

**BECIL/P-III (BP)/SOCIAL MEDIA/DPR-MP/25-26/RFP-01
20.06 2025**

Corrigendum No. 1

In reference to the RFP no. BECIL/P-III(BP)/SOCIAL MEDIA/DPR-MP/25-26/RFP-01 dated 03.06.2025 for Selection of professional agency for Ideation, conceptualization and effective operation of account wide publicity on Social Media for Department of Public Relations (DPR), Govt. of Madhya Pradesh dated 03.06.2025, the following amendments are hereby issued:

1. Amendment in Section IV – Commercial Terms and Conditions, Para 1, S. No. 1 and Section –II - IMPORTANT DATES (SCHEDULE AND CRITICAL DATES), S. No. 5: Shall be read as - EMD Amount of Rs. 32,00,000/- (Rupees thirty two Lakh only) should be paid in the form of Demand Draft/online transfer/Bank Guarantee (BG) in favor of Broadcast Engineering Consultants India Limited, Noida (As per Annexure C). (No other mode of payment will be accepted). Bids submitted without EMD will be treated as rejected.

2. Clarification in Technical Evaluation Criteria, S. No. 7:

- Bidders must submit the required documents with the technical offer at the time of bid submission.
- Bidders **may** be called for a **physical presentation** during the evaluation process, if required.

3. Amendment in Section V – Clause 3.20 (Manpower Requirement),

i) S. No. 8 Shall be read as:

8.	Department Handlers Tentative Posts- 03	To cover various events, create success stories for the Government of Madhya Pradesh and manage social media at district level.	- Graduate (any discipline), with Multimedia Skills, Content writing skill and basic knowledge of Social Media and Madhya Pradesh.
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ii) **S. No. 1 (Project Manager Post) – Stands deleted.**

iii) Sr No. 25 and 26 (with work and eligibility description) are being added in the list in Clause **3.20 (Manpower Requirement),**

S.No.	Profile	Work	Eligibility& Experience
25	Sr. Content Writer Tentative Posts-50	Content development & copywriting for social media outreach, in Hindi/English)	<ul style="list-style-type: none"> • Post-Graduation in Hindi, Political Science, Mass-communication or Journalism, with advanced proficiency in Hindi Writing • 5+ Years of content writing/editorial experience for a PR or media firm/Government client, with excellent writing and editing skills in Hindi
26	Anchor cum News Bulletin Producers Tentative Posts-30	Anchoring or reporting for TV or digital media	<ul style="list-style-type: none"> • Graduation or Post-Graduation in Journalism, Mass Communication or Political Science, with excellent command over spoken Hindi or English. • 2-5years of experience in anchoring or reporting for TV or digital media, with confident on camera presence and knowledge of current affairs. excellent writing and editing skills in Hindi

4. Amendment in Technical Evaluation Criteria, Para 2 of S. No. 3: shall be read as:

- Documentary Evidence:
 - LOA / Agreement / Contract / Work Order, duly certified by the Authorized Signatory of the bidding company
- In the case of an ongoing project, the amount billed by the date of issuing this RFP should be more than the project value indicated above s.no.3. The bidder needs to submit a letter by the work order issuing authority stating the same.

5. Period of Contract (Point 8) of Section IV shall be read as:

Effective date of the contract period will start from the date of issue of work order and the end date of contract will be 02years.

The agency would be appointed for a period of 02 (two) years, subject to an annual review and with the provision that services of the agency may be dispensed with at any time, in accordance with terms listed at Para 16 (Termination) of Section III (General Terms and

Conditions) of this RFP. The contract may be extended for further period on mutual consent, upon approval of DPR-MP, all other terms and conditions of payment will be the same.

6. The rate in the BOQ for Sr. no. 27 and 28 shall be on per month basis for the project duration.

7. The last date of bid submission is extended till 30.06.2025 at 11:00 AM. Submitted bids will be opened on the same day at 11:30 AM.

All other terms & conditions of the RFP shall remain unaltered.

S/d
Deputy General Manager