



Broadcast Engineering Consultants India Limited
(A Government of India Enterprises–Under Ministry of Information and Broadcasting)

RFP No.: BECIL/DGM(BP) /DOI-GOG/SMM/RFP/01 dated 27th November 2025

Dated: 17.12.2025

Corrigendum

Subject: Clarification to the queries/suggestions raised during the pre-bid meeting held on 04.12.2025 on Request for Proposal (RFP) for Selection of professional agency for Ideation, conceptualization and effective operation of account wide publicity on Social Media under category A for Directorate of Information (DoI), Govt. of Gujarat - regarding

Reference is invited to the pre-bid meeting held on 04.12.2025 on RFP for Selection of professional agency for Ideation, conceptualization and effective operation of account wide publicity on Social Media under category A for Directorate of Information (DoI), Govt. of Gujarat.

2. The queries raised during the pre-bid meeting have been examined by the BECIL in consonance with the RFP and clarification against the same is enclosed.
3. This is issued with the approval of the competent authority.

Encl: as above.

S/d

Dy. General Manager

Point wise reply to the queries raise by the prospective bidders through email/physically presented in continuation of pre-bid meeting dated 04.12.2025:

Sl. No.	Part Name & No.	Page No.	Statement as per tender document	Query by Bidder	Response of BECIL
1.	Part I General Information, Eligibility & Evaluation Criteria	11	<p>15. Earnest Money Deposit:</p> <p>15.1. Bidders are required to submit Earnest Money Deposit (EMD) for amount of INR 36 Lakhs along with their bids. The EMD may be submitted in the form of a Fixed Deposit, or Bank Guarantee from any of the Commercial Bank or online payment in acceptable form.</p> <p>15.4. Exemption to Start-ups and MSMs shall be given as per Gol guidelines. Exempted firms must submit Bid Securing Declaration as per Annexure F In lieu of Bid Security (i.e. EMD) along with valid registration certificate (for tendered item mentioned in this RFP), else bids shall be rejected.</p> <p>15.6 Special Instructions to contractors/Bidders for e-submission of bids online through e-procurement Portals may be adhered to. The details of the Earnest Money Deposit (EMD), documents submitted physically to the buyer and the scanned copies furnished at the time of bid submission online should be same otherwise the Tender will be summarily rejected.</p>	<p>1. We request you to kindly allow EMD exemption for Medium Enterprise, having MSME certificate certified and inspected by any state / central government organization.</p> <p>2. We request to the bidder kindly confirm whether any other document need to submit in Hard Copy apart from EMD.</p>	<p>1. As per RFP.</p> <p>2. No other document required.</p>
2.	Part I General Information, Eligibility & Evaluation Criteria	16-17	<p>22 PRE- QUALIFICATION ELIGIBILITY CRITERIA Technical Capability / Experience:</p> <p>(A) The bidder should have successfully completed similar works/ supplies/ services during the last Five years ending on the last day of the month prior to bid submission:</p>	<p>1. We request you to kindly clarify can we digital marketing services considered as "Similar Work", and can be shown against this clause for fulfilling the prequalification criteria.</p> <p>2. As campaign activities form an integral</p>	As per RFP.

			<p>Three similar completed works, each costing not less than INR 7.20 Cr; OR</p> <p>Two similar completed works, each costing not less than INR 10.80 Cr; OR</p> <p>One similar completed work costing not less than INR 14.40 Cr.</p> <p>(B) "Similar work" means projects involving conceptualization, planning, execution, management, and monitoring of promotional campaigns etc. for Govt. Depts/ Autonomous bodies/ State/Central PSUs, Listed Company etc.</p>	<p>component of the overall scope of work, the commonly used terminology for such assignments includes Digital Communication/ Social Media Management/ Communication & Outreach/or other similar works. We would like to submit that conceptualization, planning, execution, management, and monitoring of promotional campaigns are key elements of social media activities.</p> <p>Therefore, we request you to kindly include the term Digital Communication/ Social Media Management/ Communication & Outreach/or other similar works, so that the requirement clearly reflects the complete nature of the scope.</p>	
3.	Part I General Information, Eligibility & Evaluation Criteria	17	<p>22 PRE- QUALIFICATION ELIGIBILITY CRITERIA</p> <p>Local Office Presence</p> <p>The bidder must have a functional local office in the same area or at least within 30 km radius of the Dr. Jivraj Mehta Bhavan (Sachivalaya), Gandhinagar, Gujarat 382010 to ensure effective coordination and timely support during execution of work.</p> <p>[In case of Consortium to be fulfilled by lead bidder of consortium]</p>	<p>1. We request you to kindly allow: Bidder should have a local office in the same area or at least within 30 km radius of the Dr. Jivraj Mehta Bhavan (Sachivalaya), Gandhinagar, Gujarat 382010 or they have to setup an office in same area or at least within 30 km radius of the Dr. Jivraj Mehta Bhavan (Sachivalaya), Gandhinagar, Gujarat 382010 within 15 days of award of contract</p> <p>2. We request you to kindly remove the condition of the 30 km radius from this clause,</p>	As per RFP.

				as this may restrict the participation of capable bidders who can be successfully execute this project also having office in Gujarat or nearby location across the city. Generally, in similar clauses, the requirement is to have a local office within the same state.	
4.	Part I General Information, Eligibility & Evaluation Criteria	20	24 Technical Qualification Criteria 3. Work Experience Experience of having successfully completed similar work during last 5 years ending the last day of the month previous to the one. (Work order and completion certificate required) SIMILAR WORK means projects involving conceptualization, planning, execution, management, and monitoring of promotional campaigns etc. for Govt. Department/ Autonomous bodies /State/Central PSUs/Listed Company.	As campaign activities form an integral component of the overall scope of work, the commonly used terminology for such assignments includes Digital Communication/ Social Media Management/ Communication & Outreach/or other similar works. We would like to submit that conceptualization, planning, execution, management, and monitoring of promotional campaigns are key elements of social media activities. Therefore, we request you to kindly include the term Digital Communication/ Social Media Management/ Communication & Outreach/or other similar works, so that the requirement clearly reflects the complete nature of the scope.	As per RFP.
5.	Part I General Information, Eligibility & Evaluation Criteria	20	24 Technical Qualification Criteria The bidder to showcase their capabilities in terms of ideation, conceptualization and effective operation of account vide publicity on social media and estimated timeline along with activity	We request you to kindly clarify, bidder needs to submit presentation along with technical bid or not?	Not required.

			chart for execution of project the technical presentation.		
6.			Budget/tender value	We request you to kindly clarify the estimation of tender value/ budget of this project for 2 years.	As per RFP, the tenure of engagement is one year from the effective date of contract.
7.	Part V Annexures	53-54	Annexure- A: SCHEDULE OF REQUIREMENTS I. Daily Content Creation & Curation: III. Innovative Campaigns: IV. Live Event Coverage: b. Influencer Engagement: Identify and collaborate with influencers to extend reach and build trust with target audiences.	We request you to kindly clarify the following points: 1. Number of post/contents will be generated in a month/year 2. Number of Innovative Campaign will be done in a month/year 3. Number of Live event coverage will be done in a month/year 4. How many influencers engagement is needed, and what will be there follower/subscriber base.	Since the pricing is to be quoted on man-month basis, the Schedule of requirements is intended to assess the bidder's capacity to execute the said work through deployed manpower only.
8.	Part V Annexures	54-55	Annexure- A: SCHEDULE OF REQUIREMENTS 3. Comprehensive Social Media Management XI. Online Reputation Management & Social Listening.	We request you to kindly clarify the TAT for online response.	
9.	Part V Annexures	55	Annexure- A: SCHEDULE OF REQUIREMENTS 4. Monitoring & Engagement: Digital reputation management is a core aspect of this engagement.	We request you to kindly clarify the number of keyword will be keywords linked to the Government of Gujarat	
10.	Part V Annexures	68	Annexure- B: DUE DILIGENCE QUESTIONNAIRE	Do the bidders who are participating as a single entity also need to submit Annexure-B, or is it not required for them? Kindly confirm the same.	It must be submitted by each bidder and if consortium, all members of the consortium.

All other terms & conditions of the EOI shall remain unaltered.