

कॉरिजेन्डम / CORRIGENDUM**Corrigendum 2: Reply to pre-bid queries and representations for Bid Number: GEM/2025/B/6940882**

With reference to Bid number **GEM/2025/B/6940882** issued by BIRAC on GeM portal, reply to the pre-bid queries and representations is as given below:

S.No.	Queries / Representation	Mode of Queries / Representation	Response from BIRAC
1.	<p>Multimedia content - how many brand videos and thematic AVs expected in a month? 3-4? 2.</p> <p>Digital presence Enhanced engagement initiatives including creation of dedicated social media pages for large programs of BIRAC like biomanufacturing, Bio Nest, BIG, i4, etc. Q. Please confirm what you mean by this?</p> <p>Do we need to create separate social media pages for other programs? Or how? The scheme page management (2-3 schemes) 40 posts per month is for which 3 schemes please elaborate. 3.</p> <p>Media relations & public relations How many press releases expected in a month to be drafted and disseminated?</p>	GeM	<p>3-4 Videos Quarterly, each video may be up to 120 sec</p> <p>Separate social media pages for different initiatives of BIRAC might be required</p> <p>40 posts per month for BIRAC main page, scheme pages might have mirror content or limited exclusive content</p> <p>3-4 press releases per quarter</p>
2.	<p>4. event communication & amplification Pre-during & post event coverage including live updates & highlight reels. Q. How many such events would have to be covered in a month? 5. Event collaterals & branding Design & production of standees, banners, posters & brochures. Q. Please confirm if total 5-6 events in a year would need all this material? And under each item 2-3 of each would be needed?</p>	GeM	<p>No. of events as mentioned in the scope of work</p>

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3.	<p>Professional shoots (out of office shoots) Q. Please elaborate on where these shoots would take place and also duration of each?</p> <p>The 4-5 emailers needed annually and 1 newsletter per quarter, for these only designing to be done and no circulation/dissemination? The dedicated resources needed, 1 content specialist, 1 SM, 1 designer, 1 PR manager and 1 video editor, please confirm all these are needed for deployment at BIRAC office? Also, any specifics on their experience etc. Their salaries have to be included in the financial bid? Would these individuals be provided hardware, software by BIRAC team?</p>	GeM	<p>Shoots would be Pan India to cover the BIRAC supported facilities, startups etc.</p> <p>Only designing for Emailers and newsletters</p> <p>Deployment of dedicated staff at BIRAC is not mandatory, the agency would however have to allocate these resources dedicatedly for BIRAC, while working from remote location</p> <p>Hardware, software shall not be provided by BIRAC</p>
4.	Is Technical Presentation required to be uploaded	Pre-bid meeting	Bidders can upload the presentation on GeM portal.
5.	If work completion certificate or work order is not available.	Pre-bid meeting	Bidders can upload the available documents which shall be assessed by the BIRAC's Committee.
6.	Number of Work orders/ clients/ Professional Manpower required.	Pre-bid meeting	No limit on the number of work orders/client/ professional manpower that can be provided. The more the better.
7.	Requirement of ISO Certificates	Pre-bid meeting	Available certificates may be uploaded
8.	The Estimated bid value is for the entire duration of the contract or for a period of one year.	Pre-bid meeting	The estimated bid value is for a period of one year.
9.	Duration of video required	Pre-bid meeting	90-120 sec
10.	Requirement of voice-over professional	Pre-bid meeting	Yes

S.No.	Queries / Representation	Mode of Queries / Representation	Response from BIRAC
11.	Professional Shoot is required for Delhi/NCR or PAN India basis.	Pre-bid meeting	Pan India
12.	Does physical printing of standees, banners, posters, brochures required.	Pre-bid meeting	No, work is limited to designing and dissemination through digital means
13.	Clarification in regard to amplification beyond BIRAC's main pages.	Pre-bid meeting	As per query no 1
