

CORRIGENDUM NO.2

Request for Proposal for Selection of Agency for International Public Relation, Marketing Support Services					
NIT No: 3502/E&M/MPTB/2023		System No: 2023_MPTB_282577		08/06/2023	
THE FOLLOWING ARE THE MODIFICATIONS TO THE RFP					
THE DELETIONS FROM THE EARLIER TEXT OF THE RFP ARE INDICATED AS STRIKE THROUGHES AND THE ADDITIONS ARE UNDERLINED.					
Sl. No.	Point No.	Provision of the RFP			
(i).	Clause 1.2.3 (e)	Clause 1.2.3 (e) -Point No. 1, 2 and 8 are hereby revised as under:			
	DELIVERABLES				
	Page no.-08	S.N	Deliverables	Frequency	
				Timelines	
		01	Agency shall be responsible for ensuring 360-degree media presence - TV, Print, Radio, Digital Media Press releases in English and local foreign languages based on new initiatives and activities of MPTB, events, festivals etc.	05 02 press releases in a month in internationally prominent/leading media in said regions. At the time of special events the numbers should to be increased as per the requirement .	Every month
		02	Story generation based on events and activities of MPTB	At least 04– 02 stories in a month to be shared with prominent /leading international media. (Digital/Print)	Every month
		08	Promote M.P. film tourism policy at international level and to promote shootings in M.P.	MoU with minimum 1(one) International Film producer / <u>International line producer.</u>	Every quarter
(ii).	Clause 1.2.2	Clause 1.2.2 is hereby revised as under:			
	Inflight entertainment system advertising Page No. 7	One advertisement campaign should be organised for a period of 15days per quarter per country/region in the top airline of the country/region-: UK, US, Europe, Australia, Middle East, South and East Asia, Russia & China. (Annexure XI). The price has to be quoted in "Financial Bid Part B" of Annexure XII which shall not be considered for evaluation.			
(iii).	Annexure XII	Annexure XII (Financial Bid Part A) is hereby revised as under:			

Price Bid (Financial Bid Part A: To be considered for evaluation) (To be uploaded Online only) Page No. 70		S.No	Particulars (as per Scope of Work)	Per Unit	Cost (GST extra as applicable)	Total Cost
		1	1 Advertorial in Mainline Magazine/Newspapers per quarter per country (as per Annexure XI) {point no. 1.2.1 (a)}	Cost per Quarter		
		1.1	UK			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.2	US			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.3	Europe			
		1.3.1	Germany			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.3.2	Spain			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.3.3	France			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.4	Australia			
			Quarter 1		Rs.....	

			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
	1.5	Middle East				
		Quarter 1			Rs.....	
		Quarter 2			Rs.....	
		Quarter 3			Rs.....	
		Quarter 4			Rs.....	
	1.6	South and east Asia				
		Quarter 1			Rs.....	
		Quarter 2			Rs.....	
		Quarter 3			Rs.....	
		Quarter 4			Rs.....	
	1.7	Russia				
		Quarter 1			Rs.....	
		Quarter 2			Rs.....	
		Quarter 3			Rs.....	
		Quarter 4			Rs.....	
	1.8	China				
		Quarter 1			Rs.....	
		Quarter 2			Rs.....	
		Quarter 3			Rs.....	
		Quarter 4			Rs.....	
	2	1 Advertorial in Travel related Magazines (as per Annexure XI) {point no. 1.2.1 (b)}	Cost per Quarter			
	2.1	UK				
		Quarter 1			Rs.....	
		Quarter 2			Rs.....	
		Quarter 3			Rs.....	
		Quarter 4			Rs.....	
	2.2	US				

			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.3	Europe			
		2.3.1	Germany			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.3.2	Spain			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.3.3	France			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.4	Australia			
			Quarter 1		Rs.....	

			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.5	Middle East			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.6	South and east Asia			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.7	Russia			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		2.8	China			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	

			Quarter 4		Rs.....	
		3	Inflight Magazine /Newspaper {point no. 1.2.1 (c) }	Cost per Quarter		
		3.1	UK			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.2	US			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.3	Europe			
		3.3.1	Germany			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.3.2	Spain			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	

			Quarter 4		Rs.....	
		3.3.3	France			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.4	Australia			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.5	Middle East			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.6	South and east Asia			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.7	Russia			

			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		3.8	China			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4	Inflight Entertainment system advertisement campaign {point no. 1.2.2}	Cost per Quarter		
		4.1	UK			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.2	US			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.3	EUROPE			
		4.3.1	GERMANY			

			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.3.2	SPAIN			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.3.3	FRANCE			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.4	AUSTRALIA			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.5	MIDDLE EAST			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	

			Quarter 4		Rs.....	
		4.6	SOUTH AND EAST ASIA			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.7	RUSSIA			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		4.8	CHINA			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		5	1.2.3 Regular Marketing / PR Activities throughout the year in source market countries / regions -		Cost per annum	
		5.1	Dedicated 1 (One) Experienced Manpower {point no. a) of 1.2.3}	1	Rs.....	
			Submission of Road map and reports {point no. b) of 1.2.3}		Rs.....	
		5.2	Networking with local TA/TO {point no. c) of 1.2.3}	1	Rs.....	
		5.3	Co-ordination with co-exhibitors/sellers of the state {point no. d) of 1.2.3}		Rs í í í í í í í í í ..	
		5.4.	Cost for the deliverables as mentioned in point no. e) of 1.2.3			

		5.4. Agency shall be responsible for ensuring 360-degree media presence - TV, Print, Radio, Digital Media {point no. 1 of point e) of 1.2.3}		Rs.....	
		5.4. Story generation based on events and activities of MPTB {point no. 2 of point e) of 1.2.3}		Rs.....	
		5.4. Event based PR support {point no. 3 of point e) of 1.2.3}		Rs.....	
		5.4. Organize pre & post event press conferences and media briefings {point no. 4 of point e) of 1.2.3}		Rs.....	
		5.4. Pitch for interviews {point no. 5 of point e) of 1.2.3}		Rs.....	
		5.4. FAM Tour {point no. 6 of point e) of 1.2.3}		Rs.....	
		5.4. Facilitating participation of the MPTB in major award entries in international events. {point no. 7 of point e) of 1.2.3}		Rs.....	
		5.4. Promote M.P. film tourism policy {point no. 8 of point e) of 1.2.3}		Rs.....	
		5.4. Regular reporting to MPTB {point no. 9 of point e) of 1.2.3}		Rs.....	
		5.4. Establishing regular contact with minimum 15(fifteen) Indian Missions in source market countries, sending regularly the publicity materials, mailers. {point no. 10 of point e) of 1.2.3}		Rs.....	
		5.4. Organising minimum 2(two) B TO B meeting virtually with TA/Influencers/bloggers/media with Indian Mission help {point no. 11 of point e) of 1.2.3}		Rs.....	
		5.5. Raise visibility and awareness through unpaid means of communication {point no. f) of 1.2.3}		Rs.....	
		5.6. Media tracking {point no. g) of 1.2.3}		Rs.....	

5.7	Social Media activities {point no. h) of 1.2.3}		Rs.....	
5.8	Creating minimum five (05) packaged saleable itineraries and trails on different regions of M.P based on different theme like art, culture, heritage, craft, rock art, adventure, nature, religion etc. {point no. i) of 1.2.3}	1	Rs.....	
5.9	Mitigate damage {point no. j) of 1.2.3}		Rs.....	
5.10	Any other work assigned {point no. k) of 1.2.3}		Rs.....	
6	1.2.4 Marketing / PR Activities for Events & Roadshows		Cost per event/ Roadshow	
6.1	As per scope of work 1.2.4(i) Cost per International Tourism Exhibitions / Events in countries / regions -			
	a) ITB Asia, Singapore	As per 1.2.4 (i) point a to f and h	1	Rs.....
		As per 1.2.4 (i) point g (B2B meetings)	1	Rs.....
	b) IFTM TOP RESA, Paris (France)	As per 1.2.4 (i) point a to f and h	1	Rs.....
		As per 1.2.4 (i) point g (B2B meetings)	1	Rs.....
	c) WTM London (UK)	As per 1.2.4 (i) point a to f and h	1	Rs.....
		As per 1.2.4 (i) point g (B2B meetings)	1	Rs.....
	d) FITUR, Madrid (Spain)	As per 1.2.4 (i) point a to f and h	1	Rs.....
		As per 1.2.4 (i) point g (B2B meetings)	1	Rs.....
	e) ITB, Berlin (Germany)	As per 1.2.4 (i) point a to f and h	1	Rs.....
		As per 1.2.4 (i) point g (B2B meetings)	1	Rs.....
	f) ATM, Dubai (UAE)	As per 1.2.4 (i) point a to f and h	1	Rs.....
		As per 1.2.4 (i) point g (B2B meetings)	1	Rs.....
6.2	International Roadshows As per scope of work 1.2.4(ii) Cost per Roadshow [except for point e to j of point 1.2.4(ii)]	1		
	a) Singapore (including its neighbouring countries)	1	Rs.....	
	b) Paris (France) (including its neighbouring countries)	1	Rs.....	
	c) London (UK) (including its neighbouring countries)	1	Rs.....	

			d) Madrid (Spain) (including its neighbouring countries)	1	Rs.....	
			e) Berlin (Germany) (including its neighbouring countries)	1	Rs.....	
			f) Dubai (UAE) (including its neighbouring countries)	1	Rs.....	
			Total amount	-	Rs.....	
(iv).	Annexure XII Price Bid (Financial Bid Part B: Not to be considered for evaluation) Page No. 75	Annexure XII (Financial Bid Part B) is hereby revised as under:				
		S.No	Particulars (as per Scope of Work)	Per Unit	Cost (GST extra as applicable)	Total Cost
		1	Inflight Entertainment system advertisement campaign {point no. 1.2.2}	Cost per Quarter		
		1.1	UK			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.2	US			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.3	EUROPE			
		1.3.1	GERMANY			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.3.2	SPAIN			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.3.3	FRANCE			
			Quarter 1		Rs.....	
			Quarter 2		Rs.....	
			Quarter 3		Rs.....	
			Quarter 4		Rs.....	
		1.4	AUSTRALIA			
			Quarter 1		Rs.....	

		<u>Quarter 2</u>		<u>Rs.....</u>	
		<u>Quarter 3</u>		<u>Rs.....</u>	
		<u>Quarter 4</u>		<u>Rs.....</u>	
	1.5	<u>MIDDLE EAST</u>			
		<u>Quarter 1</u>		<u>Rs.....</u>	
		<u>Quarter 2</u>		<u>Rs.....</u>	
		<u>Quarter 3</u>		<u>Rs.....</u>	
		<u>Quarter 4</u>		<u>Rs.....</u>	
	1.6	<u>SOUTH AND EAST ASIA</u>			
		<u>Quarter 1</u>		<u>Rs.....</u>	
		<u>Quarter 2</u>		<u>Rs.....</u>	
		<u>Quarter 3</u>		<u>Rs.....</u>	
		<u>Quarter 4</u>		<u>Rs.....</u>	
	1.7	<u>RUSSIA</u>			
		<u>Quarter 1</u>		<u>Rs.....</u>	
		<u>Quarter 2</u>		<u>Rs.....</u>	
		<u>Quarter 3</u>		<u>Rs.....</u>	
		<u>Quarter 4</u>		<u>Rs.....</u>	
	1.8	<u>CHINA</u>			
		<u>Quarter 1</u>		<u>Rs.....</u>	
		<u>Quarter 2</u>		<u>Rs.....</u>	
		<u>Quarter 3</u>		<u>Rs.....</u>	
		<u>Quarter 4</u>		<u>Rs.....</u>	
	2	1.2.4 Marketing / PR Activities for Events & Roadshows	Per Event	Cost per event/Roadshow	Total Cost
	2.1	(i) As per scope of work 1.2.4(i) Cost per International Tourism Exhibitions / Events in countries / regions -			
		JATA, Tokyo (Japan)	1	Rs.....	
		USTOA, USA	1	Rs.....	
		AIME, Melbourne (Australia)	1	Rs.....	
		IMTM, Tel Aviv (Israel)	1	Rs.....	
		MITT, Moscow (Russia)	1	Rs.....	
		COTTM, Beijing (China)	1	Rs.....	

		2.2	(ii) International Roadshows As per scope of work 1.2.4(ii) Cost per Roadshow			
			Japan (including its neighbouring countries)	1	Rs.....	
			USA(including its neighbouring countries)	1	Rs.....	
			Australia (including its neighbouring countries)	1	Rs.....	
			Israel (including its neighbouring countries)	1	Rs.....	
			Russia (including its neighbouring countries)	1	Rs.....	
			China (including its neighbouring countries)	1	Rs.....	
			Total amount		Rs.....	