



Surat Smart City Development Limited

ADDENDUM AND CORRIGENDUM-1

RFP No.: SSCDL-DigitalMediaAgency-RFP-01-2016

The Bidders are requested to take note of the following changes made in the RFP document, which are to be taken in to account while submitting the RFP. They shall be presumed to have done so and submitted the RFP accordingly.

- This Addendum and Corrigendum shall be the part of the RFP documents.
- Content specified in this Addendum and Corrigendum supersede relevant content to that effect as provided in the original RFP documents. All other specifications, terms and conditions of the original RFP document shall remain unchanged.
- The queries raised and given by bidders, but the clarifications are not made in this Addendum and Corrigendum shall be considered to remain unchanged as per the terms and conditions mentioned in the original RFP documents.
- Bidders shall read and consider following points, which shall be a part of the RFP documents.

Highlighted Color	What does it indicate?
No highlight	Indicates content as per original RFP document
Highlighted in Blue	Indicates amendment as per this Addendum and Corrigendum-1



I. Changes with respect to RFP Schedule

Please note that with respect to tendering schedules, the following changes have been effected. Bidders are requested to take note of the same and adhere to the dates specified hereunder with regards to Price Bid Submission and Technical Bid Submission:

Particular	Current Dates	Proposed Dates
Price Bid Submission	To be submitted online only on https://smc.nprocure.com on or before 27/12/2016 up to 18:00 hrs.	To be submitted online only on https://smc.nprocure.com on or before 03/01/2017 up to 18:00 hrs.
Technical Bid Submission (in Hard Copy) Filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.	In sealed envelope strictly by RPAD/Postal Speed Post on or before 30/12/2016 up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.	In sealed envelope strictly by RPAD/Postal Speed Post on or before 07/01/2017 up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.



II. Other Changes

Sr. No.		Existing Clause		Amended / New Clause			
Tender Reference		Pre-Qualification Criteria		Pre-Qualification Criteria			
		Proof Document Required		Proof Document Required			
1	6.1 Pre-Qualification Criteria / Basic Eligibility Criteria, Page 45	1	<p>Bidder should be:</p> <ul style="list-style-type: none"> A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto. Registered with the Service Tax Authorities Operational for a minimum period of 5 years as on 1st December 2016 in India Consortium/JV is not allowed 	Format to Share Bidder's Particulars as in Appendix 1 Form – 1.3	1	<p>Bidder should be:</p> <ul style="list-style-type: none"> A company incorporated in India under the Companies Act, 1956 and subsequent amendments thereto. Registered with the Service Tax Authorities Operational for a minimum period of 5 years as on 1st December 2016 in India Consortium/JV is not allowed 	Format to Share Bidder's Particulars as in Appendix 1 Form –1.3
		2	<p>Turnover of last three financial years.</p> <p>Bidder should have had an average annual turnover of at least INR 20 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16) from Media communication services/Creative services/Promotional services.</p>	Financial Capability Statement as in Appendix 1 Form –1.4	2	<p>Turnover of last three financial years.</p> <p>Bidder should have had a an average annual turnover of at least INR 10 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16) from Media communication services/Creative services/Promotional services.</p>	Financial Capability Statement as in Appendix 1 Form –1.4
		3	<p>In the last 2 years, the bidder must have completed or have in progress a minimum of 1 project of Digital Media Management for Government / Public Sector Undertaking & a minimum of 2</p>	<ul style="list-style-type: none"> Provide Evidences in terms of copy work order / Client Completion Certificate for each of the projects 	3	<p>In the last 3 years, the bidder must have completed or have in progress a minimum of 3 project of Digital Media Management, out of which minimum 1 should be for Government / Public Sector</p>	<ul style="list-style-type: none"> Provide Evidences in terms of copy work order / Client Completion Certificate for each of the projects

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		<p>projects of Digital Media Management for the Private Sector, each accounting for minimum 25 lakhs.</p>	<p>undertaken</p> <ul style="list-style-type: none"> Experience Statement as in Appendix 1 Form – 1.5 	<p>Undertaking / ULB, each accounting for minimum 25 lakhs.</p>	<p>undertaken</p> <ul style="list-style-type: none"> Experience Statement as in Appendix 1 Form – 1.5
		<p>4 The agency must have in-house production facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.</p>	<p>Self-certification on letter head.</p>	<p>4 The agency must have in-house production facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.</p>	<p>Self-certification on letter head.</p>
		<p>5 The bidder should not be black-listed / debarred by any of the Government or Public Sector Units in India as on the date of the submission of the tender.</p>	<p>Self-declaration / Undertaking by bidder on its letter head as per Appendix 1 Form – 1.8</p>	<p>5 The bidder should not be black-listed / debarred by any of the Government or Public Sector Units in India as on the date of the submission of the tender.</p>	<p>Self-declaration / Undertaking by bidder on its letter head as per Appendix 1 Form – 1.8</p>
2	6.2 Technical Evaluation Parameters, Page 46	<p># Criteria Marks</p>		<p># Criteria Marks</p>	
		<p>Bidder's Experience [Total – 50 marks]</p>		<p>Bidder's Experience [Total – 55 marks]</p>	
		<p>1. Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs</p> <ul style="list-style-type: none"> ▶ 1 projects – 10 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each 	<p>25 marks</p>	<p>1. Relevant experience in Digital Marketing for distinct Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs</p> <ul style="list-style-type: none"> ▶ 1st project – 15 marks ▶ 2nd & 3rd project – 5 marks ▶ Every Additional project (max 2) – 2.5 marks each 	<p>30 marks</p>
		<p>2. Relevant experience in Digital Marketing for distinct Private Sector clients in last 5 years with value of project greater than Rs. 25 lakhs</p> <ul style="list-style-type: none"> ▶ 2 projects – 5 marks 	<p>10 marks</p>	<p>2. Relevant experience in Digital Marketing for distinct Private Sector clients in last 5 years with value of project greater than Rs. 25 lakhs</p> <ul style="list-style-type: none"> ▶ 1st project – 5 marks 	<p>10 marks</p>

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		<ul style="list-style-type: none"> ▶ Every Additional project (max 2) – 2.5 marks each 			<ul style="list-style-type: none"> ▶ Every Additional project (max 2) – 2.5 marks each 	
	3.	<p>Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore</p> <ul style="list-style-type: none"> ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each 	15 marks		<p>Experience of handling campaigns covering designing, production of creatives / commercials for social media, digital media and traditional media in the last 5 years with value of project greater than Rs. 1 Crore</p> <ul style="list-style-type: none"> ▶ 1 project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each 	15 marks
		<p>Note:</p> <ul style="list-style-type: none"> - Value of project must be for contract value of the services that are similar to present scope and excludes software licensing, hardware and other infrastructure costs. - For computing the project value, single work order will be considered. - The firm must submit, with its Technical Proposal, the documentary evidences (such as letter of award/PO, contract copy or letter of completion from client) regarding fulfillment of above criteria for Bidder's Experience. - Bidder must provide the experience statement as per Annexure-1 (Form-1.5) for work done for Point-1 and 2 above and as per Annexure-1 (Form-1.11) for work done for Point-3 above. 			<p>Note:</p> <ul style="list-style-type: none"> - Value of project must be for contract value of the services that are similar to present scope and excludes software licensing, hardware and other infrastructure costs. - For computing the project value, single work order will be considered. - The firm must submit, with its Technical Proposal, the documentary evidences (such as letter of award/PO, contract copy or letter of completion from client) regarding fulfillment of above criteria for Bidder's Experience. - Bidder must provide the experience statement as per Annexure-1 (Form-1.5) for work done for Point-1 and 2 above and as per Annexure-1 (Form-1.11) for work done for Point-3 above. 	
		Bidder's Approach & Methodology [Total - 20 Marks]			Bidder's Approach & Methodology [Total - 15 Marks]	
	4.	Proposed brand vision and media strategy for MySurat	5 marks		Proposed brand vision and media strategy for MySurat	4 marks
	5.	Specific promotional strategies for various channels including traditional and digital	5 marks		Specific promotional strategies for various channels including traditional and digital	3 marks
	6.	Content Development strategy	3 marks		Content Development strategy	2 marks
	7.	Work Plan and methodology	3 marks		Work Plan and methodology	2 marks

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3	Section 3.5- Earnest Money Deposit (EMD)- (f) 2)	2) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice as specified in Clause 9 of this RFP;	2) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice																																																						
4	Section 7.5- Verification and disqualification - (ii) 4)	4) In case of fraudulent Bid/proposal and involved in fraudulent and corrupt practice as per RFP Clause 9.	4) In case of fraudulent Bid/proposal and involved in fraudulent and corrupt practice																																																						
5	Section 5.4- Proposal submission format & sealing and marking of proposals- page 42	<p>Check list for documents - Technical Proposal</p> <table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Appendix</th> <th>Particulars</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td>DD/Banker's Cheque of Rs. 10,000/- as Bid Fee (in separate envelop)</td> </tr> </tbody> </table>	Sr. No.	Appendix	Particulars	1		DD/Banker's Cheque of Rs. 10,000/- as Bid Fee (in separate envelop)	<p>Check list for documents - Technical Proposal</p> <table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Appendix</th> <th>Particulars</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td>DD/Banker's Cheque of Rs. 3600/- as Bid Fee (in separate envelop) in the name of Surat Smart City Development Ltd.</td> </tr> </tbody> </table>	Sr. No.	Appendix	Particulars	1		DD/Banker's Cheque of Rs. 3600/- as Bid Fee (in separate envelop) in the name of Surat Smart City Development Ltd.																																										
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6	Section 3.11.16- Terms of Contract- Page 33	The Authority expects all the Key Personnel specified in the Proposal to be available during the contract period. The Authority will not consider any substitution of Key Personnel except under compelling circumstances beyond the control of the Agency and the concerned Key Personnel. Such substitution shall be subject to equally or better qualified and experienced personnel being provided to the satisfaction of the Authority with an overlap period of minimum 15 days at agency cost. In case of more than one such substitution in first six month, more than two substitutions in next 6 months, and more than two substitutions in second year, for each instance, Authority shall be permitted to reduce the remuneration of agency equal to 4% of total remuneration specified for the project.	The Authority expects all the Key Personnel specified in the Proposal to be available during the contract period. The Authority will not consider any substitution of Key Personnel except under compelling circumstances beyond the control of the Agency and the concerned Key Personnel. Such substitution shall be subject to equally or better qualified and experienced personnel being provided to the satisfaction of the Authority with an overlap period of minimum 15 days at agency cost. In case of more than one such substitution in first six month, more than two substitutions in next 6 months, and more than two substitutions in second year, for each instance, Authority shall be permitted to reduce the remuneration of agency by 4% of total remuneration specified for the project.												
7	Section 3.11.35- Terms of Contract, Page 35	The Agency's Work Order shall be immediately terminated if SSCDL finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content with notice period of 10 days. SSCDL shall terminate the work order if no reply is received from the Agency or the reply received from the Agency is unsatisfactory. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform SSCDL of the same to provide SSCDL with the opportunity to prosecute such an individual or group within 4 hours from the receipt of information from SSCDL failing which the work order will be terminated	The Agency's Work Order shall be immediately terminated if SSCDL finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content with notice period of 10 days. SSCDL shall terminate the work order if no reply is received from the Agency or the reply received from the Agency is unsatisfactory. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded/posted by a member of the team or from the public, and inform SSCDL with relevant details/proofs to take suitable legal action.												
8	Section 3.11.4- Terms of Contract- Page 31	The payment to the Selected Bidder shall start based on milestones defined in section 3.12 on a quarterly basis.	The payment to the Selected Bidder shall start based on milestones defined in section 3.12. The payment for the 1 st , 2 nd and 3 rd milestones will be made on successful completion of the respective milestone. The payment for remaining milestones will be made on a quarterly basis, starting from 4 th month on successful completion of the milestones of respective quarter.												
9	Section 2.2 - Key Engagement Channels-	<p>INDICATIVE QUANTITY FOR VARIOUS CREATIVES FOR TWO YEARS</p> <table border="1" data-bbox="398 1358 1234 1461"> <thead> <tr> <th data-bbox="398 1358 488 1390">S.No</th> <th data-bbox="488 1358 1077 1390">Description of Item</th> <th data-bbox="1077 1358 1234 1461">Indicative quantity for 2</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	S.No	Description of Item	Indicative quantity for 2				<p>INDICATIVE QUANTITY FOR VARIOUS CREATIVES FOR TWO YEARS</p> <table border="1" data-bbox="1265 1358 2123 1461"> <thead> <tr> <th data-bbox="1265 1358 1355 1390">S.No</th> <th data-bbox="1355 1358 1966 1390">Description of Item</th> <th data-bbox="1966 1358 2123 1461">Indicative quantity for 2</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	S.No	Description of Item	Indicative quantity for 2			
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Page 20			years		years		
		1	Detailed Promotion and Media Strategy including the comprehensive media planning	N/A	1	Detailed Promotion and Media Strategy including the comprehensive media planning	N/A
		2	Creatives for Print- Newspaper Ads	12	2	Creatives for Print- Newspaper Ads	12
		3	Creatives for Radio- Jingles (In Gujarati and Hindi)	12	3	Creatives for Radio- Jingles (In Gujarati and Hindi)	12
		4	Creatives for Films- Promotional Campaign/ User Experience/ Animation Film -(In Gujarati and Hindi)	24	4	Creatives for Films- Promotional Campaign/ User Experience/ Animation Film -(In Gujarati and Hindi)	24
		5	Creatives for Digital Media- for 'Social Media & SMC Owned Digital'- Twitter, YouTube, FaceBook		5	Creatives for Digital Media- for 'Social Media & SMC Owned Digital'- Twitter, YouTube, FaceBook	
			Content for Bulk SMSs	48		Content for Bulk SMSs	48
			Web Banner/ Web Scroll	24		Web Banner/ Web Scroll	24
			Phone/Desktop/Laptop Screen Savers	12		Phone/Desktop/Laptop Screen Savers	12
			Mobile Ads	12		Mobile Ads	12
			New Media Marketing for 2 years	N/A		New Media Marketing for 2 years	N/A
			Content for Podcast	4		Content for Podcast	4
		6	Creatives for Outdoor Media (OOH)		6	Creatives for Outdoor Media (OOH)	
			Poster	24		Poster	24
		7	Merchandise: Different types	24	7	Merchandise: Different types	24
		8	Event Management (end to end organization and management of Workshops/Seminars/ Conferences/ PR activities) for 4 events	12	8	Event Management (end to end organization and management of Workshops/Seminars/ Conferences/ PR activities)	12
10	Section 2.2-Key Engagement Channels-Page 16	2.1.3 Social Media			2.2.1 Social Media		
11	Section 2.2-Key Engagement Channels-Page 16	2.1.4 SMC Owned Digital			2.2.2 SMC Owned Digital		

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12	Section 2.2-Key Engagement Channels-Page 18	2.1.5 Physical Touchpoints	2.2.3 Physical Touchpoints																
13	Section 2.3.2-Content Management-Page 25	2.2.2.4 Outreach, SEO and Content Repository- MySurat	2.3.2.4 Outreach, SEO and Content Repository- MySurat																
14	Section 2.3.2-Content Management-Page 26	2.2.3 Public Relations	2.3.3 Public Relations																
15	Section 2.3.2-Content Management-Page 27	2.2.4 Channel Management	2.3.4 Channel Management																
16	Appendix 4: Bill of quantities, Page 74	<p>Conditions of Eligibility for Key Personnel: Each of the Key Personnel must fulfill the Conditions of Eligibility specified below:</p> <table border="1" data-bbox="394 999 1238 1490"> <thead> <tr> <th>Key Personnel</th> <th>Minimum qualification</th> <th>Minimum experience</th> <th>Experience required/ Language Proficiency</th> </tr> </thead> <tbody> <tr> <td>Brand Strategist & Leader</td> <td>MBA (Preferably in Communications domain)</td> <td>10 years</td> <td>Should have led as Branding/ Marketing Strategist in at least 2 Digital Media projects, with at least 1 for Government/ ULB/</td> </tr> </tbody> </table>	Key Personnel	Minimum qualification	Minimum experience	Experience required/ Language Proficiency	Brand Strategist & Leader	MBA (Preferably in Communications domain)	10 years	Should have led as Branding/ Marketing Strategist in at least 2 Digital Media projects, with at least 1 for Government/ ULB/	<p>Conditions of Eligibility for Key Personnel: Each of the Key Personnel must fulfill the Conditions of Eligibility specified below:</p> <table border="1" data-bbox="1261 999 2125 1490"> <thead> <tr> <th>Key Personnel</th> <th>Minimum qualification</th> <th>Minimum experience</th> <th>Experience required/ Language Proficiency</th> </tr> </thead> <tbody> <tr> <td>Brand Strategist & Leader</td> <td>MBA (Preferably in Communications domain)</td> <td>7 years</td> <td>Should have led as Branding/ Marketing Strategist in at least 2 Digital Media projects, with at least 1 for Government/ ULB/</td> </tr> </tbody> </table>	Key Personnel	Minimum qualification	Minimum experience	Experience required/ Language Proficiency	Brand Strategist & Leader	MBA (Preferably in Communications domain)	7 years	Should have led as Branding/ Marketing Strategist in at least 2 Digital Media projects, with at least 1 for Government/ ULB/
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				Public Sector				Public Sector	
		Engagement Expert	Bachelor's degree in journalism, marketing, or related field	5 years	Should have led as Public relation expert in at least 2 Digital Media projects, with at least 1 for Government/ ULB/ Public Sector. Gujarati and English proficiency is necessary.	Engagement Expert	Bachelor's degree in journalism, marketing, or related field	5 years	Should have led as Public relation expert in at least 2 Digital Media projects, with at least 1 for Government/ ULB/ Public Sector. Gujarati and English proficiency is necessary.
		Digital Media Expert	MBA (Preferably in Communications domain)	7 years	Should have led as Digital Media Expert in at least 2 Digital Media projects, with at least 1 for Government/ ULB/ Public Sector Gujarati and English proficiency is necessary	Digital Media Expert	MBA (Preferably in Communications domain)	5 years	Should have led as Digital Media Expert in at least 2 Digital Media projects, with at least 1 for Government/ ULB/ Public Sector Gujarati and English proficiency is necessary
		Design & Creative Expert	Graduate	6 years	Should have led as Design & Creative Expert in at least 1 e-Governance projects. Gujarati and English proficiency is	Design & Creative Expert	Graduate	5 years	Should have led as Design & Creative Expert in at least 1 e-Governance projects. Gujarati and English proficiency is

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		Analyst	B.Tech/B.E.	6 years	necessary Should have worked on Open source content management systems	Analyst	B.Tech/B.E./ MCA / MSc(IT)	3 years	necessary Should have worked on content management systems
17	Section 8.2- Notification of Award, Page 52	b) Successful Bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Successful Bidder is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the Earnest Money Deposit of such Bidder as damages on account of failure of the Successful Bidder to acknowledge the LOA, and the next Technically Qualified Bidders having determined Second Lowest may be considered at sole discretion of Authority.				b) Successful Bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Successful Bidder is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the Earnest Money Deposit of such Bidder as damages on account of failure of the Successful Bidder to acknowledge the LOA the authority will take suitable actions including blacklisting of the agency.			