

## **Clarification on PRE-BID QUERIES**

Dated: 21-04-2026

**Name of Work:** 'Engagement of an Agency for Media Advocacy, Digital Outreach and Social Media Management for NCERT and its digital initiatives'

**Reference Tender NIT No.:** EdCIL/EIS&EPS/SM/2026-27/01 dated: 10.04.2026

### **1. PRE-BID QUERIES and REMARKS**

<b>S No.</b>	<b>Name and Details of the Bidders</b>	<b>Tender Document Reference(s) (Page No. &amp; Section)</b>	<b>Content of Tender requiring clarification</b>	<b>Point of Clarification</b>	<b>Clause Modified/ Remarks</b>
1	M/s Puretech Digital	Annexure-XVIII, Page No.- 63 to 70	TEAM PERSONNEL: QUALIFICATION AND EXPERIENCE	As per Annexure-XVIII, a total of 20 resources are indicated for project execution. Kindly clarify whether all 20 resources are required to be deployed from Day-1, or whether deployment may be phased based on campaign and operational requirements.	The clause is self-explanatory.
2		Annexure-XVIII, Page No.- 63 to 70	TEAM PERSONNEL: QUALIFICATION AND EXPERIENCE	Kindly clarify whether organizational social media management for NCERT (Part-A) and campaign-based media advocacy for NCERT digital initiatives (Part-B) are expected to operate simultaneously throughout the contract period, or only during defined campaign phases.	The clause is self-explanatory.
3		Annexure-XVIII, Page No.- 63 to 80	Summary of Estimated Annual Outlay	The media budgets indicated in Annexure-XVIII (approximately ₹6.99 Cr excluding GST) are mentioned as indicative. Kindly clarify whether these represent assured minimum annual spends, or upper ceilings subject to NCERT approvals and availability of funds.	The clause is self-explanatory.

4	FORM FIN-II C, Page No.- 77	FORM FIN-II C	As per FIN-FORM II(C), bidders are required to quote an agency margin. Kindly clarify whether the agency margin is required to be quoted as a uniform percentage across all components (retainership, print, outdoor, digital media buying, SEO), or whether component-wise margins are permissible.	The BOQ is self-explanatory. <b>The agency is required to quote their % margin in +(plus) or -(minus) as per their wish.</b>
5	Annexure-XVIII, Page No.- 63 to 70	Inorganic Ads	For Print Media Advocacy activities, kindly clarify whether bidders are required to strictly follow DAVP rates, or whether market-negotiated non-DAVP rates may be considered with prior approval from EdCIL/NCERT.	The clause is self-explanatory.
6	Clause 5.11, Page No.- 21	to vary the quantities or value of the work and/or resources up to 100% of the original contract value	The RFP provides for increase or decrease of manpower deployment by up to 100% during the contract period. Kindly clarify whether, in such cases, the per-resource remuneration shall remain on a pro-rata basis as quoted in the financial bid.	The clause is self-explanatory.
7	Clause 5.13, Page No.- 21	<p>Delayed Deliverables: If the Deliverables not made within the due timeline for any reason under the control of the successful bidder, the EdCIL reserves the right to impose Liquidated damages (LD) @ 0.5% plus GST per week from the date of delay in delivering of the content/ graphic/ video content, etc. and the maximum LD shall be 10% of the contract value/ rate. The LD shall be applied only on the portion of deliverables not submitted within the stipulated time period for reasons under the control of the Agency.</p> <p>Once the maximum LD is reached, EdCIL has the right to terminate the contract without any liability to cancellation charges and encash the submitted performance guarantee/s submitted by successful bidder.</p>	Clause 5.13 provides for levy of Liquidated Damages for delayed deliverables. Kindly clarify whether LD shall be applicable in cases where delays arise due to client-side approvals or dependencies beyond the agency's control.	The clause is self-explanatory.

8		Clause No.-5.10.4, Page No.-19	The initial period of engagement shall be 12 months, which may be extended for a further period of up to 24 months, subject to requirement and satisfactory performance.	The contract is for a duration of 12 months, extendable up to 24 months based on performance. Kindly clarify whether, in case of extension, commercial terms including rates and agency margins shall remain unchanged, or be subject to renegotiation.	In case of extension, EdCIL reserves its right for negotiation on increase in volume of work.		
9		Clause No.- 6.1, Point-4, Page No.-26	The bidder must have a full-fledged set up in Delhi NCR	As per Technical Eligibility Criteria (Clause 6.1, Point 4), the bidder is required to have a full-fledged set-up in Delhi NCR. Kindly clarify: (a) If the bidder does not have a direct office in Delhi NCR but has a 100% fully owned subsidiary or group company with an operational office in Delhi NCR, whether the same can be considered as meeting the eligibility requirement. (b) If the above is not acceptable, whether submission of a formal undertaking or declaration to establish a full-fledged office in Delhi NCR prior to commencement of the contract or upon award of work would be considered acceptable.	The clause is self-explanatory.		
10	M/s AdGlobal360 Private Limited	Clause 4.2.3, Page No.-15	Creation of relevant blogs and forums wherein the participation of targeted audience can be invoked.	Kindly confirm whether there is an existing blog platform currently in place.	The bidder may visit NCERT website for details.		
11				What is the expected number of blogs/articles to be produced per month?	This shall be done as per the directions of NCERT.		
12				Are there any defined themes, categories, or editorial guidelines to be followed?	As per the industry standards and in practise under various Government departments.		
13				Clause 4.2.4 , Page No.-15	Media Advocacy and Marketing Campaigns for NCERT's Digital Initiatives	Will separate budgets be allocated for: Inorganic social media campaigns (Meta, etc.) Search Engine Marketing (Google Search & Display Ads)?	The RFP is self-explanatory.
14						Is the media spend included within the tender value, or will it be provided separately by the client?	The RFP is self-explanatory.

15				If included, what is the indicative monthly budget allocation expected?	The scope is clearly defined in RFP.
16				Kindly clarify the number of websites, microsites, and landing pages to be covered under SEO.	This shall be done as per the directions of NCERT.
17				Should SEO be implemented across platforms such as SWAYAM, DIKSHA, etc., or limited to EdCIL/NCERT-owned properties?	The scope is clearly defined in RFP.
18		Clause No.- 4.2.4.2.d, Page No.-16	SEO: Implementing Search Engine Optimization (SEO) strategies to improve the organic visibility of NCERT's digital resources and initiative-specific landing pages	What are the success metrics for SEO performance: Keyword rankings (SERP-based)? Organic traffic growth? Engagement metrics?	This shall be done as per the directions of NCERT.
19				If keyword-based evaluation is expected: Is there a predefined keyword list? Or is the agency expected to propose keywords as part of the strategy? If predefined, request sharing of priority keywords (5–10) and relevant website URLs.	This shall be done as per the directions of NCERT.
20		Clause No.- 4.2.5.3, Page No.-16	Deploy Large Language Model (LLM) powered conversational agents on official channels to automate routine queries (e.g., how to access PM eVIDYA channels, DIKSHA app download, SWAYAM course registration, NEP guidelines, NCERT publication details).	Regarding deployment of LLM-powered conversational agents: Should the chatbot operate in English only or be bilingual (Hindi & English)? Kindly provide a use-case example or expected workflow for better understanding.	This shall be done as per the directions of NCERT.
21		Clause No.- 4.2.7 & 4.2.8, Page No.-18	Storage of all raw footage, creatives, processed content, and campaign archives in digital formats for future reference and reuse.	Will the content storage infrastructure (servers/cloud/storage devices) be provided by EdCIL/NCERT?	No
22				If not, is the agency expected to procure and manage storage solutions within the project scope?	Yes
23				What is the expected number of social media posts per month (platform-wise, if applicable)?	This shall be done as per the directions of NCERT.
24		Social Media & Content Deliverables		Are there any defined KPIs or targets (followers, engagement rate, reach, etc.)?	This shall be done as per the directions of NCERT.
25				What is the expected volume of blogs/articles and newspaper publications per month?	This shall be done as per the directions of NCERT.

26		Performance Marketing		Is there a requirement to run: Awareness campaigns on Meta platforms? Lead generation campaigns via Google Ads?	The RFP is self-explanatory.
27				Are there specific campaign objectives defined (awareness, traffic, leads, conversions)?	The RFP is self-explanatory.
28		SEO & Growth Targets		Are there monthly targets defined for: Website traffic Keyword rankings Social media growth (followers, engagement)?	This shall be done as per the directions of NCERT.
29	M/s Crayons Advertising Limited	Clause No.-1.1, Point-3, Page No.-7	Estimated Cost= Rs. 7,50,00,000/- Plus GST	Kindly clarify the discrepancy, as the RFP mentions an estimated cost of Rs. 7.5 Cr, whereas on page 77 (Breakdown of Budget and Agency Margin), the amount is stated as Rs. 6,99,60,000/-.	The conditions of the tender are very clear in this regard.
30		Clause No. 6.1 Point-2, Page No.-26	Should have handled at least 05 national level campaign	Kindly clarify whether "national-level campaigns" include Print Media, OOH, TV, Radio and Digital Campaign. Also, specify the applicable time period (years).	Yes
31		Clause No. 6.1 Point-5, Page No.-27	The bidder must have in-house development facilities for creatives designing, production and editing of content in all forms for all mediums including video in high-definitions, research based technical contents, etc. 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.	Kindly clarify whether submission of a declaration is sufficient. Also, confirm if documents such as a list of equipment, software for creative/graphic design and video editing, and tie-ups with specialized media agencies for the contract period are required.	Yes, submission of a self-declaration along with list of equipments, software etc. is sufficient.

32		Clause No. 6.2.2 Point-1, Page No.-28	Value of Social Media project executed by the bidder in last 03 FY (2023-24, 2024-25, 2025-26): a. Minimum one project value between Rs. 2.50 Crore to Rs. 3.50 Crore= 5 Marks b. Minimum one project value more than Rs. 3.50 Crore up to 5.50 Crore= 10 Marks c. Minimum one project value of more than Rs. 5.50 Crore up to 7.70 Crore= 15 Marks d. Minimum one project value of more than Rs. 7.70 Crore= 20 Marks	Kindly consider the projects executed by the bidder during the last three financial years (2023-24, 2024-25, 2025-26) as per the following criteria: a. At least one project with a value between ₹1.00 Crore and ₹1.50 Crore – 5 Marks b. At least one project with a value above ₹1.50 Crore and up to ₹2.50 Crore – 10 Marks c. At least one project with a value above ₹2.50 Crore and up to ₹5.00 Crore – 15 Marks d. At least one project with a value above ₹5.00 Crore – 20 Marks	No Change
33		Clause No. 6.2.2 Point-2, Page No.-28	No. of Clients, Government/ Semi-Government/ Public listed organizations serviced in last 03 FY (2023-24, 2024-25, 2025-26): Less than 5 = 5 Marks >=5 & <10 = 10 Marks >=10 & <15= 15 Marks >=15 = 20 Marks	Kindly consider below mentioned:- No. of Clients, Government/ Semi-Government/ Public listed organizations serviced in last 03 FY (2023-24, 2024-25, 2025-26): Less than 5 = 10 Marks >=5 & <10 = 15 Marks >=10 = 20 Marks	No Change
34		Clause No. 6.2.2 Point-4, Page No.-29	Presentation of idea/concept, methodology, outline, approach, equipment and software availability, understanding scope of work, objectives, purpose of work, requirements	Kindly clarify whether the presentation is to be submitted along with the technical documents.	Yes
35	M/s Goldmine	Clause No.- 6.1, Point-3, Page No.-26	a. The average annual turnover for the past three financial year i.e. 2023-24, 2024-25 and 2025-26, should not be less than Rs. 75 Crores (Rs. Seventy-Five crores). b. The annual turnover should be more than 150 Crores in any of the past three financial year i.e. 2023- 24, 2024-25 and 2025-26. c. The bidder should have a positive net worth & Profitability in the last 3 FY as above	In line with MSME relaxation norms, we request the authority to allow MSME registered bidders an exemption Turnover Criteria. Or We request the authority to kindly consider this clause as minimum average annual turnover of Rs. 25.00 Crores for the past three financial year i.e. 2022-23, 2023-24, and 2024- 25, to encourage wider participation.	No Change

36	M/s MaxPosure	Clause No.- 6.1, Point-3, Page No.-26	<p>a. The average annual turnover for the past three financial year i.e. 2023-24, 2024-25 and 2025-26, should not be less than Rs. 75 Crores (Rs. Seventy-Five crores).</p> <p>b. The annual turnover should be more than 150 Crores in any of the past three financial year i.e. 2023-24, 2024-25 and 2025-26.</p> <p>c. The bidder should have a positive net worth &amp; Profitability in the last 3 FY as above.</p>	<p>As per the tender conditions, bidders are required to have an annual turnover of ₹150 Crores during the last three financial years. In this regard, we submit that the estimated cost of the project is ₹7 Crores, and the prescribed turnover requirement appears to be disproportionately high.</p> <p>As per established procurement principles of the Central Vigilance Commission (CVC), eligibility criteria should be reasonable, proportionate to the scope of work. Typically, turnover requirements are kept within 1 to 3 times the estimated project cost and this Tender's requirement is more than 20 times the estimated project cost.</p> <p>In view of the above, we humbly request you to kindly review and rationalise the turnover requirement to a more proportionate level.</p>	No Change
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**Note:** The clarifications above are based on pre-bid meeting held on 17.04.2026, and emails/ letters received by prospective bidders/ agencies.

Chief General Manager (EIS/EPS)