



भारतीय समुद्री विश्वविद्यालय
INDIAN MARITIME UNIVERSITY
(A Central University under the Ministry of Ports, Shipping and Waterways, GoI)
HEADQUARTERS

File ref. no. IMU-HQ/R/70/37/01/2024-PUR

13.09.2024

Sub: Clarification to queries raised by the bidders during Pre Bid Meeting held on 09.09.2024 against the GeM Bid for Hiring of PR Agency at IMU-HQ

Ref: GeM Bid No. GEM/2024/B/5350289 dated 02.09.2024

Madam/Sir,

1. With reference to the pre-bid meeting held on 09.09.2024 through Video Conference, queries and clarifications provided by the Committee during the meeting is appended below for kind information and necessary action of all prospective bidders.

SN	Query	Clarifications provided by the Committee
1	Whether the bid estimated Rs. 15.0L is for one year or total period of contract?	The estimated bid value calculated is for one year
2	What is the total contract period?	The total contract period is for three years and further extendable for two more years. However, the contract will be extended one year at a time after initial period of one year based on the satisfactory performance of the service provider and on mutual agreement.
3	What is the minimum post per week on social media handles?	The minimum post will be 2 per week on the social media handles. However, it may increase or decrease as per actual event (s) scheduled and requirement of IMU. The deliverables are indicative, and may vary based on activities in the University.
4	Any exemption on experience of service and turnover is applicable for startup?	In line with the Policy Circular No. 1(2)(1)/2016-MA dated 10th March, 2016 of the Ministry of Micro, Small & Medium Enterprises on "relaxation of norms for Startups and Micro & Small Enterprises in Public Procurement on Prior Experience and Prior Turnover criteria" and as per Section 2.1(5) of "Action Plan for Startupindia" announced by the Government of India in Jan 2016, the Criteria of Prior Turnover and Prior Experience are exempted for the Startups and Micro & Small Enterprises, subject to meeting of quality and technical specifications. In order to be considered for relaxation in prior experience and prior turn over for Startups, Startup India recognition certificate issued by Department of Industrial Policy and Promotion (DIPP) of Ministry of Commerce & Industry is required.

5	What should be the amount to be quoted in GeM, whether including or excluding GST?	The price to be quoted in GeM shall be inclusive of GST. However, in the break up cost as per Annexure G of ATC, the GST % amount to be mentioned separately.
6.	As per Scope of Work, Coverage Dossier is to be submitted on monthly basis, whether hard or soft copy is required to be submitted?	The Coverage dossier may be submitted to the client in softcopy to create repository.
7.	Sentiment Analysis Software- will it be provided by the client or service provider?	The Sentiment Analysis software is to be provided by the PR Agency.
8.	Is an ORM software required? If yes, whether to be provided by the client or service provider?	The insights / highlights option in the social platform will be used for analysis and hence ORM software is not applicable.

Note: All other terms and conditions remains same as per GeM Bid referred above with Additional Terms & Conditions (ATC) attached with the bid.

2. This issues with the approval of the Competent Authority.

Deputy Registrar (Purchase) i/c