



कर्मचारी राज्य बीमा निगम
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)
EMPLOYEES' STATE INSURANCE CORPORATION
(Ministry of Labour & Employment, Govt. of India)



मुख्यालय/Headquarters
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F. No. E-14/16/02/2021-PR (E-10039)


Dated: 23.06.2025

Response to the Pre-Bid Queries

The pre-bid meeting for the captioned Bid (Bid Number: GEM/2025/B/6281825 Dated: 28-05-2025) was held on June 04, 2025 at 11:00 AM in the Room No. - 226 at ESIC Hqrs. The list of prospective bidders who attended the pre-bid meeting is as under:

S. No.	Name(Ms./Mrs./Mr.)	Bidders
1	Shilpa Uberoi	M/s. Span Communications
2.	Akshita Rai	M/s. Cyfuture India Pvt. Ltd.
3.	Sana Qureshi	M/s. Cyfuture India Pvt. Ltd.
4.	Abhi Dhingra	M/s. Crayons Advertising Ltd.
5.	Ammo Agarwal	M/s. Apexxio LLP
6.	Chetan	M/s. STL
7.	Arbab Khan	M/s. Teamwork Group
8.	Deepak Jain	M/s. ADG Online Solutions Pvt. Ltd.
9.	Anurag Sharma	M/s. Blue Bird Advertising Pvt. Ltd.
10.	Indradev Mishra	M/s. Double 8 Event Advertising
11.	Shekhar Sahu	M/s. Concept Communication
12.	Rajesh Gupta	M/s. STTL
13.	Ankita Saxena	M/s. Clarify Media Pvt. Ltd.
14.	Smita Seth	M/s. Axis Communications
15.	Rashmi Khanduri	M/s. India News Communications Ltd.
16.	Sarvesh Sharma	M/s. Wise Folks
17.	Sonu Kumar	M/s. Adglobal 360 Pvt. Ltd.

It was clarified to the representative of prospective Bidder that the purpose of the meeting was to give an opportunity to clarify doubts/queries regarding the tender process including bidding documents. Queries received from prospective bidder through e-mail, Pre-Bid Conference and GeM portal in response to the tender are at Annexure-A. These responses shall constitute to be part of the e-Tender (No. GEM/2025/B/6281825) documents.


23/06/2025

(Shreyas Singh)
Dy. Director (PR)
ESIC Headquarters, New Delhi

Annexure-A

Pre-Bid Queries and Responses thereof with reference to Tender no. GEM/2025/B/6281825 published vide GeM Portal on 28.05.2025

S. No.	Agency	Source of Query	Page No.	Section /Sub-Section/ Para	As per RFP	Queries/Suggestions	Reply of ESIC
1.	Span Communications s.uberoi@spancom.in	Mail	6/39	I(B)/-	The intent of the RFP is to hire an agency for providing the Media services for ESIC, Ministry of Labour & Employment (MoL&E), Govt. of India and EPFO in addition to operation and maintenance of their social media communication channels.	<ul style="list-style-type: none"> We understand that the Gem Mentions only Social Media agency, but the RFP mentions for Media Services. Also, in evaluation, you have only asked for Social Media Work orders, please clarify, Would the agency also needs to do media strategy, Pr & releases? Kindly clarify. 	<ul style="list-style-type: none"> The intent of RFP is to hire a Agency for providing the Media services for ESIC, MoL&E and EPFO in addition to operation and maintenance of their social media communication channels as detailed in Section – I(b).
			6/39	I(B)/-	Develop a media plan including Social Media to disseminate all campaigns.	<ul style="list-style-type: none"> We understand that the media budget for running campaigns is separate for both Digital and non-digital and not included in the financial bid, please clarify. 	<ul style="list-style-type: none"> The selected agency has to develop a media plan including Social Media to disseminate all campaigns.
			9/39	I(C)/29	That in case of any travel or lodging outside Delhi-NCR required by the Agency for executing agreed Media strategy work, MoL&E, ESIC and EPFO shall reimburse the agency at par the entitlement as that of SSO in ESIC, however, prior sanction of MoL&E, ESIC and EPFO has to be obtained for such tours. No separate	<ul style="list-style-type: none"> We understand that as per this clause all the travel cost would be paid separately but in financial Bid Annexure D mentions Note: - Price Basis (a) The quoted rates of the bidder in SI. No. 1 of Price bid table have to be all- inclusive (including all costs pertaining to personnel and logistics) for 	<ul style="list-style-type: none"> The media agency is expected to have an established network nationwide and will be responsible for events coverage through its own network team or allied agencies. However, if MoLE, ESIC or EPFO depute any particular team Member for coverage of any specific event then the expenses

				Agency fees shall be payable on the expenditure.	execution of the complete work as per the Scope of Work. Please clarify that this logistics do not include travel for events, shoots etc.	will be governed by the provision detailed at para 27 of Section – I (C).	
			9/39	I(C)/30	That the agency for media shall be liable to provide good quality purchased/subscribed photographs for use in creatives/infographics in addition to open source photographs during the contract period. For it, the agency should have subscription of reputed stock photographs portal. Payment towards such photographs / subscription will be borne by the agency itself. ESIC shall not entertain the request from the Agency for either reimbursement or direct payment for such photographs.	<ul style="list-style-type: none"> We understand that these images are only required for Social media? Please clarify 	<ul style="list-style-type: none"> These images may be used across all media platforms.
			12/39	I(E)/-	Estimated Bid Value is Rs. 3.00 Crore for 02 years	<ul style="list-style-type: none"> Is this value with taxes? Please clarify 	<ul style="list-style-type: none"> Yes
			14/39	I(F)/1b/3(a)	Strategy and Action Plan Presentation for MoL&E, ESIC and EPFO on Social Media Management and Media Analysis	<ul style="list-style-type: none"> We understand that only shortlisted agencies would be later called for presentation and this would not be submitted with the Technical bid, please clarify 	<ul style="list-style-type: none"> Shortlisted agencies will be called for presentation and this would not be submitted with the Technical bid.
			17/39	II(A)/i	To develop a positive brand image for MoL&E, ESIC & EPFO on all Media platforms.	<ul style="list-style-type: none"> We understand that this is only pertaining to Social Media, please clarify and we hope it does not include PR services. 	<ul style="list-style-type: none"> This pertains to Social Media as well as other media platforms.
			17/39	II(A)/iv	To create engagement between MoL&E, ESIC & EPFO and the general public via positive conversations and to facilitate a	<ul style="list-style-type: none"> We understand that this is pertaining to Social Media queries and response management on these platforms. Please clarify 	<ul style="list-style-type: none"> This pertains to Social Media queries and response management on these platforms

				simple and user-friendly communication platform to obtain online feedback.		
		17/39	II(A)/v	To communicate with citizens, vide various platforms of media including Social Media about new policies, initiatives and opportunities created by MoL&E, ESIC & EPFO for Workers & Employers and by Govt. of India. To allay apprehensions, misconceptions if any, prevailing amongst workers and to respond to queries/grievances of public on Various media platforms including social media platforms.	<ul style="list-style-type: none"> We understand that this is only scope of work for Social media management. But what other platforms of media does the agency needs to cover? 	<ul style="list-style-type: none"> This is for various media platforms including print, online, broadcast as well as social media.
		18/39	II(B)/1.7	The agency shall aggregate the grievances received through various media forums and keep on sharing the same with the nominated official responsible for grievance redressal at MoL&E/ESIC/EPFO on daily basis . The grievances shall be replied as per the suggestion of nominated official.	<ul style="list-style-type: none"> We understand that these are only pertaining to social media. Please clarify. Are there other portals of grievance redressal that the agency needs to handle? Please clarify 	<ul style="list-style-type: none"> These are from all medium i.e. Print, Online, Social Media, Broadcast etc.
		18/39	II(B)/1.16	Take MoL&E/ESIC/EPFO events Live across media platforms on content shared with the Agency on given a feed, whenever required	<ul style="list-style-type: none"> Please specify if the agency would need to setup with equipment for the coverage of Live events. 	<ul style="list-style-type: none"> Yes, agency need to setup with equipment for the coverage of Live events
		23/39	Annexure-A/6	Short videos upto 02 min	<ul style="list-style-type: none"> Would these require shoot and production? If yes, we understand that cost for these would be paid separately. 	<ul style="list-style-type: none"> Yes, but cost for these would not be paid separately.
		13/39	I(F)/1b/	Number of eligible projects (Social	<ul style="list-style-type: none"> We request you to include 	<ul style="list-style-type: none"> These projects are

				2(b)	Media) completed/ongoing for Government of India (Central/State/PSU) for the period of atleast 12 months or more during the last 3 financial years i.e. 2022-23, 2023-24, 2024-25	ongoing projects and increase the period from last 3 years to last 5 years, so that more agencies can participate.	completed/ongoing for Govt. of India (Central/State/PSU) for the period of at least 12 months or more- during the last 03 years. Further, there is no change in period.
			26/39	Statement-B/-	Statement-B	<ul style="list-style-type: none"> We understand that these are combined deliverables for all the organizations together. Please clarify 	<ul style="list-style-type: none"> These deliverables for each organisation separately.
			28/39	Statement-C/-	Statement-C	<ul style="list-style-type: none"> We understand that this would need to be submitted by the shortlisted agency only. Please clarify. 	<ul style="list-style-type: none"> Yes, it should be submitted by shortlisted agency
			GeM Portal	-/-	NA	<ul style="list-style-type: none"> Please provide a format for price breakup as the format provided by you only requires for a lump some amount 	<ul style="list-style-type: none"> There is no specified format for price breakup. The rates quoted by bidder as per RFP price bid format.
2.	Cyfuture India Pvt. Ltd. sana.Qureshi@cyfuture.com	Mail	11/39	I(D)/-	The agency for media shall be of sound financial status with an average annual turnover in the last three financial years i.e. 2022-23, 2023-24, 2024-25 are as under: - A. For Startups/MSME: Rs.50 Lakh or more B. For agencies other than Startups/MSME: Rs.5 Crore or more	<ul style="list-style-type: none"> We request a relaxation in the annual turnover requirement for agencies other than MSMEs/Startups from ₹5 Crore to ₹3.5 Crore for the last three financial years. 	<ul style="list-style-type: none"> In this regard, please see the Corrigendum attached.
			13/39	I(F)/1b/2(A&B)	The bidder must have successfully executed/completed similar services (Social Media) over the last three years i.e. 2022-23, 2023-24, 2024-25 are as under: - A. For Startups/MSME (Rs.30 Lakh	<ul style="list-style-type: none"> We request that the eligibility criteria consider the number of ongoing social media projects with a duration of 4 months or more during the last five financial years, instead of being limited to the past three years. We also request that relevant 	<ul style="list-style-type: none"> The criteria for execution/completion of similar services (Social Media) in last 3 years has been selected keeping in mind the rapid evolution in field of communication and emergence of new technology such as AI.

					& above): 3 Projects B. For agencies other than Startups/MSME (Rs.60 Lakh & above): 3 Projects	work experience of similar scope be considered for the last five financial years. This broader timeframe will encourage wider participation and allow us to better demonstrate our experience and credibility.	
3.	NA	GeM Portal	13/39	I(F)/1b/2	Number of eligible projects (Social Media) completed/ongoing for Government of India (Central/State/PSU) for the period of at least 12 months or more during the last 3 financial years i.e. 2022-23, 2023-24, 2024-25	<ul style="list-style-type: none"> Please allow submission of Reputed Private Organizations "Number of eligible projects (Social Media) completed/ongoing for Government of India (central/state/PSU) or BFSI / Reputed Private Organizations for the period of at least 12 months or more during the last 3 financial years i.e.2022-23, 2023-24, 2024-25" 	<ul style="list-style-type: none"> Only completed / ongoing projects of Government of India (central/state/PSU) for the period of at least 12 months or more during the last 3 financial years i.e. 2022-23, 2023-24, 2024-25" is allowed. It is because the work of a public/government organisation differs qualitatively from private sector.
			32/39	III/Appendix-1/6	Conclusive and authentic proof showing the total number of eligible projects completed/ongoing for Government (Central/State/PSU) in social media works during last three financial years (Copies of work order/performance certificate (clearly showing project cost and project value) issued by clients - To be uploaded as Additional Doc 3.	<ul style="list-style-type: none"> Please allow submission of Reputed Private Organizations "Conclusive and authentic proof showing the total number of eligible projects completed/ongoing for Government (Central/State/PSU) or BFSI / Reputed Private Organizations in social media works during last three financial years (Copies of work order/performance certificate (clearly showing project cost and project value) issued by clients - To be uploaded as Additional Doc 3. 	<ul style="list-style-type: none"> Only completed / ongoing projects of Government of India (central/state/PSU) for the period of at least 12 months or more during the last 3 financial years i.e.2022-23, 2023-24, 2024-25" is allowed. It is because the work of a public/government organisation differs qualitatively from private sector.
			13/39	I(F)/1b/2	Number of eligible projects (Social Media) completed/ongoing for Government of India	<ul style="list-style-type: none"> METHOD OF EVALUATION AND AWARD, Page no 13, point no 2 of Technical Evaluation, Request 	<ul style="list-style-type: none"> The criteria for execution/completion of similar services (Social Media) in last 3

				<p>(Central/State/PSU) for the period of atleast 12 months or more during the last 3 financial years i.e. 2022-23, 2023-24, 2024-25</p> <p>A. For startups/MSME (Rs.30 Lakh & above): 1-5 projects – 10 score 5-10 projects – 20 score 10 above projects – 30 score</p> <p>B. For agencies other than Startups/MSME (Rs.60 Lakh & above): 1-5 projects – 10 score 5-10 projects – 20 score 10 above projects – 30 score</p>	<p>for change Number of eligible projects (social media) completed/ongoing for Government of India (central/state/PSU) for the period of at least 12 months or more during the last 7 financial years instead of 3 financial years.</p> <ul style="list-style-type: none"> B. For agencies other than Startups/MSME (Rs.60 Lakh & above): 1-3 projects - 10 score 4-6 projects - 20 score 7 above projects - 30 score Note: -. Only projects with an order value of ₹60 Lakh or more will be counted. For example, a project worth ₹120 Lakh will be counted as 2 projects. 	<p>years has been selected keeping in mind the rapid evolution in field of communication and emergence of new technology such as AI.</p> <ul style="list-style-type: none"> Projects with an order value of ₹120 Lakh will be counted as 1 project.
		11/39	I(D)/-	<p>The bidder must have successfully executed/completed similar services (Social Media) over the last three years i.e. 2022-23, 2023-24, 2024-25 are as under: -</p> <p>A. For Startups/MSME (Rs.30 Lakh & above): 3 Projects</p> <p>B. For agencies other than Startups/MSME (Rs.60 Lakh & above): 3 Projects</p>	<ul style="list-style-type: none"> We propose that at least one completed Social Media project with a minimum value of ₹5 Crore be considered as a mandatory eligibility criterion for evaluation under the "Agencies other than Startups/MSMEs" category. 	<ul style="list-style-type: none"> There is no change in this regard as the criteria has been decided to ensure wider participation in the bid.



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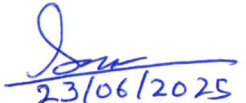
Dated: 23.06.2025

Corrigendum

With reference to Bid Number: GEM/2025/B/6281825 dated: 28-05-2025, published for engaging a 'Agency for Media' for MoL&E, ESIC & EPFO. The following changes may please be noted & these changes shall constitute to be part of the e-Tender (No. GEM/2025/B/6281825) documents which are as follows:

S. No.	Page No.	Section	Sub-Section /Para	As per RFP	Changes made in RFP
1.	13/39	I(F)	1b/2(A&B)	<p>2. Number of eligible projects (Social Media) completed/ongoing for Government of India (Central/State/PSU) for the period of atleast 12 months or more during the last 3 financial years i.e. 2022-23, 2023-24, 2024-25</p> <p>A. For startups/MSME (Rs.30 Lakh & above): 1-5 projects – 10 score 5-10 projects – 20 score 10 above projects – 30 score</p> <p>B. For agencies other than Startups/MSME (Rs.60 Lakh & above): 1-5 projects – 10 score 5-10 projects – 20 score 10 above projects – 30 score</p>	<p>2. Number of eligible projects (Social Media) completed/ongoing for Government of India (Central/State/PSU) for the period of atleast 12 months or more during the last 3 financial years i.e. 2022-23, 2023-24, 2024-25</p> <p>A. For startups/MSME (Rs.30 Lakh & above): 1-5 projects – 10 score 6-10 projects – 20 score (changed) 10 above projects – 30 score</p> <p>B. For agencies other than Startups/MSME (Rs.60 Lakh & above): 1-5 projects – 10 score 6-10 projects – 20 score (changed) 10 above projects – 30 score</p>
2.	23/39	Annexure-A	Section-III-A	General requirements applicable for each organisation– MoL&E, ESIC and EPFO	General requirements applicable for each organisation– MoL&E, ESIC and EPFO

				Social Media Deliverables#	Media & Social Media Deliverables# (changed)																				
3.	25/39	Annexure-C	-	The selected Social Media Agency shall furnish the following Statements (Statements A, B & C) and attendance sheet of personnel deployed along with the bill. If the Agency fails to perform any of the assigned task as per scope of work, the Agency's bill shall be deducted: -	The selected Media Agency (changed) shall furnish the following Statements (Statements A, B & C) and attendance sheet of personnel deployed along with the bill. If the Agency fails to perform any of the assigned task as per scope of work, the Agency's bill shall be deducted: -																				
4.	11/39	I(D)	-	The agency for media shall be of sound financial status with an average annual turnover in the last three financial years i.e. 2022-23, 2023-24, 2024-25 are as under: - A. For Startups/MSME: Rs.50 Lakh or more B. For agencies other than Startups/MSME: Rs.5 Crore or more	The agency for media shall be of sound financial status with an average annual turnover in the last three financial years i.e. 2022-23, 2023-24, 2024-25 are as under: - A. For Startups/MSME: Rs.50 Lakh or more B. For agencies other than Startups/MSME: Rs.3 Crore or more (changed)																				
5.	13/39	I(F)	1b/1	<table border="1"> <tr> <td>1.</td> <td>Average Turnover for the last 3 financial year i.e. 2022-23, 2023-24, 2024-25</td> </tr> <tr> <td></td> <td>B. For agencies other than Startups/MSME:</td> </tr> <tr> <td></td> <td>(i) Rs.5 Crore to Rs.15 Crore – 5 Score</td> </tr> <tr> <td></td> <td>(ii) More than Rs.15 Crore to Rs.30 Crore – 10 Score</td> </tr> <tr> <td></td> <td>(iii) More than Rs.30 Crore – 15 Score</td> </tr> </table>	1.	Average Turnover for the last 3 financial year i.e. 2022-23, 2023-24, 2024-25		B. For agencies other than Startups/MSME:		(i) Rs.5 Crore to Rs.15 Crore – 5 Score		(ii) More than Rs.15 Crore to Rs.30 Crore – 10 Score		(iii) More than Rs.30 Crore – 15 Score	<table border="1"> <tr> <td>1.</td> <td>Average Turnover for the last 3 financial year i.e. 2022-23, 2023-24, 2024-25</td> </tr> <tr> <td></td> <td>B. For agencies other than Startups/MSME:</td> </tr> <tr> <td></td> <td>(i) Rs.3 Crore to Rs.15 Crore – 5 Score (changed)</td> </tr> <tr> <td></td> <td>(ii) More than Rs.15 Crore to Rs.30 Crore – 10 Score</td> </tr> <tr> <td></td> <td>(iii) More than Rs.30 Crore – 15 Score</td> </tr> </table>	1.	Average Turnover for the last 3 financial year i.e. 2022-23, 2023-24, 2024-25		B. For agencies other than Startups/MSME:		(i) Rs.3 Crore to Rs.15 Crore – 5 Score (changed)		(ii) More than Rs.15 Crore to Rs.30 Crore – 10 Score		(iii) More than Rs.30 Crore – 15 Score
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