

No. K-28/8/2023-Pub.  
Government of India  
Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs  
Publicity Division  
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Krishi Bhawan, New Delhi  
Dated 28<sup>th</sup> June, 2023

**CORRIGENDUM**

**Subject:-Hiring of social media agency (GEM/2023/B/3540780)-reg**

A Buyer Added Bid Specific Scope Of Work(SOW) in the form of a tender document has been enclosed in the above mentioned GeM bid. The said document is being modified / explained (wherever applicable) as under:

Clause No.	Existing Description	Modification
Annexure 1, Point No 3	Creation of blogs and other content (keeping in mind platform limitations for e.g., character limitation) in Hindi, English and other languages required by DoCA for posting on social media platforms. Besides 150 infographics, at least 1 blog, 30 quicky viral videos (any duration) and 15 GIFs will be created per month. The cost of extra creatives per month, if any, have been decided by the Department in accordance with BOC multimedia rate card which may be seen at Annexure XIII.	Minimum 4 posts per day and minimum 150 posts per months on each social media platform/page/handle. (The post can be in the form of infographics, photos, gifs etc.). In addition to the 150 posts, at least 2 quicky viral videos and at least 1GIF per week should be created. The duration of these videos can vary as per the content requirements. Number of posts per day can be higher in case of any event or important announcement.
Annexure 1. Point No. 4	Sentiment analysis, Online Reputation Management (ORM), responding to posts as required.	Removed
Annexure 1, Point No. 10	Designing and preparing e-books, electronic version of other books, website banners, brochures, booklets as per DoCA's requirement.	Designing e-books & brochures (minimum four per year)
Annexure 1, Point no. 11	Designing any creative required for Department's events/special days to be uploaded at the event	Designing website banner and any creative required for Department's events/special days to be uploaded at the event

	premises, roundabouts or Departmental website	premises, roundabouts or Departmental website.
Annexure 1, Note	Video edits involving recording of Ministers or senior officers of Department in the premises of Krishi Bhawan or outside using a phone will not incur any cost. Video shoots involving videography apparatus will be paid as per rate of quicky viral videos given at Annexure XIII.	Removed
Annexure 9, Points to be covered in presentation – Point 2	Bidder's past experience of Online Reputation Management (ORM) of a / some Government entity (ies) with concrete examples to evidence bidder's contribution in increasing the that Government entity's work's visibility and positive sentiment using ORM tool. The growth in followership, positive sentiment and reach of content during the period of assignment should be highlighted.	Removed The following point has been added instead of these two points:- "The bidders can pick any one signature project of State/Central Governments and propose creative and strategic plan on how awareness will be created about these projects on social and digital media platforms and outline their plan on how they will go ahead with DoCA promotions."
Annexure 9, Points to be covered in presentation – Point 3	Bidder's ideas on how to increase DoCA initiatives' visibility and positive sentiment on social media using ORM tool. [Note: Bidder needs to mention which ORM tool the bidder proposes to use for DoCA assignment; the cost of this ORM tool should be included in the financial bid]	
Annexure 9, Points to be covered In presentation Scoring of bids in stage 2 Point 2–	Bidder's past experience of Online Reputation Management (ORM) of a / some Government entity(ies) with concrete examples to evidence bidder's contribution in increasing the that Government entity's work's visibility and positive sentiment using ORM tool. The growth in followership, positive sentiment	Removed. The following point has been added instead of these two points:- "The bidders can pick any one signature project of State/Central Governments and propose creative and strategic plan on how awareness will be created about these projects on social and digital media

	and reach of content during the period of assignment should be highlighted. Maximum marks -10	platforms and outline their plan on how they will go ahead with DoCA promotions."
Annexure 9, Points to be covered In presentation Scoring of bids in stage 2 – Point 3	Bidder's ideas on how to increase DoCA initiatives' visibility and positive sentiment on social media using ORM tool. Maximum marks -10	Maximum marks – 20 marks
Annexure 13		Removed

2. The last date submission of bids has been extended till 13<sup>th</sup> July, 2023 at 5 PM.

3. The Department would like to inform all the concerned parties that the point of contact for this tender shall be the undersigned.

  
28/6/23

**(Bal Krishna Thakur)**  
Under Secretary to the Government of India  
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