


File No.8-2/2024-Estt.
Government of India
National Commission for Minorities

1st Floor, Block-14, CGO Complex,
Lodhi Road, New Delhi- 3
Dated : 23.08.2024

Subject : Invitation of Tender for engagement of Media/Social Media Agency for managing the PR work and the social media activities – regarding.

Reference is invited to RFP (Bid No. GEM/2024/B/5231814) published on GeM Portal, by National Commission for Minorities on 31.07.2024 on the above subject.

2. In regard to the above tender, a Pre-Bid meeting was held on 07.08.2024. The replies to queries raised by the prospective bidders during the Pre-Bid meeting and through e-mail, are enclosed at Annexure. The bidders are advised to take a note of the same.



(Rajeev Mohan)

Under Secretary to the Government of India
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Clarifications on the queries raised in Pre-bid meeting held on 07.08.2024

(Ref: Bid No.GEM/2024/B/5231814 Dated 31.07.2024 regarding RFP for engagement of Media/ Social Media Agency for managing PR Work and Social Media)

S. No.	Name of the firm	Clarification sought by firm		Proposed Reply
1.	Centum Advertising Pvt. Ltd.	Page14, Point-3 Social Media Activities: Creation and Maintenance of Accounts, Handles, and Channels of NCM and Chairperson Members of NCM on X (Twitter), Facebook, YouTube, Instagram, LinkedIn, WhatsApp, and other social media platforms of NCM.	Question 1. Please confirm if the Chairperson and members of NCM accounts have to be handled separately in addition to the official NCM social media accounts.	Apart from social media accounts of NCM, the official social media accounts/ handles of Chairman and Members of NCM would be managed by the engaged firm.
2.			Question 2 If separate handling is required, kindly specify the number of member accounts that need to be managed.	Please refer Para 1(i), Section-I of RFP [Page-3]. The Commission consists of a Chairperson, a Vice Chairperson and five Members.
3.			Question 3 Regarding WhatsApp, do we need to manage a WhatsApp Business channel, or is there any other specific requirement?	No such activity is envisaged.
4.		Page-20, Point-4 Presentation on NCM Work	Question 1 Should the presentation be made and submitted based on the scope of work and our strategy suggestion for NCM?	Presentation would be made by shortlisted bidders before the Tender Evaluation Committee, covering bidder's understanding of the scope of work envisaged in RFP, their ability to suggest Social Media and PR plan for NCM and strategy for its implementation, etc.
5.		Page-14, Point-2 PR Queries	Are there any sensitive or controversial topics that we should avoid or approach with caution in our PR and media activities?	Engaged agency will undertake PR and Social Media activities with prior approval of NCM.
6.			How often will press conferences and meetings with media and journalists be organized?	Press conferences/ media briefings are organised on need basis. Usually not more than one or two press conferences per month are organised, but the number can exceed if need arises.
7.			What are the procedures and timelines for approving press releases, media statements, and other external communications?	These form part of internal working of NCM. However, such communications would be released immediately after the approval of competent authority.
8.			Are there any specific media channels or outlets that NCM wants to prioritize, and what should the mandate be in terms of numbers?	NCM has no such preferences.
9.			Are there any specific events, anniversaries, or observances that NCM wants to prioritize or	NCM celebrates important events/ anniversaries/ festivals related to all Minority Communities.

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			observances that NCM wants to prioritize or leverage for PR opportunities?	festivals related to all Minority Communities.
10.		Additional Queries	Will the logistics support for organizing press conferences (both in Delhi and outstation) be provided by the NCM?	Media agency would co-ordinate such events as per specific approval of NCM. Expenses on account of logistic support, if incurred, would be borne by NCM.
11.	Will our team be financially compensated for outstation expenses, if applicable?			
12.	How open is NCM to publications that have paid and promotional policies?		Such activity does not come under the ambit of scope of work.	
13.	How many spokespersons should be designated as the face of NCM in the media?		Chairman, NCM or person authorized by him, would act as spokesperson of NCM.	
14.	Tattva Creations Pvt. Ltd.	Generic Queries	The cost of travel for the crew members (including the fare, accommodation, meals, etc.) with the Chairperson/ Members of NCM may be kept on actuals.	Please refer reply to Sl.No.-10 & 11 above.
15.			The estimated bid value for one year mentioned in the GEM document is inclusive or exclusive of GST.	Please refer Annexure-III of RFP [Pg.19]. Bidder is required to quote total price, inclusive of all the applicable taxes.
16.	PR Professionals	Page-14, Point-3 <u>Social media related activities</u> (b) Uploading creatives in form of infographics, images, gifs, videos, promos of events and programs etc. on various social media platforms, creation of interactive content like surveys, quizzes, etc. in consultation with NCM. (c) Informative and promotional updates (updates on Facebook, X (Twitter), Instagram and on other platforms) in the form	Will be any paid spending of campaigns on the online social medial platforms? Who will be making payment for these campaigns? If payment is to be incurred by the agency, will the costs be reimbursed?	Such activity does not come under the ambit of scope of work. Hence, the question for making payment does not arise.

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		of relevant text, photos, Video, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with NCM.		
17.		<p>Page-14, Point-4 Creative designing and repackaging Creative content generation, recreate or convert the content and repackage the available content. The content maybe of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of Government schemes and programs and policies, etc. other books and manage the graphic content of the website as and when required by the NCM.</p>	<p>What are the number of still graphic design works that are required to be done every month? (One page = one design)</p> <p>What kind of animation and cartoons will be required to be done every month? Please specify 2D or 3D animation.</p> <p>Please let us know the duration of videos and also the number of videos to be done every month.</p> <p>What is the number of books and number of pages that are required to be designed every month?</p> <p>Will there be a nodal officer to provide content in the form of text and company videos etc. as per requirement.</p>	<p>As per RFP, it would be the responsibility of the engaged professional agency to manage PR and communications related activities for dissemination of information and creating awareness about NCM. Hence, it is incumbent upon the engaged agency to develop media and promotional strategy and suggest tools to execute the same, to NCM.</p>
18.		General Manpower	Please clarify is there any requirement of Onsite manpower, if yes then kindly confirm the quantity and qualification of same.	Two personnel are required to be deployed by the engaged agency in NCM. A corrigendum to the RFP issued separately may be referred.
19.	Prius Communications Pvt. Ltd.	General query	The eligibility criteria primarily focus on larger agencies. It is suggested that the selection criteria be expanded to consider agencies that fall under the MSME category.	The stipulations for MSME entities as per Circular dated 10.03.2016 of Ministry of Micro, Small and Medium Enterprises are applicable. A corrigendum to the RFP issued separately may be referred.

Clarification on queries of firms received by e-mail

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Media/ Social Media Agency for managing PR Work and Social Media)

S. No.	Name of the firm		Clarification sought by firm	Proposed Reply
1	Cliq India Media Pvt. Ltd.	General query	Are you allowing startup exemption under GFR Rule 173(i)?	The stipulations for Startups (as defined by DPIIT) as per Department of Expenditure OM dated 20.09.2016 are applicable. A corrigendum to the RFP issued separately may be referred.
			Are you allowing startup exemption in terms of Experience?	
			Are you allowing startup exemption in terms of turnover?	
			Are you allowing startup exemption in terms of Evaluation Criteria?	
2.	Janus Koncepts.	Section 4.(i) S.No.2 of RFP	<p>The agency must have an experience of at least 5 years in Social Media handling and PR management and must have completed at least two projects worth Rs.25 lakhs for Centre/ State Government, Government Institutions & Bodies, PSU, etc.</p> <p>Kindly confirm if having worked with Private Organizations and or Corporates also makes the bidder eligible to participate in the above tender.</p>	Agencies who have worked with Private Organizations and Corporate for the period specified in the RFP are eligible to participate in the bidding process. However, they must meet the eligibility criteria, as stipulated in Para (4)(i)(2) Section-I of RFP [Pg.6].
