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BID DETAILS

TECHNICAL EVALUATION

FINANCIAL EVALUATION

EVALUATION

BID AWARDED

1. Bid Details

Bid Number: **GEM/2024/B/5553389** (/showbidDocument/7076962)

Bid Status: Active

Bid Validity (From End Date): 30
(Days)

Competent Authority Document: [View](#)

Bid Start Date / Time: 08-11-2024
18:07:39

Bid End Date / Time: 03-12-2024
15:00:00

Bid Opening Date / Time: 03-12-2024
15:30:00

Contract Duration: 1 Month(S) 2
Day(S)

**Consignees / Reporting Officer /
Delivery Location(S)**

EMD: Required Track EMD
([Https://Bidplus.Gem.Gov.In/Bidding/Track/Tracker](https://bidplus.gem.gov.in/bidding/track/tracker))

Average Turn Over of Last 3 Years:
5000 Lakh (s) **Experience with Gov.
Required:** Year (s) **Project Experience
Required:** Yes

Buyer Details

Name: Jagriti Singh

Address: Jagriti

Singh,Jagriti.Singh.Becil@Nic.In,BECI
L, 14-B, Ring Road, I.P.Estate, New
Delhi,Central
Delhi,DELHI,110002,India

Ministry: Ministry Of Information And
Broadcasting

Department: Ministry Of Information
And Broadcasting

Organisation: Broadcast Engineering
Consultants India Limited

Office: Noida

Corrigendum Details

Modified On: 2024-11-22 13:23:21

Bid extended to **2024-12-03 15:00:00**

Bid Opening Date : **2024-12-03
15:30:00**

Modified On: 2024-11-22 13:22:35

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**Hash Value (Algorithm -
SHA256):**

b3e1ba4d21676f307fa0d513eb753d02e29601d178d4e38664dcad19079cb3a8

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Amendments in the GeM Custom Bid document number GEM/2024/B/5553389
dated 08.11.2024

#	Para Reference	Original Para	Amended Para
1	File No. 1731052195 Pre-Qualification Criteria 2.2 FINANCIAL CAPACITY OF THE BIDDER	Business Turnover: Bidder should have an average annual turnover of at least <u>₹ 50 (Fifty) Crores</u> in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.	Business Turnover: Bidder should have an average annual turnover of at least ₹ 40 (Forty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.
2	File No. 1731052195 Pre-Qualification Criteria 2.2 FINANCIAL CAPACITY OF THE BIDDER	Bidder should have Positive Net worth in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.	Para stands deleted
3	File No. 1731052195 Pre-Qualification Criteria 2.4 MANDATORY UNDERTAKINGS	<u>Insolvency certificate for minimum ₹ 15 Crores</u> <u>For the bidder's Bank</u>	The bidder should submit either the Solvency certificate for minimum ₹ 15 Crores from the Bank OR Certificate from Bank regarding the Credit Limit Available (minimum ₹ 15 Crores) as on date of submission of the bid.
4	File No. 1731052195 Pre-Qualification Criteria 2.3 TECHNICAL CAPACITY OF THE BIDDER	Work Experience: The bidder must have an experience of at least <u>5 financial years</u> in similar scope of work and must have completed at least three projects with Central/ State Government/ Public Sector Undertakings of cumulative value not less than 5 Cr and single order value should not be less than 1 Cr.	Work Experience: The bidder must have an experience of at least 7 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr.

#	Para Reference	Original Para	Amended Para
		One project should be in multimedia scope of work in last 3 financial years.	One project should be in multimedia scope of work in last 3 financial years.
	File No. 17310563851393 Technical Evaluation Criteria 1.1 RELEVANT EXPERIENCE (BASED ON THE DOCUMENTARY PROOFS SUBMITTED)	The bidder must have an experience of at least <u>5 financial years</u> in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr. 3 Campaigns: 8 Marks 4 to 6 Campaigns: 11 Marks 7 and above Campaigns: 15 Marks	The bidder must have an experience of at least 7 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr. 3 Campaigns: 8 Marks 4 to 6 Campaigns: 11 Marks 7 and above Campaigns: 15 Marks
	GeM-Bidding-7076962 (Bid No. GEM/2024/ B/ 5553389)	Bid End Date/Time <u>29-11-2024</u> 15:00:00	Bid End Date/Time 03-12-2024 15:00:00

Pre-Bid Queries received against the tender (Bid No. GEM/2024/B/5553389) published on GeM for “Content Development Organizing the Events and Execution of the Sadak Surakasha Abhiyan January 2025”

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
1	Viom Vision			As per NIT EMD is exempted for MSE we would suggest to incorporate MSME also.	EMD exemptions as per prevailing guidelines on GeM will be provided EMD can be deposited/ submitted in following ways: • <u>By Demand Draft</u> : in favour of 'Broadcast Engineering Consultants India Limited' payable at New Delhi • <u>By RTGS Transfer</u> : Broadcast Engineering Consultants India Limited Account No.: 50200076192513 IFSC Code: HDFC0000088 Bank Name: HDFC Bank Branch address: Ansal Fortune Arcade, K Block, Sector 18, Noida • <u>By Bank Guarantee</u> : in favour of 'Broadcast Engineering Consultants India Limited'
2	Viom Vision			As per NIT the business turnover of the bidder should have an average annual turnover of at least ₹ 50 (Fifty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24. The said ₹ 50 (Fifty) Crores should be in the field of Event or Seminar or Workshop or Exhibition or Expo Management Service or etc?	Amended Criteria Business Turnover: Bidder should have an average annual turnover of at least ₹ 40 (Forty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.
3	Viom Vision			As per NIT Insolvency certificate for minimum ₹ 15 Crores. We need Clarity on the insolvency as the bidder should have a positive net worth for the last three consecutive financial years, namely 2021-22, 2022-23, and 2023-24.	Amended Criteria The bidder should submit either the Solvency certificate for minimum ₹ 15 Crores from the Bank OR Certificate from Bank regarding the Credit Limit Available as on date of submission of the bid.

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
4	Panoramic Visuals	Technical Evaluation Criteria . 1.2 EVENT MANAGEMENT & INFORMATION DISSEMINATION STRENGTH OF THE BIDDER. Page No. 03	Event management with the Hon'ble President of India/ Hon'ble Prime Minister of India	We have extensive experience working with Chief Ministers. Can this be used as a replacement?	Considering the different protocols for Hon'ble President of India/ Hon'ble Prime Minister of India and Chief Ministers, the request NOT accepted.
5	Panoramic Visuals	Pre -Pre-Qualification Criteria 2.2 FINANCIAL CAPACITY OF THE BIDDER Page No. 03	Bidder should have an average annual turnover of at least ₹ 50 (Fifty) Crores in the last three consecutive financial years	Can it be reduce to 20Cr.	Amended Criteria Business Turnover: Bidder should have an average annual turnover of at least ₹ 40 (Forty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.
6	Panoramic Visuals	Pre-Qualification Criteria 2.4 MANDATORY UNDERTAKINGS Page No. 05	Insolvency certificate for minimum ₹ 15 Crores	Request to remove the clause for Insolvency or reduce it to ₹ 5 Crores	Amended Criteria The bidder should submit either the Solvency certificate for minimum ₹ 15 Crores from the Bank OR Certificate from Bank regarding the Credit Limit Available as on date of submission of the bid.
7	CS Direkt	Document: Technical Evaluation Criteria Section: Relevant Experience Page: 2	The bidder must have an experience of at least 5 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr.	<ol style="list-style-type: none"> Projects from last 7 Financial years to be included, owing to Covid-19 induced lockdown during FY 2020 to 2022 and there were restrictions on large scale event campaigns and gatherings. Corporate events and campaigns with the similar scope of works to be added in order to further showcase Technical competency and to have more eligible bidders and techno creative agency participating in the tender. Please provide the definition of "Multimedia" 	<ol style="list-style-type: none"> Amended Criteria: The bidder must have an experience of at least 7 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr. NO Change MultiMedia Projects mean where bidder has used at least 3 different mediums of Media (Media Vehicles) in a single order for execution of similar nature of project.

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
8	CS Direkt	Document: Pre-Qualification Criteria Section: Technical Capacity of the Bidder Page: 4	Work Experience: The bidder must have an experience of at least 5 financial years in similar scope of work and must have completed at least three projects with Central/ State Government/ Public Sector Undertakings of cumulative value not less than 5 Cr and single order value should not be less than 1 Cr. One project should be in multimedia scope of work in last 3 financial years.	1. Projects from last 7 Financial years to be included, owing to Covid-19 induced lockdown during FY 2020 to 2022 and there were restrictions on large scale event campaigns and gatherings. 2. Corporate events and campaigns with the similar scope of works to be added in order to further showcase Technical competency. 3. The number of campaigns required towards outlined scoring may be reduced as these are very large scale campaigns and very few agency with these criteria will qualify and therefore making it a restrictive tender. Requesting you to reduce the number of campaigns to make more participative and more eligible bidders participation. 4. Please provide the definition of "Multimedia"	1. Amended Criteria: The bidder must have an experience of at least 7 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr. 2. NO Change 3. NO Change 4. MultiMedia Projects mean where bidder has used at least 3 different mediums of Media (Media Vehicles) in a single order for execution of similar nature of project.
9	CS Direkt	Document: Pre-Qualification Criteria Section: Technical Capacity of the Bidder Page: 4	Work Experience: The bidder must have an experience of at least 5 financial years in similar scope of work and must have completed at least three projects with Central/ State Government/ Public Sector Undertakings of cumulative value not less than 5 Cr and single order value should not be less than 1 Cr.	1. We consider the "Technical Capacity of the Bidder" outlined in the "Pre-Qualification" document to be accurate for the bidding process. As there is a discrepancy in the "Technical Capacity of the Bidder" outlined in GeM Bid Document, which is assumed to be a typo.	The Pre-Qualification and Technical Evaluation Criteria as per custom bid documents uploaded by BECIL will only be used for evaluation of the proposals.
10	CS Direkt	Document: Pre-Qualification Criteria Section: Mandatory Undertakings Page: 5	(5) Insolvency certificate for minimum ₹ 15 Crores	The word "Insolvency" seems to be a typo. Suggest you to kindly change it to "Solvency"	Amended Criteria The bidder should submit either the Solvency certificate for minimum ₹ 15 Crores from the Bank OR Certificate from Bank regarding the Credit Limit Available as on date of submission of the bid.

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
11	CS Direkt	Document: GEMMISSM_09112024_181647821675 GeM Bid Document Section: Terms & Conditions listed under MII Compliance Page: 3	6. Past Experience of Similar Services: The bidder must have successfully executed/completed similar Services over the last three years i.e. the current financial year and the last three financial years(ending month of March prior to the bid opening): - i) Three similar completed services costing not less than the amount equal to 40% (forty percent) of the estimated cost; or ii) Two similar completed services costing not less than the amount equal to 50% (fifty percent) of the estimated cost; or iii) One similar completed service costing not less than the amount equal to 80% (eighty percent) of the estimated cost.	1. We consider the “Technical Capacity of the Bidder” outlined in the “Pre-Qualification” document to be accurate for the bidding process. As there is a discrepancy in the “Technical Capacity of the Bidder” outlined in GeM Bid Document, which is assumed to be a typo.	The Pre-Qualification and Technical Evaluation Criteria as per custom bid documents uploaded by BECIL will only be used for evaluation of the proposals.
12	CS Direkt	Document: Scope of Work Section: Scope of Work for “Sadak Suraksha Abhiyan” Page: 5	The selected agency will be responsible for organizing a comprehensive central/main event, 4-hour Telethon	Please clarify if the Scope of Work includes Media Broadcasting or just providing appropriate event infrastructure to enable external Television Broadcasting teams?	The Scope of Work includes all end-to-end services for hosting and dissemination of the intended message associated with the Abhiyan

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
13	CS Direkt	Document: GeM – Bid Document Section: (a.) EMD Exemption Page: 2	EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.	Kindly include Medium Enterprises for EMD Exemption. The exclusion of Medium Enterprises from seeking EMD Exemption is restrictive and limits many qualifying agencies in participating in the process, owing to a high EMD amount. As per CVC Guidelines the EMD is waived for MSME organisation. Requesting you to allow the same.	EMD exemptions as per prevailing guidelines on GeM will be provided EMD can be deposited/ submitted in following ways: • <u>By Demand Draft</u> : in favour of 'Broadcast Engineering Consultants India Limited' payable at New Delhi • <u>By RTGS Transfer</u> : Broadcast Engineering Consultants India Limited Account No.: 50200076192513 IFSC Code: HDFC0000088 Bank Name: HDFC Bank Branch address: Ansal Fortune Arcade, K Block, Sector 18, Noida • <u>By Bank Guarantee</u> : in favour of 'Broadcast Engineering Consultants India Limited'
14	CS Direkt	Document: Payment Terms of the RFP Section: 3 (a) Payment Schedule Page: 2	Mobilisation Advance of 30% of the total work order value, on submission of additional Bank Guarantee of equivalent value (30% of the total work order value) after Kick-Off Meeting with end-user;	We request that at least 40% Advance payment without Bank Guarantee to be released immediately after the Kick-off meeting and balance payments to be released on achieving pre-defined milestones / stages. This will allow selected / participating agencies in managing their funds efficiently for an event of such scale and importance Or Request you to make Milestone based payments wherein 20% to be given with signing of contract and submission of entire execution plan, 20 % to be given on commencement of site work for the first event.	NO Change

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
15	CS Direkt	Joint Venture / Consortium	Details not provided	We request that Joint Venture / Consortium of entities within similar sphere of work, may be allowed in order to take advantage of the technological / technical expertise. This will also allow more eligible agencies to participate allowing the tender to be more open and collaborating to seamlessly manage the SoW of this scale / importance.	NO Change
16	AK PUBLICITY			In alignment with the NIT, we suggest incorporating provisions to include MSMEs under the EMD exemption	EMD exemptions as per prevailing guidelines on GeM will be provided EMD can be deposited/ submitted in following ways: <ul style="list-style-type: none"> • <u>By Demand Draft</u>: in favour of 'Broadcast Engineering Consultants India Limited' payable at New Delhi • <u>By RTGS Transfer</u>: Broadcast Engineering Consultants India Limited Account No.: 50200076192513 IFSC Code: HDFC0000088 Bank Name: HDFC Bank Branch address: Ansal Fortune Arcade, K Block, Sector 18, Noida • <u>By Bank Guarantee</u>: in favour of 'Broadcast Engineering Consultants India Limited'
17	AK PUBLICITY			As per the NIT, the participating bidder must have an average annual turnover of at least ₹50 crores during the last three financial years (2021-22, 2022-23, and 2023-24). Kindly confirm if this includes turnover from services such as Seminar/Workshop Management, Exhibition or Expo Management, and similar domains.	Amended Criteria Business Turnover: Bidder should have an average annual turnover of at least ₹ 40 (Forty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
18	AK PUBLICITY			The NIT specifies the requirement for a positive net worth across the last three consecutive financial years (2021–22, 2022–23, and 2023–24). We would appreciate additional clarity on the insolvency-related requirements.	<p>Response regarding Net worth:</p> <p>Para Stands Deleted</p> <p>Response regarding insolvency:</p> <p>Amended Criteria</p> <p>The bidder should submit either the Solvency certificate for minimum ₹ 15 Crores from the Bank OR Certificate from Bank regarding the Credit Limit Available as on date of submission of the bid.</p>
19	Network18	Pre-Qualification Criteria. 2.2-FINANCIAL CAPACITY OF THE BIDDER. Page No.3	Bidder should have Positive Net worth in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.	The agency has also been asked to provide a insolvency certificate of ₹15 crore and turnover at least ₹ 50 (Fifty) Crores. Request to remove the requirement of a Positive Net Worth.	Para Stands Deleted
20	Network18	EMD	Bid Document. Page No.02	Clarification required for the bidder who is exempted of EMD on the GeM portal for having turnover >500Cr.	<p>EMD exemptions as per prevailing guidelines on GeM will be provided</p> <p>EMD can be deposited/ submitted in following ways:</p> <ul style="list-style-type: none"> • <u>By Demand Draft</u>: in favour of 'Broadcast Engineering Consultants India Limited' payable at New Delhi • <u>By RTGS Transfer</u>: Broadcast Engineering Consultants India Limited Account No.: 50200076192513 IFSC Code: HDFC0000088 Bank Name: HDFC Bank Branch address: Ansal Fortune Arcade, K Block, Sector 18, Noida • <u>By Bank Guarantee</u>: in favour of 'Broadcast Engineering Consultants India Limited'

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
21	Goldmine	CLAUSE NO. 2 PRE-QUALIFICATION EVALUATION CRITERIA, SUB CLAUSE 2.2 FINANCIAL CAPACITY OF THE BIDDER	Business Turnover: Bidder should have an average annual turnover of at least ₹ 50 (Fifty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.	We request for an Exemption against MSME Criteria	Exemptions only as per GeM guidelines/ provisions will be provided
22	Axis Communications	PRE-QUALIFICATION EVALUATION CRITERIA 2.4 MANDATORY UNDERTAKINGS Point 5	Insolvency certificate for minimum ₹ 15 Crores.	We kindly request a reduction in the insolvency amount requirement for bidder participation in tender from ₹15 crore to ₹10 crore. This adjustment will enable broader participation while maintaining competitive standards	Amended Criteria The bidder should submit either the Solvency certificate for minimum ₹ 15 Crores from the Bank OR Certificate from Bank regarding the Credit Limit Available as on date of submission of the bid.
23	Tagbin Services Pvt. Ltd.	Pre-Qualification Criteria Clause 2.1 (S.No 1) Legal capacity of the bidder	Consortium to be allowed	The project budget is approximately 38 crores, which is a significant amount. For projects exceeding 10 crores, it is a general practice to allow a consortium. Additionally, the scope of work includes multiple activities such as telethons, smaller events, central event and multimedia component, requiring diverse expertise that is unlikely to be possessed by a single company. Therefore, it is recommended to permit a consortium of at least two companies to ensure a wider participation and competitive bidding process and let the consortium meet all the financial and technical criteria jointly.	NO Change

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
24	Tagbin Services Pvt. Ltd.	Pre-Qualification Criteria 2.2 FINANCIAL CAPACITY OF THE BIDDER	Business Turnover: Bidder should have an average annual turnover of at least ₹ 50 (Fifty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.	As per CVC guidelines, the minimum criteria is 30% of the Estimated cost of the project which will come out to be 11,34,30,000. However, here the requirement has been asked for 50 Cr, which is very high. Our turnover is last 3 years has been 61 Cr, 34 Cr, 31 Cr average to be 42 Cr. Understanding the requirement of the project, we request you to take it to a maximum of 100% of Estimated cost i.e. 38 Cr.	Amended Criteria Business Turnover: Bidder should have an average annual turnover of at least ₹ 40 (Forty) Crores in the last three consecutive financial years i.e., 2021-22, 2022-23, 2023-24.
25	Tagbin Services Pvt. Ltd.	Pre-Qualification Criteria Clause 2.3 (S.No 2) Technical capacity of the bidder	The Bidder should have regional offices/ presence in minimum 8 states across India	Agencies like ours are well-equipped to execute pan-India projects due to our strong network of vendors. However, the requirement to have offices in 8 states across India seems restrictive and, we believe, should be relaxed.	NO Change
26	Tagbin Services Pvt. Ltd.	Pre-Qualification Criteria Clause 2.3 (S.No 1) Technical capacity of the bidder	One project should be in multimedia scope of work in last 3 financial years.	Please define multimedia scope of work .	MultiMedia Projects mean where bidder has used at least 3 different mediums of Media (Media Vehicles) in a single order for execution of similar nature of project.
27	Tagbin Services Pvt. Ltd.	Technical Evaluation Criteria 1.1 RELEVANT EXPERIENCE	The bidder must have an experience of at least 5 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr. 3 Campaigns: 8 Marks 4 to 6 Campaigns: 11 Marks 7 and above Campaigns: 15 Marks	We request you to please extend this criteria upto last 7 years which is standard practice and also allow private works from reputed institutes. Also, reason being that 2 years out the last 5 years were COVID affected.	Amended Criteria: The bidder must have an experience of at least 7 financial years in similar scope of work and must have completed at least three campaigns with Central/ State Government/ Public Sector Undertakings of cumulative value not less than ₹ 5 Cr and single order value should not be less than 1 Cr. 3 Campaigns: 8 Marks 4 to 6 Campaigns: 11 Marks 7 and above Campaigns: 15 Marks

#	Bidder	RFP Document Reference(s) (Section & Page Number (s))	Content of RFP requiring Clarification(s)	Points of Clarification	Response to the Queries
28	Tagbin Services Pvt. Ltd.	Technical Evaluation Criteria 1.3 Technical capability	TECHNICAL CAPABILITY (BASED ON THE TECHNICAL PROPOSAL AS WELL AS PRESENTATION)	Kindly clarify whether the presentation needs to be presented to the committee and not to be submitted as part of the technical bid.	Bidders should submit the presentation along with the technical proposal. However, Bidders may be asked to give the presentation of their concept/ proposal to the committee members as a part of evaluation.
29	Tagbin Services Pvt. Ltd.	Scope of Work		For a project valued at 38 crores, the scope of work document lacks the necessary details to accurately define the costs. We request you to provide a more detailed scope of work, specifying elements such as event quantity and size, including the number of attendees, duration of events, and infrastructure requirements, location of event, etc. Additionally, the absence of a detailed BOQ makes it challenging to determine costs at the tender stage. We kindly request these details to ensure a fair and accurate bidding process.	The broad scope of work and key deliverables are already mentioned in the Scope of Work document provided as a part of custom bid document on GeM
30	Tagbin Services Pvt. Ltd.	Scope of Work		Please clarify if media buying is in scope of work of the bidder, because media buying is going to be a very high budget and as per our assumption it will consume a major chunk of 38 Cr estimated budget and nothing will be left out for the actual scope of work.	Media buying/ message dissemination has been envisaged as a part of proposal of the bidders

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31	E-Factor Experiences Limited	Technical Evaluation Criteria 1.2 EVENT MANAGEMENT & INFORMATION DISSEMINATION STRENGTH OF THE BIDDER Page 3	The agency should have prior experience of event management.Event management with A category celebrities: 08 Marks	We kindly request you to provide a clear definition of "A category celebrities" in this context. Clarification will help us align and submit relevant previous experience accordingly.	'A Category Celebrity' is a luminary in Indian cinema renowned for their outstanding talent, widespread acclaim, and significant contributions to the industry and are celebrated for their remarkable performances, box-office successes, and cultural impact. Having the significant presence in advertisements, campaigns, and media appearances. Having fan base across various demographics. Celebrity must have strong influence on social media platforms and public opinion. Having substantial contribution in shaping the Indian and global cinema trends and recognized as a role model for aspiring actors and the general public.
32	E-Factor Experiences Limited	Technical Evaluation Criteria 1.2 EVENT MANAGEMENT & INFORMATION DISSEMINATION STRENGTH OF THE BIDDER Page-3	The group should have regional offices/ presence in minimum 8 states.	We request you to kindly consider allowing the presence of regional offices through alliances with local partners. Event Management Agencies (EMAs) commonly adopt this practice of forming alliances with reliable partners across different states to ensure seamless execution of events while maintaining efficiency and quality standards. This will enable more agencies to meet the eligibility criteria and enhance competition.	NO Change
33	E-Factor Experiences Limited	Scope of Work	PROJECT DESIGN AND METHODOLOGY Clustered Region-Specific Events in various locations across the country.	As outlined in the RFP, the agency will be required to organize a minimum of 20 Clustered Region-Specific Events across various locations in the country. We kindly request you to specify the cities/regions/clusters that will form the basis of these events to enable proper planning and resource allocation.	20 locations are supposed to be the part of bidder's proposal for enhancing the efficacy of the intended outcome of Abhiyan

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34	E-Factor Experiences Limited	Bill of Quantities	The current BOQ provided in the tender appears to be vague in the context of the detailed scope of work outlined in the document. To ensure clarity and uniformity among all bidders, we request the issuance of a detailed, item-wise BOQ. This will help in precise costing, equitable competition, and alignment with the project requirements.	A detailed BOQ will allow all bidders to interpret the scope uniformly and prepare their financial bids accordingly, avoiding ambiguities and discrepancies during the evaluation phase.	Bill of Quantity is the broad list of deliverables required from the bidders. Bidders are free to propose the components required for successful rendering of end-to-end services for hosting and dissemination of the intended message associated with the Abhiyan
35	E-Factor Experiences Limited	Bill of Quantities	Enabling change in behaviour of road users regarding road safety through creation and production of theme-based creatives. – 230 Quantity	We seek clarification regarding the scope and specifications of the theme-based creatives mentioned in the tender: 1. Will these creatives be static/still designs intended solely for use on social media and print platforms, or do they include any dynamic/ motion graphics elements? 2. Kindly elaborate on the intended mediums or platforms where these creatives will be utilized? 3. Additionally, we request clarification on the relevance of the number "230." Does it indicate the total quantity of creative required, or does it pertain to specific categories or themes? We kindly request you to provide detailed clarifications on the above points to ensure accurate understanding and submission of the bid.	To deliver the message of Abhiyan to the masses / target groups, 230 is the total quantity of creative required to be developed. Creatives shall be dynamic in nature and shall include graphics/ motions. These creative shall be used on platforms like digital/ social/ TV. Regarding themes bidders have to propose as per their plan and strategy for successful taking up the Abhiyan