

CORRIGENDUM

RFP FOR SELECTION OF A MEDIA CONSULTING AGENCY FOR IEC STRATEGY AND CREATIVE PRODUCTIONS” vide letter No.1638 Dt 15.09.2022

SN	Section	Reference	Existing Provisions in the RfP	New Provisions
1	Pre-Qualification / Eligibility Criteria:	Page 12 Point- 1	<p>The bidder should be a Company (private/public) registered in India under Indian Companies Act 1956 or 2013. Supporting documents to be provided against this point.</p> <p>The agency/consortium</p> <ul style="list-style-type: none"> - Should be reputed one with experience & expertise in IEC strategy and designing creatives - Should have experience in Govt department/ reputed corporate sectors. - Proprietorship and partnership firms with GST, PAN registration will also be allowed given that they have the necessary experience and documentation <p><i>(Consortium or Joint Venture is allowed. Consortium/Joint Venture should not have more than 2 partners)</i></p>	<p>Point to be added: For consortiums, the documents submitted must be signed by both partner agencies and submitted together along with the proposal</p>
2	Pre-Qualification / Eligibility Criteria:	Page 12, Point -2	<p>The bidder should have minimum average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for last Ten years as reflected in last 3 years Audited balance sheet & finance reports submitted to the concerned regulating authorities.</p> <p>Supporting Documentation: Copies of audited balance sheet/ Income Expenditure Statement for last Three financial years. (TECH A – 3).</p>	<p>The bidder should have minimum average annual turnover of Rs. 1.00 crore from creative services /IEC/media strategy/content business for last ten years as reflected in Audited balance sheet & finance reports submitted to the concerned regulating authorities.</p> <p>Supporting Documentation: Copies of audited balance sheet/ Income Expenditure Statement for last ten financial years to be submitted.</p> <p>In case such documentation is not available, participating companies may submit along balance sheet/ Income Expenditure Statement for the past 5 years with a declaration attesting to average revenue of Rs 1.00 crore earned in the past 10 years.</p> <p>Relaxation for start up: Balance sheet/ Income Expenditure Statement since date of establishment to be submitted (TECH A – 3)</p>

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3	Documents to be submitted along with TECHNICAL PROPOSAL (PART-A):	Page 13, Point vii	Copies of IT Return for the last three assessment years (AY 2018-19, 2019-20 & 2020-21).	<p>Copies of audited balance sheet/ Income Expenditure Statement for last ten financial years to be submitted.</p> <p>In case such documentation is not available, participating companies may submit along balance sheet/ Income Expenditure Statement for the past 5 years with a declaration attesting to average revenue of Rs 1.00 crore earned in the past 10 years.</p> <p>Relaxation for start up: Balance sheet/ Income Expenditure Statement since date of establishment to be submitted</p>
4	Evaluation of Proposal (Preliminary Evaluation)	Page 16, Point vii	Copies of IT Return for the last three assessment years (AY- 2018-19, 2019-20, 2020-21).	<p>Copies of audited balance sheet/ Income Expenditure Statement for last ten financial years to be submitted.</p> <p>In case such documentation is not available, participating companies may submit along balance sheet/ Income Expenditure Statement for the past 5 years with a declaration attesting to average revenue of Rs 1.00 crore earned in the past 10 years.</p> <p>Relaxation for start up: Balance sheet/ Income Expenditure Statement since date of establishment to be submitted</p>
5	Technical Evaluation Criteria	Page 17 Point 1	<p>Average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for last Ten years. In case of consortium, joint turnover for both the agencies will be considered.</p> <ul style="list-style-type: none"> ● 1cr to 3cr – 6 marks ● > 3cr to 5cr – 8 marks ● > 5cr – 10 marks 	<p>Average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for last Ten years. In case of consortium, joint turnover for both the agencies will be considered.</p> <ul style="list-style-type: none"> ● 1cr to 3cr – 3 marks ● > 3cr to 5cr – 1 mark to be added ● > 5cr – 1 mark to be added
6	Technical Evaluation Criteria	Page 18, Point 3	<p>Size of the company (declaration to be provided)</p> <p>a. 5-10 full time Employees – 5 marks</p> <p>b. More than 10 members (marks to be pro-rated) – Maximum 5 marks</p> <p>N.B. : Salary Statement/ EPF slip of consecutive previous 3 months to be attached</p>	<p>Size of the company (Declaration to be provided)</p> <p>a. 5-10 full time Employees – 5 marks</p> <p>b. More than 10 members (marks to be pro-rated) – Maximum 5 marks</p> <p>N.B. : Salary Statement/ EPF slip of consecutive previous 3 months to be attached</p>

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7	Technical Evaluation Criteria	Page 18, Point 5	<p>Sr Communication Associates</p> <ul style="list-style-type: none"> • Postgraduate in journalism/ Mass Communication from any recognized university/Govt. approved institutions. • 3 years of work experience of working in different projects of Central/State government department <p>3 - 4 years– 0.5 marks 4 - 5 years – 0.5 marks > 5 years – 0.5 marks</p>	<p>Sr Communication Associates</p> <ul style="list-style-type: none"> • Postgraduate in Journalism & Mass Communication/ Agriculture/ Design/ Agribusiness Marketing from any recognized university/ Govt. approved institutions. • 3 years of work experience of working in different projects of Central/State government department <p>3 - 4 years– 2marks 4 - 5 years – 1 mark to be added > 5 years – 1 mark to be added</p>
8	Technical Evaluation Criteria	Page 18, Point 6	<p>Jr. Communication Associates</p> <ul style="list-style-type: none"> • Postgraduate /Bachelor’s degree in journalism/ Mass Communication from any recognized university/Govt. approved institutions. • 1 years of work experience of working with Central/State Government department <p>Experience: 1 - 2 years– 0.5 marks 2 - 3 years – 0.5 marks > 3 years – 0.5 marks</p>	<p>Jr. Communication Associates</p> <ul style="list-style-type: none"> • Postgraduate in Journalism & Mass Communication/ Agriculture/ Design/ Agribusiness Marketing from any recognized university/Govt. approved institutions. • 1 years of work experience of working with Central/State Government department <p>Experience: 3 - 4 years– 2marks 4 - 5 years – 1 mark to be added > 5 years – 1 mark to be added</p>
9	Technical Evaluation Criteria	Page 18, Point 8	<p>Quality of creative designs/ collaterals etc. prepared in previous assignments (samples to be shown during technical presentation)</p>	<p>Quality of creative designs/ collaterals/media content etc. prepared in previous assignments (samples to be shown during technical presentation)</p>

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10	Scope of Work	Page 25 - 26	Social Media Management – Regularly posting on the social media channels of the department (Facebook, Twitter, YouTube) basis the IEC Campaign/Program Specific Campaign, other department events and news.	<p>Social Media Management – Regularly posting on the social media channels of the department (Facebook, Twitter, YouTube basis the IEC Campaign/ Program Specific Campaign, other department events and news), developing promotional items (videos, images, reels) for social media usage, social media planning and booking for advertisements etc.</p> <p>The extent of social media usage and the choice of usage of specific social media channels shall be a part of the media strategy that should be presented by the participating agencies during the technical presentation. This may be decided as per the reach, usage, and engagement of target beneficiaries with different social media channels and the overall of of communication/media usage in the IEC campaign.</p> <p>Additional clarification: The cost of social media booking for promotions will be borne by the Department (in line with cost of dissemination across all medium.</p>
11	Terms of Reference	Page-26 Sl.No.-4	<p>Key Deliverables</p> <p>Design of all the collaterals proposed in BCC Campaigns should be provided to department 15 days in advance from day dissemination</p>	Design of all the collaterals proposed in Media Campaigns should be provided to department 15 days in advance from day dissemination as per the scheduled and decided timeline
12	TECH A - 2 :Bidder's Organisation (General Details)	Page 31	Bidder's Organisation (General Details)	Point to be added: Fy documents of both partners may be certified by separate CAs
13	Tech A - 4 Format for Power of Attorney	Page 33	To be provided in original on bidder letterhead as part of technical proposal on Stamp Paper of value required under law duly signed by competent authority of the bidder.	To be provided in original on bidder letterhead as part of technical proposal duly signed by competent authority of the bidder.

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14	Fin 1: Covering Letter	Page 47	In table: Amount in figures (inclusive of GST) Amount in words (inclusive of GST)	In table: Annual amount in figures (GST as per applicable) Annual amount in words (GST as per applicable)
15	Fin 1: Covering Letter	Page 47	-Communication need assessment -Create and implement programme specific communication plan -Design collaterals required by deptt (annual retainer basis the quantum of work defined) and social media management	-Communication need assessment Per programme -Create and implement programme specific communication plan -Design collaterals required by deptt (annual retainer basis the quantum of work defined) and social media management


Director-cum-Ex-Officio
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