

**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/SII/Online Media Planning & Buying Agency/11/2019 dated 2nd November 2019

**Date:** 28-11-2019

**Corrigendum-3**

* **Changes in RFP document**

| **Sr. No.** | **Clause No.** | **Page No.** | **Existing Clause** | **Revised Clause** |
| --- | --- | --- | --- | --- |
| 1 | 5.2 (4) | 21 | **Pre-Qualification Criteria**  The Bidder must have successfully completed the following number of international online marketing campaigns in the services sector, during the last 3 years (as on 31st October 2019), of value specified herein:   * One campaign with marketing spend not less than INR 5 crores;   OR   * Two campaigns with marketing spend not less than INR 2.5 crores each;   OR   * Three campaigns with marketing spend not less than INR 1.5 crores each   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. | **Pre-Qualification Criteria**  The Bidder must have successfully completed the following number of international online marketing campaigns in the services sector, during the **last 5 years** (as on 31st October 2019), of value specified herein:   * One campaign with marketing spend not less than INR 5 crores;   OR   * Two campaigns with marketing spend not less than INR 2.5 crores each;   OR   * Three campaigns with marketing spend not less than INR 1.5 crores each   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. |
|  | 5.3 (B2) | 23 | **Technical Qualification Criteria**  The Bidder should have experience in providing creative conceptualization & international media planning and buying for online platforms in the services sector in the last 3 years (as on 31st October 2019)   * For each contract with a marketing spend of at least INR 1.5 crores: 3 marks   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the day of signing of contract of each of the assignments. | **Technical Qualification Criteria**  The Bidder should have experience in providing creative conceptualization & international media planning and buying for online platforms in the services sector **in the last 5 years** (as on 31st October 2019)   * For each contract with a marketing spend of at least INR 1.5 crores: 3 marks   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the day of signing of contract of each of the assignments. |
| 2 | 5.3 (B3) | 24 | **Technical Qualification Criteria**  The Bidder should have experience in providing creative conceptualization & international media planning and buying for online platforms in the SAARC, Middle East, South-East Asia & Africa regions in the last 3 years (as on 31st October 2019)   * For each contract in the SAARC region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks) * For each contract in the Middle East region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks) * For each contract in South-East Asia region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks) * For each contract in the Africa region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks)   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. | **Technical Qualification Criteria**  The Bidder should have experience in providing creative conceptualization & international media planning and buying for online platforms in the SAARC, Middle East, South-East Asia & Africa regions in the **last 5 years** (as on 31st October 2019)   * For each contract in the SAARC region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks) * For each contract in the Middle East region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks) * For each contract in South-East Asia region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks) * For each contract in the Africa region with a marketing spend of at least INR 50 lakhs: 2 marks (maximum 4 marks)   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. |
| 3 | 5.3 (B4) | 26 | **Technical Qualification Criteria**  The Bidder (or any of the consortium partners) should have successfully executed online media campaigns for public sector units (PSUs) / autonomous bodies / government departments in India, in the last 3 years (as on 31st October 2019):   * For each contract with PSUs / autonomous bodies / government with a marketing spend of at least INR 50 lakhs: 2 marks | **Technical Qualification Criteria**  The Bidder (or any of the consortium partners) should have successfully executed online media campaigns for public sector units (PSUs) / autonomous bodies / government departments in India, in the **last 5 years** (as on 31st October 2019):   * For each contract with PSUs / autonomous bodies / government with a marketing spend of at least INR 50 lakhs: 2 marks |
| 4 | 5.3 (B5) | 26 | **Technical Qualification Criteria**  The Bidder (or any of the consortium partners) should have successfully executed online media campaigns in the education sector in the last 3 years (as on 31st October 2019)   * For every project: 3 marks | **Technical Qualification Criteria**  The Bidder (or any of the consortium partners) should have successfully executed online media campaigns in the education sector **in the last 5 years** (as on 31st October 2019)   * For every project: 3 marks |
| 5 | 5.4 (3) | 27 | **Stage IV: Pitch Presentation**  The agencies will also be required to showcase a digital media plan for the 34 target countries | **Stage IV: Pitch Presentation**  The agencies will also be required to showcase a digital media plan for the **13 identified countries:**   1. Afghanistan 2. Bangladesh 3. Bhutan 4. Ethiopia 5. Indonesia 6. Kenya 7. Nepal 8. Rwanda 9. Sri Lanka 10. Tajikistan 11. Jordan 12. Tanzania 13. Uganda |
| 6 | Appendix IV  S. No. 5 | 68 | **Description**  Student conversions on SII portal in the current academic year 2019 – 2020  (till last date of closing of submissions for academic year)  **Baseline Metric**  Performance report due at the end of the academic year  **Low Performance – Metric**  Less than 15,000 conversions  **Low Performance – Penalty**  INR 15,00,000  **Material Breach – Metric**  Less than 10,000 conversions  **Material Breach – Penalty**  INR 20,00,000  **Basis of Measurement**  Submission data captured on the website  **Remarks**  The penalty imposed for submissions shall only be valid if the media plans are executed by EdCIL in the time & manner suggested by the agency | **Description**  Student conversions on SII portal in the current academic year 2019 – 2020  (till last date of closing of submissions for academic year)  **Baseline Metric**  **20,000 conversions**  (Performance report due at the end of the academic year)  **Low Performance – Metric**  Less than **10,000** conversions  **Low Performance – Penalty**  INR **6,00,000**  **Material Breach – Metric**  Less than **7,500** conversions  **Material Breach – Penalty**  INR **9,00,000**  **Basis of Measurement**  Submission data captured on the website  **Remarks**  The penalty imposed for submissions shall only be valid if the media plans are executed by EdCIL in the time & manner suggested by the agency |
| 7 | Appendix IV  S. No. 6 | 68 | **Description**  Student conversions on SII portal in the current academic year 2020 – 2021  (till last date of closing of submissions for academic year)  **Baseline Metric**  Performance report due at the end of the academic year  **Low Performance – Metric**  Less than 45,000 conversions  **Low Performance – Penalty**  INR 40,00,000  **Material Breach – Metric**  Less than 36,000 conversions  **Material Breach – Penalty**  INR 50,00,000  **Basis of Measurement**  Submission data captured on the website  **Remarks**  The penalty imposed for submissions shall only be valid if the media plans are executed by EdCIL in the time & manner suggested by the agency | **Description**  Student conversions on SII portal in the current academic year 2020 – 2021  (till last date of closing of submissions for academic year)  **Baseline Metric**  **30,000 conversions**  Performance report due at the end of the academic year  **Low Performance – Metric**  Less than **20,000** conversions  **Low Performance – Penalty**  INR **6,00,000**  **Material Breach – Metric**  Less than **15,000** conversions  **Material Breach – Penalty**  INR **9,00,000**  **Basis of Measurement**  Submission data captured on the website  **Remarks**  The penalty imposed for submissions shall only be valid if the media plans are executed by EdCIL in the time & manner suggested by the agency |

* **Additions to the RFP document**

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| **Sr. No.** | **Clause No.** | **Page No.** | **Additional information added to the clause** |
| 1 | 3.2 | 11 | * From academic year 2019-20, Study in India (SII) will conduct Ind-SAT examination for disbursing scholarships to meritorious students. The examination for this academic year will be tentatively held in April 2020. * From academic year 2019-20, SII will be charging a registration fee of USD 2 for registering students for the SII program. |

* **Clarifications to queries related to RFP document**

| **Sr. No.** | **Clause No.** | **Page No.** | **Existing Clause** | **Query** | **Clarification** |
| --- | --- | --- | --- | --- | --- |
| 1 | 4.5.3 | 17 | Earnest Money Deposit (EMD) / Bid Security | Shall we attach MSME certiﬁcate for EMD/Tender Fee exemption? | MSME certificate for EMD exemption can be submitted |
| 2 | 5.2 (1) | 21 | **Documentary Evidence Required**   1. In case the Bidder(s) is/are a registered company in India, they should produce the copy of the certificate of incorporation issued by the Registrar of Companies or MCA and Memorandum & Articles of Association 2. In case the Bidder(s) is/are a registered partnership company / firm / society, they should produce a copy of the certificate of incorporation and Memorandum & Articles of Association | It is requested to kindly allow agencies to submit certificate from their chartered accountant/ statutory auditor | In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant |
| 3 | 5.2 (2) | 21 | **Documentary Evidence Required**  Statutory auditor’s certificate & copy of audited balance sheets and profit and loss accounts | It is requested to kindly allow agencies to submit certificate from their chartered accountant/ statutory auditor | In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant |
| 4 | 5.2 (3) | 21 | **Pre-Qualification Criteria**  The Bidder must have a minimum of 3 years of experience in providing creative strategy, international media planning & buying for online platforms in the SAARC, Middle East, South-East Asia & Africa regions  **Documentary Evidence Required**  Statutory auditor’s certificate for validating experience details | 1. It is requested to kindly allow agencies to submit certificate from their chartered accountant/ statutory auditor 2. At times, the agencies handle online global media planning campaigns, which includes various countries / regions. Hence, the work orders to this effect specify only ‘global’ as target territory. | 1. In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant 2. Work orders containing "global" as target territory should be accompanied by a declaration on the agency's letterhead, stating the exact geography of the media campaign |
| 5 | 5.3 (A1) | 24 | **Documentary Evidence Required**  Statutory auditor’s certificate & copy of audited balance sheets and profit and loss accounts | It is requested to kindly allow agencies to submit certificate from their chartered Accountant/ statutory auditor. | In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant |
| 6 | 5.3 (B1) | 24 | **Documentary Evidence Required**  Statutory auditor’s certificate for validating experience details | 1. It is requested to kindly allow agencies to submit certificate from their chartered Accountant/ statutory auditor. 2. Please allow us to submit only Work Orders as many clients do not have the policy of issuing Completion Certificates | 1. In case the Bidder(s) is not mandated to conduct a statutory audit, then the Bidder(s) can submit a certificate from the Chartered Accountant 2. In case completion certificates are not available, a correspondence from the client mentioning the period of the contract and satisfactory delivery of services should be submitted by the Bidder |
| 7 | 5.2 (2) | 21 | **Pre-Qualification Criteria**  The Bidder should have a cumulative turnover of at least INR 40 crores during the last 3 financial years (i.e. 2018-19, 2017-18, 2016-17)  The Bidder shall also have a positive net worth during each of the last 3 financial years (i.e. 2018-19, 2017-18, 2016-17)  **Documentary Evidence Required**  Statutory auditor’s certificate & copy of audited balance sheets and profit and loss accounts | 1. Financial of 2018-19 management certified, will that be considered? 2. What if for one year the net worth is negative, in that case, will we be considered for the Bid? | 1. Only certificates from statutory auditors / CA certificates (in case statutory audit is not mandatory) shall be considered 2. Negative net worth, even for one year, shall not be considered |
| 8 | 5.2 (3) | 21 | The Bidder must have a minimum of 3 years of experience in providing creative strategy, international media planning & buying for online platforms in the SAARC, Middle East, South- East Asia & Africa regions | Does the operation need to be in all markets for all three year? Or the market of operation can be either or? | The operation should be in all markets for all three years |
| 9 | 5.2 (4) | 21 | **Pre-Qualification Criteria**  The Bidder must have successfully completed the following number of international online marketing campaigns in the services sector, during the last 3 years (as on 31st October 2019), of value specified herein:   * One campaign with marketing spend not less than INR 5 crores;   OR   * Two campaigns with marketing spend not less than INR 2.5 crores each;   OR   * Three campaigns with marketing spend not less than INR 1.5 crores each   For assignments involving remuneration in foreign currency, Bidder needs to convert it to Indian National Rupee (INR) basis exchange rates prevalent on the date of signing of contract of each of the assignments. | Does this imply for Indian organisation taking care for international business, or can we consider our Company offices internationally for this? | The work order should be issued in the name of the Indian entity |
| 10 | 7 | 40 | The Agency will also act as Study in India program’s communication consultants and provide inputs in terms of brand and marketing strategy and for acquiring students from 34 target countries (listed in Section 3.2.4) across SAARC, Middle East, South-East Asia and Africa regions for a digital marketing spend of approximately INR 10.6 crores over the period November 2019 to June 2021. However, EdCIL reserves the right to alter the marketing spends during the course of the contract. | Can you break down the media spends for the year 2019-2020 and for the year 2020-2021? | The media spends would be uniformly distributed across the duration of the contract. However, EdCIL reserves the right to alter the marketing spends during the course of the contract. |
| 11 | 9 | 45 | How long will the Purchaser take to make the payment, once the invoices are submitted by the bidder, on the last working day of the month? | How long will the Purchaser take to make the payment, once the invoices are submitted by the bidder, on the last working day of the month? | Please refer to clause 6.8.17 of the RFP |
| 12 | 9 | 46 | The Government levied taxes as applicable shall be payable by EdCIL | Google and FB charge GST, that the bidder needs to pay. The bidder will need to charge EdCIL for these taxes, as well as charge GST on its own invoice. Can this be clariﬁed? | EdCIL shall pay all pass through payments (including applicable taxes) and bidder's fee plus applicable taxes |
| 13 | 7.1 | 40 | The bidder is required to be capable of using AI marketing to increase the number of student registrations from foreign countries on www.studyinindia.gov.in. Based on the following data, the Bidder should create a unified audience set with affinities towards the Study in India program, and provides an output in a format that is usable on digital platforms | With regards to using AI in marketing, would EdCIL want us to build a platform that would help them to leverage the data forecasting based on machine learning? If yes, We would need a complete scope of the requirement otherwise third party tools would be used. | The Bidder can make use of third-party tools to deliver the required services |
| 14 | 7.5 | 42 | Social Listening | 1. Is Social Listening also a part of the Media Campaign Management Fee? 2. Also, in case listening is included who will be responsible for the listening tools? | 1. Bidder should share a cumulative percentage fee for all scope of services as defined in the RFP. 2. All third-party tools required for carrying out the services under the scope of the contract should be provided by the Bidder |

This has been issued with the approval of competent authority.