

CORRIGENDUM

RFP FOR SELECTION OF A MEDIA CONSULTING AGENCY FOR IEC STRATEGY AND CREATIVE PRODUCTIONS” vide letter No.1206 Dt 08.07.2022

SN	Section	Reference	Existing Provisions in the RfP	New Provisions
1	Bidder Data Sheet	Pg 6	Last Date and Time for submission of Bid 02.08.2022 up to 5.30 PM Opening of Technical Proposal 03.08.2022 at 11.30 AM Technical Presentation 10.08.2022 at 03.30 PM Financial Proposal 16.08.2022 at 03.30 PM	Last date and time of submission of bid 10.08.2022 up to 5.30 PM Opening of Technical Bid 12.08.2022 at 11.30 AM Technical Presentation 22.08.2022 at 03.30 PM Opening of Financial Bid 25.08.2022 at 03.30 PM
2	Letter of Invitation	Pg 9 Point 2	An Agency having their office in Odisha will be selected under Quality and Cost Based Selection (QCBS) procedure as prescribed in the RFP Document in accordance with the policies and procedures accompanying the Guideline of Finance Department issued vide Office Memorandum No. 37323/F,Dated: 30.11.2018 of Finance Department, Government of Odisha.	The following paragraph is added: In case the bidder does not have an office space in Bhubaneswar / Cuttack, the bidder needs to give a declaration, as part of the technical proposal, to position 2 resource personnel in Bhubaneswar for the period of the engagement for coordination of the assignment
3	Pre-Qualification /Eligibility Criteria:	Pg 12 Point 1	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. The agency/consortium - Should be reputed one with experience & expertise in IEC strategy and designing creatives - Should have experience in Govt department/reputed corporate sectors	The following paragraph is added: Proprietorship and partnership firms with GST, PAN registration will also be allowed given that they have the necessary experience and documentation
4	Pre-Qualification /Eligibility Criteria:	Pg 12 <new point>	-	The following point is added Point 7- Participating agencies must have at least one active personnel who is fluent and literate in Odia
5	Technical Evaluation Criteria	Pg 17 Point 1	Average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for last three years i.e., for 2018-19, 2019-20 & 2020-21. In case of consortium, joint turnover for both the agencies will be considered. 1cr to 3cr – 3marks > 3cr to 5cr – 4 marks >5cr – 5 marks	Average annual turnover of Rs. 1.00 crore from creative services and IEC/media strategy business for ten years . In case of consortium, joint turnover for both the agencies will be considered. 1cr to 3cr – 3marks > 3cr to 5cr – 4 marks >5cr – 5 marks

6	Technical Evaluation Criteria	Pg 17 Point 2	<p>Experience in minimum 2 Creative Campaign/Production of content for Central/ State Government/PSU and minimum 3 Creative Campaign/Production of content for Private Organisations during last 10 financial year. (Minimum value- 5 lakh)</p> <p>a. 5 engagements – 5 marks b. Between 6 – 10 engagements (marks to be pro-rated) – 5 marks c. >10 engagements – 1 marks each (capped to maximum of 5)</p>	No Change
7	Technical Evaluation Criteria	Pg 17 Point 3	<p>Experience in minimum 2 Behaviour Change Campaign for Central/ State Government/PSU/UN/World Bank during last 10 financial year. (Minimum value- 5lakh)</p> <p>a. 2 engagements – 5 marks b. Between 2 – 7 engagements (marks to be pro-rated) – 5 marks c. >7 engagements – 1 marks each (capped to maximum of 5)</p>	No Change
8	Technical Evaluation Criteria	Pg 18 Point 6	<p>Behavior Change Expert Master’s Degree in Psychology or Economics or Behaviour Sciences or Mass Communication or Sociology or Anthropology or Data Sciences or MBA from a reputed institute recognized by the govt. Minimum 5 years of experience in designing behavioural change campaign for Central/State government department/UN Organization/World Bank</p> <p>a. 5-8 years of experience – 3 marks b. 8-10 years of experience – 4 marks c. >10 years of experience – 5 marks (Note – The expert doesn’t need to be stationed in Odisha)</p>	No Change
9	Technical Evaluation Criteria	Pg 18 Point 9	<p>Following key personnel should necessarily attend the technical presentation –</p> <ol style="list-style-type: none"> 1. Behavior Change Expert 2. 3 key professionals who would be involved in designing the creatives 	No Change

10	General Information	Pg 25 Point 3.1	<p>Conduct Communication Need Assessment (CNA) - To understand the knowledge base and needs of target group (farmers and agri-entrepreneurs) and those engaged in enhancing the competitiveness of agri value chains. Assess the means of and content of communication that influences adoption of practices like market-led production, use of technology, diversification, formation of collectives. Assessment can be done through review of the existing documents, reports, studies, focus group discussion, sample surveys etc. Sample size – 2,000. The respondents will consist of farmers, agri-entrepreneurs, and other individuals engaged in agriculture and allied activities in Odisha</p>	<p>The following information is added: Respondents' demographic details: Age - Age 20-45 Sex - Both male and female Income - Agnostic Land Size - Agnostic Occupation - Agriculture sectors Geography - Across Odisha</p>
11	General Information	Pg 25 Point 3.2	<p>Create and implement Behavior Change Campaign (BCC) - Behavior Change Campaign is a cross cutting component and interactive process with communities to develop tailored IEC. Basis the finding of CNA, the agency will need to design an effective Behavior Change Campaign based on 3 major objectives – (i) Crop Diversification (ii) Collective Formation (iii) Value Addition.</p>	<p>Further Information on these objectives: 1) Crop Diversification : Changing of cropping practice from paddy to non paddy (high value crops). Presently agricultural output in Odisha is highly dominated by Paddy which does not yield high returns in the market. Crop diversification from paddy to non-paddy crops amongst farmers is a key objective 2) Collective Formation : To enable procurement of agricultural output from private players, it is important to aggregate supply. This can be enabled through formation of collectives including Self Help Groups, Women Self Help Groups, and Farmer Producer Organisations. Farmers need to be nudged to join such organisations to aggregate supply for procurement from private players (which yields higher income) 3) Value Addition : Undertaking various steps and decisions to increase marketable value of agricultural output (Eg converting milk into curd, cheese, and sweets)</p>
12	General Information	Pg 26 Point 3.4	<p>The agency will also work for creating writing (English & Odia), conceptualize and design the advertisement material like curtain raiser, press release, press briefings, article for newspaper, reports testimonials etc in print, & electronics media.</p>	<p>No Change</p>

13	Key Deliverables	Pg 27 Point 2	Behaviour Change Campaign and execution for 3 years 1. Crop Diversification 2. Formation of Collectives 3. Value Addition	No Change
14	Key Deliverables	Pg 27 Point 3	Initiative/crop specific campaign and execution tentatively 10 initiatives per year in discussion with the department – (20%variation could be there)	No Change
15	Key Deliverables	Pg 27 Point 5	Improving the engagement on Social Media Channels organically	No Change
16	Key Deliverables	Pg 27 Table 2	Design Collaterals Required by Department of A&FE	No Change
17	Payment Terms	Pg 28. Point 5	Monthly Retainer fee for creating various collaterals mentioned above (also including the tentative cost of collaterals required for behavior change campaign and program specific campaign) and social media management	Annual Retainer fee for creating various collaterals mentioned above (also including the tentative cost of collaterals required for behavior change campaign and program specific campaign) and social media management
18	Bidder's Past Experience Details	Pg 35 TECH A- 5	Table -1 (Lists of completed/ongoing Assignments of similar nature during last 5 years) [*Contract value more than Rs.5.00 Crore and Duration more than 1 Year]	Table -1 (Lists of completed/ongoing Assignments of similar nature during last 10 years)
19	Bidder's Past Experience Details	Pg 35 TECH A- 5	Bidders are requested to furnish the list of the assignments undertaken/ completed during the last 3 Financial Years (2018-19, 2019-20 & 2020-21) having contract value more than Rs.1.00 Crore each and duration more than 1 year each as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information.	Bidders are requested to furnish the list of the assignments undertaken/ completed during the last 10 Financial Years having contract value more than Rs.1.00 Crore each and duration more than 1 year each as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of the Work order / Contract Document / Completion Certificate from the previous Clients need to be furnished along with the above information.

20	Bidder's Past Experience	Pg 40 TECH B - 3 (I)	(Lists of Assignments of similar nature during last 5 years) NB: Bidders are requested to furnish the information up to 5 best projects only under Table- 1. Projects having contract value > Rs. 1.00 Crores and duration of more than 1 year during the last 3 years will be taken into consideration for evaluation. Copies of Work Order / Contract Document / Experience Certificate for the respective assignments need to be furnished along with the technical proposal failing which the assignment will not be taken into consideration for evaluation purpose.	(Lists of Assignments of similar nature during last 10 years) NB: Bidders are requested to furnish the information up to 5 best projects only under Table- 1. Projects having contract value > Rs.1.00 Crore and duration of more than 1 year during the last 10 years will be taken into consideration for evaluation. Copies of Work Order / Contract Document / Experience Certificate for the respective assignments need to be furnished along with the technical proposal failing which the assignment will not be taken into consideration for evaluation purpose
21	Bidder Experience	Pg 41 TECH B -3(II)	[Using the format below, provide information on each assignment for which your organisation was legally contracted as single entity for carrying out consulting services similar to the ones requested under this assignment during last three years]	[Using the format below, provide information on each assignment for which your organisation was legally contracted as single entity for carrying out consulting services similar to the ones requested under this assignment during last ten years]



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