



**FISHERIES & ANIMAL RESOURCES DEVELOPMENT DEPARTMENT, GOVT. OF ODISHA
DIRECTORATE OF FISHERIES, ODISHA, CUTTACK**

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No. 4495 Date:18.03.2023

CORRIGENDUM NOTICE TO THE RFP- NO.3486, DTD. 01.03.2023

Selection of A Media Consulting Agency For IEC Strategy And Creative Productions

In pursuance to the RFP- NO.3486, DTD. 01.03.2023 the following modifications have been done.

Sl. No.	Clause No.	Original Clause as per RFP			Modifications / Amendments Recommended		
		Sl No.	Critical Events	Time Line	Sl No.	Critical Events	Time Line
1.		1.	Date of Issue of RFP	03.03.2023	1.	Last Date and Time for Submission of Bid	29.03.2023 upto 2 PM
		2.	Last Date and Time for Submission of Bid	24.03.2023 upto 5.30 PM	2.	Opening of Technical Bid	29.03.2023 at 3 PM
		3.	Opening of Technical Bid	27.03.2023 at 11.30 AM	3.	Technical Presentation	03.04.2023 at 3.30 PM
		4.	Technical Presentation	31.03.2023 at 3.30 PM	4.	Opening of Financial Bid	06.04.2023 at 3.30 PM
		5.	Opening of Financial Bid	06.04.2023 at 3.30 PM			
2.	Section 2 Page No-12	The bidder should have minimum average annual turnover of Rs. 125.00 lakh from creative services and IEC/media strategy/Content business for five years, i.e. FY 2017-18 to 2021-22as reflected in 5 years audited balance sheet & finance reports submitted to the concerned regulating authorities.			The bidder should have minimum average annual turnover of Rs. 100.00 lakh from creative services and IEC/Media strategy/content business for last five years i.e. from 2017-18 to 2021-22. (This shall be applicable to the entire RFP document)		
3.	Section 2 Page No-12	The bidder should have experience in minimum 5 Creative Campaigns/Production of contents for Central/ State Government/PSU /Corporate house during the last 5			The bidder should have experience in minimum 5 Creative Campaigns/Production of contents for Central/ State Government/PSU/Private Organisation during the last 5 financial years. (minimum value for each campaign is 8 lakh rupees		

		<p>financial years. (Minimum value for each campaign is 12 lakh rupees) At least one such project have been executed in the financial year 2021-22.</p> <p>Supporting documents required- Copies of Work Orders, Contract Document and Experience Certificate given by executing Organisation.</p>	<p>with maximum of 2 work orders per campaign/production).</p> <p>At least one such Creative Campaigns/Production has been executed in the financial year 2021-22.</p> <p>Supporting documents required-Copies of Work Orders/Contract Documents awarded by executing Organization.</p> <p>A creative campaign/production includes maximum 2 work orders per campaign/production of IEC materials/ activities like production of videos/jingles/short video serial/video campaign/designing of collaterals (backdrops/standees/hoardings etc.) in a specific subject. <i>(This shall be applicable to the entire RFP document)</i></p>
4.	Section-2 page-13(vii)	<p>Copies of audited balance sheet/income Expenditure Statement for last Five financial years to be submitted. In case of such documentation is not available, Participating companies may submit along balance sheet/income expenditure Statement for the last 5 years with a declaration attesting to average revenue of Rs. 125 Lakh earned in the specified 5 years FY 2017-18 to 2021-22. (Relaxation for startup: Balance sheet/Income expenditure Statement since date of establishment to be submitted)</p>	<p>This may be read as :</p> <p>Copies of audited balance sheet/income Expenditure Statement for last Five financial years to be submitted. In case of such documents are not available, participating bidding agency may submit balance sheet/income expenditure Statement for the last 5 years with a self-declaration confirming to average revenue of Rs.100 Lakh earned in the specified 5 years FY 2017-18 to 2021-22.</p> <p>This criteria has been deleted: (Relaxation for startup: Balance sheet/Income expenditure Statement since date of establishment to be submitted) <i>(This shall be applicable to the entire RFP document)</i></p>
5.	Section-2 Page13 (x)	<p>Power of Attorney (TECH A – 4) in favour of the person signing the bid on behalf of the bidder.</p>	<p>Power of Attorney (Tech A-4) is not applicable if bid is signed by the Director/ Partner/ Proprietor of the bidding agency.</p>
6.	Section-2 Page13 (xv)	<p>Participating agencies must have at least one active personnel who is fluent and literate in Odia. In case the agency does not have one active personnel who is fluent and literate in Odia, they must submit an undertaking to hire said individual if the agency is awarded the bid. (Declaration to be submitted).</p>	<p>Participating bidding agency must have at least one creative personnel who is fluent and literate in Odia.</p> <p>In case the agency does not have one creative professional who is fluent and literate in Odia, they must submit an undertaking to hire the said individual if the bid is awarded. (Declaration to be submitted).</p>
7.	Section-2 Page-15, clause 5	<p>Authentication of Proposal: The proposal should be accompanied by a power-of-attorney in the name of the signatory of the proposal as per the format TECH A-4 as provided in the RFP.</p>	<p>Power of Attorney is not applicable, if signed by the Director/ Partner/ Proprietor of the bidding agency.</p>
8.	Section 2,page No-18	<p>Average annual turnover of Rs.125 lakh from creative services and IEC/media strategy business for last five years. 125 lakh to 3 cr – 3</p>	<p>Average annual turnover of Rs.100.00 lakh from Creative Campaigns/Production for last five years.</p> <ul style="list-style-type: none"> ● 100 lakh to 200 lakh – 15 marks ● > 200 lakh - 300 lakh - 3 marks to be added

		marks <ul style="list-style-type: none"> ● >3 cr to 5cr – 1 mark to be added ● >5cr – 1 mark to be added Maximum Mark: 5 Marks	<ul style="list-style-type: none"> ● > 300 lakh - 2 marks to be added Maximum Mark: 20 Marks (This shall be applicable to the entire RFP document)
9.	Section 2, page No. 18	Experience in minimum 5 Creative Campaign/Production of content for Central/ State Government/PSU/Private Organisations during last 5 financial year. (Minimum value-12 lakh) At least one such campaign have been executed in the Financial year 2021-22 a. 5 engagements – 5 marks b. Between 6 – 10 engagements- 1 mark each (marks to be pro-rated) – 5 marks c. >10 engagements – 1 mark each (marks to be pro-rated) – Max.5 marks Maximum Mark: 15 Marks	Experience in minimum 5 Creative Campaigns/Productions of content for Central/ State Government/PSU/Private Organisations during last 5 financial year (minimum value for each campaign is 8 lakh rupees with maximum of 2 work orders per campaign/production). At least one such campaign/production has been executed in the Financial year 2021-22. a. 5 engagements – 10 marks b. Between 6 – 10 engagements- 1 mark each (marks to be pro-rated) – 5 marks c. >10 engagements – 1 mark each (marks to be pro-rated) – Max. 5 marks Maximum Mark: 20 Marks
10.	Section 2 Page No. 18	No. of experienced creative professionals (minimum 5 creative professionals) a. 5 creative professionals with 5 years of experience each – 5 marks b. Between 6 – 10 creative professionals with 5 years of experience each – 5 marks (one mark for each professional) c. More than 10 creative professional with 5 years of experience ach – 10 marks (one mark for each professional and a maximum of 10 marks) Maximum Mark: 20 Marks	Number of experienced creative professionals (minimum 6 creative professionals) a. 6 creative professionals with 5 years of experience each – 10 marks b. Between 7 – 8 creative professionals with 5 years of experience each – 2 marks (one mark for each professional to be pro-rated) c. More than 8 creative professional with 5 years of experience ach – 3 marks (one mark for each professional to be pro-rated and maximum of 3 marks). Maximum Mark: 15 Marks A Creative Professional shall be a graphic designer/ videographer/ content writer/ cinematographer/ Film Director/ Social media handler (Blog Writer/You tuber/Facebook handler/Instagram and twitter handler/Whatsapp/Koo), designer of backdrop/standee/banner/ hoarding, designer of booklet/poster/leaflet/magazine/ coffee table book/pocket book/souvenir, designer of /logo/advertisement template for newspaper. (This shall be applicable to the entire RFP document)
11.	section 2, page No. 18	Presentation: Quality of creative designs/ collaterals/media content etc. prepared in previous assignments ,understanding and clarity of Scope of Work (samples to be shown and assessed during presentation)	Presentation: Quality of creative designs/ collaterals/media content etc. prepared in previous assignments, understanding and clarity of Scope of Work (samples to be shown and assessed during presentation) Presentation shall be in a PPT mode limited to approximately time of 15 minutes as per the following points. <ul style="list-style-type: none"> ● Profile of the bidding agency.

			<ul style="list-style-type: none"> • Major assignments of the bidding agency in the last 5 years related to creative campaign/production. • Understanding & scope of work in F&ARD Department (Directorate of Fisheries & Directorate of AH&VS)
12.	section 2, page No. 18 Sl.4	Sr. Communication Associate	Deleted
13.	section 2, page No. 18 Sl.6	Jr. Communication Associate	Deleted
14.	Section 3 Page 26 Clause 3.1	Creation of videos as per requirement will be prepared by the Agency. All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the department.	Creation of videos as per requirement of the client will be prepared by the Agency at I&PR approved rates. All the other collaterals will be created by selected agency. The cost for medium of dissemination will be borne by the client.
15.	Section 3 Page 26 Clause 3.3	Regularly posting on the social media channels of the department (Facebook, Twitter, YouTube, Instagram, Telegram, WhatsApp, Koo etc. basing on the IEC Campaign/Program Specific Campaign, other department events and news.) developing promotional items (Videos, Images reels) for social media usage, social media planning and booking for advertisements etc.	<p>Regularly posting on the social media channels of the client's social media account (Blog Writer/You tuber/Facebook handler/Instagram and twitter handler/Whats-app/Koo) basing on the Creative Campaigns/Productions, other department events and news) developing promotional items (Videos, Images, Reels) for social media usage, social media planning and booking for advertisements etc.</p> <p>Creation of videos as per requirement of the client will be prepared by the Agency at I&PR approved rates.</p> <p>For still photography, 2 of photographic team (photography team consists of photographer, assistant photographer and photographic equipment) and both the photographic team shall be deployed at the front end office of the Client. The bidding Agency to quote the photographic team as annual retainer basis.</p>
16.	Section 3 Page 26 Clause 3.4	The Agency will make Creative design of e-Brochures, e-Annual Report, e-Book, e-magazine, e-newsletter, PPTs , Slides share etc.	The Agency will make Creative design of e-Brochures, e-Annual Report, e-Books, e-magazines, e-newsletters, PPTs , Slide shares etc. The client shall approve the creative design templates of e-brochures, e-annual reports, e-books, e-magazines, e-newsletters, PPTs, Slide Shares etc. prepared by the agency.
17.	Section 3 Page-27 S.No.1	Booklet: cover page & inner page layout colour/BW with infographic) – no. of booklets	Price may be quoted for designing of each 4 pages of Booklet. The agency shall arrange photographs and content which will be edited by the client.
18.	Section 3 Page-27 S.No.9	Coffee Table Book	Price may be quoted for designing of each 4 pages of Coffee Table Book. The agency shall arrange photographs and content which will be edited by the client.
19.	Section 3 Page-27	Compendiums/Annual Reports/Guidelines/Pocket Books	Price may be quoted for designing of each 4 pages of Compendiums/Annual

	S.No.10		Reports/Guidelines/Pocket Books. The agency shall arrange photographs and content which will be edited by the client. Total of compendiums, Annual Reports, Guidelines, Pocket Books etc. is 10 in number.
20.	Section 3 Page-27 S.No.11	Newsletters/e-Magazine	Price may be quoted for designing of each 4 pages of Newsletters/e-Magazines. The agency shall arrange photographs and content which will be edited by the client.
21.	Section 3 Page-27 Clause:5	Payment Terms-1. Annual Retainer fee for creating various collaterals mentioned above (also including the tentative cost of collaterals) and social media management. 2. Cost of creating Program specific campaigns (100% after work done)	Payments will be made on a quarterly basis taking into account the assignments completed and performance of the agency(Excepting the Creation of videos as per requirement of the client by the Agency at I&PR approved rates). <i>The payment towards Creation of videos shall be released by the client in favour of the agency on I & PR approved rate only after the assigned task is accepted by the client.</i>

2. The following clauses are incorporated in the RFP document at Section:2

**Section 2,
Page No. 12,**

Sl No 8: **Pre-Qualification/ Eligibility Criteria:** Participating Bidding Agency must have at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having one year of experience. The educational qualification of the Senior/Junior Communication Associates shall be Post Graduate Degree/Diploma in Journalism / Mass Communication/Agriculture/ Fisheries/ Veterinary/Agri Business/Marketing from any recognized University/ Government Approved Institution

**Section 2,
page No. 13
Clause:xvi:**

Documents to be submitted : Declaration to the effect that the Participating Bidding Agency has at least one Senior Communication Associate having 3 years of experience and one Junior Communication Associate having one year of experience and the educational qualification of the Senior/Junior Communication Associates is Post Graduate Degree/Diploma in Journalism/Mass Communication/ Agriculture/Fisheries/Veterinary/ Agri Business/Marketing from any recognized University/Government Approved Institution.

Section 3 ToR

General Information: The following points are added with existing clause.

Clause 3.1: (i) A Creative Campaign includes maximum 2 work orders per campaign/production.

(ii) A Creative Professional shall be a graphic designer/ videographer/ content writer/ cinematography/ Film Direction/ Social media handling (Blog /You tube/Facebook /Instagram /twitter/Whats-app/Koo), designing of backdrop/standee/banner/ hoarding, designing of booklet/poster/leaflet/magazine/ coffee table book/pocket book/souvenir, designing of /logo/advertisement template for newspaper

(iii) A Creative Design includes a graphic designing/ videography/ content writing/ cinematography/ Film Direction/ Social media handling (Blog Write/You tube/Facebook /Instagram and twitter/Whats-app/Koo), designing of backdrop/standee/banner/ hoarding,

designing of booklet/poster/leaflet/magazine/ coffee table book/pocket book/souvenir, designing of /logo/advertisement template for newspaper.

(iv) Front-end office shall be provided to the agency at client site with provision of office space. One Creative Professional shall be stationed at F&ARD Department, Bhubaneswar and other five(5) creative consultants to be stationed at DAH&VS and DoF, Cuttack. Over and above, **the two (2)** of photographic team to be stationed at DAH&VS and DoF, Cuttack

Clause 3.5: The Bidding Agency should have minimum 6 creative professionals and two photographic team.

**Section 5,
Fin-1**

Page No. 47: Item is added in the Financial Bid. The bidder shall quote the price for **“Still photography across the state shall be done with 2 photographic teams by the Agency in an annual retainer basis.”**

3. **Page No. 7 , Bidder Data Sheet, NB:** - Start-ups registered with MSME Deptt. are exempted from remittance of EMD has been deleted. **(This may be applicable at all correspondence in the RFP).**
4. **All rate to be quoted by the Bidding Agency shall be exclusive of GST.**
5. Other terms & conditions of the RFP shall remain unchanged.

Sd-
Director of Fisheries