



No.1883(02)/NIFT-HO/CCC/EOISocial Media Handles for DG-NIFT/2025

23rd July 2025

CORRIGENDUM

With reference to GeM Bid No. GEM/2025/B/6429059 dated 09.07.2025 regarding engagement of Agency for Management of the Social Media Handles of NIFT-Head Office through the Desk of Director General of NIFT. Based on the representations/requests received from various agencies interested to apply, a reassessment of the terms and conditions of eligibility criteria, workforce, technical evaluation etc. of the tender document vis-à-vis essential requirements of the intended purpose has been done.

2. The eligibility criteria stands revised as under :-

For	Read as follow
<u>Clause-D</u> The Agency should have office in Delhi/NCR.	<u>Clause-D</u> The Agency should have office anywhere in India.
<u>Clause-D</u> Company/Organization/Agency/Individuals should have minimum of 07 years prior experience in satisfactorily creating, managing Social media accounts, and strategy building activities of social media accounts/handles of educational institutions /reputed celebrities / University/Government Institutions/Public Sector Undertakings.	<u>Clause-D</u> Company/Organization/Agency/Individuals should have minimum of 05 years prior experience in satisfactorily creating, managing Social media accounts, and strategy building activities of social media accounts/handles of educational institutions /reputed celebrities / University/Government Institutions/Public Sector Undertakings/ Banking, Financial Services and Insurance (BFSI) .

Note- Pre-qualification criteria may be read as Criteria

3. The Workforce revised as under :-

For	Read as follow
<p>Clause- H</p> <p>There shall be a Social Media Cell comprising of 03 personnel (from selected agency) namely Social Media Manager/Team Leader; Graphic Designer cum Photo & Video Content Producer; Social Media Analyst cum Creative Content Writer and 01 NIFT official of Corporate Communications Cell of NIFT HO. This Social Media Cell shall be stationed at NIFT-HO. 01 personnel namely Social Media Manager/Team Leader shall be stationed at NIFT HO and shall readily available for updating/uploading the contents on desired platforms as per NIFT's requirement. The other 02 personnel i.e. Graphic Designer cum Photo & Video Content Producer; Social Media Analyst cum Creative Content Write shall be assigned to NIFT. The selected agency must provide the necessary workforce, hardware and software to ensure the smooth operation of Social Media Cell, as detailed below</p>	<p>Clause- H</p> <p>There shall be a Social Media Cell comprising of 03 personnel (from selected agency) namely 1) Social Media Manager/Team Leader; 2) Graphic Designer cum Photo & Video Content Producer; 3) Social Media Analyst cum Creative Content Writer and 01 NIFT official of Corporate Communications Cell of NIFT HO. Social Media Manager/Team Leader and other members of agency can work in any mode including online or offline from any work place. However the personnel should be readily approachable, either on phone, video-conferencing or offline whenever required to complete the assigned task. The assigned members of cell shall readily comply for updating/uploading the contents on desired platforms to complete the assigned task as per NIFT's requirement. The selected agency must provide the necessary workforce, hardware and software to ensure the smooth operation of Social Media Cell, as detailed below</p>

4. The Technical Evaluation revised as under :-

For	Read as follow
<p>Clause I.1</p> <p>Bidder should have experience of managing social media, content strategy, storytelling for educational institution /University/ Government Institutions/ Public Sector Undertakings/ reputed celebrities.</p> <p>➤ More than 15 Years experience– 10 Marks</p> <p>➤ Above 10 Years to 15 Years experience – 08 marks</p> <p>➤ Above 07 Years to 10 Years experience– 04 Marks</p>	<p>Clause I.1</p> <p>Bidder should have experience of managing social media, content strategy, storytelling for educational institution /University/ Government Institutions/ Public Sector Undertakings/ reputed celebrities/ Banking, Financial Services and Insurance (BFSI).</p> <p>➤ More than 15 Years experience– 10 Marks</p> <p>➤ Above 10 Years to 15 Years experience – 08 marks</p> <p>➤ Above 07 Years to 10 Years experience– 04 Marks</p> <p>➤ Above 05 Years to 07 Years experience– 03 Marks</p>

<p>Note:</p> <ul style="list-style-type: none"> i- Details to be provided by bidder in Annexure -4. ii- In case of experience is not covered under any of the above category, zero marks shall be awarded 	<p>Note:</p> <ul style="list-style-type: none"> i- Details to be provided by bidder in Annexure - 4. ii- In case of experience is not covered under any of the above category, zero marks shall be awarded
<p>Clause I.1</p> <p>Bidder should have the experience of having successfully completed "similar work/project" (Clause-E & F of tender document) in educational institution/University/ Government Institutions/Public Sector Undertakings of more than ₹ 30 lacs during each of last 05 years.</p> <ul style="list-style-type: none"> ➤ More than 05 projects - 10 marks ➤ Above 03 to 05 projects - 08 marks ➤ Above 01 to 03 projects - 04 marks <p>Note:</p> <ul style="list-style-type: none"> i- Details to be provided by bidder in Annexure -5 ii- In case of projects completed is not covered under any of the above category, zero marks shall be awarded 	<p>Clause I.1</p> <p>Bidder should have the experience of having successfully completed "similar work/project" (Clause-E & F of tender document) in educational institution/University/ Government Institutions/Public Sector Undertakings/ Banking, Financial Services and Insurance (BFSI) of more than ₹ 30 lacs during each of last 05 years.</p> <ul style="list-style-type: none"> ➤ More than 05 projects - 10 marks ➤ Above 03 to 05 projects - 08 marks ➤ Above 01 to 03 projects - 04 marks <p>Note:</p> <ul style="list-style-type: none"> i- Details to be provided by bidder in Annexure -5 ii- In case of projects completed is not covered under any of the above category, zero marks shall be awarded

5. All services to be provided by agency except as provided in Clause-G of tender document shall be covered/included under the quoted cost and no additional charges will be payable by NIFT as per mutual agreement.
6. The above revisions shall be treated as part and parcel of the original tender/bid document.
7. All other conditions of Tender/Bid document remains unchanged.
