

Government of Punjab
Department of Information and Public Relations

CORRIGENDUM - 1

Reference Number: 2023_IPR_Social Media_1

Dated: 25/05/2023

RFP for Selection of Agency for Social Media Management. The following amendments are made in the respective RFP for providing clarity to the bidders.

Clause No	Page No.	Original Clause		Revised Clause	
Clause 2 Document Control Sheet Point 10, 11	Pg. 15	Last Date and time for submission of bids on the e-tendering portal www.etenders.chd.nic.in	05-06-2023 by 01:00 PM	Last Date and time for submission of bids on the e-tendering portal www.eproc.punjab.gov.in	<u>08-06-2023 by 01:00 PM</u>
		Date and time for the opening of Technical bids	06-06-2023 at 11:00 AM Venue: Punjab Water Supply and Sewerage Board, Plot 1-B, Sector 27-A, Madhya Marg, Chandigarh -160019 Note: Bidders may also join through Video Conferencing link: https://meet.google.com/uii-uzgw-uae	Date and time for the opening of Technical bids	<u>09-06-2023 at 11:00 AM</u> Venue: Punjab Water Supply and Sewerage Board, Plot 1-B, Sector 27-A, Madhya Marg, Chandigarh -160019 Note: Bidders may also join through Video Conferencing link: https://meet.google.com/uii-uzgw-uae
Clause 3	Pg.	The bidder shall furnish EMD through online mode, as part of the Eligibility Criteria, as per detail provided in		The bidder shall furnish EMD through online mode only mentioned in the State eprocurement portal	

Instructions to Bidders Point 1	16	the Document Control sheet.	(www.eproc.punjab.gov.in), as part of the Eligibility Criteria, as per detail provided in the Document Control sheet.
Clause 4 4.3.1 (Strategic Services) b, Point 3	Pg. 26	Develop important Web Pages as specified by the Government of Punjab.	Develop important Web Pages as specified by the Government of Punjab. <u>It is to clarify that this can be for the existing or new website.</u>
Clause 4 4.3.1 (Strategic Services) b, Point 4	Pg. 26	Developing e-Books and e-periodicals as specified by the Government of Punjab.	Developing e-Books and e-periodicals as specified by the Government of Punjab. <u>It is to clarify that this will be for all the themes/ events/ campaigns designed/ ran during the currency of the contract.</u>
Clause 4 4.3.1 (Strategic Services) b, Point 21	Pg. 28	Ensure through promotional activities that the viewership over social media platforms of the Government increases substantially (minimum 5% within their actual accepted bid price) and increase its reach every month from the date of start of operation.	Ensure through promotional activities that the viewership over social media platforms of the Government increases substantially (minimum 5% within their actual accepted bid price) and increase its reach every month from the date of start of operation. <u>It is to further clarify that this increase is with respect to every Social Media platform and not individual handle of social media platform.</u>
Clause 4 4.3.1 (Strategic Services) b, Point 16	Pg. 27	Live Coverage of the Event: Perform live coverage of events through Live Tweeting, Facebook Live & Live Webcasting (along with archival recordings) of the Event at various social media platforms of Government of Punjab.	Live Coverage of the Event: Perform live coverage of events through Live Tweeting, Facebook Live & Live Webcasting (along with archival recordings) of the Event at various social media platforms of Government of Punjab. <u>It is to further clarify that this coverage can be for</u>

			<u>any of the event which will be shared by the Purchaser.</u>
Clause 4 4.3.1 (Strategic Services) r, Point 1	Pg. 35	Execute campaigns/ events of State Government both online and offline, and conduct a situation analysis by identifying target audiences.	Execute campaigns/ events of State Government both online and offline, and conduct a situation analysis by identifying target audiences. <u>It is to clarify that Successful Bidder doesn't have to arrange the event and they should be wholly solely responsible for the Social Media Management Activities.</u>
Clause 4 4.3.1 (Strategic Services) , Point S	Pg. 36	Fact Checking The Successful Bidder has to ensure that great care must be taken to avoid propagation of unverified facts and frivolous misleading rumours which tend to circulate often through miscreants on social media platforms.	The Successful Bidder has to ensure that great care must be taken to avoid propagation of unverified facts and frivolous misleading rumours which tend to circulate often through miscreants on social media platforms. The Successful bidder shall also deliver the following services: <ul style="list-style-type: none"> ● Fact-checking of all content produced by the client, including articles, blog posts, social media posts, press releases, and other marketing materials. ● Verification of sources, quotes, and statistics available on the social media platforms with respect to the client. ● Identification of any errors or inaccuracies in the client's content, and provision of suggested corrections or clarifications. Written reports summarizing the fact-checking results

				for each piece of content reviewed on need basis.		
Clause 4 4.3.2, Point 1	Pg. 36	Tweets/posts across social media platforms	At least 1000 tweets/ posts (without retweet/ retagging)	<table border="1"> <tr> <td>Tweets/posts across social media platforms</td> <td>At least 1000 tweets/ posts (without retweet/ retagging)</td> </tr> </table> <p><u>It is to clarify that these tweets/ posts are across all the Social Media Platforms and not individual Social media platform.</u></p>	Tweets/posts across social media platforms	At least 1000 tweets/ posts (without retweet/ retagging)
Tweets/posts across social media platforms	At least 1000 tweets/ posts (without retweet/ retagging)					
Clause 4 4.3.2	Pg. 36	General		<p><u>It is to clarify that the Successful Bidder has to manage all the social media handles of Government of Punjab or allied departments or any other handle as provided by the Purchaser.</u></p> <p><u>It is to further clarify that the total deliverables mentioned in the RFP is for the total Social Media platforms which Successful Bidder shall be handling and not with regards to a single social media handle/ platform.</u></p>		
Clause 4 4.3.2, Point 4	Pg 36	Onboarding influencers to engage with State Government initiatives/campaigns on social media	As & when required	<table border="1"> <tr> <td>Onboarding influencers to engage with State Government initiatives/campaigns on social media</td> <td>As & when required</td> </tr> </table> <p><u>It is to clarify that Social Media Agency/ Successful Bidder shall be responsible for Influencer Marketing and can submit their recommendations to the Purchaser for the trending influencers which can value add to the campaigns; however, hiring of the influencers shall be the responsibility of the Purchaser.</u></p>	Onboarding influencers to engage with State Government initiatives/campaigns on social media	As & when required
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<p>Clause 4 4.3.2, Point 6</p>	<p>Pg 36</p>	<p>Social Media Trends</p>	<p>Daily</p>	<p>Social Media Trends</p>	<p>Daily</p>
<p>Clause 5 5.1.1 (Eligibility/ Pre- Qualification Criteria) Point 2</p> <p>Pg. 47</p> <p>The bidder should have successfully completed at least one Project of “Similar Works” for at least INR 7 Crores (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>OR</p> <p>The bidder should have successfully completed at least two Projects of “Similar Works” for at least INR 4.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <ul style="list-style-type: none"> • Work orders along with the completion certificate/ satisfactory client certificate confirming year, cost and area of activity. <p>Note: Completion here means completed/ongoing works for which the payment equivalent or more than as defined in this section of the technical criteria has been released to the bidder between 1st April 2016 till 31st March 2023.</p>				<p><u>It is to clarify that the Successful Bidder shall be providing the trend to the Purchaser on the daily basis with regards to the campaigns initiated for the Government of all the Social Media Platforms.</u></p> <p>The bidder should have successfully completed at least one Project of “Similar Works” for at least INR 7 Crores (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>OR</p> <p>The bidder should have successfully completed at least two Projects of “Similar Works” for at least INR 4.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <ul style="list-style-type: none"> • Work orders along with the completion certificate/ satisfactory client certificate confirming year, cost and area of activity. <p><u>Both the documents to be provided mandatorily as supporting documents.</u></p> <p>Note: Completion here means completed/ongoing works for which the payment equivalent or more than as defined in this section of the technical criteria has been released to the bidder between 1st April 2016 till 31st March 2023.</p> <p><u>It is to clarify that project should be read as a single work order and not cumulative works. The same shall also be</u></p>	

		<p>OR</p> <p>The bidder should have successfully completed at least three Projects of “Similar Works” for at least INR 3.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>Note: Extension of the Work Orders executed prior to FY 2016-17 shall not be considered by the Purchaser.</p>		<p>OR</p> <p>The bidder should have successfully completed at least three Projects of “Similar Works” for at least INR 3.5 Crores each (excluding taxes) in the last 7 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23</p> <p>Note: Extension of the Work Orders executed prior to FY 2016-17 shall not be considered by the Purchaser.</p>	<p><u>considered for section 5.1.2 (Point 2) of the Technical Bid Evaluation.</u></p>
<p>Clause 5</p> <p>5.1.1</p> <p>(Eligibility/ Pre-Qualification Criteria) Point 6</p>	<p>Pg. 48</p>	<p>The Bidder should have atleast 100 employees on company payroll for last 6 months from the date of submission of bid.</p>	<p>Self-Certification by the bidder with Challan copies (Annexure - A)</p>	<p>The Bidder should have atleast 100 employees on company payroll for last 6 months from the date of submission of bid.</p>	<p>Self-Certification by the bidder with Challan copies (Annexure - A)</p> <p><u>Challan copy should be read as an official document or form or statement which shows that money has been credit to the employees account. The same shall also be considered for section 5.1.2</u></p>

					<u>(Point 3) of the Technical Bid Evaluation.</u>		
Clause 5	Pg. 54	Technical Presentation	Maximum Marks	Supporting Document Required	Technical Presentation	Maximum Marks	Supporting Document Required
5.1.2 (Technical Bid Evaluation)		Following Points shall be examined at the time of presentation: a) Company Profile b) Understanding of the work domain c) Approach and Methodology for implementation of the Project d) Proposed vision for Punjab and digital marketing strategy e) Content Development Strategy f) Software and Mobile application development and implementation g) Demonstration of the Previous developed contents, designs, advertisement, videos, short films, theme based campaigns, awareness campaigns etc.	30	Technical Presentation on parameters to be evaluated.	Following Points shall be examined at the time of presentation: a) Company Profile b) Understanding of the work domain c) Approach and Methodology for implementation of the Project d) Proposed vision for Punjab and digital marketing strategy e) Content Development Strategy f) Software and Mobile application development and implementation g) Demonstration of the Previous developed contents, designs, advertisement, videos, short films, theme based campaigns, awareness campaigns etc.	30	Technical Presentation on parameters to be evaluated.
Sub-part 2 (Technical Presentation)		h) Plan for Crisis			h) Plan for Crisis		

		<p>Management</p> <p>i) CV's of the Key Resources (Project Manager, all Sr. Social Media Experts, all Graphic Designers and Video Editors)</p> <p>j) Monitoring and Execution Plan</p> <p>k) Deployment of Tools for Social Listening</p> <ul style="list-style-type: none"> • Innovativeness in approach and quality: • Experience in social media dealing with Government Sector <p>l) Experience in monitoring/ facilitating response, spam and abuses on social media. Please show examples / live issues handled.</p> <p>m) Anything additional beyond proposed requirements</p>			<p>Management</p> <p>i) CV's of the Key Resources (Project Manager, all Sr. Social Media Experts, all Graphic Designers and Video Editors)</p> <p>j) Monitoring and Execution Plan</p> <p>k) Deployment of Tools for Social Listening</p> <ul style="list-style-type: none"> • Innovativeness in approach and quality: • Experience in social media dealing with Government Sector <p>l) Experience in monitoring/ facilitating response, spam and abuses on social media. Please show examples / live issues handled.</p> <p>m) Anything additional beyond proposed requirements</p>		
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Note: Bidders has to submit the presentation along

			<u>with the submission of the bid on the State eProcurement Portal.</u>
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