

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.)
 Web :- <https://samvad.cg.nic.in/>, Email :- cgsamvad@gmail.com
 Ph: 0771-2512536, 39

Tender Reference Number: 6822 Dated: 27/03/2026

PRE BID RESPONSE

Project Name	Notice inviting online request for the empanelment of Influencer Marketing Agencies				
S. No.	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
1	Section - Pre Qualification Criteria, S. No. 6	Page 13	The bidder must have executed at least 2 national/state level social media influencer marketing campaigns involving channels/handles, for Central/State Government departments/ agencies/ PSUs , in the last 3 years.	Request for Inclusion: Private Sector Experience We note that the current eligibility criteria focus exclusively on "Government/PSU/Agency" experience. While the Government has historically issued RFPs for General Social Media management, dedicated Influencer Marketing is an emerging specialized vertical where the most significant scale and innovation currently exist within the PrivateSector and MNCs. Proposed Amendment: We request that the criteria be modified to include "National/State level campaignsexecuted for reputed Private Sector Entities or MNCs." Rationale: This ensures that the Department has access to agencies with a proven track record of handlinghigh-volume digital engagement and modern creator-management strategies, regardless of the client's sector.	As per RFP

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2	Section - Pre Qualification Criteria, S. No. 6	Page 13	Documentary Evidence: - LOA/agreement/contract/work order, duly certified by the authorized signatory of the bidding company OR - Supporting campaign report, links to posts/public pages to validate the work credential OR - Experience certificate/Completion certificate from Client OR - CA certificate, indicating the total payment received by the bidding company.	Clarification on Work Validation In relation to the payment and performance clauses, we seek clarification on the documentation required for non-government projects. Proposed Inclusion: For work executed for private sector entities, we suggest that a "Certificate of Satisfactory Completion" or "Performance Report" on the client's official letterhead be accepted as equivalent to "Departmental Certification."	As per RFP
3	Section - Technical Evaluation Criteria, S. No. 2	Page 13-14	Project experience of executed or be executing national/state level social media influencer marketing campaigns involving channels/handles for Central/State Government departments / agencies/ PSUs , in the last 3 years.	Project experience of executed or be executing national/state level social media influencer marketing campaigns involving channels/handles for Central/State Government departments / agencies/ PSUs or reputed Private Sector Entities/Multinational Corporations (MNCs) , in the last 3 years	As per RFP
4	Section - Instruction to Bidders	Page 9	Any bidder who submits more than one proposal for the empanelment shall be disqualified. Any joint venture/ consortium/ sub-contracting is not eligible for this tender process.	Any joint venture/ consortium/ sub-contracting is eligible for this tender process of upto 2 people. Technical and financial criteria to be met jointly by both partners	As per RFP
5	Section - Pre Qualification Criteria, S. No. 6	Page 13	The bidder must have executed at least 2 national/state level social media influencer marketing campaigns involving channels/handles, for Central/State Government departments/ agencies/ PSUs , in the last 3 years.	The bidder must have executed at least 2 national/state level social media influencer marketing campaigns involving channels/handles, for Central/State Government departments/ agencies/ PSUs/ Public Listed Private Organisation in the last 3 years	As per RFP

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6	Section - Technical Evaluation Criteria, S. No. 2	Page 13-14	Project experience of executed or be executing national/state level social media influencer marketing campaigns involving channels/handles for Central/State Government departments / agencies/ PSUs , in the last 3 years.	Project experience of executed or be executing national/state level social media influencer marketing campaigns involving channels/handles for Central/State Government departments / agencies/ PSUs/ Public Listed Private Organisation , in the last 3 years.	As per RFP
7	Section - Technical Evaluation Criteria, S. No. 4	Page 14-15	Previous Campaigns executed with Central/State Government Dept/Agencies/ PSUs with social media channels/handles by the bidder, Outcomes of the Campaigns & Learnings from such campaigns	Previous Campaigns executed with Central/State Government Dept/Agencies/ PSUs/ Public Listed Private Organisation with social media channels/handles by the bidder, Outcomes of the Campaigns & Learnings from such campaigns	As per RFP
8	Bid Submission	Page 11-12	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.	Do we need to submit the technical proposal online only, offline only, or both online and offline? If online then please share the portal link.	Only online submission at https://samvad.cg.nic.in/
9	Section - Instruction to Bidders	-	-	Is it mandatory to have an office in Chhattisgarh?	No
10	Section - Instruction to Bidders	-	Last date of online submission of tender documents: 24/04/2026 before 03:00 PM	What is the last date for EMD (Earnest Money Deposit) submission?	Last date of online submission of tender documents: 24/04/2026 before 03:00 PM

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11	Bid Submission	Page 11-12	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.	Does the financial bid need to be submitted online, offline, or both? Please share the link.	Only online submission at https://samvad.cg.nic.in/
12	Bid Submission	Page 11-12	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.	Will the financial bid/negotiations be done in person?	Only online submission at https://samvad.cg.nic.in/
13	Section - Technical Evaluation Criteria, S. No. 4	Page 14-15	Technical PPT (not more than 10 minutes)	Can the pitch presentation be done online?	Yes
14	Section - Instruction to Bidders	-	-	Is there a digital signature required to upload documents? if yes then which type?	No
15	Section - Instruction to Bidders	-	-	After registration on https://samvad.cg.nic.in/ the tender is not viewable. So how do we submit tender?	The tender would be made live in portal post issuance of pre-bid query and corrigendum (if any).
16	Section - Instruction to Bidders	-	-	Do we need to deploy local people for this project?	No

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17	Section - Instruction to Bidders	-	-	How will the performance of the agency be evaluated after winning the tender?	The Chhattisgarh Samvad will evaluate the performance of the agency based on the quality & quantity of the services rendered, validation by the Chhattisgarh Samvad verification committee and feedback received by the officials concerned at the department.
18	Section - Instruction to Bidders	-	-	Do we need to share all our influencer partnerships? If yes, what % should be from Chhattisgarh?	As per Section - Technical Evaluation Criteria, S. No. 3