

MINUTES OF PRE-BID MEETING

Directorate of Horticulture
Department of Agriculture

2nd Floor, Krishi Bhawan, Mithapur, Patna – 800001

Tender Title:	Very Short E- Tender for Selection of Agency for Managing Social Media Platforms for Directorate of Horticulture, Agriculture Dept. Government of Bihar
Tender No.	
Date & Time of Pre-bid Meeting	29.08.2025 , 01:00 PM
Venue:	Directorate of Horticulture, Department of Agriculture, 2nd Floor, Krishi Bhawan, Mithapur, Patna - 800001

A Pre-Bid meeting for Selection of Agency for Managing Social Media Platforms for Directorate of Horticulture, Agriculture Dept. Government of Bihar was held on 29.08.2025 , 1 PM at Directorate of Horticulture, Department of Agriculture, 2nd Floor, Krishi Bhawan, Mithapur, Patna - 800001. The pre-bid queries submitted and responses are as listed below:

S N	Section/Part of RFP and page No. clause	Query/Request for clarification/modification	Response
1	Page 3, point 7- During the contract period the agency should be able to reach at least 2 million followers across all social media platforms	We need clarity that whether these 2 million followers are unique/organic followers or combined followers of all social media platforms?	These 2 million followers are combined followers of all social media platforms.
2	Page 4, point-5- Key Influencer Program- Conceptualizing, planning and executing a "Key Influencer Program" on all Directorate of Horticulture Social Media platforms. The Influencer program will aim at engaging top influencers in the Horticulture industry and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings, directory submissions etc. and spread awareness about Directorate of Horticulture Social Media campaigns	1. Do we have to include influencer budget in financial bid? 2. We need clarity on the number of influencers to be engaged?	1. The financial bid should cover all the cost associated with different works to be performed by the agency as per the tender. 2. Influencers need would be as per the requirement of the event/programs of Directorate of Horticulture. Hence, it can not be quantified now for the whole year. It will be as per the requirement and nature of the event/work.

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3.	Page 5, point 3- Financial profile of the firm- Financial Turnover -The bidder should have minimum annual average turnover of INR 01 Crore in last three financial years (FY's 2021-2022, 2022-2023 and 2023-24).	Kindly reduce the turnover	No change except in the case where a bidder has been registered in Bihar for at least 5 years. In this condition, where a bidder has been registered in Bihar for at least 5 years the minimum annual average turnover should be at least 50 lakh in last three financial years (FY's 2021-2022, 2022-2023 and 2023-24).
4	Page 5, point 4- The Bidder(s) must have an experience of providing Digital Marketing services including Social Media Management for at least 05 (five) projects/ contracts in Central or State Govt., Union Territory, PSU in the last 03 (three) Financial Years (i.e., 2021-22, 2022-23 and 2023-24). Documents required: Contract Agreement/ Work Orders/ Completion certificate(s) that clearly states the details of the scope of work, date of commencement, details of Digital Marketing services including Social Media Management related services and support activities undertaken and all other essential details of the contract Client Certificate on the client's letterhead signed by the issuing authority providing the details of the project/contract Undertakings/ Declarations in lieu of/ or in support of above requirement if submitted on Bidder's letter head shall not be accepted	We request to exempt Completion certificate in response to the documents required.	No change

Note: The Pre-bid meeting document shall now become part of the tender document.

प्राति - 22.9.25

दिनांक - 30/8/2025

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(Abhishek Kumar)
Mission Director,
BHDS, Patna.