

REPLY TO PRE-BID QUERIES

Sub: Request for Proposal (RFP) for Appointment of Agency for Conducting Information, Education and Communication (IEC) activities under RAMP Scheme in the State of Chhattisgarh

Ref: 1) NIT No.CSIDC/IPDD/2025-26/01/26 dated 19/02/2026
2) Pre-bid Meeting dated 27/02/2026

W.r.t the subject tender published vide NIT No. under reference (1) above, pre-bid meeting was held vide reference no (2). Reply to the Pre-bid Queries received till 27/02/2026 and pre-bid queries submitted by the bidders during the Pre-bid Meeting held at Meeting Hall, 3rd Floor, CSIDC Office, Udhog Bhawan, Ring Road No.1, Telibandha, Raipur (C.G) – 492006, the replies are as below:

SI No	Tender Clause No. and Description as Existing	Query/ Modifications/ Clarifications requested	Reply
1	2. Tender summary (page 10) EMD	Requesting CSIDC, which is working for the welfare and promotion of entrepreneurship (MSME) to provide EMD Exemption for MSME as per Valid Govt regulations.	Please refer CG SPR 2002 (as amended till 10.12.2025); Rule 2(4).
2	7. Eligibility Criteria and Bid Evaluation 7.2. Technical Bid Score Matrix Experience in Executing 360° IEC/ Social Media/ Branding/Media Outreach projects for Government Departments/PSUs or Government Entities in the last 5 years. Max 5 projects will be considered: • 3 Projects of > ₹2 Cr each: 5 Marks • 5 Projects of > ₹2 Cr each: 10 Marks B. High Value Experience (The "7 Cr" Rule):	We request the Client to kindly consider expanding the scope of eligible experience as follows: Experience in Executing 360° IEC / Social Media / Branding / Media Outreach along with Outreach / Mobilization / Engagement / Awareness Camps for Government Departments / PSUs / Government Entities / Listed Entities in the last 5 years. Max 5 projects will be considered.	No Change
3.		Could you please clarify how many projects are required to obtain 20 marks for 2 Cr.and 10 Cr.?	As per RFP

	<ul style="list-style-type: none"> • Having executed 1 Single Order > ₹7 Cr: 5 Marks • Having executed 1 Single Order > ₹10 Cr: 10 Marks 	It is mentioned that only 5 projects will be considered and for those 5 projects, only 10 marks have been allotted.	
4.	<p>7. Eligibility Criteria and Bid Evaluation 7.1. Eligibility Criteria in that sr No. 4</p> <p>Bidder should have a minimum average annual turnover of Rs. 20 Crores in the previous three financial years (FY 22-23, FY 23-24 and FY 24-25) from Digital Marketing / Social Media / Inorganic Marketing Campaigns / PR Services/ 360° IEC) Audited financial statements and CA certified turnover certificate with UDIN number.</p>	<p>We request the Client to kindly consider: Turnover Criteria:</p> <p>The bidder should have a minimum average annual turnover of Rs. 20 Crores in the previous three financial years (FY 22-23, FY 23-24, and FY 24-25) from Digital Marketing, Social Media/ Inorganic Marketing Campaigns/ PR Services/ 360° IEC / Outreach / Mobilization / Engagement / Awareness Camps. Documents to be Submitted:</p> <ul style="list-style-type: none"> • Audited financial statements and a CA-certified turnover certificate with UDIN number. 	No Change
5.		We request you to amend this clause to include “Advertisement and Branding work” within the turnover categories.	As per RFP
6.	<p>7. Eligibility Criteria and Bid Evaluation 7.1. Eligibility Criteria in that Sr. No. 3</p> <p>The bidder should have completed at least 3 projects of minimum value of Rs 2 Cr. for similar nature (360° IEC / Marketing / PR) within the last 5 years for Government/PSUs or Government Entities Copy of Work Orders and Completion /Ongoing Certificates. Nature and value should be clearly mentioned.</p>	<p>The bidder should have completed at least 3 projects of a minimum value of Rs. 2 Crore each, for similar nature assignments (360° IEC/Marketing/ PR/ Outreach / Mobilization / Engagement / Awareness Camps within the last 5 years for Government / PSUs or Government Entities. Documents to be Submitted:</p> <ul style="list-style-type: none"> • Copy of Work Orders and Completion / Ongoing Certificates. The nature and value of the projects should be clearly mentioned. 	As per RFP
7.		We request you to amend this clause to include “Advertisement and Branding work” in the Eligibility Criteria	As per RFP
8.		Relaxation for MSME to have completed at least 3 projects of minimum value of Rs 1 Cr. for similar nature (360° IEC / Marketing / PR) within the last 5 years for Government/PSU s or	As per RFP

		Government Entities or Private Companies	
9.	The Bidder must have successfully executed/completed One (1) Single Continuous Order from a Government Dept / PSU / Listed Private Company valuing more than ₹7.00 Crores (Rupees Seven Crores) in the last 5 financial years.	We request you to amend this clause to include “Advertisement and Branding work” in the Eligibility Criteria	As per RFP

All the other terms and conditions of the RFP remain unaltered unless amended and addendum/corrigendum issued and published on the e-Procurement portal at <https://eproc.cgstate.gov.in>.

**Managing Director,
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