

**Sector 16 A, Plot 18 A, NOIDA – 201 301**

**Uttar Pradesh, INDIA**

**Website:** [**www.edcilindia.co.in**](http://www.edcilindia.co.in)

**Ref:** EdCIL/MHRD/Social Media/11/2019 dated 2nd November 2019

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**Corrigendum-1**

* **Changes in RFP document**

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| **Sr. No.** | **Chapter** | **Clause** | **Corrigendum** | **Remark** |
| 1 | Chapter 4 | 4.5.2 Earnest Money Deposit (EMD) / Bid Security | In terms of Public Procurement Policy of Micro & Small Enterprises/Guidelines of Govt. of India,  the bidders may claim exemption from deposit of EMD provided the bidders upload along with  the technical bid the scanned copy of documentary proof / certificate in support of the claim for  EMD exemption issued by the appropriate authority of Government of India. | Page 15 |
| 2 | Chapter 4 | 4.5.2Earnest Money Deposit (EMD) / Bid Security | The bidders can submit the EMD in the form of Bank Guarantee as well. The validity of the same should be not less than 6 months from the last date of bid submission | Page 15 |
| 3 | Chapter 5 | Stage I: Pre-Qualification Criteria, Point 4 | In the last 3 Financial Years (2016- 17, 2017-18 & 2018-19 **and current Financial Year till Sept 15, 2019**), the Bidder must have completed/have in progress a minimum of 10 clients/campaign of Social Media Management/ Digital transformation/ Digital Marketing (In-progress project start date should be on or after 01 April 2016) | Page 20 |
| 4 | Chapter 5 | Stage I: Pre-Qualification Criteria, Point 6 | In the last 3 Financial Years (2016- 17, 2017-18 & 2018-19 **and current Financial Year till Sept 15, 2019**), the Bidder must have executed at least 2 (two) Social Media Management/ Digital transformation/ Digital Marketing project in the government sector project with a minimum value of Rs. 15 Lakhs or above | Page 21 |
| 5 | Chapter 5 | 5.1 Stage I: Pre-Qualification Criteria, Point 4 (Documents to be submitted) | b) Documentary evidence for scope of work and contract value, along with  **1. client contact details, in the form of work order / purchase order OR**    **2. completion certificate from the client or proof of go live of the project** | Page 20 |
| 6 | Chapter 5 | 5.1 Stage I: Pre-Qualification Criteria, Point 6 (Documents to be submitted) | Documentary evidence for scope of work and contract value, along with client contact details, in the form of **work order / purchase order OR completion certificate** from the client | Page 21 |
| 7 | Chapter 5 | 5.2 Stage II: Technical Qualification Criteria, B1 (Documents to be submitted) | b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / **purchase order OR Client Completion Certificate** | Page 22 |
| 8 | Chapter 5 | 5.2 Stage II: Technical Qualification Criteria, B3 | For experience in handling at least 2 (two) PSUs / autonomous bodies/ government contracts with a budget of at least **INR 15 lakhs** each: 6 marks  • For every additional contract with a marketing spend of at least **INR 15 lakhs** each: 3 marks (up to 9 marks maximum) | Page 22 |
| 9 | Chapter 7 | 7.6 | The bidder will use the most effective tool for Social Listening, for real-time listening and monitoring for the MHRD campaign in Social Media. | The phrase 'Study in India campaign' may be read as 'MHRD campaign' |
| 10 | Appendix I | Form 3: Compliance Sheet for Technical Proposal, B1 (Documents to be submitted) | b) Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / **purchase order OR Client Completion Certificate** | Page 57 |
| 11 | Appendix I | Form 1: Compliance Sheet for Pre-qualification Proposal, Point 4 (Documents to be submitted) | b) Documentary evidence for scope of work and contract value, along with  i. client contact details, in the **form of work order / purchase order OR**  **ii. completion certificate** from the client or proof of go live of the project | Page 53 |
| 12 | Appendix I | Form 1: Compliance Sheet for Pre-qualification Proposal, Point 6 (Documents to be submitted) | Documentary evidence for scope of work and contract value, along with client contact details, in the form of **work order / purchase order OR completion certificate from the client** | Page 54 |
| 13 | Appendix I | Form 3: Compliance Sheet for Technical Proposal, B3 | For experience in handling at least 2 (two) PSUs / autonomous bodies/ government contracts with a budget of at least **INR 15 lakhs** each: 6 marks  • For every additional contract with a marketing spend of at least **INR 15 lakhs** each: 3 marks (up to 9 marks maximum) | Page 57 |

This issues with the approval of competent authority.