



ଜିଲ୍ଲା ଖଣିଜ ପ୍ରତିଷ୍ଠାନ, ସୁନ୍ଦରଗଡ଼  
**DISTRICT MINERAL FOUNDATION, SUNDARGARH**  
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Letter No.: 3172 / DMF

Date: 16/08/2025

**CORRIGENDUM TO RFP**

**Tender No.: 01**

**Subject:** Request for Proposal (RFP) for Selection and Engagement of Media Agency for AV Digital Content Creation for DMF, Sundargarh.

In continuation of the RFP issued vide Tender No. 01 dated 23.07.2025, it is hereby informed to all concerned that certain modifications have been made in respect of the critical dates of the tender. The last date for submission of bids, which was originally scheduled for 16.08.2025 up to 05:00 PM, has now been extended to 20.08.2025 up to 06:00 PM. Similarly, the date and time of opening of the technical bid, earlier fixed for 18.08.2025 at 11:30 AM, will now be held on 21.08.2025 at 12:30 PM.

Further, it is clarified that bids may be submitted through Speed Post, Registered Post, Courier or By Hand in sealed envelope to the office of DMF, Sundargarh within the stipulated time.

The responses and decisions on the queries raised during the Pre-Bid Meeting held on 04.08.2025 are enclosed herewith as Annexure – A. All prospective bidders are advised to take note of these clarifications while preparing and submitting their bids.

All other terms and conditions of the RFP shall remain unchanged. This corrigendum shall be deemed to form an integral part of the RFP document and is to be read in conjunction therewith.

Collector & Chairperson-cum-Managing, Trustee  
DMF, Sundargarh

Memo No. 3173...../DMF

Dt. 16/08/2025

Copy to DeGM, Sundargarh with a request to upload this notice on the Sundargarh District Web- Site (<https://sundargarh.odisha.gov.in/>), by 16-08-2025 for wide publication and timely response by the intending firms.

Collector & Chairperson-cum-Managing, Trustee  
DMF, Sundargarh

**Pre-Bid Clarifications – RFP for Selection and Engagement of Media Agency for AV Digital Content Creation for DMF, Sundargarh**

Tender No.: 01 | Pre-Bid Meeting: 04.08.2025

Sl No	Page No.	Part of RFP	Clause No.	Text Provided in RFP	Clarification sought with justification	Response to the Queries by the Client
1	11	Financial Capacity and Stability	5.7 (a)	The agency must have an average annual turnover benchmark of ₹1.5 crs. or more during the last three (3) financial years. (FY 2021-22, 2022-23, 2023-24)	It is respectfully submitted that the average turnover be brought down to ₹90 lakhs, and that the maximum turnover threshold under the evaluation criteria (Clause 10.7.5, Page 18) be limited to ₹2 crore. Such a revision would foster a more level playing field.	The turnover requirement is commensurate with project. No change shall be made to turnover eligibility or evaluation slabs.
2	7	Formats and Deliverables	Point No 3.7, Sl. b (iii)	Monthly Campaign performance reports must include platform-wise metrics (reach, watch time, engagement, etc.), and should highlight performance trends, best performing content, and optimization recommendation.	There is no mention about social media management in the RFP. However, this description refers to social media services/activities only. So, does the selected agency also be responsible for the day-to-day content development (Text, Creative etc.) along with posting and analytics of the official social media handles of DMF Sundargarh? If yes, kindly guide on the manpower expected/ outlined and the format to quote the budget.	No, the selected agency is not responsible for regular posting or managing DMF's social media. They are required to provide web-optimized AV content for platforms. Posting and analytics will be handled separately by DMF or a designated partner.
3	7	Scope Extension, Variation & Negotiation	Point No 3.8, Sl. (c)	Additional assignments may include related or complementary work such as: IEC material Development, Photography Campaigns, Social media Content, Event Documentation, Communication related training/IEC support. These shall be communicated separately and executed on mutually agreed terms and conditions.	This RFP is limited to Audio Visuals Production as far as the cost components are concerned (linked to I&PR rates). However, I&PR has no reference rates on various other media services - like IEC materials development, Social Media Content and Event Documentation (as desired in the RFP) etc. as widely mentioned here. Kindly clarify what will be the selection criterion referring to the above services, while assessing the technical capabilities of the bidder agency? Can we request the authorities to list out the said items along with technical details and invite the bidders to quote against each item in stead of keeping them open for future negotiations?	These services are optional extensions, not part of the core scope. They will be commissioned separately via new work orders, and the financials shall be decided accordingly based on appropriate govt. norms. No financial quote is required now.

ANNEXURE - A

10	Team Composition and Human Resource Capacity	Point No 5.4, Sl. (a)	The agency must Propose a dedicated Project team with relevant qualifications and experience. The team must include: (i) Project Lead (1) (ii) Videographer/ Field Producer (1) (iii) Photographer (1) (iv) Media Editor (1)	We seek clarification regarding the deployment plan for the team. Will the team be engaged on-site at the client location (frontend deployment), or will they be mobilized as per the specific needs and requirements of the assignment? This RFP does not have scope for deployment of any dedicated team (manpower) at the field across the month and any defined format for proposing the costs linked with the same.	Except the Project Lead, all technical personnel (Videographer, Photographer, Media Editor) must be deployed full-time at the DMF Sundargarh Head Office for the duration of the contract. The Project Lead may operate in a coordination/oversight capacity with periodic visits as needed in consultation with the authority
9	General Terms & Conditions	5.3 (e)	The agency must have successfully completed similar assignments (audiovisual/digital/media projects) during the last three (3) financial years (FY 2021-22, 2022-23, and 2023-24), meeting any one of the following criteria: 1. Three (3) similar completed works, each costing not less than 30% of the upper limit of the project's financial category. or 2. Two (2) similar completed works, each costing not less than 40% of the upper limit of the financial category. or 3. One (1) similar completed work costing not less than 50% of the upper limit of the financial category.	We request it to consider as i. Three (3) similar completed works, each costing not less than 15% of the upper limit of the project's financial category. or ii. Two (2) similar completed works, each costing not less than 30% of the upper limit of the financial category. or iii. One (1) similar completed work costing not less than 40% of the upper limit of the financial category.	These thresholds ensure adequate experience with similar project scales. No change will be made to the minimum work value eligibility.
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