

CHHATTISGARH SAMVAD
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Tender Reference Number: 6284 Dated: 20/03/2026

PRE BID RESPONSE

Project Name	Notice inviting online request for the empanelment of PR and Social Media Management Agencies for government departments, corporations and agencies (Except CMO and DPR)				
S. No.	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
1	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6-7	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	We understand that these include paid campaigns which would be paid separately by the departments. Please understand that through organic means this is too high so we would request you revise this to 10% maximum for all the platforms	As per RFP
2	Section - Technical Evaluation Criteria, S. No. 4 - Presentation	Page 20-22	Technical PPT (not more than 10 minutes)	We understand that the presentation need not be submitted with the Bid . Please clarify	Yes, presentation need not be submitted with the bid.
3	Section - Technical Evaluation Criteria, S. No. 4 - Presentation	Page 20-22	Technical PPT (not more than 10 minutes) Understanding and comprehension of the scope of work, its sanctity, approach to elevate content outreach for social media handle	We understand that we need to give for Chhattisgarh Samvaad's social media handle , please define and clarify what social media handles have to be taken for this.	Social media handle can be for any one department of Government of Chhattisgarh.

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4	Appendix - F - Guidelines for technical presentation	Page 29	Technical PPT to include, but not limited to: PR plan / Social media outreach plan for any one department of Government of Chhattisgarh	Please define the department so that there is uniformity to the plans by agencies and easier for evaluation	As per RFP
5	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6-7	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	Which are the pages that we will be handling? Are these different pages for every department ? In which case achieving a blanket growth can't be committed to due to algorithmic constraints. We request to make these numbers suggestive rather than committed.	Yes, there are different social media handles for every department. The numbers for growth in follower and reach are indicative.
6	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point B - Minimum social media content production mandate	Page 7-8	Minimum social media content production mandate	Since there are multiple departments is this the minimum requirement for each department or is this an cumulative requirement ?	These are minimum requirement for each department.
7	Section - Categorization of PR and Social Media Management agencies	Page 10	Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual sales turnover.	Would the work be project wise or Department wise . Since the mentioned scope and deliverables need long term efforts.	The work will be for individual government departments, corporations and agencies (Except CMO and DPR)
8	Section - Resource Requirements, Sub-section: Note, S. no. 3	Page 14	The client department/corporation/agency, as and when required, will notify the agency to deploy additional resources or reduce the deployed resources by giving prior notice of 15 days. The agency will produce monthly invoices basis the actual manpower deployment for the particular month.	Request you to amend this to a fixed monthly amount rather than a dynamic invoice.	As per RFP

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9	Section - Instruction to Bidders	Page 16	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.	Requesting you to accept consortium bids	As per RFP
10	Section - Pre Qualification Criteria, S. No. 7A	Page 19-20	The bidder should have executed or be executing at least 2 Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR experience of minimum 2 projects in the field of social media management for Central/State Government departments / agencies/ PSUs , in the last 3 years. * Project with digital media and/or advertising buy only will not be considered as eligible.	Request you to add work done for Public Listed Private organisations and Sublet Work done for such agencies.	As per RFP
11	Section - Technical Evaluation Criteria, S. No. 2, Tier-1	Page 20-22	Project experience of executed or be executing Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR projects in the field of social media management for Central/State Government departments / agencies/ PSUs , with order value more than 50 lacs in the last 3 years.	Request you to add work done for Public Listed Private organisations and Sublet Work done for such agencies.	As per RFP

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12	Section - Technical Evaluation Criteria, S. No. 3, Tier-1	Page 20-22	Cumulative value of executed or be executing Communication/ Publications (PR/ Editorial/ content creation/ editing/ designing/ formatting) project OR projects in the field of social media management for Central/State Government departments / agencies/ PSUs , in the last 3 years.	Request you to add work done for Public Listed Private organisations and Sublet Work done for such agencies.	As per RFP
13	Section - Technical Evaluation Criteria, S. No. 4 - Presentation	Page 20-22	Technical PPT (not more than 10 minutes) ▪ Past similar work experience with Central/State Government Dept/Agencies/ PSUs	Request you to add work done for Public Listed Private organisations and Sublet Work done for such agencies.	As per RFP
14	Section - Earnest Money Deposit & Tender Fee	Page 16	The Bidder has to deposit an initial earnest money of Rs. 1,00,000/- (Rupees One Lac only) and Tender Fees of Rs. 5,900/- (Five Thousand Nine Hundred only) in the below Chhattisgarh Samvad Bank A/C.	The RFP specifies submission of EMD via bank account transfer; however, no specific format or alternatives are mentioned. Kindly confirm the acceptable modes/formats for EMD submission. Additionally, please clarify whether submission of EMD in the form of Bank Guarantee (BG) is permissible.	As per RFP
15	Section - Resource Requirements	Page 10	The client department/corporation/agency shall define the PR and social media management team for effective PR and Social Media Communication and Management, as per their requirement. The agency then shall ensure on-site deployment of all the resources at client department/ corporation/ agency office within 15 days of issue of work order.	The RFP specifies that resources are to be deployed within 15 days of issuance of the work order . Considering operational and onboarding requirements, we request an extension of the deployment timeline to 40–45 days. Kindly confirm if this can be accommodated.	As per RFP

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16	Section - Resource Requirements, Sub-section: Note, S. no. 1	Page 14	The team will have to work onsite for daily coordination with the client department/ corporation/ agency and deliver daily operational tasks.	The RFP indicates that the team is required to work onsite for daily coordination . Kindly clarify whether the engagement is strictly onsite or if a hybrid/offsite working model may be considered for certain roles.	The engagement is strictly onsite.
17	Section - Bid Submission	Page 17	-	The RFP mentions online submission of tender documents . Kindly confirm the exact submission portal/link through which the tender needs to be submitted.	As per Section - Eligibility criteria and Evaluation Methodology 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.

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18	Section - Resource Requirements	Page 14	An indicative PR team shall comprise the following minimum resources, with flexibility to scale up or modify based on specific project requirements, budget, and goals. An indicative Social Media Management team shall comprise the following minimum resources, with flexibility to scale up or modify based on specific project requirements, budget, and goals.	The RFP provides an indicative team structure for PR and Social Media roles . Kindly confirm whether this is the minimum mandatory team composition or if the number of resources may vary based on project scope and requirements.	The number of resources may vary based on project scope and requirements.
19	Section - Categorization of PR and Social Media Management agencies	Page 10	Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual sales turnover: The bidder should have Average Annual Financial Turnover from PR and Social Media Management services during the last 3 financial years as mentioned below- 1. Tier-1: Rs. 10 crores and above 2. Tier-2: Rs. 2 crores up to Rs. 10 crores	The RFP specifies turnover based on PR and Social Media Management services . Kindly clarify whether the turnover requirement refers to the overall company turnover or specifically to turnover derived from PR and social media services . Additionally, please confirm if turnover solely from social media services can be considered for eligibility under this clause.	As per Corrigendum
20	Section - Indicative Scope of Work, S. No. 1 - PR, Point no 4	Page 4	Facilitate organization of press meets, prepare the press releases and facilitate the publication of press release/articles in major newspapers (print & digital) in regional, national, magazines and online portals to ensure that a positive image of the Government of Chhattisgarh is created.	Kindly clarify whether media buying / paid PR placements are included in the scope or only organic facilitation is expected. Additionally, please confirm if media buying costs will be reimbursed on an actual basis.	Media buying is not part of scope of work.

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21	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	Kindly clarify whether the expected growth targets are to be achieved organically or through paid promotions as well.	The expected growth targets can be achieved organically or through paid promotions.
22	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	In case paid promotions are required to achieve growth targets, please confirm whether a separate media budget will be allocated by the client.	As per Corrigendum
23	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point D - Digital Media Analysis & Response Management	Page 9	The agency shall utilize social media analytics to provide audience insights, sentiment analysis using listening/tracking Tools like Talkwalker/Meltwater/etc., engagement metrics, conversion funnels, trend analysis, and data visualization (charts, graphs, and tables). These insights shall be leveraged to refine the overall communication strategy.	Kindly confirm whether licenses/subscriptions for premium tools such as Talkwalker, Meltwater, etc., will be reimbursed or are to be included within the agency's scope.	Licenses/subscriptions for premium tools to be included within the agency's scope.
24	Section - Indicative Scope of Work, S. No. 1 - PR, Point B - News Tracking & Monitoring	Page 5	Monitoring all form of media (print, digital and electronic) to evaluate qualitative and quantitative exposure generated. The news findings to be submitted to department/corporation/agency daily.	Kindly provide an indicative list of TV channels and electronic media platforms to be monitored under the scope of work.	The list would be shared at the time of onboarding with department/ corporation/ agency.
25	Section - Instruction to Bidders	Page 16	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.	Joint Venture Allowed for upto 2 people. Lead Bidder and JV partner to jointly meet the technical and financial criteria	As per RFP

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26	Section - Categorization of PR and Social Media Management agencies, Tier - 2	Page 10	Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual sales turnover: The bidder should have Average Annual Financial Turnover from PR and Social Media Management services during the last 3 financial years as mentioned below- 1. Tier-1: Rs. 10 crores and above 2. Tier-2: Rs. 2 crores up to Rs. 10 crores	Reduce the average turnover for Tier-2 to 1 crore.	As per RFP
27	Section - Categorization of PR and Social Media Management agencies, Tier - 2	Page 10	Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual sales turnover: The bidder should have Average Annual Financial Turnover from PR and Social Media Management services during the last 3 financial years as mentioned below- 1. Tier-1: Rs. 10 crores and above 2. Tier-2: Rs. 2 crores up to Rs. 10 crores	For agencies operating at the regional level—particularly those whose primary area of operation involves working with government departments—achieving an average annual turnover of ₹2 crore proves to be a practically challenging task. Therefore, the turnover threshold for the Tier-2 category be kindly considered for reduction from ₹2 crore to ₹90 lakh, thereby ensuring the broad-based participation of experienced and competent regional agencies.	As per RFP
28	Section - Bid Submission	Page 17	Chartered accountant certified along with UDIN mentioned annual turnover certificate for the last three financial years (i.e. 2022-23, 2023-24 and 2024-25) in the format set out in Appendix E.	The eligibility criteria currently are the financial years 2022-23, 2023-24, and 2024-25. In this regard, I request that the definition of “previous three years” also include the financial year 2025-26.	As per RFP

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29	Section - Earnest Money Deposit & Tender Fee	Page 16	The Bidder has to deposit an initial earnest money of Rs. 1,00,000/- (Rupees One Lac only) and Tender Fees of Rs. 5,900/- (Five Thousand Nine Hundred only) in the below Chhattisgarh Samvad Bank A/C.	At present the EMD amount for both the categories (Category A and Category B) is set equally at ₹1,00,000. In this regard, I humbly submit that: 1. The EMD amount for Category A and Category B should be determined separately. 2. There should be a difference in the EMD according to the scope of work of the category and the price of the category. This will make the delivery of services for different levels of agencies more balanced and practical. If the objective is to ensure participation of only serious agencies, then increasing Category B EMD from ₹1 lakh to ₹5 lakh may be a more effective option.	As per RFP

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30	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point B - Minimum social media content production mandate	Page 7-8	Minimum social media content production mandate	The provision of posting 18 times per day does not appear to be practically viable; furthermore, placing excessive emphasis on *quantity* within a content strategy will not yield the desired results. 1. During specific events or special occasions, anywhere from 50 to 100 posts may be published in a single day, depending on requirements. 2. Excessive posting reduces audience engagement. 3. Followers turn off notifications 4. The reach and effectiveness of the content is affected. 5. Paying too much attention to quantity affects the quality of content. Therefore, quality and engagement based approach will be more effective and result oriented.	As per RFP
31	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point B - Minimum social media content production mandate	Page 7-8	Minimum social media content production mandate	Currently, all platforms (Facebook, X, Instagram, YouTube) have been viewed through a uniform lens; however: The algorithms and audience behaviors of these platforms differ and their performance dynamics vary; Therefore, formulating platform-specific strategies and KPIs would be a more effective approach.	As per RFP

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32	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	Current growth targets and anticipated results do not fully align with actual circumstances, because: 1. Organic reach is becoming increasingly limited. 2. Achieving rapid growth solely through organic channels is difficult. 3. Attaining desired results amidst immense content pressure becomes a challenging task. Therefore, it would be appropriate to set growth expectations in accordance with realistic parameters.	As per RFP
33	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	Taking into account the expectations of various departments (likes, reach, subscribers), it is essential to allocate a separate budget specifically for performance marketing, thereby ensuring that the results are superior and measurable.	As per Corrigendum

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34	Section - Bid Submission	Page 17	Chartered accountant certified along with UDIN mentioned annual turnover certificate for the last three financial years (i.e. 2022-23, 2023-24 and 2024-25) in the format set out in Appendix E.	Include FY 2025-26 in Turnover Assessment: Since the current financial year is nearing its close, we recommend that turnover be assessed across FY 2023-24, FY 2024-25, and FY 2025-26 (up to bid submission date). Excluding FY 2025-26 results in a skewed evaluation that does not reflect an agency's current operational scale and capabilities.	As per RFP

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35	Section - Categorization of PR and Social Media Management agencies, Tier - 2	Page 10	Considering the nature, type and complexity of projects, the empanelment shall be in following two (2) categories based on their annual sales turnover: The bidder should have Average Annual Financial Turnover from PR and Social Media Management services during the last 3 financial years as mentioned below- 1. Tier-1: Rs. 10 crores and above 2. Tier-2: Rs. 2 crores up to Rs. 10 crores	Revise Turnover Eligibility for Tier-2 Category: Work orders issued by CG SAMVAD and state departments are processed at L1 rates. Social media management contracts, for instance, carry a monthly retainer of approximately Rs. 35,000/- per department. An agency managing 10-12 government departments simultaneously would therefore have a structurally capped turnover- not due to limited capacity, but due to government-regulated pricing. Setting an unrealistically high minimum turnover would unfairly exclude such proven performers. Recommended thresholds for Tier-2: • If FY 2023-24, 2024-25 & 2025-26 are considered: Rs. 1.5 Crore – Rs. 10 Crore • If FY 2022-23, 2023-24 & 2024-25 are considered: Rs. 1 Crore – Rs. 10 Crore	As per RFP

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36	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	Mandatory Paid Amplification Budget (30% of Annual Contract Value): Organic reach on social media platforms has declined sharply due to algorithm-driven distribution. Without paid amplification, even well-crafted government content fails to reach its intended audience. We recommend that the RFP mandate a dedicated amplification budget of 30% of the total annual contract value , specified as a separate and distinct line item from the agency's service fee.	As per Corrigendum
37	Section - Indicative Scope of Work, S. No. 2 - Social Media Management, Point A - Indicative Growth in Follower and Reach	Page 6	The agency shall be responsible for handling, managing and maintaining official social media handles of the client department/ corporation/ agency and would be expected to show a minimum growth in follower count and views/reach.	• Content volume can be balanced to maintain quality and effectiveness • As experienced in handling multiple departments, approval timelines often do not align with high-frequency posting, which may need better alignment • Different platforms may require different strategies instead of uniform expectations • Focus can be on meaningful engagement and impact, not just volume of content • Creative formats can be used based on relevance and communication sensitivity • 24x7 operations may need proper shift planning and flexibility in team deployment	As per RFP

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38	Section - Project Background	Page 3	Chhattisgarh Samvad invite e-bids for Empanelment of PR and Social Media Management agencies for Government of Chhattisgarh's departments, corporations and agencies (except CMO and DPR).	Big Picture: What are we really being hired for? ● Is this pure empanelment (rate contract), or is there an immediate live mandate/project expected post selection? ● Are we pitching to be: ○ A centralised content + strategy partner, OR ○ A production-heavy execution engine (given insane volume requirements)? ● How many departments are we realistically expected to handle at once?	● This RFP is for empanelment (rate contract). Projects would come as per requirement of government department/ corporation/ agencies (client). ● The empaneled agency would act as the PR/Social media agency for the client. ● Empanelment doesn't guarantee future work. Projects would come as per client requirement.
39	-	-	-	Success Definition ● What does "success" actually look like for the client? ○ Public awareness? ○ Political perception? ○ Citizen engagement? ○ Crisis control? ● Are we optimizing for: ○ Vanity metrics (reach, followers) ○ OR real engagement + narrative shift?	In addition to metrics defined in RFP, each client would define their own KPIs.

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40	-	-	-	Audience Clarity Who are we talking to? ●Urban vs rural? ●Youth vs beneficiaries vs policymakers? Is communication for: ●Mass awareness ●OR scheme-specific targeting? ●Are there language splits beyond Hindi & English?	Each client would have their target audience depending on their requirement.
41	-	-	-	Brand Architecture Problem Are we building: ●A single umbrella narrative for “Chhattisgarh Government” ●OR multiple independent department voices? ●Is there an existing brand voice / tone guideline? ●How much creative freedom vs government protocol constraints?	Each client would have their individual brand/narrative aligning with the umbrella narrative for Chhattisgarh government.
42	-	-	-	Content Volume vs Quality Reality Check Is quality benchmarking defined anywhere? What is the approval turnaround time (since everything needs approval)? What happens if: ●approvals delay ●volume vs quality trade-offs arise?	Details to be defined at the time of onboarding with the client.

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43	-	-	-	Content Direction & Creative Boundaries Are we expected to: ●Just amplify schemes ●OR humanize storytelling (beneficiary stories, narratives)? Is humor (memes) actually encouraged or just listed? Any red lines in tone, satire, political sensitivity?	Details to be defined at the time of onboarding with the client.
44	-	-	-	Strategy Ownership vs Execution Are we: ●Strategic partners shaping campaigns ●OR executors of pre-approved government messaging? Who owns: ●campaign ideation? ●narrative direction? ●final messaging?	Details to be defined as per the client requirement.
45	-	-	-	Crisis & Real-Time Communication ●What qualifies as a crisis? ●What is the response time expectation? ●Do we have authority to respond in real-time, or only escalate?	Details to be defined at the time of onboarding with the client, as it will vary client to client.