

**GeM Bid No. GEM/2025/B/6442852 dated 11.07.2025 for RFP for engagement of an agency for Social Media Mangement of SFAC**

Sl. No.	Page no.	Part of RFP	Clause No.	Text provided in RFP	Clarification sought with justification, if any	SFAC Comments
1	43	<b>SCHEDULE A</b> SCOPE OF WORK		Long-form Content(upto 5 min)	Details about the Long-form Content	Video of upto 5 minutes is to be made by the SMMA every month.
2	43	<b>SCHEDULE A</b> SCOPE OF WORK		Product Catalogue	Details about the Product Catalogue	FPOs formed under Formation and Promotion of 10000 FPO scheme need product catalogues and the SMMA is required to make 02 product catalogue per month for online sales and promoting FPO products and the catalogue may be product wise/state wise etc of the FPOs
3	23		Clause 2.10.9 (h)	For all project experience, Client Certificates/ Work Orders/ Copy of Contract/ Statutory Auditor's Certificates/ Chartered Accountant's Certificates indicating the details of the assignment, client, value of assignment and year of award to be provided. The Managing Director or authorised representative of the Bidder shall self-certify, if the Bidder has done assignments on non-disclosure agreements. In respect of demonstration of the credentials stipulated in the Scoring Criteria, the necessary particulars as stipulated shall be submitted. However, the Bidder must provide the necessary information required as per Appendices.	Whether all documents needs to be uploaded ?	The provisions of RFP Clause 2.10.9 (h) shall be followed
4	18		2.9 Eligibility Criteria	Audited balance sheets for the financial years 2022-23 & 2023-24 and for 2024-25 Audited balance sheet or CA certificate for Annual Turnover (certificate alongwith UDIN).	As the current year FY 2024-25 Balance sheets are unaudited will CA certificate for Annual Turnover be valid for the same.	Yes, Audited balance sheets for the financial years 2022-23 & 2023-24 and for 2024-25 Either Audited balance sheet or CA certificate for Annual Turnover (certificate alongwith UDIN).
5	19		2.9 Eligibility Criteria	Work Order Copy Along With Proof Of Completion/ Payment Receipt/CA Certificate Declare Project Status Completed/Monthly Performance Report	Whether ongoing projects are eligible for the same	May refer the provisions of RFP Notes 'c' in APPENDIX V shall be followed
6	65	<b>APPENDIX VIII</b>	FINANCIAL BID	The quoted Price shall be exclusive of GST.	The price to be quoted on GEM Portal is monthly price inclusive of GST and not consolidated price for the whole term/period of contract.	The bidder needs to quote price as per the terms of GeM portal (corrigendum issued)

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7	19		2.9 Eligibility Criteria pt. 4	Work Order Copy Along With Proof Of Completion/ Payment Receipt/CA Certificate Declare Project Status Completed/Monthly Performance Report	As the GeM portal only allows for 10MB of page size it will be difficult to upload monthly progress report(MPR) for all the projects in the available space. Therefore it is requested to allow uploading of first and last page of the MPR	The first and last MPR to be uploaded on GeM portal. However, all other MPRs to be emailed in Zip file to SFAC on ddadmin@sfac.in before submission of the bid. This email forwarding of these MPRs should be attached with the documents on GeM portal.
8	18		2.9 Eligibility Criteria	The bidder must have valid empanelment with National Informatics Centre Services Incorporated (NICSI)/Central Bureau of Communication (CBC)	Kindly amend the requirement as The bidder must have a valid empanelment with any of the following agencies: National Informatics Centre Services Incorporated (NICSI), Central Bureau of Communication (CBC), Broadcast Engineering Consultants India Limited (BECIL), or National Film Development Corporation (NFDC)	The provisions of RFP Clause 2.9 shall be followed
9	45	<b>SCHEDULE B TECHNICAL EVALUATION CRITERIA &amp;TEAM REQUIREME NT</b>		Projects in the field of social media management,broadly covering activities detailed in SCHEDULE A, of value INR 01crore each, in the last 5 years for any Govt. Department In India. (2020-21, 2021-22, 2022-23, 2023-24, 2024-25).	MARKING: 04 Marks for 01 Project(Up to a maximum of 24 marks for 06 projects). Kindly Reduce the no of Projects by 2-3.	The provisions of RFP SCHEDULE B shall be followed
10	20		2.10.5 Bid Security/EMD	The Bidders shall furnish a Demand Draft/ Banker's Cheque/RTGS / NEFT of an amount of INR 1,00,000/- (INR One Lakh only) towards Bid Security/EMD. Bid Security is to be submitted by the Bidders. Only Micro and Small Enterprises (MSEs) as defined in MSME Procurement Policy issued by Department of Micro, Small and Medium Enterprises are exempted from submission of Bid Security.	We are Registered with Udyam Registration Certificate(MSME) , kindly give us the EMD exemption.	The provisions of RFP Clause 2.10.5.1 shall be followed
11	42		2.9 Eligibility Criteria - 4	The requirement mentions a minimum of two projects in the field of social media management, covering activities broadly detailed in Schedule A, each of value INR 1 Crore executed in the last 3 financial years (2022-23, 2023-24, and 2024-25) from any State/Central Government Department.	However, as per the GFR norms, the acceptable past experience value should be 80%, 50%, and 30% of the estimated tender value for similar works. Based on the EMD of 2%, the estimated project value appears to be Rs. 50 lakhs. Accordingly, the required experience value should ideally be Rs. 40 lakhs, Rs. 25 lakhs, and Rs. 15 lakhs respectively. We request you to kindly relax the current experience requirement in accordance with GFR norms and considering the category of the bidder.	The provisions of RFP SCHEDULE A shall be followed

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12	42		2.9 Eligibility Criteria - 4	The requirement mentions a minimum of two projects in the field of social media management, covering activities broadly detailed in Schedule A, each of value INR 1 Crore executed in the last 3 financial years (2022-23, 2023-24, and 2024-25) from any State/Central Government Department.	Eligibility of Private Sector Work Orders: Currently, the tender allows experience from only State/Central Government Departments.  We request that past experience from reputed Private Sector organizations also be considered for evaluation, provided the scope and value of work are in line with the tender requirements. This will allow broader competition and encourage participation from experienced service providers.	The provisions of RFP SCHEDULE A shall be followed
13	44	<b>SCHEDULE B</b> TECHNICAL EVALUATION CRITERIA &TEAM REQUIREME NT		Manpower Deployment (Team Structure): Minimum dedicated team to be deployed onsite:	Whether 03 members are already deployed and other memeber are to be provided by the bidder	TEAM REQUIREMENT mentioned in the SCHEDULE B is to be provided by the bidder, 03 members in the table with title <b>Manpower Deployment</b> will be stationed at SFAC. Whereas Other manpower as per requirement of SMMA may work remotely.
14	45	<b>SCHEDULE B</b> TECHNICAL EVALUATION CRITERIA &TEAM REQUIREME NT		*The minimum qualifying marks in the technical evaluation shall be 70 out of 100. Only those bidders who secure a minimum of 70 marks will be considered technically qualified and their financial bids will be opened. Among the technically qualified bidders, the selection of the successful agency (L1) will be done based on the lowest financial bid.	QCBS with 70:30 ratio may be followed as the same will ensure technically sound bidders to prevail	The provisions of RFP <b>SCHEDULE B</b> shall be followed
15	42	<b>SCHEDULE A</b> SCOPE OF WORK		Creating Local Influencers / Influencer Management / WhatsApp group	Whether payment for the Influencers will be paid seperately.	The quoted price shall be all inclusive.
16	19		2.9 Eligibility Criteria - 4	Minimum 02 projects in the field of social media management, broadly covering activities detailed in SCHEDULE A of value INR 01 Crore each, in the last 3years from any State/Central Govt. Department(2022-23, 2023-24 and 2024-25)	We request if private companies work also can be accepted and value to be reduced to 25L-30L for overall project. If min from govt work is not available as experience will agency still qualify?	The provisions of RFP Clause 2.9 shall be followed
17	19		2.9 Eligibility Criteria - 19	The bidder must have valid empanelment with National Informatics Centre Services Incorporated (NICSI)/Central Bureau of Communication (CBC)	We request if other recognition like PROI etc to be accepted in prequalification. If NICSI and CBC certification not available will agency still qualify?	The provisions of RFP Clause 2.9 shall be followed
18	39		2.44.5 Penalty for deficiency in Services	In addition to the liquidated damages not amounting to penalty, warning may be issued to SMMA for minor deficiencies on its part. In the case of significant deficiencies in Services causing adverse effect on the Project or on the reputation of SFAC, other penal action including debarring/blacklisting for a specified period may also be initiated by SFAC	Is there a detailed breakdown of penalty application (underperformance, delay in content, team changes, etc.)?	The provisions of RFP Clause 2.44.5 shall be followed

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19	45	<b>SCHEDULE B - TECHNICAL EVALUATION CRITERIA &amp; TEAM REQUIREMENT</b>	4	<b>Social Media Team CV: MARKING:</b> Social Media/Campaign Manager Experience 6 to 8years – 2.5 marks Experience >8 years – 05 marks Content Writer(English & Hindi): Experience 3 to 5years – 2.5 marks Experience >5 years – 05 marks Graphic/Multimedia Designer cum Video Editor Experience 3 to 5years – 2.5 marks Experience >5 years – 05 mark	We will be providing sample CVs, actual person deployed will be meeting the required criteria. Hope this works ?	Actual CVs of to be depolyed persons will be considered.