

**Sector 16 A, Plot 18 A, NOIDA – 201 301**

**Uttar Pradesh, INDIA**

**Website:** [**www.edcilindia.co.in**](http://www.edcilindia.co.in)

**Ref:** NIT No.EdCIL/SWAYAM/Social Media/11/2019 dated 2nd November 2019

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**Corrigendum-2**

* **Changes in RFP document**

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| **Sr. No.** | **Chapter** | **Clause** | **Corrigendum** | **Remark** |
| 1 | Chapter 4 | 4.5.3 Earnest Money Deposit (EMD) / Bid Security | In terms of Public Procurement Policy of Micro & Small Enterprises/Guidelines of Govt. of India,  the bidders may claim exemption from deposit of EMD provided the bidders upload along with  the technical bid the scanned copy of documentary proof / certificate in support of the claim for  EMD exemption issued by the appropriate authority of Government of India. | Page 15 |
| 2 | Chapter 4 | 4.5.3 Earnest Money Deposit (EMD) / Bid Security | The bidders can submit the EMD in the form of Bank Guarantee as well. The validity of the same should be not less than 6 months from the last date of bid submission | Page 15 |
| 3 | Chapter 4 | 4.5.3 Earnest Money Deposit (EMD) / Bid Security | The EMD, for the amount mentioned above, of successful Bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in **Appendix IV** | ‘Appendix III’ may be read as ‘Appendix IV’ |
| 4 | Chapter 7 | 1) Formulation of Social Media Strategy | The successful bidder would have to operate in tandem with Swayam officials and shall take the responsibility of devising the communication strategy for **social media handles of Swayam**. | Page 39 |
| 5 | Chapter 7 | 6) Social Listening | The bidder will use the most effective tool for Social Listening, for real-time listening and monitoring for the **Swayam** in Social Media. | Please read ‘Study in India’ as ‘Swayam’ |
| 6 | Chapter 5 | Stage I: Pre-Qualification Criteria, Point 5 | In the last 3 Financial Years (2016-17, 2017-18 & 2018-19 **and current Financial Year till Sept 15, 2019**), the Bidder must have completed/have in progress a minimum of 10 clients/campaign of Social Media Management / Digital Marketing / Digital media buying with contract value of minimum Rs. 20 lakhs (In-progress project start date should be on or after 01 April 2016) | Page 20 |
| 7 | Chapter 5 | Stage I: Pre-Qualification Criteria, Point 7 | In the last 3 Financial Years (2016-17, 2017-18 & 2018-19 **and current Financial Year till Sept 15, 2019**), the Bidder must have executed at least 1 (one) Social Media Management / Digital Marketing / Digital media buying in the government sector/ PSU project with a minimum value of Rs. 20 Lakhs or above | Page 20 |

This issues with the approval of competent authority.