

S. No.	Page No./ Section No.	Clause No.	Reference / Subject	Clarification sought	EdCIL Remarks
1.	Chapter 5 / Page - 6	Introduction to bidder  1.10 a) and b)	As part of the bid, the bidder should provide the following fee:  a) Bidder has to pay the bid fee for Rs.1000/-(One Thousand only)in favour of EdCIL India Ltd. "Payable at Noida (U.P.)in the form of Demand Draft, failing which the bid will be rejected.  b) The Bidder must furnish earnest money for Rs.50,000/-(Fifty thousand only)in favour of EdCIL India Ltd. "Payable at Noida (U.P.)in the form of Demand Draft, failing which the bid will be rejected.	MSME and companies registered in NSIC are exempted from paying Tender Fee and EMD. Please confirm	An <b>amendment</b> shall be issued under item 1.10 as under:  All MSEs registered with NSIC having valid up to date registration certificate are exempted from submission of EMD and Bid document fees.
2.	Chapter 5 / Page - 12	19.2 Eligibility Criteria S.No. 4	The agency must have successfully handled at least 2 advertisement campaigns in the last one year to be reckoned from due date of submission of response against this EOI.  Documentary evidence to be attached Creative along with tear sheets of at least 3 different publications for print media and/or copy of TV commercials along with attested copies of work orders and completion certificate.	Now a days most of the Govt. ads are released through DAVP and they get creative done from Ad Agencies. These ads should also be considered in s.no. 4 under Eligibility Criteria.  Tear sheets of ads are not available as they are sent with bill to clients, a colour / B&W print should also be considered as proof.  Audit are very reluctant to certify Non Financial matters that also such large quantity and they demand un reasonable price for	No change.

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				that. Therefore auditors certification for each work order etc. should be dropped. It should be self certification as the Govt. is increasing moving towards self certification	
3.	Chapter 5 / Page 12	Eligibility Criteria 19.2 (1)	The agency should be an Indian registered company/ Limited Liability Partnership (LLP) engaged in the job of advertising for minimum of 3 years in India as on 31st March 2015. Consortium of companies/ service providers is not allowed.	In proprietary firm should be allowed in participating the empanelment process	No change.
4.	Chapter 5 Page 12-13	Eligibility Criteria Clause 19.2 (4,5,6,7)	-	<p>Last one year mean 2015-16</p> <p>Campaign means any ad published in 3 or more papers or in any two or more media (i.e. print, electronic, outdoor)</p> <p>Work order can be issued for different media separately, but for same campaign.</p> <p>Attested means self attested</p> <p>Eligibility criteria required at least 1 or 2 assignments, is there any extra marks for more assignment of minimum criteria is completed.</p>	<p>It is clarified that last one year means financial year 2015-16.</p> <p>Campaign in 3 media (print, electronic and outdoor) at national and internal media.</p> <p>It will be treated as one campaign.</p> <p>Yes.</p> <p>Minimum 2 assignments is required for eligibility criteria</p>

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5.	Chapter 5 Page 13	Eligibility Criteria Clause 19.2 Note 2	Agency shall also require to submit a certificate from their auditors as per Annexure along with copies of work orders and completion certificate	Is only Annexure 4 about turnover to be provided from CA or statutory auditors	Agreed.
6.	Chapter 5 Page 14	Evaluation Mandatory Clause 19.4 (2)	Number of Accounts of Maharatna / Navratna Companies / Govt./PSU Department handled during the last 3 years to be reckoned from due date of submission of response against EOI	Most of the times clients not provide completion certificate, so empanelment letter or experience letter from client can be given or can we attach proof of payment or work order copy	Proof of payment of work order value can also be considered as completion certificate.
7.	Chapter 5 Page 14	Evaluation Methodology Clause 19.4 (2)	Number of Accounts of Maharatna/ Navratna Companies/ Govt./ PSU Departments hendled during the last 3 years to be reckoned from due date of submission of response against EOI 2 Marks for each Maharatna /Navratna/Govt Accounts handled and1 Mark each for other PSU	Kindly confirm Miniratna Co., Central PSUs, State PSUs, Central Govt. Dept, State Govt Dept, Central Govt. authorities, Corporations, Institute will come under which category	These will come under other PSU.
8.	Chapter 5 Page 17	Eligibility Criteria s.no. 3 & 4	-	How many assignment are to be attached against each category to get maximum score.  Advertisement, Exhibition, Film, Event, Digital, Print are common. Can we attach one order and completion of PSU client, that will sufficient ?	<b>Corrigendum</b> of item 3 of 19.4 will be as under:  <b>“2 marks instead of 1 mark each may be read.”</b>

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9.		Evaluation Methodology 19.4(4)	Advertisements/ Exhibitions/ Print/ Films/ Events/ Digital campaign/ International campaign - undertaken for Ministry/Department/ PSU under Government of India in the last two years from the date of submission of EOI	Is print means Printing ? There are 7 categories with 3 marks each, but total marks is 20  Please also clarify International Campaign, it means any International exh, outdoor, publication or any selective one.	Max. marks shall remain 20.  Please refer campaign clarified at S.No.4.
10.			-	<b>Extension of Due Date:</b>  Kindly extend the due date to 10th June 2016 or later to enable us to prepare the documents according to the changes finalised by you later.	Not agreed.
11.	Chapter 5 / Page 15	Evaluation Methodology 19.4 Stage 2 (3)	Refer Stage-2 Technical Parameters Point no. 3 regarding experience in design, programming & maintenance of websites:	The stated scope of work does not concern to an advertising agency but is for an IT Firm specialising in website development. This point should be deleted.	This is a desirable item, which is not mandatory.

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12	-	-	Regarding Attestation of Annexure /Certificates by CA:	Can self certification be considered as CA can't sign any non-financial document	Self attested can also be considered.
13	-	-	-	<p>We are interested to apply for the tender of Empanelment of Advertising Agencies .</p> <p>We have our Bank Account with Kotak Mahindra Bank. They do not have their Branch in NOIDA (U.P.).</p> <p>So kindly confirm that can the DD be issued in your favour , payable at <b>New Delhi Branch?</b></p>	All DDs issued for NCR can be considered.