

Y-18020/6/2019-CAP
Government of India
Ministry of Statistics & Programme Implementation
National Statistical Office
(CAP Division)

Sardar Patel Bhawan,
Sansad Marg, New Delhi.
Dated: 29.10.2020

CORRIGENDUM TO E-TENDER NOTICE

With reference to e-tender notice no. **Y-18020/6/2019-CAP** published vide tender id **2020_MOSPI_551246_1** dated 09.03.2020 for engagement of media agency for MoSPI. The following corrigendum/addendum, in line with Ministry of Finance letter No.F.20/2/2014-PPD(Pt), dated 25th July, 2016 on relaxing the Turnover and Experience criteria for Start-Ups / MSEs, is hereby modified and corrigendum is accordingly issued (**Annexeure A**).

2. In light of the corrigendum, it has now been decided to extend the bid submission and the bid opening dates of the Tender No. Y-18020/6/2019-CAP, (Tender Id. 2020_MOSPI_551246_1, dated 09.03.2020 of Central procurement portal) for engaging a media agency for the Ministry of Statistics & Programme Implementation (MoSPI). An additional time of 21 days will be given to the prospective bidders (for submitting their bids and EMD) from the date of publishing of the corrigendum on the CPP Portal i.e. *(from 29.10.2020). Accordingly, the last date of submission of bids and EMD is revised to 18.11.2020 (11 AM)*

3. The bidders may attend the bid opening through video conference for which video-linking details will be provided later. *For this purpose, the prospective bidders willing to participate in the bid opening may send their request to the email (agarwal.manvi@gov.in) with a copy to capcso-mospi@gov.in). Only one request from a particular bidder will be entertained in this regard. The prospective bidders are required to send their requests, in this regard, well before the scheduled date and time of submission of bids (18.11.2020 at 11 AM). Late requests will not be entertained. The links (for virtual participation) will be shared accordingly, and the concerned participants shall join within the scheduled time (late participants will not be allowed to join).*

4. The above clarifications/modifications/amendments shall be a part of the bid document for all purposes.

5. This issues with the approval of competent authority.

Enclosed: Annexures

Sd/-

(ManviAgarwal)
Deputy Director
Email: agarwal.manvi@gov.in

The Corrigendum/Addendum/ in light of Ministry of Finance letter No.F.20/2/2014-PPD (Pt) dated 25th July, 2016 is issued as under:

Modification in the eligibility criteria to the original RFP dated 09.03.2020 and subsequent to the corrigendum dated 27.03.2020

Sr. No.	RFP Document Reference(s) Section (section number / page number)	Basic requirement	Specific Requirement	Documentary Proof to be submitted
1	2	3	4	5
1	Page no 5, Sr. No. 1 of the RFP Registered in India	Legal Entity	<p>Item(i) Existing Clause A company incorporated in India Under the Companies Act, 2013 and The Indian Partnership Act 1932, as amended from time to time</p> <p>Modified to: (i) A company incorporated in India Under the Companies Act, 2013 and The Indian Partnership Act 1932, as amended from time to time. However, in case of selection of a partnership firm, as the successful bidder, the lead partner (holds major share) shall be responsible for the contract and has to sign all agreements in respect of the firm</p> <p>Item (ii) Existing Clause ii. Registered with Service Tax Authorities</p> <p>Modified to ii. Registered with GST Authorities</p>	<p>Existing criteria</p> <p>Copy of certificate of incorporation</p> <p>Copy of registration certificate.</p> <p>Letter from Company Secretary on bidder's letter head for last five years operation.</p> <p>Modified to:</p> <p>Copy of certificate of incorporation</p> <p>Copy of registration certificate.</p> <p>Letter from Company Secretary on bidder's letter head for last five years operation. However, MSE/ Startups to produce valid documentary evidence on their year of commencement of operation & registration in case</p>

			<p><u>Item (iii) Existing Clause</u></p> <p>iii. Should have been operating for the last five (5) years in India</p> <p><u>Modified to</u></p> <p>iii. Should have been operating for the last five (5) years in India. However condition may be waived for MSEs / Startups. Relevant documentary proof should be submitted by the bidder for claiming such relaxation.</p>	they are not registered for the last five years.
2	Page no. 6, Sr. No. 4 of the RFP Financial Worth	Turnover	<p><u>Existing criteria</u></p> <p>The minimum annual Average turnover of the agency from Media communication services/ creative services/ promotional services in the last three Financial Years 2016-17, 2017-18 and 2018-19 respectively should be Rs. 5 crore.</p> <p><u>Modified to:</u></p> <p>The minimum annual average turnover of the agency from Media communication services / creative services / promotional services in the last three Financial Years 2016-17, 2017-18 and 2018-19 respectively should be Rs. 5 crore.</p> <p>Eligibility criteria pertaining to turnover may be waived for MSEs / Startups. Relevant documentary proof should be submitted by the bidder for claiming such relaxation</p>	<p><u>Existing criteria</u></p> <p>A certificate in this regard may be given by the chartered accountant clearly specifying the turnover.</p>
4	Page no 6, Sr. No. 5 of the RFP Profitability		<p><u>Existing criteria</u></p> <p>i. Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2016-17,</p>	<p><u>Existing criteria</u></p> <p>Attach Balance Sheets & documents certified by Chartered Accountant.</p> <p><u>Modified to</u></p>

2017-18 and 2018-19).

ii. For the purpose of this criterion, profitability of only the bidding entity will be considered. Profitability of any parent, subsidiary, associated or other related entity will not be considered.

Modified to

i. Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years (FY 2016-17, 2017-18 and 2018-19).

(i-a) In case of MSMEs / Startups, the bidder should be profit making as per the audited consolidated financial statements; in the last 3 financial years (FY 2016-17, 2017-18 and 2018-19). If MSMEs / Startups came into existence after the FY 2016-17, the bidder (MSME / Startup) should be profit making as per the audited consolidated financial statements; starting from the year of commencement of operation, as the case may be, for which the bidder to submit valid documentary evidence. If no audited consolidated financial statements are available by virtue of the recent inception of the MSME / Startup, the same may be mentioned and the bidder to submit valid documentary evidence.

ii. For the purpose of this criterion, profitability of only the bidding entity will be

Attach Balance Sheets & documents certified by Chartered Accountant.

MSE/ Startups to produce valid documentary evidence on their the year of commencement of operation & registration

			considered. Profitability of any parent, subsidiary, associated or other related entity will not be considered.	
5	Page no 6, Sr. No. 6 of the RFP Eligibility condition, Experience I	Existing criteria Media related experience of working with at least 2 Central Government/PSU clients Modified to Media related experience of working with at least 2 Central Government/PSU clients/ State Government	Existing criteria The agency must have an experience of working with at least 2 Central Government / PSU clients / State Government. Modified to “The agency must have an experience of working with at least 2 Central Government / PSU clients / State Government”. Eligibility criteria pertaining to prior experience may be waived for MSEs / Startups. Relevant documentary proof should be submitted by the bidder for claiming such relaxation.	Existing criteria Completion Certificate as per the issued work order.
6	Page no 7, Sr. No. 7 of the RFP Eligibility condition, Experience II	Work Experience in Media Management in a Central Government Department / PSU clients. Modified to Work Experience in Media Management in a Central Government Department / PSU clients / State Governments.	Existing criteria The agency must have an experience of at least 2 years in Social Media Management for a Central Government Department / PSU clients Modified to The agency must have an experience of at least 2 years in Social Media Management for a Central Government Department / PSU clients / State Government. Eligibility criteria pertaining to prior experience may be waived for MSEs / Startups. Relevant documentary proof should be submitted by the bidder for claiming such relaxation.	Existing criteria Copies of the work order of corresponding activities must be attached. Certificate from the concerned Central Government Agency/ PSU clients /etc. Modified to Copies of the work order of corresponding activities must be attached. Certificate from the concerned Central Government Agency/ PSU clients / State Government etc.

7	Page no 7, Sr. No. 8 of the RFP Eligibility condition, Experience III	<u>Existing criteria</u> Work Experience in organizing press meets, media briefs, public interaction programmes, liaisoning with press information bureau, print and electronic media, etc.	<u>Existing criteria</u> The agency must have an experience of working with at least 2 Central Government / PSU clients / State Government.	<u>Existing criteria</u> Certificate from the concerned Central Government Agency/ PSU clients / etc.
			<u>Modified to</u> The agency must have an experience of organizing press meets, media briefs, etc for at least 2 Central Government / PSU clients/State Government. Eligibility criteria pertaining to prior experience may be waived for MSEs / Startups. Relevant documentary proof should be submitted by the bidder for claiming such relaxation.	<u>Modified to</u> Certificate from the concerned Central Government Agency/ PSU clients / State Government etc.

Note

- i. Addition of Code of Integrity (addition of new para) after para 17 of the original RFP, as per Annexure-3
- ii. Since, experience/eligibility conditions are being modified / amended; those firms which submitted their bid earlier shall not be deprived of and may submit their bid again.
- iii. All the documents to be produced by the bidders in support of claiming any of the relaxation shall be authentic and valid as on opening date of the bids.

In light of the relaxations provided to MSEs / Startups, the Technical Evaluation Criteria stands modified / amended as under (Page 17 of the RFP):

Sr. No.	Evaluation Criteria	Criteria	Modified award of marks as per Corrigendum dated	Modified Maximum marks as per Corrigendum dated
(1)	(2)	(3)	(4)	(5)
1.	Media related experience of working with at least	Experience (in Years) 2-3 clients	Marks 4	7

	2 Central Government/PSU clients /State Governments	>3 clients	7	
2.	Work experience in organizing press meets, media briefs, public interaction programmes, liaisoning with press information bureau, print and electronic media, etc.	5-10	4	7
		>10	7	
3.	Work Experience of handling print/electronic/social media campaigns handling media Analytics in a Central Government Department/PSU client/Sate Government.	5-10	4	7
		>10	7	
4.	Deployed Manpower Experience			
	i. Media Advisor	10-15	10	13
		>15	13	
	ii. Content Writer	5-10	5	8
		>10	8	
	iii. Graphic Designer	3-5	5	8
>5		8		
5.	Presentation on the understanding of the scope of work including demonstration of integrated dashboard using the software tools.			30
	Media Analytics	2-10 languages	5	10

6.		11-21 languages	7	
		All 22 languages as per 8th schedule	10	
7.	Scanning relevant content from print/electronic/social media	2-10 languages	5	10
		11-21 languages	7	
		All 22 languages as per 8th schedule	10	
Total				100

Note

The evaluation criteria (Sr. No. 1-3 of the table) will be waived off for MSEs / Startups. To entertain this claim for relaxation they shall produce documentary evidence. This relaxation is considered on account of the O.M. No.F20/2/2014-PPD(Pt), dated 25.07.2016 .However, for MSEs / Startups, the final marks (out of 79) will be converted to a score of 100 (decimal places will be rounded off to the nearest 100). The calculation will be done as per example at table below.

MSEs / Startups	Non MSEs / Startups
Evaluation out of 79 marks	Evaluation out of 100 marks
Suppose the firm gets 40 marks out of 82	Suppose the firm gets 60 marks out of 100
Score out of 100 = $(40/82)*100$	Score out of 100 = 60
Final score = 50.63 marks	Final score = 60 marks

Annexure-3

Code of Integrity

No official of a procuring entity or a bidder shall act in contravention of the codes which includes **prohibition of**

(a) making offer, solicitation or acceptance of bribe, reward or gift or any material benefit, either directly or indirectly, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process.

(b) any omission, or misrepresentation that may mislead or attempt to mislead so that financial or other benefit may be obtained or an obligation avoided.

(c) any collusion, bid rigging or anti competitive behaviour that may impair the transparency, fairness and the progress of the procurement process.

- (d) improper use of information provided by the procuring entity to the bidder with an intent to gain unfair advantage in the procurement process or for personal gain.
- (e) any financial or business transactions between the bidder and any official of the procuring entity related to tender or execution process of contract; which can affect the decision of the procuring entity directly or indirectly.
- (f) any coercion or any threat to impair or harm, directly or indirectly, any party or its property to influence the procurement process.
- (g) obstruction of any investigation or auditing of a procurement process.
- (h) making false declaration or providing false information for participation in a tender process or to secure a contract.
