

Ref: EdCIL/SII/Empanelment/Offline Media Buying Agency/05/2020  
 Work Name: Request for Proposal for Empanelment of Offline Media Buying Agency

Date: 10-06-2020

**Corrigendum-2**

Sr. No.	Section No.	Clause Number	Existing Clause	Revised Clause
1	Chapter 5	18. Pre-qualification criteria S. No. 1	The bidder or the consortium partner (in-case of consortium) must have been in operation for a minimum period of 5 years, as on 31st March 2020 and working in the field of traditional / offline media buying	Copy of certificate of incorporation issued by registrar of companies or MCA and Memorandum of Articles of Association.  In case the Bidder(s) is/are a registered partnership company / firm / society, they should produce a copy of Memorandum & Articles of Association along with <b>partnership deed (if applicable)</b>
2	Chapter 6	Scope of Work Point 6	Monitoring and reporting on campaign performance on day to day basis for OOH and weekly for T V, print, radio and any other media as required by EdCIL	Monitoring and reporting on campaign performance reports for OOH: Start day and end day pictures with tear sheets in the foreground  Monitoring and reporting on campaign performance on weekly basis for TV, print, radio and any other media as required by EdCIL.
3	Appendix -B	Service Level Agreement Point 2. Baseline Metric	Print: Pictures of advertisement on the same day as per the plan  Outdoor: Pictures of Start date, middle date and end date of the campaign to be submitted.  Weekly consolidated site report.  TV and Radio: Telecast/Broadcast certificate  Performance report due on the last day of the month	Print: Pictures of advertisement on the same day as per the plan  Outdoor: Pictures of Start date and end date of the campaign to be submitted.  <b>Monthly</b> consolidated site report.  TV and Radio: Telecast/Broadcast certificate  Performance report due on the last day of the month. Tear sheets are mandatory for proof of date.

4	Chapter 6	Scope of Work Point 11	In case the rates are obtained from the authorized representative of the mediums, a letter from the media/mediums/vendors to be submitted stating that the said representative is the authorized representative and the quotes given by the authorized representative will be honoured by the media/mediums/vendors	In case the rates are obtained from the authorized representative of the mediums, a letter from the media/mediums/vendors to be submitted stating that the said representative is the authorized representative/concurrent business association and the quotes given by the authorized representative/concurrent business association will be honoured by the media/mediums/vendors
5	Annexure 3	Annexure 3 at Page No. 34	SELF-DECLARATION – NON BLACKLISTING (On Non-Judicial Stamp Paper of INR 100/- duly attested by the Notary Public)	Detailed clause to be submitted on the company's letterhead. However, the required document as per the RFP to be submitted before the start of the engagement
6	Annexure 4	Annexure 4 at Page No. 35	SELF-DECLARATION – RATES AUTHENTICITY (On Non-Judicial Stamp Paper of INR 100/- duly attested by the Notary Public)	Detailed clause to be submitted on the company's letterhead. However, the required document as per the RFP to be submitted before the start of the engagement
7	Annexure 7	Annexure 7 at Page No. 38	Power of Attorney: (On Non-Judicial Stamp Paper of INR 100/- duly attested by the Notary Public)	Detailed clause to be submitted on the company's letterhead. However, the required document as per the RFP to be submitted before the start of the engagement
8	Chapter 7	Clause 8: Offline Submissions	The bidder is requested to submit the following documents offline to the under mentioned address	Due to Covid 19 situation, the agencies may submit the EMD amount through electronic means as well. The bank details are as follow:  a. Name of beneficiary : EdCIL INDIA LIMITED b. Name of Bank : State Bank of India c. ACCOUNT NO. : 37882921795 d. IFSC CODE : SBIN0000691  <b>However, it is mandatory that the bidders have to upload the UTR details to verify the transaction amount.</b>
9	Point 6 (Technical Evaluation Criteria)	Presentation evaluation	NA	The presentation shall be done through VC or other electronic means as suitable. The date shall be informed later on.