U-12/2/2023-PROMOTIONAL ACTIVITIES
Government of India
भारत सरकार
Ministry of Food Processing Industries
खाद्य प्रसंस्करण उद्योग मंत्रालय
Panchsheel Bhawan, August Kranti Marg
New Delhi- 110 049.
पंचशील भवन, अगस्त क्रांति मार्ग
नई दिल्ली- 110049

Dated: 13.01.2025

NOTICE

Subject: Clarification to the queries/suggestions raised during pre-bid meeting held on 10.01.2025 at Room No. 120, Panchsheel Bhawan on RFP for engagement of an agency for managing the social media and PR work for MoFPI- regarding

Reference is invited to the pre-bid meeting held at 03:00 PM on 10.01.2025 at Room No. 120, Panchsheel Bhawan on RFP for engagement of an agency for managing the social media and PR work for MoFPI.

2. The queries raised during pre-bid meeting have been examined by the Ministry in consonance with the RFP and Clarification against the same are enclosed.

3. This is issued with the approval of the Competent Authority.

Encl: as above

13/1/25

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Director
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Clarification on queries related to RPF for engagement of an agency for managing the social media and PR work for MoFPI.

S.No.	Clause of RFP	Queries/Suggestions/Request	Clarification
1.	Additional Requirements for Photographs 365 Videos 365	Please clarify is this part of scope of work and what is the duration of these videos? Would this cost be included in Financial Bid, because on GeM portal the total cost would be the Financial Bid of 24 months & the cost of these 365 videos & photographs, which would increase the budgeted value of the RFP to exorbitant amount, Please clarify. We request you to remove this clause from the RFP.	(i) Videos and photographs requirement will be as per RFP documents uploaded in Gem portal (ii) Agency should quote the entire amount for assignment in financial bid. No separate cost for 365 videos and photographs is required to be mentioned
2.	General Query	Please provide the estimated budget for this project.	No estimated budget has been prescribed by MoFPI. Estimated budget required to be calculated by the applicant bidder as per the manpower and logistic of MoFPI requirement with domain expertise prescribed in bid documents
3.	Submission Timings	The submission timings are 8 pm on Gem Portal, but mentions as 5 pm on RFP document. Please clarify.	GeM time prescribed for submission of bid will prevail.
4.	Section II Scope of Work 1.1 PR Related Activities iii) Drafting & issuing of press releases, suitable to ensure wide media coverage in national dailies across States	Would there be a requirement for translation to regional languages also, please clarify.	Drafts of press note will be required from the agency in Hindi and English only.
5.	v) Strengthen profile of	Would the agency need to handle Social media for	Yes. The Official Social Media handles of MoFPI/

	MoFPI/Hon'ble Minister of FPI/ Hon Minister of State of FPI	MoFPI/Hon'ble Minister of FPI/ Hon Minister of State of FPI also, or is this only related to PR ? Please clarify	Hon'ble Minister's will be handled by the Social Media agency.
6.	vii) organize press conferences as per the ministry's requirements wherein the agency ensures the presence of prominent media, including print , tv & others	Please clarify on the number of such press conferences in a month,	It will depend on as and when required by the Ministry or Office of Hon'ble Minister of FPI/ Hon Minister of State of FPI.
7.	x. Print Adv. designing, TV, radio Jingle/Spots creatives, testimonial videos creations	Kindly provide the number of such videos in a month and the duration. Would this require shoot /production or only script writing? Would the production cost be paid separately by the Ministry, please clarify	The agency is required to design and make creatives within the deployed manpower with the Ministry. No additional cost will be provided.
8.	viii. Online Amplification & Social Media Campaigns: Digital marketing activity across both paid Media & Non-paid media avenues on Digital; & mobile campaign	We understand that the paid media spends would be paid separately by the ministry. Please clarify.	Yes
9.	ix) Key Influencers Program	We understand that the agency only needs to shortlist these top 100 influencers and the payment for these influencers would be paid separately by the Ministry, Please clarify.	Yes.
10.	20% incremental followers every 6 months	We understand that this is the average of all the platforms together, please clarify.	Yes
11.	1.14 Presentation of	We understand that the shortlisted agencies would be	Yes

	idea/concept, Methodology, outline, approach, equipment availability, understanding scope of work, objectives, purpose of work, requirements	called for the presentation and not submitted with the technical bid. Please clarify	