

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

**Uttar Pradesh, INDIA**

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

**Ref:** NIT No. EdCIL/SII/Creative & Offline Media/11/2019dated 2nd November 2019

**Date:** 28-11-2019

**Corrigendum-3**

* **Changes in RFP document**

| **Sr. No.** | **Clause No.** | **Page No.** | **Existing Clause** | **Revised Clause** |
| --- | --- | --- | --- | --- |
| 1 | 5.2 (5) | 22 | **Pre-Qualification Criteria**The Bidder (or any of the consortium partners) must have successfully completed the following number of international offline marketing campaigns (involving either media planning, or creative strategy or content creation), during the last 3 years (as on 31st October 2019), of value specified herein:* One campaign with marketing spend not less than INR 30 crores;

OR* Two campaigns with marketing spend not less than INR 20 crores each;

OR* Three campaigns with marketing spend not less than INR 10 crores each

For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. | **Pre-Qualification Criteria**The Bidder (or any of the consortium partners) must have successfully completed the following number of international offline marketing campaigns (involving either media planning, or creative strategy or content creation), **during the last 5 years** (as on 31st October 2019), of value specified herein:* One campaign with marketing spend not less than INR 30 crores;

OR* Two campaigns with marketing spend not less than INR 20 crores each;

OR* Three campaigns with marketing spend not less than INR 10 crores each

For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. |
| 2 | 5.3 (B3) | 25 | **Technical Qualification Criteria**The Bidder (or any of the consortium partners) should have, in the last 3 years (as on 31st October 2019), executed at least 3 projects in the following areas:* Media planning
* Creative conceptualization
* For each contract in the SAARC region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)
* For each contract in the Middle East region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)
* For each contract in South-East Asia region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)
* For each contract in the Africa region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)

For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. | **Technical Qualification Criteria**The Bidder (or any of the consortium partners) should have, in the **last 5 years** (as on 31st October 2019), executed at least 3 projects in the following areas:* Media planning
* Creative conceptualization
* For each contract in the SAARC region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)
* For each contract in the Middle East region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)
* For each contract in South-East Asia region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)
* For each contract in the Africa region with a marketing spend of at least INR 10 crores: 2 marks (maximum 4 marks)

For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. |
| 3 | 5.3 (B4) | 26 | **Technical Qualification Criteria**The Bidder (or any of the consortium partners) should have successfully executed media campaigns for public sector units (PSUs) / autonomous bodies / government departments in India, in the last 3 years (as on 31st October 2019):* For experience in handling at least 3 PSUs / autonomous bodies/ government contracts with a marketing spend of at least INR 10 crores each: 6 marks
* For every additional contract with a marketing spend of at least INR 10 crores each: 3 marks
 | **Technical Qualification Criteria**The Bidder (or any of the consortium partners) should have successfully executed media campaigns for public sector units (PSUs) / autonomous bodies / government departments in India, in the **last 5 years** (as on 31st October 2019):* For experience in handling at least 3 PSUs / autonomous bodies/ government contracts with a marketing spend of at least INR 10 crores each: 6 marks
* For every additional contract with a marketing spend of at least INR 10 crores each: 3 marks
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| 4 | 5.3 (B5) | 26 | **Technical Qualification Criteria**The Bidder (or any of the consortium partners) should have successfully executed offline media campaigns in the education sector in the last 3 years (as on 31st October 2019)* For every project: 3 marks
 | **Technical Qualification Criteria**The Bidder (or any of the consortium partners) should have successfully executed offline media campaigns in the education sector **in the last 5 years** (as on 31st October 2019)* For every project: 3 marks
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| 5 | 5.4 (4) | 27 | **Stage IV: Pitch Presentation**The agencies will also be required to showcase a media plan for the 34 target countries | **Stage IV: Pitch Presentation**The agencies will also be required to showcase a media plan for the **13 identified countries:**1. Afghanistan
2. Bangladesh
3. Bhutan
4. Ethiopia
5. Indonesia
6. Kenya
7. Nepal
8. Rwanda
9. Sri Lanka
10. Tajikistan
11. Jordan
12. Tanzania
13. Uganda
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* **Additions to the RFP document**

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| --- | --- | --- | --- |
| **Sr. No.** | **Clause No.** | **Page No.** | **Additional information added to the clause** |
| 1 | 3.2 | 11 | * From academic year 2019-20, Study in India (SII) will conduct Ind-SAT examination for disbursing scholarships to meritorious students. The examination for this academic year will be tentatively held in April 2020.
* From academic year 2019-20, SII will be charging a registration fee of USD 2 for registering students for the SII program.
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* **Clarifications to queries related to RFP document**

| **Sr. No.** | **Clause No.** | **Page No.** | **Existing Clause** | **Query** | **Clarification** |
| --- | --- | --- | --- | --- | --- |
| 1 | 4.5.3 | 17 | Earnest Money Deposit (EMD) / Bid Security | Shall we attach MSME certiﬁcate for EMD/Tender Fee exemption? | MSME certificate for EMD exemption can be submitted |
| 2 | 5.2 (1) | 21 | **Documentary Evidence Required**1. In case the Bidder(s) is/are a registered company in India, they should produce the copy of the certificate of incorporation issued by the Registrar of Companies or MCA and Memorandum & Articles of Association
2. In case the Bidder(s) is/are a registered partnership company / firm / society, they should produce a copy of the certificate of incorporation and Memorandum & Articles of Association
 | It is requested to kindly allow agencies to submit certificate from their chartered accountant/ statutory auditor | In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant |
| 3 | 5.2 (2) | 21 | **Documentary Evidence Required**Statutory auditor’s certificate & copy of audited balance sheets and profit and loss accounts | It is requested to kindly allow agencies to submit certificate from their chartered accountant/ statutory auditor | In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant |
| 4 | 5.2 (3) | 21 | **Pre-Qualification Criteria**The Bidder (or the consortium partner responsible for media planning activities) must have a minimum of 3 years of experience in providing international media planning for offline platforms in the SAARC, Middle East, South-East Asia & Africa regions.The Bidder shall necessarily furnish details of one project, involving international media planning, executed by them in the last 3 years. The project should have a marketing spend of at least INR 10 crores.**Documentary Evidence Required**1. Statutory auditor’s certificate for validating experience details
2. Experience details as per the format specified in Appendix I: Form 8 (Project Citation Format)
3. Documentary evidence for scope of work and contract value, along with client contact details, in the form of work order / purchase order and completion certificate from the client
 | 1. It is requested to kindly allow agencies to submit certificate from their chartered accountant/ statutory auditor
2. At times, the agencies handle online global media planning campaigns, which includes various countries / regions. Hence, the work orders to this effect specify only ‘global’ as target territory.
3. Do we have to provide credentials for media planning or creative strategy and content creation
 | 1. In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant
2. Work orders containing "global" as target territory should be accompanied by a declaration on the agency's letterhead, stating the exact geography of the media campaign
3. Credentials required for creative strategy and content creation
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| 5 | 5.3 (A1) | 24 | **Documentary Evidence Required**Statutory auditor’s certificate & copy of audited balance sheets and profit and loss accounts | It is requested to kindly allow agencies to submit certificate from their chartered Accountant/ statutory auditor. | In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant |
| 6 | 5.3 (B2) | 24 | **Documentary Evidence Required**Statutory auditor’s certificate for validating experience details | 1. It is requested to kindly allow agencies to submit certificate from their chartered Accountant/ statutory auditor.
2. Please allow us to submit only Work Orders as many clients do not have the policy of issuing Completion Certificates
 | 1. In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant
2. In case completion certificates are not available, a correspondence from the client mentioning the period of the contract and satisfactory delivery of services should be submitted by the Bidder
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| 7 | 7.1 | 43 | **Market Analysis**The selected Agency shall provide a market/ audience analysis, media plan and creative strategy based on a comprehensive understanding of the target audience in the identified countries. | Is market analysis required for each of the target country or for regions? | Market Analysis is required for each country |

This has been issued with the approval of competent authority.