



बिहार सरकार

Date: 08/09/2026

Corrigendum

Request for Proposal

**Selection of a Project Management Agency for Social Media Management of works undertaken by Bihar Samvad Samiti, Information and Public Relations Department,
3rd Floor, Soochna Bhawan, Nehru Path, Patna – 800015, Bihar**

S. No	Page No./Section No. of document	Current clause / Bidder Query	Corrigendum
1.	Section 2 Point no 2.2 of page 12 & 13	Currently the BSS IPRD wants to engage the service provider for one year. This may be extendable to up to two more years (one year at a time) if the services are found to be satisfactory.	Contract duration is 3 (three) years from the Effective Date, extendable up to 2 (two) further years, one year at a time, at the sole discretion of BSS, IPRD based on the cumulative annual Composite KPI Score of the preceding year.
2	NA, Clarification	Kindly clarify whether the monitoring platform is expected to provide historical data and sentiment trends prior to commencement of the contract. If yes, kindly specify the required historical period, such as 3 months, 6 months or 12 months.	Addendum to Section 2.17. For baseline setting under Section 6.5, the longest available period shall be used and recorded in the baseline document.
3	Section 7, Pg 32, Eligibility Criterion 6	Kindly clarify: (a) whether experience from State Directorates of Information & Public Relations (DIPRs)/PSUs/autonomous bodies (in addition to Central/State Government departments) is acceptable; and (b) whether multiple work/purchase orders under a single ongoing empanelment or framework contract can be aggregated to meet the Rs. 1 Cr per-project threshold, or whether each qualifying project must be a single standalone work order of that value.	(a) Yes. Experience with State Directorates of Information & Public Relations, PSUs, corporations and autonomous government bodies is acceptable, read consistently with Evaluation Parameters 1.1 and 1.2. (b) Each qualifying project must independently meet the threshold of Rs. 1 Cr. Multiple work orders or release orders issued under a single empanelment cannot be aggregated to that single project's value.
4	Section 7 / Point 3.2 Pre-Qualification Criteria (Turnover) Page 32	Minimum average annual turnover of ₹75 Crore from media/advertising/social media-related services during the last 3 financial years (FY 22-23, 23-24, 24-25).	Shall now be read as follows:- The agency's total turnover (from media/advertisements/social media related services) should be more than or equal to INR 60 Cr. average over the last 3

S. No	Page No./Section No. of document	Current clause / Bidder Query	Corrigendum
			Financial Years viz, 2022-23, 2023-24 & 2024-25.
5	Section 8 Point 1.4 Evaluation Methodology Page 33	Company Turnover - Minimum Average Annual Turnover(MAATTO) last 3 Financial Years (FY 2022-23 to 2024-25) >75 crore - <=100 crore - 3 Marks >100 crore - <= 200 crore - 5 Marks >200 crore - <=300 crore - 7 Marks 300 crore or above - 10 Marks	Company Turnover - Minimum Average Annual Turnover(MAATTO) last 3 Financial Years (FY 2022-23 to 2024-25) >=60 crore - <=100 crore - 3 Marks >100 crore - <= 200 crore - 5 Marks >200 crore - <=300 crore - 7 Marks 300 crore or above - 10 Marks
6	NA	NA	Ongoing work experiences will be considered for qualifying points of evaluation criteria wherever applicable
7	Page 5 Point B – Definitions	Addendum of definitions	1. Digital Media Management Digital Media Management is the comprehensive planning, execution, monitoring and optimization of an organization's presence across digital platforms and channels. It includes digital strategy, content planning and production, website/digital assets, search visibility, online reputation, paid digital campaigns, analytics, audience engagement and performance optimization, wherever applicable. 2. Social Media Management Social Media Management is the planning, creation, publishing, monitoring and optimization of content specifically across social media platforms such as Instagram, Facebook, X, LinkedIn, YouTube and other relevant platforms. It includes content calendars, platform-specific content, community management, engagement, social listening, analytics, reporting and reputation management on social platforms.
8	Evaluation Parameter 1.1 (Page 32)	The Bidder must have prior experience of being associated with project involving social/digital media management for a central government/state government/PSU/corporation/ autonomous government body anywhere in India during the last 5 financial years. Project value more than 1.0 Cr to 2 Cr - 5 Marks	Shall now be read as :- The Bidder must have prior experience of being associated with project involving social/digital media management for a central government/state government/PSU/corporation/ autonomous government body anywhere in India during the last 5 financial years.

S. No	Page No./Section No. of document	Current clause / Bidder Query	Corrigendum
		Project value more than 2 Cr to 4 Cr - 7 Marks Project value more than 4 Cr to 7 Cr 10 Marks Project value more than 7 Cr - 20 Marks Provide Work Order copy / completion certificate	Project value more than equal to 1.0 Cr to 2 Cr - 5 Marks Project value more than 2 Cr to 4 Cr - 7 Marks Project value more than 4 Cr to 7 Cr 10 Marks Project value more than 7 Cr - 20 Marks Provide Work Order copy / completion certificate
9	Section 8 Point 1.3 Page 33	Bidder should have Experience in Social / digital media Management in Government departments (Government of India and/or any state government departments). Project value should be more than 1 crore. Projects within last 5 years will be valid only. 3 Project- 3 Marks 3-5 Projects - 5 Marks >5 Project- 10 Marks	Marking Criteria of Section 8 Point 1.3 of Evaluation Parameter shall be read as follows: Bidder should have Experience in Social / digital media Management in Government departments (Government of India and/or any state government departments). Project value should be more than 1 crore. Projects within last 5 years will be valid only. ▪ 3 Projects - 3 Marks ▪ >3 Projects <= 5 Projects - 5 Marks ▪ >5 Projects - 10 Marks
10	Criterion 6, Page 32, and Evaluation Parameters 1.1 and 1.2, Page 32)	Criterion 1 also describes the qualifying experience more narrowly than the rest of the document, confining it to "state govt. or ministries in central govt." where Criterion 6 says only "government" and Evaluation Parameters 1.1 and 1.2 extend to a PSU, corporation or autonomous government body. Please confirm the three are read alike.	Confirmed. The prospective Bidders can show their work experience with any of the following bodies for consideration in evaluation:- ▪ Central Government ▪ State Government ▪ PSU ▪ Corporation ▪ autonomous Government Bodies Criterion 1, Criterion 6 and Evaluation Parameters 1.1 and 1.2 shall be read consistently as to client class.
11	Section 1.1, Tender Schedule, Serial No. 15, Page 8	1. There is a conflict between the two provisions: Serial No. 15 fixes the PBG at 5% of TOTAL contract value, while Section 9.2 fixes it at 5% of ANNUAL contract value. On a 3-year (extendable to 5-year) engagement this is a very large difference in the guarantee amount.	The Section 9.2 prevails over any conflict mentions in the RFP. Section 1.1 Sl. No. 15 stands corrected accordingly.
12	Section 8, Evaluation Parameter 1.2, Page 32	(b) The parameter does not say whether a state is counted where the government body sits or where the work was carried out. For a body headquartered in one state and operating in several, the two give	Addendum to the Section 8 , Point 1.2 of the Evaluation Parameter may be read as follows regarding clarity on how these criteria will be evaluated:-

S. No	Page No./Section No. of document	Current clause / Bidder Query	Corrigendum
		different answers. Please confirm which governs.	The state is counted by reference to the location of the government body for which the work was performed but the work designated by the central body shall be counted as one work experience only.


Managing Director
Bihar Samvad Samiti
IPRD, Bihar