

**MAHARASHTRA POLLUTION CONTROL BOARD**

Tel: +91 22 24087295  
 Fax: 24024068 / 24023515  
 Website: www.mpcb.gov.in  
 E-mail : [pro@mpcb.gov.in](mailto:pro@mpcb.gov.in)



Kalpataru Point, 3<sup>rd</sup> & 4<sup>th</sup> Floor  
 Opp. Cine Planet Cinema,  
 Near Sion Circle, Sion (E)  
 Mumbai- 400 022.

**Corrigendum 1**

Date: 13/01/2025

**Minutes of Pre-Bid Meeting of RFP For Appointment of Agency for Social Media Management, Branding And Strategic Planning For Maharashtra Pollution Control Board (MPCB)**

**1. Brief about the meeting**

Date: 09/01/2025, Day: Thursday, Time: 15:00 PM – 16:00 PM  
 Place: MPCB Office and online meeting over MS Teams platform

**2. Agenda**

Table 1: Pre-Bid Meeting attendees

The following attendees were present for the Pre-Bid Meeting:

S. No.	Name	Designation and Organization	In-person / Online
1	Dr. V. M. Motghare	JD-AIR	In-person
2	Mr. Shyamkumar Patil	CAO	In-person
3	Mr. Sujit Dholam	RO-HQ	In-person
4	Mr. Sanjay Bhuskute	PRO	In-person
5	Mr. Dinesh Sonawane	SO	In-person
6	Mr. Gaurav Kolte	Purandar Publicity	In-person
7	Mr. Shonak Naik	Ideatelab	In-person
8	Shubham K.	Whizcrow Technologies Pvt. Ltd.	In-person


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S. No.	Name	Designation and Organization	In-person / Online
9	Draksha Rao Damarla	Allvy Software Solutions Pvt.Ltd.	Online
10	Urmila Pawale	Allvy Software Solutions Pvt.Ltd.	Online
11	Misha Bhargava	Misha Infotech	Online
12	Saptarshi Das	Consultant KPMG	In-person
13	Pankaj Chaudhary	Consultant KPMG	In-person

### 3. Main Points Discussed

Table 2: Pre-Bid Queries and Clarifications

S. No.	Clause Reference	Page No.	Content of RFP Requiring Clarification	Change Request / Clarification required	Clarification/Amendment by MPCB
1.	4.3 Resource Deployment	41	All the resources deployed shall be exclusive for MPCB's project. On being awarded the contract, the bidder shall introduce the following team members to MPCB in Mumbai for the sole purpose of this project during the contract period. All the proposed resources shall be made available as per MPCB's requirement from time to time.	<p>Deployment of All 7 Resources Onsite</p> <ul style="list-style-type: none"> <li>Do we need to deploy all seven resources onsite, or can some tasks be handled remotely or from our office location?</li> </ul> <p>Graphic Designing and Video Editing</p> <ul style="list-style-type: none"> <li>Resources involved in graphic designing and video editing typically require a studio environment. Can graphic designers work from our office instead of being deployed onsite?</li> </ul> <p>Photographer and Videographer</p> <ul style="list-style-type: none"> <li>Since photographers and videographers travel from site to site for their assignments, can they operate from our office location when not on-</li> </ul>	The project Manager shall be stationed at MPCB. Other team members will report to MPCB office as & when required.

  
**जनसंपर्क/अधिकारी**  
**म. प्र. नि. मंडळ, मुंबई**

S. No.	Clause Reference	Page No.	Content of RFP Requiring Clarification	Change Request / Clarification required	Clarification/Amendment by MPCB
				site, or do they need to be deployed full-time onsite?	
2.		10	Earnest Money Deposit (EMD) to be paid via Online Payment Gateway mode only	Please allow EMD exemption as per the General Financial Rules (GFR) 2017 for Micro and Small Enterprises (MSEs).	RFP condition prevails
3.	4.3 Resource Deployment	42	The personnel of development team will observe the MPCB working hours from 9.45 am to 6.15 pm every day, 05 days per week (Saturday & Sunday being holiday); but they will have to put in extra time whenever called for by MPCB without any additional charges.	<p>Deployment of All 7 Resources Onsite</p> <ul style="list-style-type: none"> <li>Do we need to deploy all seven resources onsite, or can some tasks be handled remotely or from our office location?</li> </ul> <p>Graphic Designing and Video Editing</p> <ul style="list-style-type: none"> <li>Resources involved in graphic designing and video editing typically require a studio environment. Can graphic designers work from our office instead of being deployed onsite?</li> </ul> <p>Photographer and Videographer</p> <ul style="list-style-type: none"> <li>Since photographers and videographers travel from site to site for their assignments, can they operate from our office location when not onsite, or do they need to be deployed full-time onsite?</li> </ul>	Refer Clarification/Amendment by MPCB of point no.1 above.
4.	Section 2 Point 2.10	17	INSTRUCTIONS TO BIDDERS Earnest Money Deposit	1) Public Procurement Policy for Micro and Small Enterprises (MSEs), MSMEs and startups are entitled to specific benefits, including relaxation or exemption from Earnest Money Deposit (EMD). These provisions aim	RFP condition prevails.

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				<p>to encourage the participation of innovative and growing businesses</p> <p>2) The current EMD requirements in the MPCB tender may unintentionally exclude or deter many qualified startups and MSMEs from participating, as they often face capital constraints despite their high potential and expertise.</p> <p>3) We request that MPCB consider aligning its tender terms with the government's initiative to promote MSMEs and startups by offering a relaxation in the EMD requirement. This adjustment will encourage broader participation and lead to better price discovery.</p>	
5.	Section 3 3.1 Pre- Qualification Criteria PQ 4	28	Pre-Qualification Criteria And Technical Evaluation Pre-Qualification Criteria Project Experience 1	<p>1) We would like to bring to your attention that the specified criteria for "similar works" with cost requirements pose a significant challenge for MSMEs. As MSMEs often cater to smaller projects or segmented scopes within broader initiatives, it is unlikely for many of them to meet the cost threshold mentioned in the tender.</p> <p>2) The Ministry of Micro, Small, and Medium Enterprises (MSME)</p>	RFP condition prevails.

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				<p>promotes MSME inclusion in government procurement to boost entrepreneurship and economic growth. To support this, many tenders relax eligibility criteria, such as adjusting past project cost thresholds or allowing equivalent experience in smaller projects. This approach ensures fair participation and aligns with government initiatives like the Public Procurement Policy for MSMEs.</p> <p>3) We request a relaxation of the evaluation criteria for MSMEs. This could involve lowering cost thresholds. Recognizing relevant experience with reputable private entities or smaller projects would also expand participation, allowing MSMEs to effectively contribute to tender objectives.</p>	
6.	Section 4 4.1 Subpoint 3	37	Scope of Work Detailed Scope of Work Traditional Channels	<p>1) We understand that the tender is titled "Appointment of Agency for Social Media Management, Branding, and Strategic Planning for MPCB." However, the scope outlined under the sections regarding leveraging print, radio, television, and editorial publications appears to be more aligned with Public Relations (PR) activities rather than Social Media Management.</p>	<p>Please refer to RFP Clause 4.1 Detailed Scope of Work.</p> <p>The scope of work broadly entails assistance to MPCB in ideation of various activities along with content creation and management. The cost for running any paid campaign/event organization shall be borne by MPCB.</p>

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				<p>2) Social media management involves managing platforms, creating content, engaging with audiences, running paid campaigns, and analyzing metrics. While it may overlap with branding and PR, the specific deliverables mentioned differ from standard social media tasks.</p> <p>3) We request to clarify if the agency's role includes both traditional PR activities and social media management. If so, we would like details on the resource allocation and deliverables for each area to ensure a clear understanding of the scope and alignment with MPCB's needs.</p>	
7.	Section 4 Point No 4.1 Subpoint 4		Scope of Detailed Scope of Work Event/Industry Collaboration	<p>1) The responsibilities listed, like organizing events, planning workshops, and community outreach, overlap with event management and PR. They require skills in event management and stakeholder engagement, which differ from social media management.</p> <p>2) While promoting events is important, the planning and execution of events usually fall outside the typical responsibilities of the Scope of Work of social media management.</p> <p>3) We request to clarify if the tasks</p>	Please refer to RFP Clause 4.1 Detailed Scope of Work.

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				related are expected to be managed by the appointed agency under this tender. If so, a detailed scope division or an amendment to reflect the additional expertise required would greatly help ensure accurate understanding and appropriate responses from bidders.	
8.	Section 4 Point No: 4.1 Subpoint 6 Bullet Points 2,3,4		Scope of Work Detailed Scope of Work Content Creation	<p>1) We seek clarification on the inclusion of press releases, articles, and educational materials within the tender scope. As these activities are typically part of Public functions, they seem to extend beyond the purview of social media management.</p> <p>2) The requirement for written content to be produced in English, Hindi, and Marathi raises a concern about resource expertise. Typically, it is challenging for a single individual to achieve proficiency at a professional level in all three languages.</p> <p>3) To ensure accurate understanding and effective delivery, we request additional details about the expected deliverables under this component. Further clarification on these aspects will help us tailor our approach to align with your expectations.</p>	<p>1) Please refer to RFP Clause 4.1 Detailed Scope of Work.</p> <p>Press release and articles are a part of content creation activity and is a part of branding and strategic planning for MPCB.</p> <p>2) The resources have to be provided as per requirement specified in the RFP</p> <p>3) Since it is a PMU kind of engagement, the exact deliverable content under the scope shall be discussed with the selected bidder</p>

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S. No.	Clause Reference	Page No.	Content of RFP Requiring Clarification	Change Request / Clarification required	Clarification/Amendment by MPCB
9.	Section 4 Point No 4.2 Subpoint 4.2.1 Bullet Point 4		Scope of Work Engagement Approach Fixed Monthly Activities Chairman Office Positioning	<p>1) Activities like arranging speaking engagements, coordinating interviews, and writing articles align with event management and PR. These tasks involve variable costs, such as venue bookings and logistics, which can fluctuate due to external factors.</p> <p>2) Please clarify whether these costs will be reimbursed separately on an actual basis or included in the overall financial bid. This distinction is crucial for accurate cost estimation and compliance with MPCB's financial parameters.</p> <p>3) The specific nature and scope of speaking engagements, interview opportunities, and authored articles envisaged by MPCB. Kindly clarify whether the costs associated with these activities will be included in the financial bid or treated as reimbursable expenses upon submission of supporting documents.</p>	<p>1) MPCB shall make separate budgetary provisions and bear such variable cost.</p> <p>2) Same as point 1) above</p> <p>3) The selected bidder is expected to assist MPCB in ideation of these outdoor activities such as selection of speakers, venue, etc. and assist MPCB in overseeing the implementation of the same. The expenses pertaining to the arrangements shall be borne by MPCB.</p>
10.	Section 4 Point No: 4.2 Subpoint 4.2.3 Bullet Point 3		Scope of Work Engagement Approach Variable activities (As per plan) Ground Activation	<p>1) We understand that the scope of work outlined in the RFP includes Ground activities. Such activities inherently fall under event management, which can include a wide range of dynamic and variable costs.</p>	<p>MPCB shall make separate budgetary provisions and bear such variable cost. The selected bidder is expected to assist MPCB in ideation of these outdoor activities such as selection of speakers, venue, etc. and assist MPCB in overseeing the implementation of the</p>



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				<p>2) Event management costs can vary based on venue, materials, and logistics. The RFP lacks clarity on whether these costs will be reimbursed by MPCB or included in the agency's budget. This ambiguity may cause inconsistencies in bid preparation and impact cost management during execution.</p> <p>3) What is the expected scope and frequency of such ground activities? Should bidders include these costs as a lump sum in the financial bid, or will MPCB reimburse them on an actual basis after approval? If reimbursable, is there a defined process for pre-approval of expenses?</p>	same. The expenses pertaining to the arrangements shall be borne by MPCB.
11.	SECTION 2.10.4	17	The Bid submitted without EMD mentioned above, will be summarily rejected	We request you to Exempt EMD for bidders who are having "MSME Udyog / NSIC Certification"	RFP condition prevails.
12.	SECTION 3, Point 3.3	29	Technical Evaluation Criteria	<p>Please clarify that Sum of Total Technical Evaluation Criteria marks are 90 only..</p> <p>Is Technical evaluation for 90 marks or 100 marks?</p>	Refer Revised Clause as mentioned under clause <b>3.3 Technical Evaluation Criteria</b> Of this document.
13.	Section 4, The primary objectives of		Develop and manage social media ad campaigns (e.g., Facebook Ads, Instagram Ads, LinkedIn Ads, Google Ads, Email Marketing).	<p>We assume the cost of ad campaign will be borne by MPCB</p> <p>Kindly Clarify</p>	Cost of social media ad campaigns will be borne by MPCB.

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	this RFP are to: point 14				
14.	Section 4, Point 4.3, Notes: 10		10. The personnel of development team will be required to visit any of the MPCB offices or any other places as per the directions of the Head of the Department / Point of contact person appointed by MPCB. They will need to have their own vehicle / arrangements for this purpose and the bidder shall have to bear the cost for this and MPCB will not make additional payment in this regard. Bidder will be required to arrange necessary internet connectivity required at the event place for live twitting, publication of social media posts, live webcasting done through Mobile Phones etc. MPCB will provide internet connectivity for events where webcasting is to be done using professional camera feed.	Please clarify that how many times the agency team need to visit MPCB offices or any other places in a month	Refer Clarification/Amendment by MPCB of point no.1 above.
15.	Minimum Eligibility Criteria-Pre-Qualification Criteria	29	The bidder must have project experience in last five (05) years in handling state/national level Campaign development and management for any Central/State Govt. or its departments/ Sate Govt. Undertaking/ PSU/ULBs/ Private companies	<b>We request you to amend this clause as - The bidder must have project experience in last five (05) years in handling state/national level Social media management for any Central/State Govt. or its departments/ Sate Govt. Undertaking/ PSU/ULBs/ Private companies</b>	RFP condition prevails.

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16.	PQ7	28 & 41	Credentials of Team Members	The resources to be deployed on-site?	Refer Clarification/Amendment by MPCB of point no.1 above.
17.	TE4.2-	32		Technical presentation to be submitted along with the technical bid?	Technical presentation will be called separately. Date, Time, and Venue for the Technical Presentation will be informed later to qualified bidders.
18.		36	Develop and manage social media ad campaigns (e.g., Facebook Ads, Instagram Ads, LinkedIn Ads, Google Ads, Email Marketing).	These campaigns will be on project basis? And hence, their budget not to be included in the retainer cost?	Cost of social media ad campaigns will be borne by MPCB.
19.	Section 4 4.1 Point 3	37		The budget for Event/ Industry Collaborations will be shared on project basis?	Cost for Event/ Industry Collaborations shall be borne by MPCB
20.	Section 4 4.1 Point 4	37		The budget for Event/ Industry Collaborations will be shared on project basis?	Refer Clarification/Amendment by MPCB of point no.19 above.
21.	Section 4 4.1 Point 6	38		The budget for writing press releases, articles, and educational materials will be shared on project basis?	This has to be done by the PMU team. There shall be no separate budgetary provisions.
22.	Section 4 Point 4.2	39	Engagement Approach	On what platforms will the content be developed for "Chairman Office Positioning"? Additional budget to be provided for managing public appearances and thought leadership opportunities; Developing speaking	Facebook, X, Instagram, YouTube, Email and LinkedIn, MPCB website etc. There shall be not additional budget for managing public appearances and thought leadership opportunities, Developing speaking engagements,

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				engagements, interview opportunities, and authored articles?	interview opportunities, and authored articles.
23.	Section 4 Point 4.2.3	39	Variable Activities (As per plan)-	Budget for Ground activation to be provided separately?	No.
24.	Earnest Money Deposit (EMD)	10	Earnest Money Deposit (EMD) to be paid via Online Payment Gateway mode only	We request the authority to kindly allow Exemption for MSE registered Bidders small & micro bidders as per General Financial Rules 170, 2017	RFP condition prevails.
25.	Earnest Money Deposit (EMD) to be paid via Online Payment Gateway mode only	10	INR 2,50,000 /- (Indian Two Lakhs Fifty Thousand Only)	Can we submit Udyam Registration certificate in lieu of EMD?	RFP condition prevails.
26.	TE 4 Presentation & A&M	31	A&M Document to be enclosed along with Technical Proposal as per Annexure 12 Approach and Methodology	We request you to kindly confirm whether we need to submit A&M along with the technical proposal.  If yes then we request you to extend bid submission deadline by a week time.	A&M document to be enclosed with Technical Proposal.
27.				Which all platforms are to be considered?	Facebook, X, Instagram, YouTube, Email and LinkedIn, MPCB website etc.

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28.				No. of content pieces? bifurcation in static/video/reel/gif/shorts	Shall vary case to case. Will be finalized after discussed with the successful bidder.						
29.				In case of videos, what will be the length of the videos?	Shall vary case to case. Will be finalized after discussed with the successful bidder.						
30.		10	Earnest money deposit:- <b>INR 2,50,000</b> /-	As we are <b>MSME</b> so request you to please include <b>MSME exemption for EMD</b>	RFP condition prevails.						
31.	PQ 4	28	“Similar works”*: The bidders should have project experience in handling in Strategic marketing/ public relations/ Social Media Management/ Online Content Creation for any Central/State Govt. or Sate Govt. Undertaking/ PSU/ ULBs/ Private companies	Can we show international experience, because we work with <b>Govt. International clients</b> as well as Indian Govt. Clients	With respect to similar works: Bidder can submit international experience.						
32.	Clause No.4	42	Content Writers (well-versed /fluent in English, Marathi & Hindi)  <b>Qualification:-</b> Post-Graduation/ Graduate in Journalism/ Mass Communication	In this point we want some relaxation in Qualification of Content writers, as they can be graduated or different streams.	Revised clause. <table border="1"> <thead> <tr> <th>Key professionals</th> <th>Qualifications</th> <th>Area of Specific Expertise</th> </tr> </thead> <tbody> <tr> <td>Content Writers (well-versed/fluent in English, Marathi &amp; Hindi)</td> <td>Graduate in any discipline. <b>Degree in Journalism/ Mass Communication preferred.</b></td> <td>Total 02 years experience in managing content on websites and mobile app with copyrighti</td> </tr> </tbody> </table>	Key professionals	Qualifications	Area of Specific Expertise	Content Writers (well-versed/fluent in English, Marathi & Hindi)	Graduate in any discipline. <b>Degree in Journalism/ Mass Communication preferred.</b>	Total 02 years experience in managing content on websites and mobile app with copyrighti
Key professionals	Qualifications	Area of Specific Expertise									
Content Writers (well-versed/fluent in English, Marathi & Hindi)	Graduate in any discipline. <b>Degree in Journalism/ Mass Communication preferred.</b>	Total 02 years experience in managing content on websites and mobile app with copyrighti									

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					ng and editing skills
33.	Section 4	36	Develop and manage social media ad campaigns (e.g., Facebook Ads, Instagram Ads, LinkedIn Ads, Google Ads, Email Marketing).	As you mentioned in RFP and BOQ we need to quote for resources so cost for campaign management or ads for social media which is on platform need to be provided by MPCB. Please confirm	Cost of social media ad campaigns will be borne by MPCB.
34.	Section 4.2.1 Fixed Monthly Activities	39	<ul style="list-style-type: none"> <li>• <b>Advise &amp; Strategy:</b> Provide strategic advice and develop communication approaches to ensure alignment with MPCB's objectives as per annual plan. This includes regular consultations to review progress, discuss challenges, and refine strategies. Conduct monthly meetings with MPCB officials to provide updates and gather feedback.</li> <li>• <b>Creative Communication Approach:</b> Design and implement creative strategies for effective communication. This involves developing creative briefs, brainstorming ideas, and producing high quality content. Collaborate with designers, writers, and multimedia specialists to create impactful materials.</li> <li>• <b>Project Positioning:</b> Position MPCB projects effectively in the public domain. This includes</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Advise &amp; Strategy:</b> Provide strategic advice and develop communication approaches to ensure alignment with MPCB's objectives as per annual plan. This includes regular consultations to review progress, discuss challenges, and refine strategies. Conduct monthly meetings with MPCB officials to provide updates and gather feedback.</li> <li>• <b>Creative Communication Approach:</b> Design and implement creative strategies for effective communication. This involves developing creative briefs, brainstorming ideas, and producing high quality content. Collaborate with designers, writers, and multimedia specialists to create impactful materials.</li> <li>• <b>Project Positioning:</b> Position MPCB projects effectively in the public domain. This includes creating compelling narratives, highlighting project benefits, and showcasing success stories. Develop case studies</li> </ul>

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			<p>creating compelling narratives, highlighting project benefits, and showcasing success stories. Develop case studies and project profiles to demonstrate the impact and value of MPCB's initiatives.</p> <ul style="list-style-type: none"> <li>• <b>Chairman Office Positioning:</b> Enhance the public profile of MPCB's chairman through targeted communication efforts. This includes managing public appearances and thought leadership opportunities. Develop speaking engagements, interview opportunities, and authored articles.</li> </ul>		and project profiles to demonstrate the impact and value of MPCB's initiatives.
35.	4.2.4 Fixed Deliverables	40	<ul style="list-style-type: none"> <li>• <b>Advise Strategy Development:</b> Develop a detailed strategic plan that outlines key objectives, activities, and timelines.</li> <li>• <b>Project Planning:</b> Collaborate with the chairman's office to develop and roll out project ideas that align with MPCB's mission and objectives. Create detailed project plans, set milestones, and track progress.</li> <li>• <b>Campaign Planning:</b> Rollout for MPCB campaigns, ensuring that activities are well timed and strategically aligned.</li> <li>• <b>Milestone Identification:</b> Identify key milestones and measurement metrics for each.</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Advise Strategy Development:</b> Develop a detailed strategic plan that outlines key objectives, activities, and timelines.</li> <li>• <b>Project Planning:</b> Collaborate with the MPCB to develop and roll out project ideas that align with MPCB's mission and objectives. Create detailed project plans, set milestones, and track progress.</li> <li>• <b>Campaign Planning:</b> Rollout for MPCB campaigns, ensuring that activities are well timed and strategically aligned.</li> <li>• <b>Milestone Identification:</b> Identify key milestones and measurement metrics for each.</li> </ul>

**3.3 Technical Evaluation Criteria**

The Bids qualifying through the Minimum Eligibility Criteria will be graded as per the criteria mentioned in the table below:



S. No.	Parameters	Max. Marks	Mark	Supporting Documents	
<b>TE 1</b>	<b>Financial Evaluation (15 marks)</b>				
<b>TE1.1</b>	Minimum Average Annual Turnover (MAAT) for the last three (03) audited financial years (FY 2021-22, FY 2022-23, and FY 2023-24) of the bidder should not be less than <b>INR 35.0 Lakhs</b>	15	>= INR 35 Lakhs and < INR 50 Lakhs	10	Copy of Annual Audited Financial Statements, Balance sheet and profit and loss statement, certified by a Statutory Auditor for the preceding Three years FY2021-22, FY 2022-23, and FY2023-24)  <b>Note:</b> Audited financial statement should match with certificate of chartered accountant  Certificate from Statutory Auditor as per Error! Reference source not found..
			>= INR 50 Lakhs and < INR 65 Lakhs	12	
			>= INR 65 Lakhs	15	
<b>TE2</b>	<b>Project Experience (30 Marks)</b>				
<b>TE2.1</b>	<b>Project Experience 1:</b> The Bidder must have experience in “similar works”* during last five (05) years as on last date of submission of bid as per following details: - One (01) project with “Similar works” * costing <b>at least INR 95 Lakhs</b> OR Two (02) projects with “Similar works”* each costing <b>at least INR 60 Lakhs</b> OR Three (03) projects with “Similar works”* each costing <b>at least INR 50 Lakhs</b>  “Similar works”*: The bidders should have project experience in handling in Strategic	15	Total Project Value of maximum any three projects submitted meeting the Criteria:		a) Bidders shall submit copy of work order/ contract agreement having the relevant scope of Work. b) Completion Certificate from the client or Proof of payment received i.e. copy of Bank statement clearly reflecting the name of the Bidder and amount received matching with Minimum Project value along with GST Invoice OR In case of on-going project, a certificate from the client on client’s letter head mentioning the relevant scope of Work, <b>having received the payment matching the ‘Minimum</b>
			Total Project Value >= INR 0.95 Cr. and < INR 1.45 Cr.	05	
			Total Project Value >= INR 1.45 Cr. and < INR 1.95 Cr.	10	
			Total Project Value >= INR 1.95 Cr.	15	

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S. No.	Parameters	Max. Marks	Mark		Supporting Documents
	marketing/ public relations/ Social Media Management/ Online Content Creation for any Central/State Govt. or Sate Govt. Undertaking/ PSU/ ULBs/ Private companies				<b>Project Value' of the partially completed project.</b> Project citation as per format in Error! Reference source not found.
<b>TE2.3</b>	<b>Project Experience 2:</b>  The bidder must have project experience in last five (05) years in handling state/national level Campaign development and management for any Central/State Govt. or its departments/ Sate Govt. Undertaking/ PSU/ULBs/ Private companies	15	Successfully executed number of projects:		<b>c) Self-Declaration as per Error! Reference source not found.</b>
			For 1 to 2 Projects	05	
			For 2 to 3 projects	10	
			For 3 or more projects	15	
<b>TE3</b>	<b>Manpower Strength (20 marks)</b>				
<b>TE3.1</b>	<b>Manpower Strength:</b>  The bidder should have minimum Ten (10) full time resources having experience for Strategic Planning/Social Media Management/ Branding on its payroll as on date of submission of the bid.	05	Number of manpower		a) HR declaration as in format given in Error! Reference source not found.
			>= 10 and < 20	02	
			>= 20 and < 30	03	b) CV of the resources as per Error! Reference source not found.
			> 30	05	
<b>TE3.2</b>	<b>Manpower expertise:</b> Marking shall be relative (for comparing resources of different bidders) basis the education and professional qualifications of the proposed resources	15	On payroll Project Manager	05	
			On payroll Social Media Analytics Expert	04	
			On payroll Content Writer	03	
			On payroll Creative Expert	03	
<b>TE4</b>	<b>Presentation &amp; A&amp;M (35 Marks)</b>				

**Minutes of Pre-bid meeting of RFP For Appointment of Agency for Social Media Management, Branding and Strategic Planning For Maharashtra Pollution Control Board (MPCB)**

S. No.	Parameters	Max. Marks	Mark	Supporting Documents	
<b>TE4.1</b>	<p>Approach &amp; Methodology:</p> <ul style="list-style-type: none"> <li>▪ Understanding of Objectives, Comments of scope and understanding of the assignment and presentation on project.</li> <li>▪ Describe your Approach/methodology and work plan to provide the required services and the compliance of your methodology, work plan, staffing schedule and activity schedule</li> <li>▪ The Successful Bidder shall present an Outreach Plan and communication strategy</li> </ul>	10	Approach and Implementation Methodology, Work plan, Management Plan, Manpower planning and scheduling and document	10	A&M Document to be enclosed along with Technical Proposal as per Error! Reference source not found.
<b>TE4.2</b>	<p><b>Technical Presentation</b></p> <p>Pre-qualified bidders will be provided topic for 360-degree campaign for the purpose of this proof of concept. Bidders will be required to present the entire campaign as part of this demonstration, covering at least the following:</p> <ul style="list-style-type: none"> <li>▪ Overall campaign strategy</li> <li>▪ Social Media strategy</li> <li>▪ Thought Leadership</li> <li>▪ Conceptualization of Innovative Ideas</li> <li>▪ Branding strategy</li> </ul>	25	Technical Presentation Demonstration	25	<p>Presentation delivered by the bidder should depict Bidder's understanding of the business / functional requirements of the MPCB, the proposed solution and implementation approach.</p> <p>Soft/ Hard copy of the presentation to be submitted by the Bidder</p>
	<b>Total</b>	<b>100</b>		100	

**Checklist for documents to be included in Technical Proposal**

Minutes of Pre-bid meeting of RFP For Appointment of Agency for Social Media Management, Branding and Strategic Planning For Maharashtra Pollution Control Board (MPCB)

S. No.	Parameters	Max. Marks	Mark	Supporting Documents	Submitted (Yes/ No)	Document name & Page No.
	<b>Annexure 11 Technical Proposal Bid Cover Letter</b>					
	<b>Annexure 3 Financial Declaration of Bidder</b>					
<b>TE 1</b>	<b>Financial Evaluation (15 marks)</b>					
<b>TE1.1</b>	Minimum Average Annual Turnover (MAAT) for the last three (03) audited financial years (FY 2021-22, FY 2022-23, and FY 2023-24) of the bidder should not be less than <b>INR 35.0 Lakhs</b>	15	>= INR 35 Lakhs and < INR 50 Lakhs	10	Copy of Annual Audited Financial Statements, Balance sheet and profit and loss statement, certified by a Statutory Auditor for the preceding Three years FY2021-22, FY 2022-23, and FY2023-24)  <b>Note:</b> Audited financial statement should match with certificate of chartered accountant  Certificate from Statutory Auditor as per Error! Reference source not found..	
			>= INR 50 Lakhs and < INR 65 Lakhs	12		
			>= INR 65 Lakhs	15		
<b>TE2</b>	<b>Project Experience (30 Marks)</b>					
	<b>Annexure 4 Project Citation (PQ &amp; TQ)</b>					
	<b>Annexure 5 Format for Self-Declaration</b>					
<b>TE2.1</b>	<b>Project Experience 1:</b> The Bidder must have experience in "similar works"* during last five (05) years as on last date of submission of bid as per following details: -	15	Total Project Value of maximum any three projects submitted meeting the Criteria:		a) Bidders shall submit copy of work order/ contract agreement having the relevant scope of Work.  b) Completion Certificate from the client or Proof of payment	
			Total Project Value >= INR 0.95 Cr. and < INR 1.45 Cr.	05		

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S. No.	Parameters	Max. Marks	Mark		Supporting Documents	Submitted (Yes/ No)	Document name & Page No.
	One (01) project with “Similar works” * costing <b>at least INR 95 Lakhs</b> OR Two (02) projects with “Similar works”** each costing <b>at least INR 60 Lakhs</b> OR Three (03) projects with “Similar works”** each costing <b>at least INR 50 Lakhs</b>  “Similar works”*: The bidders should have project experience in handling in Strategic marketing/ public relations/ Social Media Management/ Online Content Creation for any Central/State Govt. or State Govt. Undertaking/ PSU/ ULBs/ Private companies		Total Project Value >= INR 1.45 Cr. and < INR 1.95 Cr.	10	received i.e. copy of Bank statement clearly reflecting the name of the Bidder and amount received matching with Minimum Project value along with GST Invoice OR In case of on-going project, a certificate from the client on client’s letter head mentioning the relevant scope of Work, <b>having received the payment matching the ‘Minimum Project Value’ of the partially completed project.</b> c) Project citation as per format in Error! Reference source not found. d) Self-Declaration as per Error! Reference source not found.		
		Total Project Value >= INR 1.95 Cr.	15				
<b>TE2.2</b>	<b>Project Experience 2:</b>  The bidder must have project experience in last five (05) years in handling state/national level Campaign development and	15	Successfully executed number of projects :				
			For 1 to 2 Projects	05			
			For 2 to 3 projects	10			

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S. No.	Parameters	Max. Marks	Mark		Supporting Documents	Submitted (Yes/ No)	Document name & Page No.
	management for any Central/State Govt. or its departments/ Sate Govt. Undertaking/ PSU/ULBs/ Private companies		For 3 or more projects	15			
<b>TE3</b>	<b>Manpower Strength (20 marks)</b>						
	Annexure 6 CV Format						
	Annexure 7 Declaration from HR department of the Bidder						
<b>TE3.1</b>	<b>Manpower Strength:</b>  The bidder should have minimum Ten (10) full time resources having experience for Strategic Planning/Social Media Management/ Branding on its payroll as on date of submission of the bid.	05	Number of manpower		a) HR declaration as in format given in Error! Reference source not found.  b) CV of the resources as per Error! Reference source not found.		
		>= 10 and < 20	02				
		>= 20 and < 30	03				
		> 30	05				
<b>TE3.2</b>	<b>Manpower expertise:</b> Marking shall be relative (for comparing resources of different bidders) basis the education and professional qualifications of the proposed resources	15	On payroll Project Manager	05			
		On payroll Social Media Analytics Expert	04				
		On payroll Content Writer	03				
		On payroll Creative Expert	03				
<b>TE4</b>	<b>Presentation &amp; A&amp;M</b>						
	Annexure 12 Approach and Methodology						
<b>TE4.1</b>	Approach & Methodology: ▪ Understanding of Objectives,	10	Approach and Implementation	10	A&M Document to be enclosed along with Technical Proposal as		

**Minutes of Pre-bid meeting of RFP For Appointment of Agency for Social Media Management, Branding and Strategic Planning For Maharashtra Pollution Control Board (MPCB)**

S. No.	Parameters	Max. Marks	Mark	Supporting Documents	Submitted (Yes/ No)	Document name & Page No.
	<p>Comments of scope and understanding of the assignment and presentation on project.</p> <ul style="list-style-type: none"> <li>▪ Describe your Approach/methodology and work plan to provide the required services and the compliance of your methodology, work plan, staffing schedule and activity schedule</li> <li>▪ The Successful Bidder shall present an Outreach Plan and communication strategy</li> </ul>		Methodology, Work plan, Management Plan, Manpower planning and scheduling and document		per Error! Reference source not found.	
<b>TE4.2</b>	<p><b>Technical Presentation</b> Pre-qualified bidders will be provided topic for 360-degree campaign for the purpose of this proof of concept. Bidders will be required to present the entire campaign as part of this demonstration, covering at least the following:</p> <ul style="list-style-type: none"> <li>▪ Overall campaign strategy</li> <li>▪ Social Media strategy</li> <li>▪ Thought Leadership</li> <li>▪ Conceptualization of Innovative Ideas</li> </ul> <p>Branding strategy</p>	25	Technical Presentation Demonstration	25	Presentation delivered by the bidder should depict Bidder's understanding of the business / functional requirements of the MPCB, the proposed solution and implementation approach. Soft/ Hard copy of the presentation to be submitted by the Bidder	

Minutes of Pre-bid meeting of RFP For Appointment of Agency for Social Media Management, Branding and Strategic Planning For Maharashtra Pollution Control Board (MPCB)

S. No.	Parameters	Max. Marks	Mark	Supporting Documents	Submitted (Yes/ No)	Document name & Page No.
	<b>Total</b>	<b>100</b>		100		

  
जनसंपर्क अधिकारी  
म. प्र. नि. मंडळ, मुंबई