

Govt. of Bihar  
Rural Works Department

RFP CORRIGENDUM

Corrigendum No: RWD-RFP-MEDIA CHANNELS-2025-26-01

Ref no.- मु0अ0-4(नि0एवंगु0नि0) विविध कार्य -06-168/24 - 4028

Patna/Dated- 05/08/2025

With reference to Invitation for Request for Proposal (RFP) for "Engagement of Agency for disseminating information on the achievements & initiatives of the department through Media Channels" which was issued vide letter no. RWD-RFP-MEDIA CHANNELS-2025-26-01, dated: 10.07.2025 and published through advertisement PR No. 008292 (RWD) 2025-26, the enclosed clauses are being modified as per column 5 of attached Annexure-1 on the basis of pre-bid meeting on 01-08-2025.

All other Term & conditions and schedule of Dates shall remain unchanged. For any queries regarding e-tendering process kindly contact-Office of Engineer-in-Chief, Rural Works Department, Government of Bihar, 5th Floor, Vishweshwariya Bhawan, Bailey Road, Patna -800015 or email at engineerinchiefpwd@gmail.com



Engineer-in-Chief  
Rural Works Department, Government of  
Bihar, 5th Floor, Vishweshwariya  
Bhawan, Bailey Road, Patna -800015

Memo no मु0अ0-4(नि0एवंगु0नि0) विविध कार्य -06-168/24 - 4028

Patna/Dated- 05/08/2025

Copy for kind information and necessary action to:

- E- advertisement cum E- tendering Cell, 5<sup>th</sup> Floor, Vishweshwariya Bhawan, Bailey Road (Nehru Path), Patna.
- IT Manager, Rural Works Department 5<sup>th</sup> Floor, Vishweshwariya Bhawan, Bailey Road (Nehru Path), Patna.



Engineer-in-Chief  
Rural Works Department, Government of  
Bihar, 5th Floor, Vishweshwariya  
Bhawan, Bailey Road, Patna -800015

Engagement of Agency for disseminating information on the achievements & initiatives of the Department through Media Channels				Annexure - 1
Pre-bid Meeting Queries				
Sr. No	Section, Clause, page No.	Clause Description	Queries / Clarifications	Remarks From RWD
1	2	3	4	5
1	Page No- 8, Clause 14 Eligibility Criteria SI No 1 Legal Entry	The Bidder should be an established entity registered under Companies Act 1956/2013 or Partnership Act 1932 or Limited Liability Partnership Act 2008	we are a non-profit entity registered under the societies Registration Act, 1860, which is functionally equivalent to the Acts listed in terms of legal recognition for public service, Societies Act, 1860 vs. Act 1956/2013 Acts-Both frameworks establish legal entities for non-commercial/ public service objectives. We request you to consider us as a bidder.	As per RFP
2	Page No.- 6, RFP Security Cost	RFP Earnest Money of Rs. 900000/- will be submitted online (PMGSY e-tender online Account- through PMGSY e-tender portal Internet Banking Only)	As an MSME registered under the Udyam Certification scheme, we seek exemption form the EMD amount as per the Government of India's guidelines for MSME participation in tenders. The MSME Development Act, 2006 and state procurement policies often exempt MSMEs form EMD to encourage participation . We request this exemption to ensure equitable opportunity.	As per RFP
3	EMD, Page 4	An EMD of Rs 9,00,000/- (Rupees nine Lakh Only)	We are Registered with Udyam Registration (MSME). Kindly give the relaxation on EMD.	As per RFP
4	Page No-10	Experience of completing projects related to various types of Media: Print, Electronic and digital media in last 3 calendar years with Central/State Government organization/Public sector Unit (PSU)/reputed corporate organization in India. More than 6 projects-10 Marks	We Kindly request you to consider reduction the required number of completed projects, Additionally. we request you to consider ongoing projects as well,, especially in cases where projects have been running for more than a year, Although completion certificates may not be available for such ongoing assignments, we will attach performance certificates as proof of satisfactory execution for your reference.	As per RFP
5	Page 13	b. Developing & implementing influencer programme on rural development efforts of the government with emphasis on rural roads. <ul style="list-style-type: none"> <li>• Influencer mapping and relationship management</li> <li>• Influencer strategy/plans</li> <li>• Influencer concept creation and closures</li> <li>• Campaign execution</li> </ul> Analysis and Reporting	Kindly Clarify who will be responsible for making payments to the influencers, the frequency of their engagement within a month, and the expected level of influencers(e.g., nano, micro, macro, or celebrity) to be involved.	The Agency will be responsible.

Sr. No	Section, Clause, page No.	Clause Description	Queries / Clarifications	Remarks From RWD
1	2	3	4	5
6	Page 14	<p>A minimum target <b>per week</b> for advertising the department achievements on Social media platform, Electronic/digital media and press media are tabulated below:</p> <ul style="list-style-type: none"> <li>• Press Release: 15 nos</li> <li>• Articles other than Press release : 2</li> <li>• Electronic media : 14 nos</li> <li>• Social media (Facebook/ 'X'/ Youtube/ LinkedIn/ Instagram/ WhatsApp Channel) : 35 posts on each platform ( in form of Animated videos(2D &amp;3D) / VFX / Static videos/ GIFS. Reels/ Slide share/ Content writing/ Stories/ news/ case studies etc)</li> <li>• Testimonial – 4</li> </ul> <p>Note: The above nos. can be increased + 10% as per the requirement of the department.</p>	The Mentioned deliverables appear to be unrealistic. We kindly request you to re-evaluate and confirm the same.	As per RFP
7	Page 14	<p><b>Video Shoot of completed Projects/Ongoing Projects of RWD-</b></p> <p>Shoot and edit videos of a least 80 on ground stories annually, capturing the progress and impact of completed and ongoing Road and Bridge Projects across all districts. Compile thematic and geographic case studies to showcase best practices, innovations, and community engagement</p>	Kindly clarify who will be responsible for shooting the videos and where the shoots will take place, as there is no mention of a videographer or photographer in the required manpower, Request you to please revert	The Agency will be responsible.
8	Page 14	Conduct periodic training for RWD engineers, PIU officers and communication nodal officers.	Kindly clarify who will be responsible for providing the costing of trainers- the agency or the department , Also please specify the expected level or qualification of the trainers to be engaged.	The Agency will be responsible.
9	General		What's the budget of the project?	As per least quoted rate by the bidder

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