

Response to Pre-Bid Queries

RFP for Hiring the services of A Public Relations (PR) Agency for Bihar Skill Development Mission (BSDM) RFP No: BSDM/SDM-188/2021 Date: 14.08.2025. In the view of Pre-Bid Meeting held on 22.08.2025, wherein the technical and general queries of the prospective bidder were responded in the details and clarified the Response to relevant Pre-Bid Queries is compiled as below: -

Sl No.	Reference Section and Page No.	Content of RFP required clarification(s)	Point of Clarification	BSDM Response
1.	Notice Inviting Request for Proposal page No.-4	Earnest Money Deposit (EMD) An EMD of Rs. 2,00,000/- (Two Lakh) only, through e-payment mode (i.e. NEFT/RTGS/Credit Card/Debit Card) on E-Proc Portal, well before the last date/time for submission/ uploading of offer/Bid	We are Registered with Udyam Registration (MSME). Kindly give me the relaxation.	No Changes, RFP condition will prevail.
2.	Preliminary Eligibility Criteria as per clause 3.1 SN 2	Company Registration The Agency should be Limited Liability Company or Company registered under Indian Companies Act 1956/2013	We wish to respectfully submit that our organization has been closely working with the government of Bihar across several prestigious project such as Patna Metro, Revenue & Land Reforms, Bihar Education, Bihar Business Connect, 2023, Bihar Vidhan Sabha, Bihar School Examination Board, Bihar State Food Corporation, BAMETI, among other. In many of the recent bids, participation of partnership firms has been permitted. Considering this precedent, we sincerely request that partnership firms may also be allowed to participate in the current tender to ensure wider composition and greater participation.	No Changes, RFP condition will prevail.
3.	Preliminary Eligibility Criteria as per clause 3.1 SN 3	Registered office The Agency should be registered office in Patna, Bihar	We are a registered company based in Delhi with our regional office located in Patna. We request permission to submit our GST certificate and rent agreement in place of the Certificate of Incorporation, as this requirement is applicable only to Bihar-based companies. We kindly request you to amend the condition accordingly.	No Changes, RFP condition will prevail.

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4.	Preliminary Eligibility Criteria as per clause 3.1 SN 5	Project Experience The Agency should have Successfully handled social media pages as per scope outlined in the RFP in minimum of 15 different Government organization/PSU/Private Organization with minimum 03 Government Organization as an active Client till 31st July, 2025	1. Social Media activities have traditionally been part of public relations (PR) assignments. We therefore request that integrated work orders covering both PR and social media may kindly be considered for evaluation.	No Changes, RFP condition will prevail.
5.	Technical Evaluation Criteria as per clause 3.2 SN 1	The Agency is currently associated & handling social media and public relations mandate as per the scope outlined in the RFP with a minimum of 15 different Governments/PSU/Private organizations as on 31st July 2025. • 10 Marks: for 15 Clients • 15 Marks: for 15 Clients to 20 Clients • 20 Marks: for More than 20 Clients (Copy of Work order/Contract Documents/ Experience Certificate in support of nature of job undertaken)	2. With reference to Page-25, point experience of handling social media and Public Relations mandates as per the scope outlined in the RFP with a minimum of 15 different Government/PSU/Private organizations as on 31st July 2025. However, in the Pre-Qualification (PQ) section, the requirement mentions only Social Media mandates. As both statements appear contradictory. We request your kind clarification.	No Changes, RFP condition will prevail.
6.			What will the total monthly number of designs be required?	Please refer the Section IV, Clause 4 Broad Scope of Work
7.			How many still and videos will be required per month?	Please refer the Section IV, Clause 4 Broad Scope of Work
8.			What kind of animation are required-2D or 3D ?	Please refer the Section IV, Clause 4 Broad Scope of Work

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9.		How many radio and voice overs are required per month?	Please refer the Section IV, Clause 4 Broad Scope of Work
10.		Will there be any extra payment for recording studio charges and voice over artists?	No extra payment for recording studio charges and voice over artist, please refer further detail to the Section IV, Clause 4 Broad Scope of Work
11.		How many Avs are required per months?	Please refer the Section IV, Clause 4 Broad Scope of Work
12.		Will there be any extra payments for recording studio charges. Artist and shooting equipment and travelling and location charges?	No extra payment for recording studio charges and voice over artist, please refer further detail to the Section IV, Clause 4 Broad Scope of Work
13.		What will be the total monthly number of pages that are required to be designed?	Please refer the Section IV, Clause 4 Broad Scope of Work
14.		How much content will need translation?	Please refer the Section IV, Clause 4 Broad Scope of Work
15.		What will be the content formats?	Please refer the Section IV, Clause 4 Broad Scope of Work
16.		What language will need translation?	Please refer the Section IV, Clause 4 Broad Scope of Work
17.		Kindly give exemption to startup to turnover criteria as per startup Bihar Purchase Preference Policy 2024. Ref to point number 11. Purchase Preference for Service Procurement.	No Changes, RFP condition will prevail.
18.		The Preference shall be given to "Local Enterprise" in case of procurement of service meeting the following criteria(s)	No Changes, RFP condition will prevail.
19.		As we are having similar work experience as mentioned in the Scope of work & we can submit Start-up Bihar Certificate & DPIIT certificate.	No Changes, RFP condition will prevail.

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