

F. No.D-30/4/2024

Date: 17.07.2026

NECTAR's response against Prebid meeting queries against Bid No. GEM/2026/B/7754459 held dated 15.07.2027		
Clause	Query	Response to Query
Resource Deployment	The SOW does not specify the minimum manpower/team composition required for project execution. Kindly clarify the expected team structure, number of resources, roles and qualifications. Additionally, kindly clarify whether the resources are required to be deployed on-site, off-site or in a hybrid mode , and whether office space, workstations and internet facilities will be provided by NECTAR in case of on-site deployment.	The Scope of Work (SoW) is outcome-based and does not prescribe any minimum manpower or team composition. The successful bidder shall deploy adequate qualified personnel, with appropriate roles and expertise, necessary for timely and effective execution of the contract. The mode of deployment (on-site/off-site/hybrid) may be decided by the agency based on operational requirements. However, the agency shall ensure physical presence during meetings, events, field visits and other activities whenever required by NECTAR. NECTAR will facilitate access to its premises for official meetings/events, but dedicated office space, workstations and internet facilities shall not be provided for routine deployment.
Field Visits & Travel	Kindly specify the estimated number of field visits, tentative locations across the Northeastern Region and clarify whether travel, boarding and lodging expenses shall be reimbursed separately or are required to be included in the financial bid.	The number of field visits for day-to-day activities of NECTAR cannot be specified in advance, as these will depend on project requirements, small events and activities during the contract period. The locations may include any NECTAR project sites across the Northeastern Region. These expenses need to be included in the financial bid. However, if there are any big events to be covered, travel, boarding and lodging expenses shall be reimbursed on actuals, subject to prior approval by NECTAR and as per applicable Government norms. Such expenses are not required to be included in the financial bid.

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Paid Promotions & Subscription Charges	Kindly clarify whether the advertisement/media budget and subscription charges (Meta Ads, X Verified, LinkedIn Premium, YouTube promotions, etc.) will be borne by NECTAR or are required to be included in the bidder's commercial quote.	The bidder shall manage paid campaigns, subscriptions and advise on suitable basic promotion strategies. These costs are to be included in the bidder's commercial quote.
Deliverables	Kindly clarify whether the specified deliverables (4–5 posts per week and 20–25 posts per month) are collective across all social media platforms or are required for each individual platform .	The deliverables specified in the SoW are collective across all social media platforms. However, the agency shall ensure an appropriate and balanced presence on each platform, based on platform relevance, target audience and communication requirements of NECTAR
Commercial Feasibility	Considering the comprehensive scope covering social media management, content creation, video production, event coverage, field visits across the North Eastern Region, paid campaign management, media coordination and reporting, execution of the project would require deployment of a multidisciplinary team (such as a Project Manager, Social Media Manager, Graphic Designer, Content Writer and Video Editor), along with travel and operational expenses. The estimated bid value of ₹15,00,000 appears	The estimated contract value has been arrived at after considering the scope of work and budgetary provisions available with NECTAR. The Scope of Work is primarily outcome-based, and the agency is expected to deploy resources as deemed appropriate for successful execution of the assignment. Travel and paid promotional expenses, wherever approved by NECTAR, shall be borne separately as specified in the SoW. Therefore, bidders are requested to submit their financial proposals in accordance with the tender conditions.

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	insufficient to support the required manpower and operational costs. We respectfully request the Department to kindly review the estimated contract value or clarify the expected level of effort and resource deployment to ensure successful execution of the project.	
Administrative	Kindly confirm that will relaxation of the minimum experience and turnover eligibility criteria be considered?	Any relaxation in the minimum experience and turnover eligibility criteria shall be considered only as per the provisions of the bid document and existing order of Government of India.
Administrative	Kindly confirm whether travel costs should be included in the financial bid as a consolidated component or quoted separately for reimbursement.	Travel costs are to be included in the financial bid as a consolidated component and shall not be quoted separately for reimbursement. However, actual travel expenses, if incurred for requirements beyond the scope of the contract, may be reimbursed separately based on actual bills, subject to prior approval of the NECTAR.
Administrative	Kindly clarify whether bidders without an existing office in the North Eastern Region (NER) may submit an undertaking to establish an office within 30 days from the date of award of the contract, if selected, and whether such an undertaking would satisfy the eligibility requirement.	Yes. An undertaking from the bidder confirming establishment of an office in the North Eastern Region (NER) within 30 days from the date of award of the Letter of Intent, if selected, shall satisfy the eligibility requirement. However, failure to fulfil the commitment within the stipulated period may result in non-issuance of contract.

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Administrative	The bid document requires the Price Proposal to be submitted in a sealed envelope. Since this tender is being processed through the GeM portal, kindly clarify whether submission of a physical sealed envelope is required, or whether uploading the financial bid on the GeM portal alone shall be considered sufficient.	Uploading the financial bid on the GeM portal alone shall be considered. All documents to be uploaded in GEM. No physical documents to be submitted.