



JAIPUR DAIRY
JAIPUR ZILA DUGDH UTPADAK SAHAKARI
SANGH LIMITED NEAR GANDHI NAGAR
RAILWAY STATION, JAIPUR-302015

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CORRIGENDUM

JAIPUR ZILA DUGDH UTPADAK SAHAKARI SANGH LTD., JAIPUR
Near Gandhi Nagar Railway Station, Jaipur – 302015

Subject: Amendment in Scope of Work and Extension of Tender “APPOINTMENT OF SOCIAL MEDIA MANAGEMENT SERVICES AGENCY FOR JAIPUR DAIRY”

It is hereby informed to all prospective bidders that in the tender document titled "APPOINTMENT OF SOCIAL MEDIA MANAGEMENT SERVICES AGENCY FOR JAIPUR DAIRY", under the heading "Scope of Work" following changes mentioned in table below has been made and the tender submission date has been extended till 3rd July.

Changes in Revised Dates are highlighted below: -

S. No	Particulars	Existing Date	Revised Date
1.	Date & time of uploading tender document by Jaipur Zila Dugdh Utpadak Sahakari Sangh Limited, Jaipur (Jaipur Dairy) on spp portal http://sppp.rajasthan.gov.in and Jaipur Dairy website www.jaipurdairy.com	19th June 2026	19th June 2026
2.	Pre-Bid meeting at IT Section Jaipur Zila Dugdh Utpadak Sahakari Sangh Limited, Jaipur	23rd June 2026 at 3:00 pm	23rd June 2026 at 3:00 pm
3.	Bid-security/Earnest Money Deposit: Rs. 18,000 (2% of estimated value of contract) by DD in name of Jaipur Zila Dugdh Utpadak Sahakari Sangh Limited, Jaipur. To be deposited along with tender in Technical Bid/Part A envelope.	On or before 27 th June 2026 till 5:00 pm	On or before 3 rd July 2026 till 5:00 pm
4.	Tender document fee: Rs 500 by DD in name of Jaipur Zila Dugdh Utpadak Sahakari Sangh Limited, Jaipur. To be deposited along with tender in Technical Bid/ Part A envelope.	On or before 27 th June 2026 till 5:00 pm	On or before 3 rd July 2026 till 5:00 pm
5.	Last date and time of submission of tender (Technical Bid)	On or before 27 th June 2026 till 5:00	On or before 3 rd July 2026 till 5:00 pm

		pm	
6.	Time and date of opening of Technical Bid	29 th June 2026 at 3:00 pm	4 th July 2026 at 3:00 pm
7.	Internal evaluation and bidder shortlisting for the financial bid by Jaipur Dairy Evaluation Committee. Bidders may be invited at Jaipur Dairy for their presentation, if so, it will be pre-informed.	1 st July 2026	6 th July 2026 at 3:00 pm
8.	Time and date of opening of Financial Bid	To be informed later	

Section/Page Number in the Tender Document	Existing	Revised
Scope of Work	The agency shall manage and operate Jaipur Dairy's official social media platforms: 25-30 per week.	The agency shall manage and operate Jaipur Dairy's official social media platforms: 25-30 per month.
Scope of Work	Social Media Influencers as per approved DIPR rates Grade A Social Media Influencers (1,00,000+ followers): 6-8 visits in year Grade B Social Media Influencers (50,000+ followers): 10-12 visits in year	Social Media Influencers as per approved DIPR rates (tentative budget for this approx. Rs. 50,000-60,000 during the tender period to be included in proposal). Grade A Social Media Influencers (1,00,000+ followers): Approx. 6-8 visits in year Grade B Social Media Influencers (50,000+ followers): Approx. 10-12 visits in year *Any additional visits would be paid by Jaipur Dairy as per DIPR rates (equal or below)
Scope of work	Software digital CRM (Customer Relationship Management) The CRM solution shall have the following minimum features: • Customer inquiry and complaint registration. • Customer database management and segmentation. • Lead management and tracking. • Ticketing and grievance management system. • Customer interaction history and audit trail. • Automated notifications and follow-up reminders. • Dashboard for monitoring response and resolution status. • Analytics and reporting on customer engagement and service performance. • Integration with social media platforms, WhatsApp, website, and email systems. • Role-based access control and data security features.	Additional Clarification: CRM – PWA (Progressive Web Apps) which can run on Android/iOS devices or desktop. Basic IT hosting to be provided by vendor. It is recommended bidder to build this on open-source technologies so there is no licensing cost involved for the tools. Solution to be provided by the bidder.
Scope of work	Software AI assisted (multilingual) 24*7 Customer Care	Additional Clarification:

	The solution shall support: • Hindi and English languages at a minimum, with provision for additional regional languages if required. • AI-powered chatbot and virtual assistant functionality. • Automated responses to frequently asked questions related to products, services, schemes, procurement, distributorship, and customer grievances. • Integration with website, WhatsApp, social media platforms, and mobile applications. • Intelligent escalation of unresolved queries to designated Jaipur Dairy officials. • Voice and text-based customer interaction capabilities. • Knowledge base management and continuous AI training. • Real-time monitoring and reporting dashboard. • Conversation logging and analytics. • Customer satisfaction and feedback collection mechanisms.	Basic set up required, one time cost will be provided by bidder, any recurring charges like on SMS messages, phone lines, cloud server hosting will be borne by Jaipur Dairy based on mutual agreement with vendor. Example for Solution Design : 1. Customer calls. 2. If no one answers, the AI says (English/Hindi): "Welcome to Jaipur Dairy. Our customer care executives are currently busy. Please tell us your complaint after the beep." 3. AI records the complaint. 4. Speech-to-text converts it to text. 5. AI extracts: - o Name - o Mobile number - o Complaint type 6. A ticket is created automatically. 7. SMS is sent to person called: "Your complaint has been registered. Ticket No. JD250621001." 8. Intimation to Jaipur Dairy staff on calls missed on portal, Jaipur staff updates the portal. 9. This portal to be integrated with other channels (Website, chatbot, etc.) for which costing to be discussed with Jaipur Dairy separately.
Technical Bid Evaluation – Table 1	Average Turnover for last 2 years (2023-24, 2024-25)	Average Turnover for any last 2 consecutive years (2023-24, 2024-25, 2025-26)

Accordingly, all bidders are requested to consider the revised specification as mentioned above while preparing and submitting their bids.

Further, in order to provide adequate time to all prospective bidders for considering the above amendment, the tender submission and opening schedule is hereby extended till 3rd July 2026 from the existing schedule. The revised dates shall be applicable as updated on the e-Procurement Portal.

All other terms and conditions of the tender document shall remain unchanged and shall continue to remain applicable.

This corrigendum shall form an integral part of the tender document.

Tender Inviting Authority

Jaipur Zila Dugdh Utpadak Sahakari Sangh Ltd., Jaipur