

**Information & Public Relations Department,
1st Floor; Soochna Bhawan
Bailey Road; Patna -800015**

CORRIGENDUM

With reference to Tender Reference No- Sandha (02)13-01/2024/3004 Dated- 30.12.2024 and PR No. 16075(I&PRD), tender notice was floated for selection of Public Relations (PR) management. After the Pre-bid meeting, following amendments in the RFP are being made -

S.L No.	RFP Clause /Form	RFP Page No.	Original Provision	Amended provision
1.	Clause 2.9(a)	Page No. 9	The forms have to be filled and submitted not later than at 17.01.2025 at 10:00 hrs.	The forms have to be filled and submitted not later than 20.01.2025 at 10:00 hrs.
2.	Clause 2.9(b)	Page No. 9	Technical bid will be opened on 17.01.2025 time 11:00 hrs. on www.eproc2.bihar.gov.in	Technical bid will be opened on 20.01.2025 time 11:00 hrs. on www.eproc2.bihar.gov.in
3.	Technical bid evaluation Form 3 (B-2)	Page No. 32	No. of projects- Less than 5 projects = 0 Marks 5-7 projects = 10 Marks 8-10 projects = 15 Marks Above 10 projects = 20 Marks	No. of projects- Less than 5 projects =0 Marks 5-10 projects = 15 Marks Above 10 projects = 20 Marks

All other conditions/ clause of the RFP will remain unchanged.


Director,

Information and Public Relations
Department,
Govt of Bihar, Patna.

Memo No: Advt. Sandha (02)13-01/2024/ 175

Dated: 17/01/25

Copy to: Deputy Director, Advt./I.T Manager for publication in National and State daily News papers and www.eproc2.bihar.gov.in.


Director,

Information and Public Relations
Department,
Govt of Bihar, Patna.

दिनांक 06.01.2025 को आयोजित पी. आर. एजेंसी के चयन हेतु प्री-बीड बैठक की कार्यवाही:-

Sl. No	Name of Agency / Firm	Clause/Paragraph No.	Original provision	Suggestion/Query	Clarification
1.	P R Professionals	EMD Page 1	An EMD of Rs. 3,00,000/- (Rupees Three Lakhs)	Give relaxation on EMD because we are registered with Udhyaam Registration(MSME).	Disallowed
		Page No 5	The Agency should be a registered entity and must have been in operation for a minimum 5 years in the field of Public Relation Management as on 1st April 2024. The agency should be registered with the Companies Act 1956/Limited Liability Partnership (LLP) Act 2008.	Our firm is a registered partnership under the Indian Partnership Act, 1932, and we are also registered under the MSME category, in line with the Pradhan Mantri Yojana. As per the government's 'Make in India' initiative, there is a strong emphasis on promoting and supporting MSMEs, which are crucial to the growth of the Indian economy. Given our MSME status and the national drive to encourage and support local enterprises, we respectfully request that our firm be allowed to participate in this bid.	Disallowed
		Page No 5	The agency's turnover should be more than INR 15 Cr. average over the last three years viz, 2021-22, 2022-23 and 2023-24	All the PR agency operates on a retainership model, and a turnover criterion of Avg. ₹15 crore is significantly high. We kindly request a reduction in the turnover criteria to ensure a level playing field and foster fair competition.	Disallowed
		Page No 6	The bidder must have prior experience of at least 5 projects of Public Relationship Management for Central or State Governments/PSU anywhere in	We kindly request a reduction in the prior experience requirement from five projects to one or two projects. Additionally, we suggest revising the project value criterion from ₹1 crore to ₹50 lakhs. To streamline the documentation process, we propose allowing the submission of work orders, work agreements, or	Disallowed

		India. Each project must be worth at least Rs.1 crore. Scope of such projects should include Content Writing, executing PR and communications strategy, PR coverage, Press meets, publishing media articles and editorials, media management and reporting (Projects with only social media mandate or only content production will not be considered eligible)	completion certificates as proof of experience. For ongoing projects, a CA certificate or performance letter may be considered as valid supporting documentation.	
	Page No 9	h. Bidders whose score is above 70 % in technical bid evaluation will qualify for financial bid. This score will be termed as PE. IPRD reserves the right to lower down the minimum technical score required for qualification at any stage of the process.	We kindly request a reduction in the Technical Evaluation from 70% to 60 % for healthy and fair competition.	Disallowed
	Page 21	3.The Firm shall arrange for office space in Delhi or utilize its existing office space. The Secretary, IPRD or Director, IPRD shall not provide any assistance in this regard. The same will also apply if in case the Secretary, IPRD or Director, IPRD require additional deployment in Mumbai or other city of India.	We would like to highlight that our agency already has established offices in both Delhi and Mumbai.	-
	Technical Bid Evaluation, Page 32	C-1. Chief Media Coordinator-Patna C-2. Media Coordinator- Delhi C-3. Media Relations Officer (Print Media)	As per our understanding, the requirement specifies the submission of CVs for 7 personnel; however, the stated manpower requirement is 60. We kindly request clarification on this discrepancy. Additionally, please confirm the required form of proof for manpower—	• Technical evaluation will be done for Seven key

		C-4. Media Relations Officer (Electronic Media) C-5. Media Relations Officer (Social Media) C-6. Events Coordinators C-7. Sr Media coordinator, Patna	whether CVs, HR certification, or EPF challans—and specify the exact number of documents to be submitted.	profiles CVs for all personnel are required to be uploaded.
	Technical Bid Evaluation, Page 32	Number of projects of Public Relationship executed for Centra government/state Government/PSU anywhere in India. Each project must be worth at least Rs. 1 Crore. No. of projects- Less than 5 projects = 0 Marks 5-7 projects = 10 Marks 8-10 projects = 15 Marks Above 10 projects = 20 Marks	PR agencies primarily operate on a retainership model, making it challenging to meet the requirement of more than 10 projects valued at ₹1 crore each. We kindly request a reduction in this criterion to align with the operational realities of our industry.	Amended Form 3 Serial No. B-3 now be read as- No. of projects- Less than 5 projects = 0 Marks 5-10 projects = 15 Marks Above 10 projects = 20 Marks
	Page 22	5. The Agencies quote with respect to manpower should be inclusive of service charge which should not be less than 3.85 percent(3 percent as profit and 0.85 percent as transaction charge of manpower rate) and more than 7 percent (including transaction charge) over and above actual remuneration to be paid to each personnel.	Kindly give the clarity on this.	This condition is to comply with the provision mentioned in Finance Department Resolution no

					2988/23.03.2 3
2.	Mahaboudh Jan Swasthya Evam Sarvang in Vikas Kendra	4. Legal Entity Page no - 20	The bidder should be a registered entity under companies act, 1956/2013 and must have 10 years of existence in India as on bid submission date. In case of consortium, the consortium members should also comply this.	The bidder should be a registered entity under companies act, 1956/2013 and must have 10 years of existence in India as on bid submission date. In case of consortium, the consortium members should also comply this. As per the companies Registration Act with the amendment in 2013, (Section-8 for already mentioned the non-profitable organization act) included all the registration of the society registration which have been registration before 2013 with the societies registration act -1860. As per the above Rules with the section mentioned above we request you to kindly allow/permit the society for the participants in the tender. Finance Department to considered to Societies Act-1860. Bihar Government and many other departments and central government considered the societies to participation of the Bids. So, Kindly Permit our Request as Mentioned.	Disallowed
		2. Eligibility Criteria Sl.no -5 Page No. 6	The bidder must have prior experience of at least 5 projects of Public Relationship Management for Central or State Governments/PSU anywhere in India. Each project must be worth at least Rs.1 crore. Scope of such projects should include Content Writing, executing PR and	The bidder must have prior experience of at least 3 projects of Public Relationship Management for Central or so Governments/PSU anywhere in India. Each project must be worth at least Rs.1 crore. Scope of such projects should include Content Writing, executing PR and Communication Strategy, PR coverage, Press meets, publishing media articles and editorials, media management and reporting So, Kindly Permit our Request as Mentioned.	Disallowed

			Communications strategy, PR coverage, Press meets, publishing media articles and editorials, media management and reporting (Project with only social media mandate or only content production will not be considered eligible).		
		2. Eligibility Criteria Sl.no - 2.3(4) Page No.- 7	No exemption for Submitting the EMD will be given to any Firm.	Exemption for submitting the EMD will be given to MSME (Micro, Small, and Medium Enterprises)/ NSIC or having valid Registration under the relevant Act in India. So, Kindly Permit our Request as Mentioned.	Disallowed
3.	Akhya		Creating and managing call centres.	P.R firms do not have expertise in setting up call centres.	Requirement of Call Centre is need based.
		Clause 2.9 Page no 9.	Submission, Receipt and Opening of Proposal.	We Request you to clarify the bid ending date, as there are currently two different dates mentioned in the RFP on page 3 and page 9.	Last date of submission of Bid to be read as 20 th Jan 2025 at 10:00 hrs and date of opening of technical bid be read as

					20 th Jan 2025 at 11:00 hrs
		Clause B-2 Page no 32	Form-3 : Technical Bid Evaluation	We would like to formally request a reconsideration of the project criteria. Specially, we propose either reducing the total number of projects required, from 10 to 5 for maximum marks or lowering the value of each project to 50 Lakh.	Disallowed
		Page no 16	Call Centre	PR Firms do not have expertise in setting up call centres. However, we can assist with content and research but unable to handle the setup process.	Requirement of Call Centre is need based .
4.	Archetype	2. Eligibility criteria:	The bidder must have prior experience of at least 5 projects of Public Relationship Management for Central or State Governments/PSU anywhere in India. Each project must be worth at least Rs.1 crore. Scope of such projects should include Content Writing, executing PR and communications strategy, PR coverage, Press meets, publishing media articles and editorials, media management and reporting (Projects with only social media mandate or only content	Point 5: wanted to clarify if experience of working with central or state govt/PSUs is mandatory, as we have extensive experience in doing corporate reputation across MNC's and Indian companies, but we don't have much experience working with Govt/state/ PSU's. We feel that the extensive experience of working with large MNC's and Indian companies, gives us a leverage to understand and implement any project needing reputation management and PR visibility. Please clarify	Disallowed

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		production will not be considered eligible)		
	3.3 Scope of work	• Creating and managing call center for various purposes using AI, video tools, IVRS etc. • Using call centers, as and when asked by the IPRD, Bihar for various outreach campaigns.	Creating and managing call centres for various purposes using AI/ video tools/IVRS. Please specify what does it entail, as managing a call centre is very technology and manpower intensive, and as PR agencies we do not work in that area, it would need a technology partner. 4. digital media strategy entails enhancing states online presence through official media handles and states website. Does this mean that we will have access to state governments website and official media handles?	Requirement of Call Centre is need based .
	Form 3 - B - 2:	Number of projects of Public Relationship executed for Central government/State Government/PSU anywhere in India. Each project must be worth at least Rs. 1 Crore.	One, the criteria of Rs 1 cr project value of govt should be reviewed because there are many government agencies which have low value projects. Also, the scoring criteria should not solely be based on government project but on the overall experience of the agency. Of course, some weightage can be given for govt projects but other experiences and expertise in the profession of Public Relations per se. (Page 32)	Disallowed
	Form 3 - B - 3:	Number of years of experience in Public Relations projects for state information department and/or Chief Minister Office of any state	We consider this can betray bias, as it gives undue weightage to those who may be working in this space while pulling down other agencies, who may be competent but may not have worked with an Information Department or CM's office. Kindly review this. (Page 32)	Disallowed

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	Form 3 - C:	Profile of Proposed Resources/ Team of required qualification as mentioned in Section 3.4 of this document	Our experience suggests that it is often difficult to get local resources. Also, it is for this reason that we consider a consortium should be allowed to be able to effectively tap into local talent pool. (Page 32).	Disallowed
	3.4.1	Manpower requirements -	There are around 60 people required for the project as per the manpower requirement, firstly, are you looking at 100 % deployment of the resource? Second, is there a timeline for mobilization of the resources as per criteria? Third, are we flexible on the academic qualifications, as there are many domain experts with requisite experience but might not have said qualifications?	Deployment is expected as soon as possible, after the completion of due process of selection. No flexibility on the academic qualification.
	Section 4 - clause	The department will make adequate arrangements for the team covering programs outside Patna.	'The department shall make adequate arrangement for the team covering programs outside Patna.' - Please clarify this - whether this will involve travel, accommodation and food which shall be arranged by the department.	As clearly mentioned in RFP.
		Manpower deployment	we need clarity in terms of deployment at Patna and Delhi / HQ of the agency? We understand that much of the work including research / writing etc can be carried out remotely and we are looking at some flexibility from the department towards this. Moreover, we have a large	Deployment is expected on site as mentioned in RFP.

			number of people with experience without PG degree in Mass com or MBA, so is the qualification criteria for the resources flexible or its totally mandatory? There is a huge requirement of hardware including computers, printers as well as software and this cost shall have to be woven against some heads. What is the department's thinking on this? Whether an upfront payment will be done by the department for the same?	Financial quote is to be inclusive of all costs.
	7.13 -	No Consortiums shall be allowed for this project.	Given the vastness of the project we consider it important to have some agencies with local presence as our partners. This shall enhance operational efficiency as well as better media relations among other. We feel this clause should be please reviewed.	Disallowed
	7.16 - Term of contract	Initially the term of the contract will be one year from the date of agreement. The contract may be given extension of two years (one year at a time) subject to satisfactory performance and mutual agreement	The successful bidder will make considerable investment of time and resources, including efforts to comprehend and internalize the local cultures and idioms. We consider a project timeline of just one-year minimum commitment by the IPRD shall act as a huge deterrent for an agency of our size to get into an engagement like this. We consider a minimum term of two years and extendable clause of another two years is something that IPRD should consider proactively.	Disallowed
	7.18	Termination	The clause is vague and hugely tilted against the bidder. We can't imagine a situation where IPRD arbitrarily terminates our services leaving us to deal with human emotions and anxiety of 60 human resources. We	As clearly mentioned in RFP.

				consider it critical to have a clause of at least 90 days' notice for termination.	
5.	TLG India pvt ltd		Form 3: Technical Bid Evaluation, SR-D, D-1, D-2, D-3, D-4 & D-5 (Page 33)	In the RFP Document, just wanted to check if we have to attach the presentation while submitting the bid or directly come and make the presentation if qualified. Looking forward to hearing from you.	Presentation is to be made by qualified bidders in person on 21 st Jan 2025.
6.	Mission Foundation	Page no-20	4. Legal Entity	The bidder should be a registered entity under companies act, 1956/2013 and must have 10 years of existence in India as on bid submission date. In case of consortium, the consortium members should also comply this. As per the Companies Registration Act with the Amendment in 2013, (Section-8 for already mentioned the Non-Profitable Organization Act,) included all the Registration of Society Registration which have been Registration before 2013 with the Societies Registration Act-1860. As per the above Rules with the section mentioned above, we request you to kindly Allow/Permit the Society for the Participate in the Tender. So, kindly permit our request as Mentioned.	Disallowed

		Eligibility Criteria Sl. No-5 Page no-06	The bidder must have prior experience of at least 5 projects of Public Relationship Management for Central or State Governments/PSU anywhere in India. Each project must be worth at least Rs.1 crore. Scope of such projects should include Content Writing, executing PR and communications strategy, PR coverage, Press meets, publishing media articles and editorials, media management and reporting (Projects with only social media mandate or only content production will not be considered eligible)	The bidder must have prior experience of at least 5 Projects of Public Relationship Management for Central or State Government/PSU anywhere in India. Each project must be worth at least Rs. 1 crore. Scope of such projects should include Content Writing, executing PR and communications strategy, PR coverage, Press meets, publishing media articles and editorials, media management and reporting. So, kindly permit our request as Mentioned.	Disallowed
		Eligibility Criteria Sl. No-2.3(4) Page no-07	No exemption for submitting the EMD will be given to any Firm	Exemption for submitting the EMD will be given to MSME (Micro, Small, and Medium Enterprise) So, kindly permit our request as Mentioned.	Disallowed


(Kumaril Satyanandan)
OSD


(Md. Rizwan)
IFA


(Sanjay Krishna)
Addl. Secy


(Vaibhav Shrivastava)
Director


(Anupam Kumar)
Secretary