

Corrigendum

REF for empanelment of Advertising & Creative agencies and AV Producers for Digital India Program

Date: 04.07.2018

Based on the pre-bid meeting discussion held on 02.07.2018 and queries received from various bidders, NeGD has revised some of the eligibility requirement and clauses mentioned in the RFE for better response and participation. The following are the amendments:-

SI No	RFE Clause No	Query/Current requirement	Clarifications
1	Section III. Para 3.1.	‘No consortia/joint ventures shall be allowed to apply for empanelment’	<p>1) This para has been relaxed for both the categories i.e. Category-I: Advertising & Creative Agencies and Category-II. Audio Visual Agencies/Producers. The agencies are free to form consortium with the following criteria :-</p> <ul style="list-style-type: none">a) Maximum 2 agencies can make a consortium and the lead agency would be required to submit a copy of the MOU entered into for consortium & will be responsible for all deliverables.b) Prime bidder must be specified. The Prime Bidder (the leading bidder in case of consortium i.e. one of the member of the consortium that is nominated as the prime bidder by the other member of the consortium) of this consortium and shall be liable for adherence to all provisions of this Agreement and no disputes among Consortium partners will be accepted.c) In case of Consortium/JV, the members jointly have to meet the Financial Turnover criteria and submit audited financial statement verified by CA indicating clearly turnover from Creative Work and turnover from Events/MICE/Exhibition etc. Both the members have to submit their Financial statements for the purpose meeting the eligibility criteria.d) The bidders can't be a partner in more than one consortium for this RFEe) In case of a consortium, applicant consortia should have a valid Memorandum of Understanding (MoU)/ Agreement (duly registered) between the two members signed by the Chief Executives/ Authorized Signatories of the companies dated

			<p>prior to the submission of the bid. The MoU/ Agreement should clearly specify the stake of each member and outline the roles and responsibilities of both the members. The MoU/Agreement shall be exclusively for this project.</p> <p>f) A proposal submitted by a Consortium/JV shall be signed by both the members so as to legally binding on both the members or by an authorized representative who has a written power of attorney signed by both the member's authorized representative.</p> <p>g) The bidder (Each member of the Consortium) should be registered business entity as specified in the RFE with a valid certificate of registration, GST registration certificate and Permanent Account Number (PAN) issued by income Tax department. (Copy of each registration should be provided)</p> <p>h) Bidder should submit an undertaking that Bidder (or any member of the consortium) as a company/consortium and product quoted are not Black Listed by any Govt. Dept. / Agency in India. The declaration in Annexure –I is to be jointly signed by both the members.</p> <p>i) All disputes arising out of consortium/JV members shall be amicably resolved by the parties. NeGD shall have the right to invoke penalty, de-empanel/debar any of the members for non-performance and non-adherence of contract obligation at any time during the empanelment period</p>
2	Important Dates in page 3 & 5	There has been a typo error for last date of Submission of proposals as 11 th July 2018 in one place and 12 th July 2018 in other	The <u>last date of submission has been extended till 19th July 2018 (15:00 Hrs)</u>
3	Para 4.1.6.	Category-III, Audio Visual agency. Sl no.2. under topics:- a) Digital India brand/Corporate b) UMANG service	<p>This para is revised and to be read as follows:-</p> <p>Audio Visual concept & Approach Paper for Digital India based on the understanding</p> <p>(Total marks 30)</p>

		<p>c) DigiLocker service d) E-Hospital service e) Common Services Centre</p> <p>(Max 4 marks for each)</p>	<p>of objectives, achievement so far. The approach papers must be a concept that articulates and outlines how the agency proposes to present Digital India initiatives in the form of Audio-visual film/documentary. This must be in written form/bullet form or story board format including sample audio/voice). The documents must visualize the films and its flow along with a proposed treatment note. This must also be presented before the committee. Topics are as below:-</p> <p>i. <u>Compulsory</u> a. 'Digital India' brand/Corporate</p> <p>ii. <u>Any one of the following</u> a. UMANG service b. DigiLocker service c. E-Hospital service d. Common Services Centre</p> <p>(Max 15 marks for each)</p>	
4	Para 4.1.6	<p>Five best TV Commercials made for Corporate/Government/NGO</p> <p>(Max- 4 marks for each)</p>	<p>This para has been revised to be read as follows:- Five best TV Commercials made for Corporate/Government/NGO</p> <p>(Max- 5 marks for each)</p>	(Total Marks-25)

5	Para 4.1.6	Sl no.4 Awards Won	This para has been revised and to be read as follows:- a) International – 5 marks for each b) National Film Awards - 3 marks for each c) Any other film awards such as State Film Awards, Filmfare, IIFA, Zee Cine Awards etc- 1 mark each award	(Total Marks-10)
6	Para 4.1.6.	Capability of Multi-lingual Films/AVs produced (including dubbing/ re-production)- - Bi-lingual – 1 marks for each AV - 5-6 languages – 1.5 marks for each AV - More than 12 language – 2 marks for each AV	This para has been revised and to be read as follows:- - Bi-lingual – 1 mark for each AV - More than 2 languages – 1.5 marks for each AV	(Total Marks-5)
7	Para 4.3.11	“NeGD may ask the agency to make changes (including shoot) upto five times/ or till satisfaction”.	The para has been revised to be read as - NeGD may ask the agency to make changes (including Edit) upto five times/ or till satisfaction”.	
8	Para 4.1.2	Category-II (Audio Visual Agency Six best Film samples (Corporate/ Web-Series/Documentaries/ Corporate) with attached original briefs to compare execution against concept in the last three years	To be read as :- Six best Film samples (Corporate/ Web-Series/Documentaries/ Corporate) with attached original briefs (if available or submit the final script) to compare execution against concept in the last three years	
9	Annexure-I.	DECLARATION	To be jointly signed by both the members in case of consortium	

10	Para3.2.2	<p>Qualification Criteria* for Category-II. Sl no 4. Professional Experience : 5 Corporate/ Web-Series/Documentaries of min 2-5 mins AND 5 TVCs produced in 3 years.</p> <p>Can this be reduced to 5-6 documentaries or TVC in total instead of 10 ?</p>	No change in this criterion. However, AV Agencies/Producers are free to form Consortium/ JV to meet the eligibility criteria.
11	Para 4.1.6	<p>You have allotted 30 marks for 6 best Film samples (Corporate/ Web-Series/Documentaries/ Corporate), where as you have asked for 5 films only and allotted 20 marks for TV Commercials made for Corporate/Government/NGO The marks should be equal for the documentaries and TVC makers</p>	The same has been revised. The revised allotted marks for both Film and TVC is 5 marks each. (Ref above Sl no 4)
12		<p>You are requested to kindly make one separate category for TVCs and one for Corporate/web series/Documentaries. You may ask for 5-6 documentaries or TVCs to examine one's quality.</p>	No change in this criterion. However, AV Agencies/Producers are free to form Consortium/ JV to meet the eligibility criteria.
13		<p>You should increase marks on award winning projects. Even a team member get an national or</p>	The marking scheme has been revised as per Sl. No 4 above.

		International award should be rewarded without considering the time frame.	
14		Ministries produce films in Hindi or English and generally don't go for translation. Allotting 20 marks for this will put many Producers in disadvantage	The marking scheme has been revised as per Sl no.6 above.
15		Mandatory signature to be attested with each document can be digital signature or it has to be signed manually	Digital signature is acceptable. However, in case of consortium, MOU/JV (duly registered) and DECLARATION have to be jointly signed manually by the Chief Executive/Authorized signatories. Ref sl no .1 above.

This corrigendum is to be read along with the original RFE issued on 27.06.2018 available in the websites www.meity.gov.in, www.negd.gov.in, www.digitalindia.gov.in. All other terms & conditions of the RFE remains as it is.