

Query and Clarification for Hiring of an agency for developing Film on Women Empowerment, Rural Entrepreneurs and Promotion in Social Media Platform and collaboration with our Social Media Platform vide Ref no BRLPS/Proj-Comm/2506/25 dated 05/08/2025 (Eproc 2.0 Tender Id- 107305).			
SN	RFP document reference(s) (Section & page number)	Content of RFP requiring clarification(s)	Points of clarification
1	Point no 4 of 8.1.2 Technical evaluation criteria :- Amplified reach and engagement		<p>The marking criteria for the key anchor for at least 02 million followers is modified which is attached as Annexure B with this Query and Clarification.</p> <p>Earlier Technical Qualification (TQ) criteria (Technical Score = ST) attached with issued Bid document vide Ref no BRLPS/Proj-Comm /2506/25 dated 05/08/2025 will not be consider for evaluation</p>
2	CV of Key Anchor		<p>Key Anchor should have at least 02 million followers / subscriber in any social media handles. Bidder needs to provide links of social media handle of the Key Anchor.</p> <p>CV of Key Anchor needs to be uploaded at Eproc 2.0 portal. The marks allowed for CV for Key Anchor is 10 marks out of 100 marks. Hence, Marks allowed under 8.1.2. Technical Qualification (TQ) criteria (Technical Score = ST) is modified which is attached as Annexure B with this Query and Clarification.</p> <p>Earlier Technical Qualification (TQ) criteria (Technical Score = ST) attached with issued Bid document vide Ref no BRLPS/Proj-Comm/2506/25 dated 05/08/2025 will not be consider for evaluation.</p>
3	8.1.1. Pre-qualification (PQ) criteria		<p>It is clarified that Key Anchor of Bidders should have at least 02 million followers / subscriber in any social media accounts. Bidders have to submit analytic report of Key Anchor social media account for 02 million followers / subscriber. 8.1.1. Pre-qualification (PQ) criteria is modified which is attached as Annexure A with this Query and Clarification.</p> <p>Earlier 8.1.1. Pre-qualification (PQ) criteria attached with issued Bid document vide Ref no BRLPS/Proj-Comm/2506/25 dated 05/08/2025 will not be consider for evaluation.</p>
4	Start up Registration	The tender mentions the need for both Bihar Startup and All India Startup registrations. We currently hold only All India Startup registration so is it acceptable	It is clarified that Start up registration is not mandatory for submission of bid.

5	Terms of Reference		It is mandatory that Key Anchor will shoot all videos (Entrepreneur videos and panel discussion) as per Terms of Reference of BRLPS.
6	YouTube Ads Budget	As per the tender, ads are to be run on YouTube. We need a clarification on the ad expenditure part that the spent amount will be included or excluded in the proposed budget.	It is clarified that Advertisement is not required. The full videos and reels developed by Key Anchor for BRLPS will be posted on their own social media accounts.
7	Social Media Platforms	Kindly specify the list of social media platforms will be used for posting the videos and stories (e.g., Face book, Instagram, YouTube, X, etc.).	It is clarified that the Key Anchor should promote the developed videos on his/her Facebook, Instagram, YouTube, X and LinkedIn accounts.
8	Key Anchor Requirement	For the Key Anchor mentioned, what are the criteria to select, should we focus on reach or their subscribers?	It is clarified that the selection criteria of the Key Anchor will be based on subscriber, and the Key Anchor should have work in the field of popularizing Women empowerment initiatives / Start-up/ Infotainment/ Edutainment/ Entrepreneurship development initiatives.
9	Scope of Work – Collaboration with Social Media Influencers (Pg. ~20) Collaboration with Social Media Influencers to broadcast and telecast the stories	How many influencers are expected? Should they be Bihar-based only or can national influencers be engaged?	It is clarified that 01(one) Key Anchor is required.
10	Deliverables Table – Development of inspiring videos (Pg. ~22)10 videos of identified entrepreneurs and micro enterprises	Is there minimum/maximum duration per video? Should they be documentary-style or promotional?	It is clarified that Duration of each video shall be of 05-10 minutes. Both promotional and documentary style videos are required to be developed.
11	Deliverables Table – Panel discussion with stakeholders (Pg. ~22) Panel discussion with stakeholders by Senior Key Anchor – 10	Will BRLPS arrange venue and participants or should agency include in budget?	It is clarified that BRLPS will provide the list of participants for panel discussion and Venue shall also be arranged by BRLPS.
12	Deliverables Table – Number of Reels (Pg. ~22)	Is this strictly 2 reels per entrepreneur, or can reels also be created from panel discussions/leadership interviews?	It is clarified that the 40 reels from 40 entrepreneurs are required by BRLPS.
13	40 reels (30–60 seconds)		It is clarified that the reels will be developed on Women Entrepreneur as well as from Panel discussion.

14	Deliverables Table – Digital Advertising (Pg. ~22)	What is the expected number of campaigns per platform?	It is clarified that total 20 campaigns each in Face book, Instagram, YouTube, X and LinkedIn is required.
15	Ads featured on YouTube, Facebook/Twitter... and collaboration with our Social Media Platform	Is there a minimum ad spend requirement?	It is clarified that Ad spend is not required for BRLPS.
16	Scope of Work – Dedicated Portal (Pg. ~20)Dedicated portal to be created as part of this project	Is this a separate standalone website or a page within BRLPS site? If separate, what is the expected number of sections/pages?	It is clarified that no Dedicated portal to be created as part of this project by the bidder.
17	Scope of Work – Dedicated Portal (Page ~ 19–20) Publishing on a dedicated portal	Should the agency build and host this portal, or will BRLPS provide it?	It is clarified that no Dedicated portal to be created as part of this project by the bidder
18	General – Tender Information Estimated cost/budget for the assignment	Is there any estimated budget or upper cost limit allocated for this project that bidders should be aware of?	It is clarified that Bidder must quote Lump Sum rate as per Terms of Reference of BRLPS.
19	Private Project Consideration	We also need a clarification that, will the private projects will be considered under our previous work done?	It is clarified in 8.1.1. Pre-qualification (PQ) criteria as attached with this query and clarification as Annexure-A
20	Page no 28, 8 - Criteria for evaluation 8.1.1 Pre-Qualification Criteria point no 2	Kindly change minimum turnover of Rs 5 crore to 01 crore since the total amount of the work is less than 1 crore	Same as per Bid
21	Annual Turnover Requirement	Kindly confirm if there is any scope for flexibility in the stated annual turnover criteria.	Same as per Bid
22	DAVP CBC empanelment	Kindly add that the company should be DAVP empanelled company.	Same as per Bid
23	Point no 4-firm specific experience	Kindly reduce it to from 1 crore to 50 lacs.	Same as per Bid
24	8.- Criteria for evaluation		It is clarified that experience of bidder would only be considered if it is related to relevant work as per Terms of Reference attached with the bid document.
25	Terms of Reference (ToR)--Expected Outcomes mentioned in activity table point no 6 :--Digital Advertising: Ads featured on YouTube,Face book/Twitter, and other website/Media Platform		It is clarified that Para," Digital Advertising: Ads featured on YouTube,Face book/Twitter, and other website/Media Platform andcollaboration with our Social Media Platform" is deleted from Terms of Reference from

	and collaboration with our Social Media Platform.	BRLPS.
26	Terms of Reference (ToR)--Content Creation-Collaboration with Social Media Influencers to broadcast and telecast the entrepreneurial/success stories	It is clarified that Para ,” Collaboration with Social Media Influencers to broadcast and telecast the entrepreneurial/success stories” is deleted from Terms of Reference from BRLPS.
27	Annexure 6: Form (Information and Dates)-, Point no 11 regarding Net worth as on 31-March-2025	It is clarified that bidder gives details of net worth as on 31-March-2024 in Annexure 6: Form (Information and Dates) at point no 11.
28	8.1.1. Pre-qualification (PQ) criteria , Point 5 regarding Income tax return	It is clarified that bidder should provide Documentary evidence for Acknowledgement of Income Tax Return (ITR) filled for three Assessment years (AY: FY: 2022-23, 2023-24 & 2024-25).
29	8.1.2. Technical Qualification (TQ) criteria (Technical Score = ST), Point 6 regarding , Presentation on Customized Execution and Delivery Plan for Rural Development Department, Bihar	It is clarified that only those bidders give their Presentation at BRLPS office, Patna (Bihar) who meet Pre-qualification (PQ) criteria (8.1.1.) as per issued Bid document and Query & clarification Bidder need not to upload their Presentation at Eproc 2.0 portal.
30	Bidder need to handover all the raw data/ clips to BRLPS in an external hard drive. All the clips will be sole property of BRLPS.	
31	Last date and time for submission of online bid.	The last date and time for submission of online bid is extended up to 01/09/2025 till 03:00 PM. Technical bids will be opened online on 01/09/2025 at 03:30 PM.

8.1.1 Pre-qualification (PQ) criteria		
Annexure -A		
#	Qualifying Parameter	Eligibility Criteria
1	Registration	The Bidder should be a registered entity Partnership firm (LLP) / Private limited Company/ Public Limited Company) and have been in operation for a minimum duration of 05 Years. Documentary Evidence: Certificate of Incorporation / Registration
2	Annual turnover	The Bidder should have an Annual Average Turnover of Rs. 05 (Five) crores in three financial years; 2021-22, 2022-23 & 2023-24 from consulting services in India. Documentary Evidence: CA certificate should be submitted with UDIN no / Audited financial statements should be submitted in support of Turnover.
3.	Net worth	The bidder should have positive net worth in three financial years (FY: 2021-22, 2022-23, and 2023-24). as per their audited balance sheet Documentary Evidence: The Bidder should Provide copies of the audited Balance Sheet of the company and certificate from the Chartered Accountant (mentioning UDIN) stating the net worth.
4	Firm's Specific Work Experience	The bidder must have executed and provided services with minimum contract value of order valuing Rs. 1 Crore (cumulative order value in case to services to more than one organization) to any Governments/ PSU in India in the last 5 financial years (FY 2019-20, 2020-21, 2021-22, 2022-23 & 2023-24) Documentary Evidence: Copy of Work Order/Agreement /SO/ Completion Certificate in support of completion of work.
5	Income tax return	Bidder should have valid Income tax returns for the last three financial years (FY:2021-22, 2022-23, 2023-24), issued by Income Tax Department and should have PAN Card Documentary evidence: The Bidder should provide Acknowledgement of Income Tax Return (ITR) filled for three Assessment years (AY: FY: 2022-23, 2023-24 & 2024-25).
6	GST return	The Bidder should have valid GST returns. Documentary evidence:- Provide Copy of GSTR-9 for FY: 2023-24.
7	Blacklisting/debarment	The Bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices and should not be blacklisted by any State Govt./ Central Govt./ PSU for any reason in last 5 years across India. Documentary evidence: The Bidder should provide affidavit (on a stamp paper with appropriate value) sworn before Executive Magistrate/notary of not being engaged in any fraudulent or corrupt practices and not being blacklisted by any agency / authority / or any society of the State Govt./ Central Govt. /PSU during last five financial years
8	No of followers of Key Anchor	Key Anchor of Bidders should have at least 02 million followers / subscriber in any social media accounts. Bidders have to submit analytic report of Key Anchor social media account for 02 million followers / subscriber.
Note:- Bidder who will qualify Pre Qualification will be eligible for further technical evaluation.		

8.1.2. Technical Qualification (TQ) criteria (Technical Score = ST)								
Annexure-B								
#	Criteria, sub-criteria, and point system for the scoring of Technical Bids.	Maximum Marks						
1.	Average annual turnover							
	<p>The bidder should have an annual average turnover of at least 5 Crores for FY 2021- 22, 2022- 23 and 2023-24).</p> <p>➤ 5 crores to less than 10 Crores -10 Marks</p> <p>➤ 10 crores to less than 20 Crores – 15 Marks</p> <p>➤ 20 crores or more - 20 Marks</p> <p>Audited financial statements for the relevant financial years Or</p> <p>Certificate from the Chartered Accountant or Statutory Auditor clearly stating the turnover</p>	20						
2.	Prior Experience							
	<p>The bidder must have executed and provided services with minimum contract value of order valuing Rs. 1 Crore (cumulative order value in case to services to more than one organization) to any Governments/ PSU in India in the last 5 financial years (FY 2019-20, 2020-21, 2021-22, 2022-23 & 2023-24).</p> <p>1 crore to less than 02 crores – 10 marks</p> <p>More than 02 crores – 20 marks.</p> <p>Copy of Work Order/Agreement/ /SO/ Completion Certificate in support of completion of work.</p>	20						
3	<p>The bidder must have executed and provided two (02) services each having value of minimum 50 Lakh Projects for Enterprise, MNC, Media Agency in India in the last 5 financial years (FY 2019-20, 2020-21, 2021-22, 2022-23 & 2023-24)</p> <p>02 orders each having value of 50 lakhs – 05 marks.</p> <p>03 orders each having value 50 lakhs- 7.5 marks</p> <p>04 orders each having value 50 lakhs- 10 marks</p> <p>Copy of Work Order/Agreement/ /SO/ Completion Certificate submitted in support of experience of work</p>	10						
4	<p>Amplified Reach and Engagement - The Key Anchor to have at least 2 million followers on any social account (e.g., Face book, Instagram, YouTube, X and LinkedIn).</p> <table><tr><td>02 million followers</td><td>10 marks</td></tr><tr><td>More than 02 million to 2.5 million followers</td><td>15 marks</td></tr><tr><td>More than 2.5 million followers</td><td>20 marks</td></tr></table> <p>Bidders have to submit analytic report from Social Media account in support of followers / subscriber details.</p>	02 million followers	10 marks	More than 02 million to 2.5 million followers	15 marks	More than 2.5 million followers	20 marks	20
02 million followers	10 marks							
More than 02 million to 2.5 million followers	15 marks							
More than 2.5 million followers	20 marks							
5.	<p>Overall understanding about the requirements covering all aspects. (Detailed Approach & Methodology and Implementation Plan)</p> <p>Adequacy and quality of the proposed methodology, work plan and knowledge transfer in responding to the Terms of Reference (ToR).</p> <p>3.1 Technical Approach & Methodology for this assignment</p>	10						

	3.1.1 Approach & Methodology including the organization structure to be deployed in order to facilitate the progress for the engagement – 05 marks	
	3.1.2 Work Plan – 05 marks	
6	CV of Key Anchor	10
7	Presentation on Customized Execution and Delivery Plan for Bihar Rural Livelihoods Promotion Society (JEEVIKA)	10
	Grand Total	100
Note: - Bidders will have to score at least 70% marks in the technical qualification criteria for evaluation of their financial proposal.		