

## CORRIGENDUM NO.5

### “Request for Proposal for Engagement of Agency for Digital Media Management”

Notice Inviting Tender (NIT): 1097/MPTB/Publicity/2021

Tender ID: 2021\_MPTB\_132124Bhopal, Dated: 01/03/2021

### THE FOLLOWING ARE THE MODIFICATIONS TO THE RFP”

THE DELETIONS FROM THE EARLIER TEXT OF THE RFP ARE INDICATED AS STRIKE THROUGH AND THE ADDITIONS ARE UNDERLINED.

Sl.No.	Point No.	Provision of the RFP																			
(i)	pointno 1.1.8	<p><b>pointno 1.1.8 of RFP is revised as under:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Point in RFP</th> <th style="width: 50%;">Revised point</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <del>Planning and Media Buying for Digital Marketing– The agency shall may be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism and all campaign as planned; when required newly added events will also be the part of Media Buying Planning. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies.–</del> </td> <td style="vertical-align: top;">                     Planning and Media Buying for Digital Marketing– The agency shall may be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism and all campaign as planned; when required newly added events will also be the part of Media Buying Planning. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies.  <u><b>For the Media buying, quotation would be asked from the agency as per requirement and approval will be given post following the standard approval process of MP Tourism Department.</b></u> </td> </tr> </tbody> </table>	Point in RFP	Revised point	<del>Planning and Media Buying for Digital Marketing– The agency shall may be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism and all campaign as planned; when required newly added events will also be the part of Media Buying Planning. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies.–</del>	Planning and Media Buying for Digital Marketing– The agency shall may be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism and all campaign as planned; when required newly added events will also be the part of Media Buying Planning. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies. <u><b>For the Media buying, quotation would be asked from the agency as per requirement and approval will be given post following the standard approval process of MP Tourism Department.</b></u>															
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2	Designer/ Web Developer	Onsite
3	Executive – Social Media Management	Onsite
4	Executive – ORM	Onsite
5	Executive- SEO	Onsite
6	Content Writer (english)	Onsite

- If required more personnel with similar job profile and skill set could be hired.

### Manpower Profile

It is expected that the Bidder may adhere to the following indicative criteria for recruiting /deploying their employees. Resources to be engaged / employed by Bidder cannot be construed as employee of MPTB and cannot claim any benefit thereof.

The following are the indicative requirements for Man Power

Designation	Educational Qualification
Team Leader	MBA, with seven years of experience in handling all aspects Digital Media Management.
Executive – ORM	Graduate in any field with good linguistics & Interpretation skills (English & hindi) with 2 years of experience in handling ORM.

	Developer	
3	Executive – Social Media Management	Onsite
4	Executive – ORM	Onsite
5	Executive- SEO	Onsite
6	Content Writer (english)	Onsite
7	<b><u>Content Writer (Hindi)</u></b>	<b><u>Onsite</u></b>

- If required more personnel with similar job profile and skill set could be hired.

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The following are the indicative requirements for Man Power

Designation	Educational Qualification
Team Leader	MBA, with seven years of experience in handling all aspects Digital Media Management.
Executive – ORM	Graduate in any field with good linguistics & Interpretation skills (English & hindi) with <b>3 years</b> of experience in handling ORM or related fied experience.
Executive – Social Media Management	Graduate in any field with good knowledge of handling social media with <b>3 years</b> of experience of handling Social Media or related

			or related field experience.			field experience.
		Executive – Social Media Management	Graduate in any field with good knowledge of handling social media with 2 years of experience of handling Social Media or related field experience.		Executive – SEO	Graduate in any field with good knowledge of SEO with 3 years of experience of the field .
		Executive – SEO	Graduate in any field with good knowledge of SEO with 2 years of experience of the field.		<b>Graphic Designer</b>	Graduate in any field <b>with 3 years</b> of experience in Graphic Design.
		Web Developer	Graduate in any field with knowledge of web development and creation & maintenance of website and integrated dashboard.		Content Writer (English)	Good command over English language with 3 years related experience and having a flair for writing on travel & tourism.
		Content Writer (English)	Good command over English language with 2 years related experience and having a flair for writing on travel & tourism.		<b>Content Writer (Hindi)</b>	<b>Good command over Hindi language with 3 years related experience and having a flair for writing on travel &amp; tourism.</b>
		<p><b>Note – bidder should quote the rate only for one Content Writer (English) in the financial bid and rate for Content Writer (Hindi) shall be same as Content Writer (English) rate.</b></p>				

(iii)	pointno4.2	<b>pointno 4.2. (Technical Evaluation Criteria) of RFP is revised as under:</b>			
		S.NO	Parameters	Parameters	Maximum Score
		1	No. of years of experience in works relating Digital Media Management in last 10 years starting backwards from 01.04.2020. (2 marks will be awarded for each year of experience upto a maximum of 20 marks)		20
2	Average annual turnover for the last three financial years (2017-18, 2018-19 & 2019-20). (4 marks for minimum 10 Cr and 4 marks each for additional turnover of Rs 10 Cr each up to maximum of 20 marks)- (10 marks for minimum 10 Cr and 2 marks each for additional turnover of Rs 03 Cr each up to maximum of 20 marks) (Supporting Documents- bidder should submit a certificate for average		20		

		turnover and net worth duly certified by a Chartered Accountant)	
	3	<p>Digital and Social Media Management projects worth 2 Cr undertaken for Government / PSUs / Private Sector in the last 3 years. (Maximum of 4 projects will be considered for this RFP)-</p> <ul style="list-style-type: none"> <li>• If the project is related to tourism then 5 marks would be awarded for each project.-</li> <li>• If the project is a non-tourism project then 4 marks would be awarded for each project.-</li> </ul> <p>Revenue earned from Digital and Social Media Management projects worth Rs 2 Crore for Government / PSUs / Private Sector in the last 3 years. (2017-18, 2018-19 &amp; 2019-20).</p> <ul style="list-style-type: none"> <li>• In case project related to tourism proportionate marks will be given on revenue earned subject to maximum 20 marks for Rs 2 Crore revenue.</li> <li>• In case projects not related to tourism, a multiplying factor of 0.6 will be applied on the revenue earned subject to maximum 20 marks for Rs 2 Crore revenue.</li> </ul> <p>(Supporting Documents- bidder should submit work order and agreement and a certificate for revenue earned from Digital and Social Media Management projects worth Rs 2 Crore duly certified by a Chartered Accountant)</p>	20
	4	<p>National / International Awards won in Digital and Social Media Management for the projects undertaken by the company-</p> <p>(2 mark for each National / International Award for a maximum of 10 Marks)-</p>	10
	5	<p><b>PRESENTATION:</b></p> <ul style="list-style-type: none"> <li>• Understanding of the Project Requirements</li> <li>• Approach &amp; Methodology including but not limited to the following :</li> </ul> <p>- Proposed brand vision and social media strategy for MP tourism.  - Content Development Strategy  - Innovative ideas and suggestions</p> <ul style="list-style-type: none"> <li>• Detailed Project Plan and Road Map ahead</li> <li>• Proposed Team Composition</li> </ul>	40
		<b>Total</b>	<b>100</b>

(iv)	Point no 1.1 (fact sheet)	<p><b>Point no 1.1( Fact sheet) of RFP is revised as under:</b></p> <table border="1" data-bbox="488 220 1635 480"> <tr> <td data-bbox="492 223 929 256">Issue of Bid Documents</td> <td data-bbox="938 223 1630 256">Date 01/03/2021</td> </tr> <tr> <td data-bbox="492 263 929 331">Pre-Bid Meeting</td> <td data-bbox="938 263 1630 331"><del>Date 08/03 /2021</del> Time 12:00 hrs Date 24/05 /2021 Time 12:00 hrs</td> </tr> <tr> <td data-bbox="492 338 929 406">Bid Submission End date</td> <td data-bbox="938 338 1630 406"><del>Date 31/05/2021</del> Time 15:00Hrs Date 07/06/2021 Time 15:00Hrs</td> </tr> <tr> <td data-bbox="492 413 929 481">Opening of Technical Bids</td> <td data-bbox="938 413 1630 481"><del>Date 26/03/2021</del> Time 12:00HrsDate 08/06/2021 Time 15:00Hrs</td> </tr> </table> <p><b>NOTE: All the queries pertaining to pre bid meeting are to be submitted online as per schedule mentioned above at email id <a href="mailto:deepikaroy.mptb@mp.gov.in">deepikaroy.mptb@mp.gov.in</a> and <a href="mailto:info.mptb@mp.gov.in">info.mptb@mp.gov.in</a></b></p>	Issue of Bid Documents	Date 01/03/2021	Pre-Bid Meeting	<del>Date 08/03 /2021</del> Time 12:00 hrs Date 24/05 /2021 Time 12:00 hrs	Bid Submission End date	<del>Date 31/05/2021</del> Time 15:00Hrs Date 07/06/2021 Time 15:00Hrs	Opening of Technical Bids	<del>Date 26/03/2021</del> Time 12:00HrsDate 08/06/2021 Time 15:00Hrs
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