

**RFP - Proposal Number – NPST/29/11/4/2023-MEDIA AND
MARKETING**

**Request for Proposal (RFP) for Selection of Agency for Social
Media Management of NPS Trust**

Corrigendum / Bid Clarification to the RFP

Date: 04/05/2026

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| 1 | Page 6, Clause 6 (Scope of Work) | Is paid media buying (ad spend for boosting posts/campaigns) included in scope, or will it be handled separately by NPS Trust? | The scope of work primarily covers end-to-end social media management. Paid media buying has not been explicitly included in the scope and shall not form part of the current engagement. The same shall be handled separately by NPS Trust. |
| 2 | Page 6, Clause 6.1 (v) | For SEO support of the website, is backend website access required? If yes, will access be provided or limited to recommendations only? | The agency shall support Search Engine Optimization (SEO) of the official NPS Trust website by aligning social media content with relevant keywords, backlinks, and traffic-generation strategies to improve visibility and search rankings. It's limited to recommendations only. The services for SEO and its cost, if any shall be handled separately. |
| 3 | Page 7, Clause 6.2 (iv) | For publishing articles in newspapers/magazines, will media buying cost be reimbursed separately or included in agency cost? | Articles to be prepared by the agency. The media buying for publishing shall be handled separately. |

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| | | reimbursed separately or included in agency cost? | |
| 4 | Page 7, Clause 6.2 (vi) | What is the expected scale and budget (if any) for influencer campaigns? Should influencer fees be included in financial quote? | The scope includes planning and execution of influencer campaigns. All associated costs shall be covered within the financial quote submitted by the agency. Influencer fees, media buying, shall be borne separately by NPS Trust as per requirement and handled separately. |
| 5 | Page 7, Clause 6.3 (i-iii) | Can NPS Trust define approximate number of posts per platform per month instead of cumulative 30 posts across all platforms? | The requirement is a minimum of 30 posts per month across all platforms. Platform-wise distribution shall be finalized in consultation with NPS Trust during content calendar approval. |
| 6 | Page 8, Clause 6.4 (i) | What will be the expected turnaround time (TAT) for responding to user queries and grievances? | The agency is expected to ensure timely and prompt responses to user queries and grievances in coordination with NPS Trust Within T + 1 day. |
| 7 | Page 8, Clause 6.4 (iv) | Will NPS Trust provide an approved list of influencers/media handles for tagging, or should agency identify and propose? | The agency shall identify and propose relevant influencers and media handles. The same shall be finalized in consultation with NPS Trust. |
| 8 | Page 9, Clause 6.5 (vi) | Is procurement cost/license cost of Online Reputation Management (ORM) tool to be included in commercial quote? | The agency is required to provide an Online Reputation Management tool. The cost of procurement/licensing shall be placed in the financial quote as per the financial bid format |
| 9 | Page 10, Clause 6.5 (vi) (g) | For crisis management, is there an existing SOP available or is agency expected to develop from scratch? | The agency is required to develop a strategy for NPS Trust to address crisis, negative publicity and mitigate damage to the reputation of NPS Trust and provide reports on the |

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| | | | same, as part of the scope of work. |
| 10 | Page 10, Clause 6.6 (i) | What will be the approval TAT from NPS Trust for content to avoid delays in posting schedules? | The agency shall factor reasonable timelines for approvals. Efforts will be made by NPS Trust to provide approvals in a timely manner; Posting shall be done on the same day or such other day including a declared holiday, if required of receipt of the approval from NPS Trust |
| 11 | Page 11, Clause 6.8 (Account Manager) | Will any backup/offsite support team be allowed in addition to onsite Account Manager for execution? | The agency may deploy additional offsite resources as required to fulfil the scope of work under this RFP at no additional cost to NPS Trust. However, deployment of one full-time onsite Account Manager is mandatory. |
| 12 | Page 11, Clause 6.8 (d) | In case of extended working hours/exigencies, will any additional compensation be provided for onsite resource? | No additional compensation shall be payable. The quoted cost shall be inclusive of all such requirements. |
| 13 | Page 11, Clause 6.9 (iv) | For chatbot integration, is there an existing chatbot system or is agency expected to develop and integrate from scratch? | The agency shall have the capability to manage and integrate chatbot functionalities. Existing systems, if any, will be shared during execution. The cost of the same shall be handled separately. |
| 14 | Page 11, Clause 6.9 (vi) | Can NPS Trust define measurable KPIs against which deductions for non-performance will be calculated? | Performance expectations shall be aligned with deliverables specified in the RFP. |
| 15 | Page 12, Deliverables Table | Does "Minimum 30 posts per month" include static posts, reels, videos, and carousels collectively or separately? | The minimum 30 posts per month includes all formats such as creatives, reels, videos, carousels, and other content |

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| | | | types collectively, as stipulated in the RFP. |
| 16 | Page 12, Deliverables Table | Is video production (YouTube) expected to include shooting, editing, and scripting or only post-production/editing? | The agency is responsible for management of YouTube channel of NPS Trust, updating the videos monthly, as required. Video production and its cost shall be handled separately. |
| 17 | Page 13, Clause 7.2 (ii) | Will ongoing projects be considered valid experience or only completed projects? | Both ongoing and completed projects within the specified period may be considered, subject to submission of valid supporting documents. |
| 18 | Page 14, Clause 8 (Evaluation) | What will be the breakup/criteria for 50 marks allotted to presentation? | The agencies shall present their overall social media strategy and their futuristic approach towards social media management, indicating their uniqueness in creatives, concepts, content etc. The agencies shall prepare and display some creatives as well. |
| 19 | Page 15, Clause 8.3 | Kindly confirm whether there is any ceiling budget or estimate for this project. As, in CPP portal it is mentioned: tender value: INR 1 Lakh. Kindly confirm it is for month? | Financial evaluation shall be carried out as per the provisions of the RFP. |
| 20 | Page 16, Clause 9 (ii) | If multiple agencies are selected, how will scope distribution and pricing be handled? | In case of multiple agencies selection, NPS Trust reserves the right to allocate scope across agencies based on operational requirements in such manner as may be decided by NPS Trust and the same shall be final and binding on in this regard shall be final. |
| 21 | Page 22, Clause xli | Will reimbursement for travel apply only for Board | Reimbursement is applicable only for presentations before |

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| | | presentations or also for regular review meetings outside Delhi? | the Board/Committee held outside Delhi, as per RFP provisions. |
| 22 | Page 32, Financial Quote | Since cost is fixed for 2+1 years, is there any provision for escalation due to inflation or statutory changes? | The quoted cost shall remain fixed for the entire contract period, including any extension. No escalation shall be permitted, other than the statutory tax provisions (Upward and Downward Revisions in GST etc.). |
| 23 | Page 32, Financial Quote (vi) | Please confirm that all production costs (video shoots, influencer fees, tools, etc.) must be included within quoted amount. | The quoted amount must be comprehensive and inclusive of all costs, as per the scope of the RFP. Video production and its cost shall be handled separately. |
| 24 | General | Will content language requirements beyond Hindi & English (regional languages) require additional effort without cost implication? | Content may be required in Hindi and other Indian Vernacular / Regional languages as per requirement, without any additional cost. The agencies shall include provisions accordingly |
| 25 | General | What level of access will be provided to existing social media analytics and historical data? | Relevant data and access of the social media handles of NPS Trust, as deemed necessary, shall be provided during execution of the contract. |
| 26 | General | Are there any defined benchmarks or targets (followers, engagement rate, reach) expected during contract period? | No predefined benchmarks have been specified. The agency is expected to propose and achieve growth through strategic execution. |
| 27 | General | Will NPS Trust provide brand guidelines, tone of voice, and past campaign references for alignment? | Brand guidelines and relevant reference materials shall be shared with the selected agency for alignment. |

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| 28 | Page 12 " 7 "Eligibility Criteria "Active empanelment with Central Bureau of Communication (CBC) (formerly Bureau of Outreach and Communication / Directorate of Advertising and Visual Publicity - DAVP) as on the date of application under Category – A and Category – B multi-media agencies Or Active empanelment with National Film Development Corporation (NFDC) as on the date of application | We are requested that we are MSME company under Medium Category and Currently we are empanelled with NICS I for social media. Kindly accept our empanelment instead of DAVP & NFDC | The agencies shall fulfil the empanelment criteria as stipulated in the RFP. |
| 29 | Page 12 "7.2 Experience and Clientele - Experience of handling social media accounts for at least 1 financial sector (BFSI) organization for at least 1 year in the last 3 years (FY 2025-26, FY 2024-25 and FY 2023-24) | We are working with Central Govt. / State Govt./ Pvt. in last 5 years, kindly exempted from this clause. | No change in the terms of RFP. |
| 30 | Page – 14 "Experience in Social Media Management (as on 31st March | What document we need to upload against this clause Work Order or Company ROC | Relevant supporting documents such as work orders, completion certificates, or client credentials demonstrating experience in social media management should be submitted. |

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| | 2026) - > 7 years - 10 Marks | | |
| 31 | Page - 14 "Experience with Financial Sector Clients (BFSI) for social media management in the last 3 years - FY 2025-26, FY 2024-25 and FY 2023-24 | We are working with Central Govt. / State Govt./ Pvt. in last 5 years, kindly exempted from this clause. | No change in the terms of RFP. |
| 32 | Page - 15 "Billing from BFSI clients for digital/social media activities (FY 2025-26) | Kindly exempted this clause. | No change in the terms of RFP. |
| 33 | Page 6; Clause 6.2; pt. 3 | This comes under PR Scope and not social media management. Will the articles and press releases be shared by the client to be posted on social media? | The scope includes amplification of articles and press-related content through digital and social media platforms. Please refer to the point 3 of this corrigendum document. |
| 34 | Page 6; Clause 6.2; pt. 4 | This comes under PR Scope and not social media management. Is the client also looking at PR management? If yes, please specify numbers of content pieces to be released. Costing would vary in that case. | Please refer to the terms of the RFP. |
| 35 | Page 8; Clause 6.5; pt. 6 | ORM is a vast field and requires dedicated tool and manpower to manage. Should the agency deploy a specialised tool for the same or only a basic manual ORM is required? How many queries per day is NPS trust receiving? | The agency is required to provide Online Reputation Management (ORM) support, including deployment of an appropriate tool for monitoring and reporting. The cost of such tool shall be included in the financial quote. Please refer to the financial bid format and |

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| | | Kindly provide an idea for us to arrive at a cost and tool feasibility. | the current social media handles of NPS Trust. |
| 36 | Page 11; Clause 6.9; pt. 2 | Kindly quantify how many translations would be needed per month. | The requirement for translations shall be need-based and may vary depending on campaign requirements. No fixed monthly quantity is prescribed. |
| 37 | Page 11; Clause 6.9; pt. 4 | Kindly explain the NPS chatbot and related scope of work in detail. | The agency is expected to support management and integration of chatbot functionalities for user engagement on digital platforms. Detailed scope, including existing systems (if any), shall be shared with the selected agency during execution. |
| 38 | Page 13; Clause 7.4 | <p>Onsite Resource Requirement</p> <p>A full-time Senior Account Manager to be stationed at the NPS Trust office.</p> <p>Could the Trust clarify if this resource is expected to function as an embedded team member within the Trust's hierarchy, or as a liaison?</p> <p>Given the digital nature of social media management, would the Trust be open to a 'Hybrid' model where the resource is onsite for key strategy days but supported by the agency's specialized back-end creative team remotely to ensure higher quality output?</p> <p>Is 100% remote a possibility?</p> | The deployed resource shall function as a dedicated onsite liaison between the agency and NPS Trust for coordination and execution purposes. While the agency may utilize offsite support teams for backend activities, deployment of a full-time onsite Account Manager is mandatory. A fully remote model is not envisaged under the current scope. |
| 39 | Page 7; Clause 6.3 | The RFP stipulates a 3-day window for feedback iterations following a 15-day advance submission. | The agency is required to adhere to submission timelines as specified in the RFP. NPS Trust shall endeavour to provide timely feedback; |

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| | | <p>Given the multi-layered approval process, how does the Trust plan to ensure that the 15-day lead time is protected?</p> <p>Specifically, if the internal approvals are delayed, will the agency be granted a commensurate extension for the 3-day iteration window without triggering penalty clauses?</p> <p>Assumption is that it's 3 working days, and does not count weekends and public / gazetted holidays?</p> | <p>however, timelines shall be managed mutually during execution. The interpretation of timelines shall be on working days unless otherwise specified. The same shall not be limited to the urgent / critical requirements of NPS Trust. The agency shall support NPS Trust at all times for successful management of the social media handles.</p> |
| 40 | Page 11; Clause 6.9 | <p>The scope mentions 'any other tasks assigned' and the integration of AI / Chatbot content.</p> <p>Could the Trust provide a definitive list of technical APIs or third-party platforms currently in use for the chatbot?</p> <p>Furthermore, can the Trust define a cap or a 'Change Request' (CR) protocol for tasks that fall outside the primary creative and management scope defined in the RFP?</p> | <p>The scope of work is as defined in the RFP. Details regarding existing systems, APIs, or third-party platforms, if any, shall be shared with the selected agency during execution. Any additional requirements shall be communicated by NPS Trust as per project needs. The cost towards the chatbot shall be handled separately.</p> |
| 41 | Page 11; Clause 6.9 | <p>Regarding the provision for 'proportionate or full deduction of charges' for deliverables.</p> <p>Could the Trust outline a 'Service Level Agreement' (SLA) matrix that distinguishes</p> | <p>The provisions related to deductions and performance are as defined in the RFP. The decision of NPS Trust regarding assessment of performance and applicable deductions shall be final and binding.</p> |

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| | | <p>between minor delays and critical failures?</p> <p>We suggest a cure-period or a multi-stage remediation process prior to the imposition of full financial deductions to ensure a collaborative partnership. Would the trust be open to that?</p> | |
| 42 | Page 11; Clause 6.8 | <p>The RFP notes that the onsite resource may be required to work beyond standard hours/days during 'exigencies' without additional allowance or conveyance. Could the Trust clarify the definition and frequency of such 'exigencies'?</p> | <p>Exigencies refer to urgent or critical or time-sensitive requirements arising from campaigns, events, or unforeseen situations or requirements from the Regulator / Govt etc. The frequency of such requirements cannot be predefined and shall be based on routine operational needs. The agency shall support NPS Trust at all times for successful management of the social media handles.</p> |
| 43 | Page 35; 2(i) | <p>The Non-Disclosure Agreement restricts the appointment of 'non-residents / foreigners' to the project.</p> <p>Could the Trust clarify if this applies to the agency's global leadership / oversight teams or strictly to the personnel handling the day-to-day data and accounts?</p> <p>In the interest of leveraging global creative benchmarks, we seek clarity on whether specialized global inputs from Omnicom leads outside of India can be engaged for creative / strategy?</p> | <p>The restriction applies to personnel directly involved in handling project-related data and execution. Any engagement of external/global resources shall be subject to prior approval of NPS Trust and compliance with applicable provisions of the RFP.</p> |
| 44 | General | Does the Trust have a definitive budget and / or | Financial evaluation shall be carried out as per the |

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| | | budget range and / or upper cap in mind for the annual retainer? | provisions of the RFP. Please refer to the financial bid format. |

For all the other points, please refer to the terms of the RFP. The agencies shall submit the duly sealed and signed copy of this corrigendum / bid clarification document while submitting the bid. Non submission of the same shall disqualify the bidder from the further process.

Chief General Manager