB or BOC, GOI. 	Name of Agency-PR Professional Pvt.Ltd. Request- <ul style="list-style-type: none"> • To reduce the number of required. Projects from 10 to 5. • Consider ongoing projects for evaluation. • To amend the clause to include empanelment with BECIL, DAVP, or NFDC. 	<ul style="list-style-type: none"> • No Change, As per RFP. • No Change, As per RFP. • Considered DAVP and NFDC.
5	15.1 Eligibility Criteria, Page 12	Agency shall have at least a team of members	Name of Agency- PR Professional Pvt .Ltd Request- <ul style="list-style-type: none"> • How many personnel are required to be present within the agency as part of the core team? Please specify. • How many personnel are required 	<ul style="list-style-type: none"> • The agency has to decide how many employees it will keep in-house for the smooth running of the project • As per RFP Min.4 personnel.

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19/5/25

			specifically for the execution of the project? Kindly specify their roles, qualifications, and relevant experience.	
6	15.1 Eligibility Criteria, Page 12	Presentation (PPT) Detailed presentation must be submitted in both Hard & Soft copies.	Name of Agency-PR Professional Pvt.Ltd. Request- <ul style="list-style-type: none"> To confirm whether PPT is required to be submitted along with the tender? Additionally. Please clarify if there are any other documents that need to be submitted in hard copy. 	<ul style="list-style-type: none"> As per RFP, Yes. As mentioned in RFP.
7	15.2 Technical Evaluation Criteria, Page 12	The Bidder should have successfully handled comprehensive media and public relation mandate similar to the scope outlined in the RFP in a minimum of 10 different government organizations/private organizations since April 2021 till date of bid submission. Note- Preference shall be given to bidder having done similar projects of GOB in past. Experience related to Social Media Management/Communication Design/ Documentaries / Short Films advocating schemes/policies of Central/ State Government/Public Sector Unit (PSU).	Name of Agency-PR Professional Pvt.Ltd. Request- <ul style="list-style-type: none"> To consider projects undertaken from 2018 up to the date of bid submission, instead of limiting the timeframe. The requirement of completed projects in 10 different organizations, preferably Government of Bihar (GoB). appears quite restrictive and difficult to meet. We request you to relax this condition. Kindly clarify the exact requirement. 	<ul style="list-style-type: none"> Not Considered. Not Considered. Experience in Social Media Management, Communication Design, Documentaries, and Short Film related to schemes/policies, of Central/State Governments or PSUs. in at least 10 different government /private organizations since April 2021
8	EMD Page-1	Earnest Money Deposit (EMD) of Rs 1,00,000/-	Name of Agency- Name of Agency-PR Professional Pvt Ltd Request <ul style="list-style-type: none"> Relaxation on EMD for agencies having Udyam Registration (MSME) 	<ul style="list-style-type: none"> If the agency is registered for the similar nature of work in the MSME, then there will be exemption in EMD.
9	15.1 Eligibility Criteria, Page 12	The Bidder must have average annual turnover of not less than INR 1 crore in last three financial years (FY 2021-22, 2022-23 & FY 2023-24), as evidenced by the audited accounts.	Name of Agency-Add24 Services Pvt Ltd. Request <ul style="list-style-type: none"> To give relaxation for startup Bihar. 	The criteria of turnover for startup shall be relaxed by 50%, provided that they have the startup recognition in the same field and also meet the technical specifications of the goods or services to be supplied.
10	2. General Information 2.3 Issuer Page No. 3	Animal & Fisheries Resources Department (herein after referred to as AFRD), Government of Bihar, invites proposals from experienced and innovative social media agencies for an initial period of 1 year from the date of	Name of Agency-Add24 Services Pvt Ltd. Request <ul style="list-style-type: none"> To extend the Initial Contract period 	<ul style="list-style-type: none"> Not Considered.



 19/11/23

		issue of Work Order which could be further extendable for maximum of 2 term of 1 year each depending upon the satisfactory performance of the vendor and based on requirement and mutual agreement on the same/ negotiable terms and conditions.	from 1 year to 3 years.	
11	15 Criteria of Evaluation 15.4 Financial Bid Evaluation Page No. 13	Award Criteria	Name of Agency-Add24 Services Pvt Ltd. Request • Clarification regarding the award criteria.	<ul style="list-style-type: none"> • As per RFP the bidder getting at least 70 out of 100 marks shall be eligible for financial bid evaluation. • The final selection will be done on the basis of lowest rate(L1) quoted.

Rakesh Bihari Ambasta
19/5/25

(Rakesh Bihari Ambasta)
Asst. Director, AHD.
Information and Extension, Bihar.