


Government of Chhattisgarh
Directorate of Industries
"Udyog Bhawan" Ring Road No 1, Teilbandha, Raipur (C.G.)
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Corrigendum 02 (19-02-2025)

With reference to Notification no 879/general/2025, Date: 17.01.2025, "Request for proposal for Selection of "Professional Communication Agency for Investment Promotion and Investor Connect", the following corrigendum is made:

S. No	RFP Clause	Page No	Existing Clause	Revised Clause
1	RFP- Fact Sheet, Point 11	8	Last date and time of submission of Bid (Online)- 26-02-2025 at 5:00 PM	Last date and time of submission of Bid (Online)- 05-03-2025 at 5:00 PM
2	RFP- Fact Sheet, Point 12	8	Last date and time of submission of Hard copy of the Technical Proposal: 26-02-2025 at 5:00 PM	Last date and time of submission of Hard copy of the Technical Proposal: 05-03-2025 at 5:00 PM
3	RFP- Fact Sheet, Point 13	8	Opening of Technical Bid: 26-02-2025 at 5:10 PM	Opening of Technical Bid: 05-03-2025 at 5:10 PM
4	RFP- Section 2: Minimum Eligibility Criteria, Clause 2.1, Point 3 of the table	18	The bidder should have average annual turnover from PR activities in India of at least Rs. 10 crore in the last three financial years. (2021-22, 2022-23, 2023-24). •Bidder should have positive Net worth after tax during each of the last three financial years namely 2021-22, 2022-23, & 2023-24.	The bidder should have average annual turnover from PR activities in India of at least Rs. 7 crore in the last three financial years. (2021-22, 2022-23, 2023-24). •Bidder should have positive Net worth after tax during each of the last three financial years namely 2021-22, 2022-23, & 2023-24.
5	RFP- Section 4: Evaluation of Bids, 4.3 Scoring Methodology : Technical Proposal	29	Average Annual Turnover from PR services in the last three financial years. (2021-22, 2022-23, 2023-24) More than 10 cr. And up to 20 cr. - 5 Marks More than 20 cr. And up to 25 cr. - 10 Marks More than 25 cr. and up to 30 cr. - 15 Marks More than 30 cr. - 20 Marks	Average Annual Turnover from PR services in the last three financial years. (2021-22, 2022-23, 2023-24) More than 7 cr. And up to 15 cr. - 5 Marks More than 15 cr. And up to 20 cr. - 10 Marks More than 20 cr. and up to 25 cr. - 15 Marks More than 25 cr. - 20 Marks

This Corrigendum shall form part of the Bid documents.


Director
Directorate of Industries,
Government of Chhattisgarh
Udyog Bhawan, Teilbandha, Chhattisgarh

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

PRE-BID QUERIES

Sr No	Clause No.	As per RFP/Tender Document	Suggestion/Queries	Remarks
1.	Fact Sheet, Point 8, Pg. No. 8	Cost of RFP document: INR. 5,000.00 (Five Thousand)	We hold a valid MSME Certificate for exemption from the RFP cost. Kindly consider granting us the exemption	No Change, as per RFP.
2.	Fact Sheet, Point 9, Pg. No. 8	EMD amount: INR. 5,00,000/- (Online or original EMD as part of the Technical Bid submitted in hard copy)	We hold a valid MSME Certificate for exemption from the RFP cost. Kindly consider granting us the exemption	Clarification: No exemption for Startup's or MSME in this RFP.
3.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.1 Media Management, Point vii, Pg 10.	Promote investor road shows /conferences/ Conclave organized by DIRECTOR INDUSTRIES.	1. Roadshows 2. Events 3. live event activities 4. any media 5. other expense apart manpower	No Change, as per RFP. Clarification: The Successful bidder shall provide support in coordination with the vendors who will be selected by the department for Roadshows/ Events/Live Events/or any other activities for successful execution of the event/program in favour of the department. However, the cost for executing above mentioned activities shall be borne by the department.
4.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.2 Event Management, Clause No. I to VII, Pg 11.	On an average DIRECTOR INDUSTRIES 15-20 events / Seminar/ Roadshows during a year. The PR & Communication & Social Media Agency is expected to carry out the following work during a particular activity. I. Conceptualize, plan, and execute roadshows, events, conferences, and seminars to promote the Department's initiatives. II. Coordinate with stakeholders, including government officials, industry leaders, and experts. III. Manage event logistics, including venue selection, catering, and audio-visual arrangements. IV. Develop event marketing materials, including brochures, posters, and social media content. V. Ensure timely and successful execution of events. VI. DIRECTOR INDUSTRIES may ask the agency to		

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

		<p>facilitate during an event.</p> <p>a. Live twitting / posting on the social media platforms. Approximately 5/6 events annually.</p> <p>b. Facilitate You tube live. Approximately 5/6 events annually. Cost will be borne by DIRECTOR INDUSTRIES.</p> <p>c. Recording testimonial of speakers and eminent persons, capturing pictures and videos during those events is also part of the Scope of the Assignment. The agency may use these raw footages and prepare testimonial videos using animation, background music and supers. Cost will be bear by DIRECTOR INDUSTRIES</p> <p>VII. In case any of the resource requires to travel out station to facilitate during a roadshow (within India), DIRECTOR INDUSTRIES will bear the cost of travel & accommodation of the resource as per the guideline of DIRECTOR INDUSTRIES</p>		
5.	Fact Sheet, Point 8, Pg. No. 8	Cost of RFP document: INR. 5,000.00 (Five Thousand)	Upon logging into the eProcurement portal (https://eproc.cgstate.gov.in), the payment options for the RFP document cost and EMD submission is not accessible.	No Change, as per RFP.
	Fact Sheet, Point 9, Pg. No. 8	EMD amount: INR. 5,00,000/- (Online or original EMD as part of the Technical Bid submitted in hard copy)	Could you please guide us on the specific steps to make these payments?	<p>Clarification: Please refer Point 2 of the Notice Inviting Tender, Pg. No. 6 for Help Desk and Toll-free Number of https://eproc.cgstate.gov.in for any issue.</p> <p>Reference Clause: Bidders can contact Help Desk for any clarification of their doubts regarding the process of Electronic Procurement System. Help Desk at Toll Free No. 1800 419 9140 or through Email ID helpdesk.eproc@cgswan.gov.in</p>
6.			Additionally, any instructions regarding eChallan/NEFT/RTGS payments to ensure proper updates in the system before the bid due date	
7.	Section 5: Instructions For The Submission Of The Online Tender, Clause 3: Online Payment,	Online Payment: As the bid is to be submitted only online, bidders are required to make online payment(s) of the Registration fee / Transaction or Service fees / EMD using the online payments gateway services integrated into the e-Procurement portal using various payment modes like Credit Card / Debit Card / Internet Banking / Cash Card / NEFT / RTGS etc. bidders are advised to initiate and process the eChallan/NEFT/RTGS		

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

		payments well before bid due date in order to get the same updated in the eProcurement system, Also refer RBI guidelines for NEFT/RTGS payment. For the list of available online modes of electronic payments that are presently accepted on the online payments gateway services, please refer the link 'Payments accepted online' on the eProcurement portal https://eproc.cgstate.gov.in .		
8.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.1 Media Management, Point xiii, Pg 10.	Engage with PR agencies of large companies operating in the State for promotion of State as an investment destination on various platforms	What will be the expected role and responsibilities of the selected agency in engaging with PR agencies of large companies operating in the state?	No Change, as per RFP. Clarification: Selected agency shall engage and coordinate with other existing PR agencies appointed in state for promoting the State as an Investment Destination.
9.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.2 Event Management, Clause No. iv, Pg 11.	Develop event marketing materials, including brochures, posters, and social media content	Request to quantify the requirement	No Change, as per RFP. Clarification: It will be based on Man Month effort basis.
10.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.2 Event Management, Clause No. ii, Pg 11.	Coordinate with stakeholders, including government officials, industry leaders, and experts.	What is the expected scope / the agency's role?	No Change, as per RFP. Clarification: Selected bidder shall coordinate with the concerned departments for successful implementation of the scope of work of this RFP.
11.	Section I: Scope of Work & Terms and Conditions,	The agency is required to make primary & secondary research on various scenario of the state and gather data points, which can be converted into content that will	Is the agency expected to conduct the primary research? And is there	No Change, as per RFP. Clarification: Selected bidder

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

<p>Clause 1.1.4Media Relation, Clause No. iv, Pg 11.</p>	<p>pique interest with prospective journalists. Such kind of stories backed with data tends to get better results.</p>	<p>any cap on number of research annually? are there specific research methodologies or data validation protocols by Director Industries? Would it be decided case to case basis?</p>	<p>shall do the research by itself as per department requirement to reach the desired outcome.</p>
<p>Section I: Scope of Work & Terms and Conditions, Clause 1.1.3 Social & Digital Media Management, Pg 12.</p>	<p>Objective of this assignment is to leverage the strong presence in existing social networks and increase the fan following base, enhancing the brand perception among the common people and reaching out to the targeted audience to disseminate the information and lead generation. The agency shall prepare the creative message in form of text, pictures, animation, audio & video. The communication in the social & digital platforms will create a positive perception about the state resulting more investment to the State.</p> <p>I. Develop and implement a social media strategy to promote the Department's initiatives and events.</p> <p>II. Create and curate engaging content for various social media platforms.</p> <p>III. Manage and maintain social media accounts, including Facebook, Twitter, LinkedIn, and Instagram.</p> <p>IV. Monitor and respond to comments, messages, and reviews on social media.</p> <p>V. Provide LIVE coverage of campaigns and events on social media platforms, including:</p> <ul style="list-style-type: none"> • Facebook Live and YouTube Live streaming • Twitter live updates and Q&A sessions. • Instagram live stories and reels. • LinkedIn posts <p>VI. Manage online reputation by monitoring and addressing negative mentions or reviews across platforms, developing crisis management strategies and implementing proactive communication to enhance</p>	<p>Please quantify the SOW for social media (post, creatives, videos, live etc.)</p>	<p>No Change, as per RFP.</p> <p>Clarification: It will be based on Man Month effort basis.</p>
<p>12.</p>			

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

		department perception. VII. Analyze social media metrics and provide regular reports and recommendations.		
13.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.4Media Relation, Point viii., Pg 12.	Influencer Marketing & Blogger Relations- Relationship with influencers and managing influencer sponsorships or engaging with an unpaid network of organic brand advocates, influencer marketing and blogger relations are increasingly important for creating visibility of DIRECTOR INDUSTRIES among	Influencer and blogger come with the cost, could you confirm whether these costs will be incurred separately? And is there be any specific framework or pricing model available that outlines the costs structure for agency to keep in consideration?	No Change, as per RFP. Clarification: The client will bear the cost as per actual subject to prior approval of the expenditure.
14.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.5Regular Activities, Point iv. Pg 12.	Strategize and run targeted campaigns on LinkedIn to generate domestic/ international investment leads in the focus sectors of the State.	What would be the . output evaluation matrix?	No Change, as per RFP.
15.	Section I: Scope of Work & Terms and Conditions, Clause 1.1.5 Regular Activities, Point v. Pg 12.	A broad estimated number of posts to be developed by the agency. These following figures are not inclusive of the event specific posts or the posts during a particular campaign.	Is there any specified limit on the number of posts and Could you clarify what types of posts are expected from the agency?	No Change, as per RFP. Clarification: Please refer Clause 1.1.3 Social & Digital Media Management.
16.	Section I: Scope of Work & Terms and Conditions, Clause 1.2.2 Additional Points Regarding Team Deployment, Pg 14.	1. The Consultant shall deploy the above-mentioned resources onsite at Raipur on an exclusive basis and as indicated in their proposal submitted to Directorate of Industries, in order to ensure that the project is completed as per timelines indicated in deliverables and as per agreed milestone in the approved final PR Plan. 2. The 16 key personnel shall be working in this project full time and the client may request the bidder to increase the number of resources based on the work requirement for the project duration. 3. The office space and necessary arrangements for the	Is there is any flexibility in the deployment of the 16 key personnel onsite at Raipur? For roles that do not require constant physical presence, such as content writers or graphic designers, can remote work be considered with periodic onsite visits? Additionally, in case of a justified absence (e.g., medical emergencies), what would be the	No Change, as per RFP. Clarification: All resources to be stationed at project office. For penalty, please refer Clause 1.2.3 in Pg. No. 15 of the RFP.

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

		<p>above-mentioned team will be provided by the Directorate of Industries. The Chief PR Coordinator (Team Leader) will be the single point of contact for overall execution of work.</p> <p>4. The bidder shall mobilize and demobilize its Professional Personnel and Support Personnel with the concurrence of the Directorate of Industries.</p> <p>5. The payment towards deployment of additional resources shall be made in accordance with the rate card provided. The rate once provided by the bidder shall be valid for throughout the contract period.</p> <p>6. Attendance of the Key Personnel as above shall be stationed at Directorate of Industries office, Raipur.</p> <p>Attendance will be marked in office of Directorate of Industries either in a manual register or through Biometric based on the direction at the level of Directorate of Industries. The selected bidder has to submit a declaration of team deployment every quarter and same will be submitted as supporting document for payments.</p> <p>Absence without a justified cause/reason would attract deductions proportionately and suitable penalty as determined by Directorate of Industries.</p> <p>7. The firm may use the staff located at their H.Q./ branch offices for coverage, attending/coordinating for roadshows/events, content writing or any other work as per requirement to fulfill the scope of the work.</p>	<p>acceptable process for documentation to avoid penalties?</p>	
17.	<p>Section I: Scope of Work & Terms and Conditions, Clause 1.2.3 Recoveries, Penalties and Liquidated Damages, Pg 15.</p>	<p>Recoveries</p> <p>Recoveries of liquidated damages, short supply, rejected articles shall ordinarily be made from bills. Amount may also be withheld to the extent of short supply, rejected articles and in case of failure in satisfactory replacement by the bidder along with amount of liquidated damages shall be recovered from his dues and security deposit available with the Directorate of Industries. In case recovery is not possible recourse will be taken under the</p>	<p>Could you please clarify the specific conditions under which liquidated damages will be applied for 'short supply' and 'rejected articles' in the context of PR and communication services?</p>	<p>No Change, as per RFP.</p> <p>Clarification: This is a standard clause, and hence liquidated damages will not be applicable for 'short supply' and 'rejected articles' in the context of PR and communication services</p>

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

		prevailing law/Act in force.		
	Section I: Scope of Work & Terms and Conditions, Clause 1.2.3 Recoveries, Penalties and Liquidated Damages, Pg 15.	Penalties i. Replacement of resources shall generally not be allowed. The replacement of resource by bidder will be allowed only in case, the resource leaves the organization by submitting resignation with the present employer. In case of failure to meet the standards of the client, (which includes efficiency, cooperation, discipline and performance) bidder may be asked to replace the resource without any penalty for replacement/exit. The replaced resource will be accepted by the Industries Department only if he/she meets the same or more on the evaluation criterion mentioned in this RFP and is found suitable to the satisfaction of the client. The outgoing resource should complete the knowledge transfer with the replaced resource as per the satisfaction of the Industries Department.	Will the penalty for key resource replacement apply in cases where the resource departs due to unavoidable circumstances, such as medical emergencies, personal resignations, or relocation? And within how much period the penalty be implemented?	No Change, as per RFP. Clarification: Penalty will not be imposed only if the department will ask by itself to replace the resource due to failure to meet the standards of the client, (which includes efficiency, cooperation, discipline and performance.
18.				
19.	Section II: Minimum Eligibility Criteria, Clause 2.1, Point 2 of the table, Pg. No. 18	<ul style="list-style-type: none"> The bidder should be a single Business Entity. (Any kind of consortium/ Joint Venture is not allowed). The Bidder should have a registered office and operations in India. The Bidder should be operational in India for at least last seven (7) years in PR services as of 31st March 2024. 	Would sister companies of the same entity be considered as one entity for the purpose of servicing the mandate, or would they be not considered from doing so?	No Change, as per RFP. Clarification: It would be considered two different companies.
20.	Section III: Instructions to Bidder, Clause 3.10, Bidders Authorised Signatory, Pg. No. 22	(i) Person or persons signing the tender form shall state in what capacity he or she or they are signing the tender form e.g., as sole proprietor of the firm concerned or as Managing Director or /Director or Secretary of Limited Company. In the case of partnership firm, the names of all the partners should be recorded and the tender form should be signed by all the partners or their duly constituted attorney having authority to bind all partners in all matters pertaining to the contract as recorded in	Would a Board Resolution along with the KYC details of the signing authority be sufficient to validate the authority of the person signing the tender documents? Additionally, do we still need to submit the filled Annexure 4A - Format for Power of Attorney	No Change, as per RFP. Clarification: Bidder shall mandatorily submit the Power of Attorney as given Annexure - 4A along with Board Resolution if available.

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

the power of attorney or in the partnership deed. True copy of the Registered "Partnership Deed" should be uploaded along with the tender form failing which the tender shall be liable to be rejected. It shall be obligatory on the part of every partner of the firm, which enters into agreement to fulfil the terms and conditions of the agreement during the currency of the contract thereof, notwithstanding the dissolution of the partnership in the meantime, In the case of a limited company, the tender form shall be signed by a person empowered to do so by the company, copy of Certificate of incorporation of the company and the letter authorizing the person signing the tender documents shall be uploaded to the tender form failing which the tender shall be liable to be rejected. In the case of Hindu undivided family, the names of the family members should be uploaded with the tender form and 'Karta' who can bind the family should sign the tender form.

(ii) The person signing the tender form on behalf of another or on behalf of a Firm shall enclose with the tender form power of attorney or deed duly executed in his favour or the partnership deed giving him such power showing that, he has the authority to bind such other person or the firm, as the case may be in all matters pertaining to the contract. If the person so signing the tender form fails to upload the said power of attorney or partnership deed, his tender shall be liable for summary rejection. The power of attorney should be signed by all the partners in the case of partnership concerns, by the proprietor in case of a proprietary concern and by the person who by his signature can bind company in the case of limited company. In the case of Hindu undivided family, the power of attorney should be signed by the 'Karta' who by his signature can bind the family.


with the bid, or would marking it as "Not Applicable" suffice?

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

21.	Section II: Evaluation Of Bids, Clause 4.3 Scoring Methodology, Point 3 of the table, Pg. No. 29	<p>Bidder's experience of PR projects for any State Government/ Central Government/ Urban Local Bodies/ Semi Government/ Local Self-Government/ PSU/ any other Government Institution having Contract value of each assignment to be of a minimum Rs 50 Lakh. For ongoing/ completed projects awarded during last Seven years preceding the last date of bid submission. – 15 Marks</p> <ul style="list-style-type: none"> • At least 1 Project : 7 Marks • 2 or more Projects and up to 5 Projects: 10 Marks • More than 5 Projects : 15 Marks 	Please confirm if this period is based on the calendar year or financial year?	No Change, as per RFP.
22.	Section II: Evaluation Of Bids, Clause 4.3 Scoring Methodology, Point 4 of the table, Pg. No. 30	<p>The Bidder should have served as consultant for PR services for any Investment Promotion program/ summit/Road show in the last 7 years Min. 1 assignment</p> <p>1 assignment: 1 marks</p> <ul style="list-style-type: none"> • One mark for each additional assignment (Max 5 Marks) 		<p>Clarification: It will be calculated based on calendar year from last Seven years preceding the last date of bid submission.</p>
23.	Pages 60 to 85 Draft Conditions of Contract	-	Do we need to submit the document along with the bid document at this stage, or are they required only upon contract award or during a later phase?	No Change, as per RFP.
24.	Section II: Minimum Eligibility Criteria, Clause 2.1, Point 2 of the table, Pg. No. 18	<p>The bidder should have average annual turnover from PR activities in India of at least Rs. 10 crore in the last three financial years. (2021-22, 2022-23, 2023-24).</p> <ul style="list-style-type: none"> • Bidder should have positive Net worth after tax during each of the last three financial years namely 2021-22, 2022-23, & 2023-24. 	As per industry standards, the average turnover requirements for an agency is in the range of 5 to 8 Cr. However, the tender specifies a minimum turnover requirement of 10 Cr, which we	<p>Clarification: Bidder shall submit all the required documents as mentioned in RFP along with the bid like supporting documents for pre-qualification and technical evaluation, all the RFP forms and filled annexures, etc.</p> <p>Please refer Corrigendum 02 uploaded on following portals: https://eproc.cgstate.gov.in https://industries.cg.gov.in</p>

"RFP for Selection of Professional Communication Agency for Investment Promotion and Investor Connect"

			believe is significantly high and may restrict the participation of several qualified agencies. We kindly request your consideration in revising the turnover requirements to 5 to 8 Cr. to encourage broader participation from capable bidders.	
25.	Fact Sheet, Point 9, Pg. No. 8	EMD amount: INR. 5,00,000/- (Online or original EMD as part of the Technical Bid submitted in hard copy)	<p>Could you please confirm if exemptions are applicable for MSMEs or any specific category of bidders under this tender, particularly concerning the EMD? If so, kindly provide the details of the required documentation or conditions for availing the exemption.</p> <p>No Change, as per RFP.</p> <p>Clarification: No exemption for Startup's or MSME in this RFP.</p>	


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