



राष्ट्रीय पेंशन प्रणाली न्यास
National Pension System Trust

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National Pension System Trust

RFP- Proposal Number – NPST/29/11/4/2023-MEDIA AND MARKETING
Request for Proposal for empanelment of social media agencies
Corrigendum to the RFP

Sr. No.	RFP Page & Clause	Pre-bid Query	Response
1	Page 6, Clause 6.2 – Content & Engagement Activities (iv) Publish and coordinate articles in magazines and newspapers to enhance public visibility and trust.	"We understand that only content needs to be provided for these articles and magazines, please clarify."	Creating content for publication of articles in magazines and newspapers to enhance public visibility of NPS. The charges for publication will be borne separately by NPS Trust.
2	Page 6, Clause 6.2 (vi) Plan and execute influencer engagement campaigns with credible voices in finance, lifestyle, and social sectors to amplify reach and relatability.	"We understand that the payment to these influencers would be separate since these are very subjective in nature."	Influencer fees will be borne by NPS Trust separately. The agency's role shall be strategy, identification, coordination, and campaign execution.
3	Page 15, Clause 8.1 – Technical Evaluation (Presentation).	"We understand that only shortlisted agencies would be called for the presentation and there is no submission with the technical bid. Also please clarify on the parameters of evaluation."	Please refer to the clause 8.1 of the RFP.
4	Page 12, Clause 7 – Eligibility Criteria - Active empanelment with Central Bureau of Communication (CBC) (formerly DAVP) under Category-A multi-media agencies.	Request to allow agencies having empanelment with NFDC also.	Page 12, Clause 7 – Eligibility Criteria - Active empanelment with Central Bureau of Communication (CBC) (formerly DAVP) under Category-A multi-media agencies and/or empanelment with NFDC. Copy of active empanelment letter shall be submitted by the bidder.

Chief General Manger