

CHHATTISGARH SAMVAD

(An Associate organization of Department of Public Relation, Govt. of Chhattisgarh)

North Block, Sector-19, Nava Raipur-Atal Nagar, District- Raipur (C.G.)

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Tender No: 3089 dated 17/01/2025

Corrigendum Reference Number				
			3376	03.02.2025
Project Name	NOTICE INVITING ONLINE REQUEST FOR THE SELECTION OF A SOCIAL MEDIA AGENCY			
S. No.	Tender Document Reference(s)	Page Number(s)	Existing Content of Tender	Corrigendum
1	-	Page 5	THE CHHATTISGARH SAMVAD/DPR INVITES ONLINE TECHNICAL AND FINANCIAL PROPOSALS ON GEM (GOVERNMENT-E-MARKET) FOR THE 'SELECTION OF A SOCIAL MEDIA AGENCY'	THE CHHATTISGARH SAMVAD/DPR INVITES ONLINE TECHNICAL AND FINANCIAL PROPOSALS ON CHHATTISGARH SAMVAD PORTAL FOR THE 'SELECTION OF A SOCIAL MEDIA AGENCY'
2	Section - Scope of Work	Page 7	In addition to the above, the Chhattisgarh Samvad/DPR will assign more social media handles to be maintained, which will be serviced part of the scope of work. It is expected to grow the count of verified account followers by 5% every 6 months .	In addition to the above, the Chhattisgarh Samvad/DPR will assign more social media handles to be maintained, which will be serviced part of the scope of work. It is expected to grow the count of verified account followers by 25% every 6 months .
3	Online Reputation Management & Social Listening	Page 9	The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of one (1) year , which may be extended for an additional 6 months at a time (up to a maximum of 1 year).	The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of two (2) years , which may be extended for an additional 1 year at a time (up to a maximum of 2 years).
4	Specific Deliverables	Page 11	The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of one (1) year , which may be extended for an additional 6 months at a time (up to a maximum of 1 year).	The monitoring tool must have full paid/version subscription for the entirety of contract duration for a period of two (2) years , which may be extended for an additional 1 year at a time (up to a maximum of 2 years).

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5	Section - Manpower Deployment	Page 12	The agency needs to deploy the following resources, within one week of the award of the contract , onsite in Raipur. The team (80% of resources) will have to work onsite for daily coordination with the Chhattisgarh Samvad/DPR & other offices and deliver daily operational tasks.	The agency needs to deploy the following resources, within 2-3 weeks of the award of the contract , onsite in Raipur. The team (80% of resources) will have to work onsite for daily coordination with the Chhattisgarh Samvad/DPR & other offices and deliver daily operational tasks.
6	Important Points	Page 17	NOTE: The agency in the financial quote must provide total cost of providing social media management services to the Chhattisgarh Samvad/DPR, for a period of one (1) year, the quote must include cost of all specific and broad deliverables listed in the scope of work, manpower deployment in Raipur, any travel cost for the period of the contract for covering events, logistics expenses and any other direct or indirect cost for delivering the scope of work, as listed in the tender document. The Chhattisgarh Samvad/DPR, for the purpose of calculation will prorate the financial quote for one (1) year to arrive at the financial quote for 1 year. The amount quoted in the financial bid must be inclusive of all applicable taxes. In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.	NOTE: The agency in the financial quote must provide total cost of providing social media management services to the Chhattisgarh Samvad/DPR, for a period of one (1) year, the quote must include cost of all specific and broad deliverables listed in the scope of work, manpower deployment in Raipur, any travel cost for the period of the contract for covering events, logistics expenses and any other direct or indirect cost for delivering the scope of work, as listed in the tender document. The Chhattisgarh Samvad/DPR, for the purpose of calculation will prorate the financial quote for one (1) year to arrive at the financial quote for 1 year. The amount quoted in the financial bid must be exclusive of all applicable taxes. In future, if there are any changes in the tax structure, it will not affect the base award value. The tax transactions will be done on the basis of the applicable tax rates.
7	Financial Submission	Page 20	Point B - The amount quoted must be inclusive of all applicable taxes.	Point B - The amount quoted must be exclusive of all applicable taxes.

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8	Section - Eligibility Criteria and Evaluation Methodology	Page 22	Bidders which are registered on the gem portal are eligible to participate in this tender process. E-bids submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the gem portal to be able to participate in the process.	Bidders which are registered on the Chhattisgarh Samvad portal are eligible to participate in this tender process. E-bids submitted by any other bidders will be treated as non-responsive and will not be considered against this tender. New bidders who wish to participate should initiate new registration on the Chhattisgarh Samvad portal to be able to participate in the process.
9	Evaluation Criteria, S. No. 4 - Manpower Deployment	Page 24	MARKING: Project Leader: 2 Marks for Each Resource (Total 4 Marks) Social Media Analyst: 1 Marks for Each Resource (Total 3 Marks) Researcher: 0.5 Marks for Each Resource (Total 1 Marks) Co-Ordinator: 0.5 Marks for Each Resource (Total 2.5 Marks) Trend Team: 0.5 Marks for Each Resource (Total 2.5 Marks) Content Writer: 0.5 Marks for Each Resource (Total 3 Marks) Amplification Team: 0.5 Marks for Each Resource (Total 4 Marks)	MARKING: Project Leader: 2.5 Marks for Each Resource (Total 5 Marks) Social Media Analyst: 1 Marks for Each Resource (Total 3 Marks) Researcher: 1 Marks for Each Resource (Total 2 Marks) Co-Ordinator: 0.5 Marks for Each Resource (Total 1.5 Marks) Trend Team: 0.5 Marks for Each Resource (Total 1.5 Marks) Content Writer: 0.5 Marks for Each Resource (Total 3 Marks) Amplification Team: 1 Marks for Each Resource (Total 4 Marks)
10	Appendix H - Financial Tender Proposal, Table: B	Page 34	S. No. 1 - Team Leader	S. No. 1 - Project Leader

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11	Appendix H - Financial Tender Proposal, Table: B	Page 34	-	Additional points: 17. Software and tools cost 18. Back office cost 19. Other miscellaneous costs (like Influencer Management, Trending, etc)