



Broadcast Engineering Consultants India Limited

(A Government of India Enterprises–Under Ministry of Information and Broadcasting)

Dated: 28.07.2026

Corrigendum 1

Subject: Clarification to the queries/suggestions raised during the pre-bid meeting held on 07.07.2026 on Request For Proposal (RFP) invited for Empanelment of professional agency/ies for Ideation, conceptualization and effective operation of account wide publicity on Social Media for Department of Public Relations (DPR), Government of Madhya Pradesh- regarding

Reference:

- I. RFP No. BECIL/DGM(BP)/DPR-MP/SocialMedia/RFP/01

Reference is invited to the pre-bid meeting held on 16.07.2026 on Request for Proposal (RFP) invited for Empanelment of professional agency/ies for Ideation, conceptualization and effective operation of account wide publicity on Social Media for Department of Public Relations (DPR), Government of Madhya Pradesh.

2. The queries raised during the pre-bid meeting have been examined by the BECIL in consonance with the RFP and clarification against the same is enclosed.
3. The following amendments been made in Part- I General Information, Eligibility Criteria and Evaluation Criteria:

Sl. No.	Description	Amendment
1.	Last date and Time for Submission of bids - 28.07.2026 @ 12:00 hours	Last date and Time for Submission of bids - 04.08.2026 @ 12:00 hours
3.	Time and date for opening of Bids: 28.07.2026 @ 12:30 hours	Time and date for opening of Bids: 04.08.2026 @ 12:30 hours

4. This is issued with the approval of the competent authority.

S/d

Dy. General Manager

Encl: as above.

Point wise reply to the queries raise by the prospective bidders through email/physically presented in continuation of pre-bid meeting dated 16.07.2026:

Sl. No.	Part Name & No.	Page No.	Statement as per tender document	Query by Bidders	Response of BECIL
1.	<u>Schedule of Events</u>	3	7. RFP Processing fee INR 17,700/- (Proof of submission to be submitted in BID).	We respectfully request that MSE bidders be exempted from payment of the RFP Processing Fee, or that the fee be suitably waived for eligible MSEs.	As per RFP.
2.	<u>Schedule of Events</u>	3	8. EMD/ Bid Security INR 75 Lakhs	We request the Purchaser to kindly grant exemption from Earnest Money Deposit (EMD)/Bid Security to eligible MSE bidders, in line with the applicable Government procurement guidelines, wherever permissible.	Kindly refer the clause no. 15.4 at page no. 10 of the RFP.
3.	<u>Part- I General Information, Eligibility Criteria and Evaluation Criteria</u>	13	5. Financial Capacity 5.1 The bidder must have Average Annual Turnover of at least INR 100 crore during the last three financial years 2022-23, 2023-24 and 2024-25 and income tax AY 2022-23, 2023-24 and 2024-25 ending on 31st March of the preceding financial year. 5.2 The bidder must have Positive net worth in each of last three financial years i.e. FY 2022-23, 2023-24 and 2024-25. NOTE: For the purpose of this criterion, standalone	We respectfully request that the minimum Average Annual Turnover requirement for eligible MSE bidders be relaxed to INR 40 Crore, considering that technically competent MSEs with proven execution capability may have lower turnover while still being fully capable of successfully executing the project. This relaxation would encourage wider participation and align with the Government's objective of promoting MSEs.	As per RFP.

[illegible]

			than ₹15 crores OR One similar completed work costing not less than ₹20 crores. On-going Projects: In case the bidder is claiming experience for an ongoing contract/project, the bidder shall submit a certificate issued by a Chartered Accountant (CA) clearly indicating: 1) The total awarded contract value; 2) The value of work completed till the date of certificate; 3) The cumulative value of invoices raised; and 4) The cumulative payments received against the said invoices. SIMILAR WORK means projects executed for Government Departments, Autonomous Bodies, or Central and State Public Sector Undertakings (PSUs)/Listed Companies in the field of Social Media & communication management projects.	individual project value. This would enable participation of competent MSEs with relevant domain expertise while maintaining the required technical standards. 3. It is requested to kindly amend the eligibility criteria as follows: • Experience of similar works during the last 5 years ending on the last day of the month prior to bid submission. • Three similar completed works, each costing not less than ₹1 Crore OR • Two similar completed works, each costing not less than ₹1.5 Crores OR • One similar completed work costing not less than ₹2 Crores. This relaxation will encourage wider participation while ensuring adequate experience.	3. As per RFP.
6.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u>	15	Bid Security / Earnest Money Deposit (EMD) The bidder shall furnish an EMD as	Is Medium enterprises registered under MSME are also exempted from submission of EMD?	As per RFP.

	<u>Criteria</u>		specified in the tender, unless exempted under GFR provisions for MSMEs, Startups, or entities registered with DGS&D/NSIC.		
7.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u> <u>Criteria</u>	15	The bidder must have deployed at least 50 similar Social Media Professionals mentioned in the point number: 19 of the scope of work Named “Manpower Requirement” of this RFP on any single project in the last 3 years with the State or Central Government / State Department / PSUs in India.	It is requested to kindly revise the requirement to deployment of at least 20 similar Social Media Professionals on any single project during the last 5 years. This will enable participation of competent agencies having relevant experience without restricting competition.	As per RFP.
8.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u> <u>Criteria</u>	16	2. Work Experience Experience of having successfully completed similar work during last 3 years ending the last day of the month previous to the one. (Work order and completion certificate required) SIMILAR WORK means projects executed for Government Departments, Autonomous Bodies, or Central and State Public Sector Undertakings (PSUs)/Listed Companies projects in the field of Social Media & communication management projects: ➤ 15 Marks (01	1. We request you to kindly allow to submit digital marketing projects executed for Government Departments, Autonomous Bodies, or Central and State Public Sector Undertakings (PSUs)/Listed Companies. 2. It is requested to kindly revise the evaluation criteria as follows: Experience during the last 5 years: • 15 Marks – One work of ₹2 Crores or above • 10 Marks – Two works of ₹1.5 Crores each or above • 5 Marks – Three works of ₹1 Crore each or above. This will align the evaluation criteria with the revised eligibility	1. As per RFP. 2. As per RFP.

			No. of ≥ 20 Cr work) ➤ 10 Marks (02 No. of ≥ 15 Cr work) ➤ 5 Marks (03 no. of ≥ 10 Cr work) Supporting documents must be provided along with the bid.	requirements.	
9.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u> <u>Criteria</u>	13	3. The bidder should not be insolvent, in receivership, bankrupt or being wound up, not have had their business activities suspended and not be the subject of legal proceedings for any of the foregoing. 5. Financial Capacity 5.1 The bidder must have Average Annual Turnover of at least INR 100 crore during the last three financial years 2022-23, 2023-24 and 2024-25 and income tax AY 2022-23, 2023-24 and 2024-25 ending on 31st March of the preceding financial year. 5.2 The bidder must have Positive net worth in each of last three financial years i.e. FY 2022-23, 2023-24 and 2024-25.	Kindly confirm that a single consolidated CA Certificate covering Turnover, Net Worth, Non-Insolvency status, and On-going Project experience (as applicable) is acceptable, provided all required particulars as per the respective Annexures are captured, instead of requiring separate certificates for each criterion.	As per RFP.
10.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u> <u>Criteria</u>	17	4. Full-time employee strength Present full-time employees on bidder's payroll as on bidding date should be minimum	Kindly clarify whether submission of the duly signed and stamped employee list containing the Name, Qualification, Designation, Official	Supporting documents in the form of duly signed and stamped list of employees indicating Name, qualifications, designation, official email ID & contact

			50. ➤ 5 Marks- (50 to 80 full-time employees with relevant experience) ➤ 7 Marks- (81 to 100 full-time employees with relevant experience) ➤ 10 Marks- (>100 full-time employees with relevant experience) Supporting documents in the form of duly signed and stamped list of employees indicating Name, qualifications, designation, official email ID & contact no., years of experience must be submitted on the letter head along with the bid.	Email ID, Contact Number, and Years of Experience of full-time employees on the bidder's payroll is sufficient to meet this requirement, or if any additional supporting documents, such as EPF/ESIC records or other proof of employment, are also required to be submitted along with the bid.	no., years of experience must be submitted on the letter head along with the bid. Additionally, a copy of latest filling return and payment challan of EPF/ESI of the last month.
11.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u> <u>Criteria</u>	16	3. No. of projects Experience in the field of social media management projects for State/Central Government/PSUs in India in the last 3 years (Scope includes social media management, name of the influencers/numbers of required posts/targeting platforms. Projects with only social media management will be considered eligible.)	It is requested to kindly consider experience gained during the last 5 years instead of the last 3 years while keeping the existing marking criteria unchanged. This will allow consideration of a broader range of relevant experience and promote fair competition.	As per RFP.

			➤ 5 Marks (1-5 projects) ➤ 10 Marks (6-10 projects) ➤ 15 Marks (>10 projects) Supporting documents must be provided along with the bid.		
12.	<u>Part- I</u> <u>General</u> <u>Information,</u> <u>Eligibility</u> <u>Criteria and</u> <u>Evaluation</u> <u>Criteria</u>	17	6. Technical Presentation	Kindly clarify the sequencing and schedule for the Technical Presentation (40 marks under Technical Qualification Criteria) relative to submission of the Pre-Qualification and Technical bid documents - specifically, the anticipated date/mode (in-person at Noida or virtual) of the presentation, since this is not indicated in the Schedule of Events.	Please refer the clause no. 29.1 and 29.2 at page no. 19 of the RFP. Further, The date, time, venue/mode and other details of the Technical Presentation shall be communicated separately through email to only those bidders who qualify the Pre-Qualification Criteria.
13.	Part-V Annexures Annexure-A	48, 49, 51, 55, 56	Schedule of Requirements (Covering Scope of Work, BOQ, Functional Requirements, Technical Specifications, Etc.) 1. Objective 1.2 If required, the Agency shall be responsible for initiation & creation of new social media handles as per the direction of DPR. An Indicative list of	1. Kindly clarify whether the minimum 100 social media handles include only the existing handles or also any newly created handles during the contract period. Further,	The requirements, quantities, and other details indicated in the RFP are indicative in nature and have been provided solely for the purpose of enabling the bidders to prepare their proposals. The manpower deployment indicated is tentative, and the actual deployment shall be based on the volume of work and operational requirements. No separate or additional payment shall be

			social media handles to be serviced will be provided after the selection of the successful agency. At present an Indicative list of social media handles that are to be serviced, with its followership (as on till date) under Government of Madhya Pradesh is minimum 100 in numbers.	please confirm whether the creation and management of any additional social media handles beyond the initial 100 shall be considered within the scope of work or compensated separately. Also, kindly provide the platform-wise indicative breakup (Facebook, X, Instagram, YouTube, LinkedIn, etc.) of these handles for accurate resource planning and commercial estimation. 2. Kindly provide the platform-wise bifurcation (Facebook, X, Instagram, YouTube, LinkedIn, etc.) of the social media handles proposed to be managed under the contract.	admissible for any activity, resource, or service forming part of, or reasonably incidental to, the Scope of Work as defined in the RFP.
			1.4.6 Targeted Outreach	Kindly clarify whether the digital media buying/advertisement budget shall be provided separately by the Department or is required to be included in the agency's financial quote.	
			1.4.7 Collaboration with other Govt. Departments Coordinate with various government departments and ministries or	1. Kindly provide the indicative list of Government Departments/Ministries with which the selected agency will be required to coordinate during	

			seamless information flow and campaign execution.	the contract period. Additionally, please specify whether the list is fixed or may be expanded during the tenure of the contract. This clarification will help bidders assess the scope of coordination and deploy appropriate resources.	
			2.9 Live Coverage of Events (Live Broadcast Team Deployment & Operations)	2. Kindly specify the approximate number of Departments/Direct orates whose social media activities will be managed under this engagement. Kindly specify the estimated number of government events, field visits and outdoor shoots expected to be covered on a monthly basis.	
			2.10 Photography and Videography (Camera and Drone Team)	1. Kindly specify the indicative number of events to be covered during the contract period (monthly/quarterly/ annually). Additionally, please clarify the expected distribution of events across Madhya Pradesh and outside the state, the average duration of each event, and the expected deployment of photographers, videographers, drone operators, and other personnel per	

				event. This information is essential for accurate resource planning and commercial estimation. 2. Kindly clarify whether permissions/NOCs for drone operations at various locations shall be facilitated by the Department.	
			2.11 Online Reputation Management & Social Listening	Kindly clarify the expected Turnaround Time (TAT) for monitoring, reporting, escalation, and response to social media mentions/queries. Additionally, please specify the estimated average and peak volume of daily/monthly mentions, comments, messages, and conversations to be monitored across all assigned social media handles. This information is essential for determining the required manpower and technology resources.	
			2.18 AI Tools and 2.19	The scope describes a comprehensive 7-layer AI solution (Analytics, Integration, Database, Application, Content Management, Infrastructure/Cloud, AI Models) for	

				sentiment analysis, NLP, chatbots, GIS visualization, etc. Kindly clarify: (a) whether the agency is expected to build/host this entire AI platform at its own cost (and if so, under which BoQ line item, since no separate cost head exists for cloud infrastructure/platform licensing beyond the two "tool subscription" rows); or (b) whether DPR-MP/BECIL will separately provide/procure the AI platform and the agency is only required to operate it using deployed manpower (e.g., AI Specialist, Data Analyst, Research Analyst profiles).	
			2.20 Manpower Requirement	Kindly clarify whether all 234 resources are required to be deployed within 15 days from the date of issuance of the Work Order/Letter of Award, or whether deployment may be carried out in a phased manner based on the implementation plan. If phased deployment is permitted, kindly specify the minimum number of resources required to be deployed initially and the timeline for deployment of the	

				remaining resources.	
14.	Part-V Annexures Annexure-H	78	Annual Turnover & Net worth	The eligibility clause specifies Average Annual Turnover for FY 2022-23, 2023-24 and 2024-25, whereas Annexure-H (Annual Turnover & Net Worth format) lists FY 2023-24, 2024-25 and 2025-26. Since the RFP is dated 07.07.2026, kindly clarify the correct/applicable three financial years for computing Average Annual Turnover and Net Worth eligibility.	It should be read as for FY 2022-23, 2023-24 and 2024-25.
15.	Part-V Annexures Annexure-M	83, 84	PRICE BID FORMAT	Items 27 & 28 of the Price Bid (Social media listening /monitoring/auditing tools, and Graphics & Video Editing tools) are to be quoted as "Per Month Subscription Rate". Kindly clarify whether this rate is a single consolidated /lump-sum monthly rate inclusive of licenses/seats for the entire deployed team (80+ resources) servicing 100+ handles, OR a per user /per-license monthly rate to be multiplied by number of users requiring access. The accompanying note ("No additional payment shall be made for number of users, dashboards, keywords, reports...") suggests a consolidated rate, but this needs to be explicitly confirmed	Bidders are required to quote the Per Month Subscription Rate against Items 27 and 28 of the Price Bid. At this stage, there is no requirement to consider the number of users / licenses/ seats while quoting the rates. The quoted rate shall be the monthly subscription rate as sought in the Price Bid.

				to avoid rejection/ambiguity in financial bid, since standard tools such as Adobe Creative Cloud/Brandwatch are typically licensed per named user.	
16.	Part-V Annexures Annexure-P	88	NON-DISCLOSURE AGREEMENT	Kindly clarify the timeline for execution of the Non-Disclosure Agreement (Annexure-P) on Rs. 100 non-judicial stamp paper - i.e., whether it must be executed and submitted along with the Technical Bid, or only upon empanelment/award , and whether e-stamping is acceptable given the fully online (GeM) bid submission process.	The Non-Disclosure Agreement shall be executed in accordance with Clause 6 at page no. 8 of the RFP.

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