

Clarification on PRE-BID QUERIES

Dated: 08-10-2025

Name of Work: Engagement of an Agency for 'Managing Social Media Activities of the Ministry of Education'

Reference Tender NIT No.: EdCIL/EIS&EPS/SM/2025-26 dated: 19.09.2025

1. PRE-BID QUERIES and REMARKS

S No.	Name and Details of the Bidders	Tender Document Reference(s) (Page No. & Section)	Content of Tender requiring clarification	Point of Clarification	Clause Modified/ Remarks
1	M/s SBC Exports Limited Representative Name: Bharat Raghav Designation: Director (email dt.- 22.09.2025)	Page 25- S. No. 2	Bidders having a minimum of 8 years of experience (on date of NIT) in handling Creative/ Content/ Advertisement/ PR campaigns. Should have handled at least 05 national level campaigns.	We request you that kindly reduce experience upto 5 yrs.	Bidders having a minimum of 5 years of experience (on date of NIT) in handling Creative/ Content/ Advertisement/ PR campaigns. Should have handled at least 05 national level campaigns.
2		Page 27- S. No. 2	Value of Social Media project executed by the bidder in last 03 FY (2022-23, 2023-24, 2024-25):	We have experience in Private sector from last 5 years (2020 to till date) please consider the same.	The clause is self-explanatory.
3	M/s Crayons Advertising Limited Representative Name: Saurav Bhandari Designation: Account Supervisor	Page 25- S. No. 2	Bidders having a minimum of 8 years of experience (on date of NIT) in handling Creative/ Content/ Advertisement/ PR campaigns. Should have handled at least 05 national level campaigns.	Kindly clarify whether preference will be given specifically to Digital and PR campaigns executed at the national level, or if we can also submit any national-level media and advertising campaigns.	The clause is self-explanatory.

4	(email dt.- 23.09.2025)	Page 25- S. No. 5	Document showcasing List of equipments, software for creative designing, graphic designing, video editing, etc., tie-up with any specialised media agency for the currency of contract may be provided.	a) Please confirm whether a list of available high-end equipment such as computers and software can be submitted. b) Additionally, we request clarification on the statement: "Tie-up with any specialised media agency for the currency of contract may be provided." Specifically, whether such tie-ups are mandatory and what form of documentation is required.	The clause is self-explanatory. The equipments/ software/ designing etc. is on the part of the bidder and accordingly, the costing of the same to be considered in Financial Bid.
5		Page 27- S. No. 4	Qualifications (education, general qualifications, publications, articles, previous experience within or outside the company) of the proposed staff, & Proficiency in usage of the latest Tech-Know-How for major assignments	Kindly confirm if we can submit CVs of professionals who are currently employed with our organization.	The clause is self-explanatory. Yes, the CVs of professionals employed with the bidder's organisation may be submitted.
6		Page 27- S. No. 5	Presentation of idea/concept, methodology, outline, approach, equipment and software availability, understanding scope of work, objectives, purpose of work, requirements	Please clarify whether the presentation needs to be submitted along with the bid documents, or if it will be requested at a later stage. We would also appreciate it if you could confirm the tentative date for the presentation, if available.	Yes, the presentation needs to be submitted along with the bid documents. Kindly refer clause no.- 1.1 (no.10 of table,) page no.- 7.
7	M/s Span Communications Representative Name: Shilpa Uberoi Designation: Manager (New Business) (email dt.- 24.09.2025)	Page 14- S. No. 4.2.1	PR related activities for MOE	What is the frequency for PR activities?	As followed in present times by the Ministries in GOI.
8		Page 14- S. No. 4.2.1.3	Drafting and issuance of press releases suitable to ensure wide media coverage in National dailies across States.	We request you to provide the frequency of the coverages required.	As followed in present times by the Ministries in GOI.
9		Page 14- S. No. 4.2.2.3	Monitoring coverage in print, TV and digital media effective damage control arisen out of erroneous and misleading media reports.	We understand that the only online content would need to be monitored. Please clarify if the agency needs to plan for a media analytics tool separately. Please clarify.	The clause is self-explanatory. The bidder may keep factor for media analytics tools while submitting the bid.
10		Page 15- S. No. 4.2.3.11	Live coverage of the event: Facilitate live coverage of Ministry's event through live tweeting, Facebook live, etc. at various social media platforms of MoE. A minimum of 12 such events would be required to be covered live in an year.	We understand that the agency only needs to cover the event in form of content coverage and tweeting and not the set-up of live coverage through equipment. Please clarify	The clause is self-explanatory

11		Page 25-26- S. No. 6.1 (Table S no.-6)	The bidder must have managed popular Social Networking platform/s such as Facebook, Instagram, LinkedIn, Twitter, etc. for Government/ Semi-Government/ Public Sector Undertaking with at least 1 lakh followers/ reach/ reviewing the content on a topic of page in last 03 years.	We understand that we need to share the social media handles with followers base of at least 1 lakh followers/reach/reviewing of our clients. Please clarify.	The clause is self-explanatory
12		Page 27- S. No. 5	Presentation of idea/concept, methodology, outline, approach, equipment and software availability, understanding scope of work, objectives, purpose of work, requirements	We understand that the presentation need not be submitted with the tender and only shortlisted agencies would be called for presentation. Please clarify.	The clause no.- 6.2.b.i.a of page no.- 28 is self-explanatory.
13		Page 58- Annexure XV	Annexure XV	We understand that this would be filled by the selected agency, we only need to sign and stamp for the RFP purposes only.	No Comments
14		Page 68- FIN.FORM-II(B)	FIN.FORM-II(B)	We request you to add the cost of retainership for the project as the scope of work also has PR, tools for monitoring etc. and do not just cover the resource cost.	The clause is self-explanatory. The bidder may keep factor for such activities, tools while submitting the bid.
15	M/s PivotRoots Digital Pvt Ltd Representative Name: Justin Nathan Designation: Senior Executive (Tendering) (email dt.- 24.09.2025)	Page 25- (Table S. No. 4)	The bidder must have a full-fledged set up in Delhi NCR.	We request you to kindly permit the submission of a valid Rent Agreement as acceptable documentary evidence of office presence in NCR, in lieu of GST registration at that address. This will help agencies operating from leased premises to participate without any disadvantage.	The clause is self-explanatory
16		N.A.	(Proof of address of Registered Office under GST)	Reference to Past Work Executed for EdCIL We would also like to highlight that PivotRoots has successfully executed large-scale digital marketing campaigns for EdCIL under the Study in India initiative. We trust this past experience will be considered favorably during the evaluation process.	No Comments

17	M/s Wintech Marketing Pvt Ltd. Representative Name: Unnati Mittal (email dt.- 24.09.2025)	Page 25- (Table S. No. 3)	The average of the annual turnover for the past three financial year i.e. 2022-23, 2023-24 and 2024-25, should not be less than Rs. 10 (ten) crore. The bidder should have a positive net worth & Profitability in the last 3 FY as above.	We respectfully submit that this threshold is disproportionately high in relation to the estimated project cost of ₹2 crore. As per general procurement norms, the turnover requirement is typically prescribed at 2-3 times the estimated tender value. Accordingly, we request that the requirement be revised, or suitable relaxation be provided for MSMEs, to ensure wider participation without compromising quality.	The average of the annual turnover for the past three financial year i.e. 2022-23, 2023-24 and 2024-25, should not be less than Rs. 05 (five) crore. The bidder should have a positive net worth & Profitability in the last 3 FY as above.
18	M/s INCL Digitech Media Pvt Ltd Representative Name: Anshika Singh	Page 62- Annexure XVIII	Annexure XVIII	we request you to kindly confirm whether these documents are required to be submitted along with the Technical Bid at the time of bid submission, or if they will be required only at the time of Presentation.	The necessary submissions as per the relevant clause needs to be done.
19	Designation: Tender Executive (email dt.- 24.09.2025)	Page 25- (Table S. No. 3)	The average of the annual turnover for the past three financial year i.e. 2022-23, 2023-24 and 2024-25, should not be less than Rs. 10 (ten) crore. The bidder should have a positive net worth & Profitability in the last 3 FY as above.	We are a Registered MSME (Micro, Small & Medium Enterprise). In view of this, we request your kind consideration to reduce the turnover requirement or provide relaxation in the turnover criteria, if applicable.	The average of the annual turnover for the past three financial year i.e. 2022-23, 2023-24 and 2024-25, should not be less than Rs. 05 (five) crore. The bidder should have a positive net worth & Profitability in the last 3 FY as above.
20	M/s Maxposure Ltd Representative Name: Sasha Somya Designation: Clint Aquisition & Management Head (pre-bid meeting dated 24.09.2025)	Page 14 - Clause No.4.2.1(3)	Drafting and issuance of press releases suitable to ensure wide media coverage in National dailies across States.	Could you clarify the number of states to be covered for PR Activities and whether there is any benchmark for the minimum number of press releases per month?	National and International coverage as & when required, and as followed in present times by the Ministries in GOI.
21		Page 14- Clause No.4.2.1(7)	Sentimental Analysis, Online Reputation Management (ORM), and responding to posts/ comments as required.	Could you clarify whether the cost of media monitoring and analytics tools (e.g., ORM, sentiment analysis software) should be included within the overall bid amount, or quoted and considered separately?	The clause is self-explanatory. The bidder may keep factor for such activities, tools while submitting the bid.
22		Page 14- Clause No.4.2.1(4)	To Liaison with PIB, Media Houses/ Publications/ Digital Media entities, etc for regular dissemination of coverage of the Ministry news.	What is the expected frequency of press releases, limited to event-based occasions, or should they also cover routine updates on policies, schemes, and achievements?	As followed in present times by the Ministries in GOI.

23		Page 14- Clause No. 4.2.2 (1)	To create a credible contingency plan to effectively handle crisis and emergencies.	1. Do you already have a crisis communication guideline/framework prepared, or should the agency design a separate comprehensive booklet/manual? 2. Would the scope also include organizing press conferences during crisis or routine communication? If yes, could you please specify the expected number per quarter?	The clause is self-explanatory
24		Page 14- Clause No. 4.2.1 (6)	Preparation of monthly analytical reports on the basis of Education sector media coverage.	Does this include tracking of online media or offline too?	As per the industry standards and in practise under various Government departments.
25		Page 14- Clause No. 4.2.1 (3)	Drafting and issuance of press releases suitable to ensure wide media coverage in National dailies across States.	Could you clarify if this is online media or offline too?	The clause is self-explanatory
26		Page 14- Clause No. 4.2.2 (1)	To create a credible contingency plan to effectively handle crisis and emergencies.	Could you clarify if this is to cover both offline and online media?	The clause is self-explanatory
27		Page 15- Clause No.4.2.2	N.A.	What will be the approval process for crisis communication responses, will there be pre-approved templates, or will each response require case-by- case clearance from the Ministry?	As per the requirement of the Ministry.
28		Page 15- Clause No.4.2.3 (11)	Live coverage of the event: Facilitate live coverage of Ministry's event through live tweeting, Facebook live, etc. at various social media platforms of MoE. A minimum of 12 such events would be required to be covered live in an year.	Are these events to be held in Delhi or across the country?	National and International coverage as & when required, and as followed in present times by the Ministries in GOI.
29		Page 15- Clause No. 4.2.3 (1, 3, 4)	Daily Creatives and Updates	1- Koo as a platform has been discontinued. Request to remove. 3 and 4- Could you clarify if there is any Minimum number of daily posts expected per platform?	As per the requirement of the Ministry.
30		Page 16- Clause No.4.2.4 (6- C)	Ensure that the viewership over all the Social Media platforms of MoE increases substantially and increase its reach within a period of 06 months from the date of start of work	Could you clarify if there are any predefined targets related to viewership growth?	The clause is self-explanatory

31		Page 16- Clause No.4.2.4 (Note)	Social Media Team, consisting of 15 resources, is to be deployed as per requirement of the Ministry. They should have the requisite skill sets (as mentioned in Annexure- XVIII)	1. Could you clarify whether any PR resource is also required as part of the team, since Annexure XVIII only mentions social media-related content roles? 2. Will all the 15 resources be deployed at the Ministry? Will internet and space be provided?	The clause is self-explanatory
32		Page 17- Clause 4.2.8.2	The agency should provide technical support 24x7 for maintenance of MoE's various Social Media Platforms through in-house staff.	Are there two shifts expected from the team to support the project for 24X7 availability?	The clause is self-explanatory
33		Page 27- Clause No. 6.2 (B- 3)- The evaluation Criteria- Point 3	Technical Evaluation Criteria- No. of Clients, Government/ Semi Government/ Public listed organizations serviced in last 03 FY (2022-23, 2023-24, 2024-25):	Could you clarify whether we can provide details of private and International Clients.	The clause is self-explanatory
34		Page 32- Annexure II	Project Details – Experience of Previous Social Media Assignments	Could you clarify what is meant by "Page Number" in this context?	No Comments
35		Page 33- Annexure II (Note)	Please provide documentary evidence from the client i.e. copy of Work Order/ Contract/Completion certificate for each of the assignments shown by the Agency	Could you clarify what documents need to be submitted for ongoing projects/	The clause is self-explanatory
36		Page 7- Clause 1.1	Last date and time for Submission of Bids	The RFP specifies the last date and time for bid submission as 06.10.2025. In view of the holidays during that week owing to Gandhi Jayanti and Dusshera, we would like to request an extension for the submission by a week- i.e 13th October.	Last date and time for submission of bids is extended. The bid should be submitted by 13.10.2025 up to 11:00 hours.
37		Page 51- Annexure- XI	Curriculum Vitae (CV) for Proposed Team Personnel	Annexure XI asks for staff work experience over the last ten years, but the minimum required experience is listed as 3–5 years. Is it a typo?	The clause is self-explanatory
38		Page 62- Annexure- XVIII	Team Personnel: Qualification and Experience	While this is a Social Media project tender, the team requirement doesn't include any candidate (except the team leader-creative head) with Social Media Marketing experience. A project like this	The clause is self-explanatory

				should include atleast 1 SMM person. Please confirm.	
39	M/s AdGlobal360 India Pvt Ltd Representative Name: Deepak Arya Designation: Clint Aquisition & Management Head (email dt.- 24.09.2025)	Page 25- 6.1 Technical Eligibility Criteria for the Agencies	Bidders having a minimum of 8 years of experience (on date of NIT) in handling Creative/ Content/Advertisement/ PR campaigns. Should have handled at least 05 national level campaigns.	We request you to kindly provide relaxation on this point and allow a minimum of 5 years of experience in the same.	Bidders having a minimum of 5 years of experience (on date of NIT) in handling Creative/ Content/ Advertisement/ PR campaigns. Should have handled at least 05 national level campaigns.

Note: The clarifications above are based on pre-bid meeting held on 24.09.2025, and emails/ letters received by prospective bidders/ agencies.

CGM (EIS/EPS)