

**Government of Bihar**  
**Minor Water Resources Department**

Letter No.-

1522

Date:-

01/02/25

**Empanelment of Agency for Social Media Management for Minor Water Resources Department**

**TenderNo: 160/2020/Social Media/01/2025**

**Clarification to the queries raised during pre-bid Meeting held on 30-1-2025 at 3:00 PM**

Sr. No.	Clause & Page No.	Content of RFP Requiring Clarification	Change Requested/ Clarification required	Reply by the Department
1	Clause 15.1.3 & Page No. 16	The bidder should have successfully handled comprehensive media and public relation mandate as per the scope outlined in the RFP in a minimum of 20 different government organizations/Private Organization with minimum 03 government organizations as an active Clients till 30th December 2024.	Please Amend the clause as  "The bidder should have successfully handled comprehensive media and public relation mandate as per the scope outlined in the RFP in a minimum of 20 different government organizations/Private Organization with minimum 03 government organizations as an active Clients till 30th December 2024.  The criteria related to Experience Certificate shall be relaxed for startups /MSME having experience of similar nature as mentioned in the Scope of Work."	As mentioned in the RFP.
2	Clause 15.1.6 & Page No. 16	The Bidder should have ISO 20121:2024 Certification	Please Amend the clause as  "The Bidder should have ISO 20121:2024 or ISO 14001:2015 (EMS) Certification"	As mentioned in the RFP.
3	Clause 15.2.1 & Page No. 16	The bidder should have successfully handled comprehensive media and public relations mandate as per the scope outlined in the RFP in a minimum of 20 different government organizations / Private Organization as active Clients as on last date of submission.  a) For 20 Clients-15 Marks b) For 21-25 Clients-20 Marks c) More than 25 Clients- 25 Marks	Please Amend the clause as "The bidder should have successfully handled comprehensive media and public relations mandate as per the scope outlined in the RFP in a minimum of 20 different government organizations / Private Organization as active Clients as on last date of submission.  a) For 20 Clients-15 Marks b) For 21-25 Clients-20 Marks c) More than 25 Clients- 25 Marks d) Minimum marks for MSMEs/Startups with less than 20 projects - 12 marks"	As mentioned in the RFP.

AK M.



4	Clause 15.2.4 & Page No. 17	The Bidder should have ISO 20121:2024 Certification - 5 Marks	Please Amend the clause as "The Bidder should have ISO 20121:2024 or ISO 14001:2015 (EMS) Certification - 5 Marks"	As mentioned in the RFP.
5	Page 15, 15.1 Eligibility Criteria	The Bidder should be Limited Liability Company or Company registered under Indian Companies Act 1956/2013.	As Most of the PR Agencies in India are Partnership Firms, we have also done high end high volume and high caliber work for ministries, PSUs, several metros across India, railway bodies and top corporates of the country. It would be in the interest of fair competition to allow partnership firms (under 1932 act) as the current eligibility is restrictive. We are sure you will heed to our request and allow us the same. So please allow us for participation.	As mentioned in the RFP.
6	Page 16, 15.2 Technical Evaluation Criteria	The bidder should have successfully handled comprehensive media and public relations mandate as per the scope outlined in the RFP in a minimum of 20 different government organizations/ Private Organization as active Clients as on last date of submission. a) For 20 Clients-15 Marks b) For 21-25 Clients-20 Marks c) More than 25 Clients- 25 Marks	The requirement of Clients is difficult to provide we request you kindly reduce the quantity from minimum requirement of 20 to 10 Clients.	As mentioned in the RFP.
7	Page No.3, 3.1 Social Media management:	6. The bidder shall be responsible for creation of meaningful content in the form of images, audio or video clips, graphs, or charts etc. based on the information received from the concerned authorities of the Department. The content should be such that it could be uploaded or played on all social media platforms.	1. What will be the total monthly number of a) Still images b) Video clips	It is not fixed
8	Page No.4, 3.1 Social Media management:	12. Creative design: - a. Creative content generation or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies etc.	1. Is the requirement for videos 2D or 3D? 2. Who will provide to the agency the photos and video material of the key department activities, such as training sessions, community meetings, or successful implementation of projects? 3. Will the agency be	As mentioned in the RFP.

As M

M

d

Am



			<p>required to do filming / shooting with camera for the capture of the videos and photos?</p> <p>4. If there is travelling and stay is required for the capture of videos / photos will the agency be reimbursed the travelling, stay and food cost for the same?</p>	
9	Page No.4, 3.1 Social Media management:	1. Creative design: g. Increase of Organic Followers/Subscribers of 1 lakh for all social media platforms at the end of the year	Will the department pay the media costs for the increase in organic followers or it will have to be incorporated in the costing by the agency?	As mentioned in the RFP.
10	Client Requirement:		<p>The RFP states that the bidder should have successfully handled a comprehensive media and public relations mandate for at least 20 different government/private organizations as active clients as of the last date of submission.</p> <ul style="list-style-type: none"> <li>• Could you clarify whether this count includes projects that were completed in the past or only those that are currently active?</li> <li>• Is there a minimum duration for which the services should have been provided to each client to qualify?</li> <li>• Can multiple contracts with different departments of the same organization be counted separately?</li> </ul>	As Mentioned in the RFP.
11	Government Organization Experience:		<p>The RFP also specifies that the bidder must have successfully handled a comprehensive media and public relations mandate for at least 3 government organizations as of the last date of submission.</p> <ul style="list-style-type: none"> <li>• Will semi-government or PSU organizations be considered under this criterion?</li> </ul>	As Mentioned in the RFP.

AE M

MP

8

24



			<ul style="list-style-type: none"> <li>• Can international government bodies or UN agencies be counted under this requirement?</li> <li>• Would past contracts completed within a defined period (e.g., last 3-5 years) be considered, or only ongoing engagements?</li> </ul>	
12	ISO 20121:2024 Certification:		<p>The RFP mandates that the bidder should have an ISO 20121:2024 certification.</p> <ul style="list-style-type: none"> <li>• Can bidders submit an application receipt or audit completion proof if they are in the process of obtaining this certification?</li> <li>• Is there a requirement for the certification to be obtained before submission, or can it be acquired before the contract execution stage?</li> <li>• Will equivalent international certifications be considered if they align with ISO 20121:2024 standards?</li> </ul>	As Mentioned in the RFP.
13	<p>विगत 5 सितम्बर 2024 को हमारी कंपनी Indian Companies Act के तहत दर्ज कराई गई है। मेरा आशय विभाग द्वारा "Empanelment of agency for social media management" नामक शीर्षक से प्रकाशित निविदा के संबंध में है। उक्त निविदा दस्तावेज में वर्णित कुछ नियमों एवं शर्तों की आहता में बिहार खरीद अधिमानता नीति 2024 के अनुरूप विशेष श्रेणी के उद्यमियों को सहूलियत देने की कृपा की जाय। बिहार खरीद अधिमानता नीति 2024 के संदर्भ के साथ सुधार हेतु मेरे कुल सलाह निम्नलिखित है :-</p> <ol style="list-style-type: none"> <li>1. 7 अगस्त 2024 को बिहार सरकार द्वारा प्रकाशित बिहार गजट के अध्याय 1 के कंडिका 2 (2, 3) में उल्लिखित प्रारंभिक उद्देश्य के अनुरूप निविदा दस्तावेज प्रकाशन में हुई कुछ त्रुटियों में सुधार करने की सम्भावना है, कृपया इसपर ध्यान देने की कृपा करें।</li> <li>2. बिहार खरीद अधिमानता नीति 2024 कंडिका 13 के उप कंडिका 1, 2 एवं 6 (क एवं ख) में वर्णित विशेष श्रेणी के उद्यमियों को छूट संबंधित एवं अन्य उल्लिखित प्रावधानों के अनुरूप निविदा दस्तावेज में सुधार करने की कृपा की जाय।</li> <li>3. बिहार खरीद अधिमानता नीति 2024 कंडिका 15 में उल्लिखित "निविदाओं में व्योरा" के अनुरूप विशेष श्रेणी के बोलीदाताओं के पात्रता के नियम एवं शर्तों को सरल बनाने कि कृपा प्रदान की जाय।</li> </ol>			As mentioned in the RFP.

*Handwritten signature*

*Handwritten signature*

*Handwritten signature*  
**समीता सिंह**  
 अपर सचिव  
 लघु वल संसाधन विभाग