



BHASHINI

**REQUEST FOR EMPANELMENT (RFE)
FOR
MEDIA AND EVENT MANAGEMENT SERVICES**

Digital India Bhashini Division

**A Division under Digital India Corporation
(A section 8 company)**

Dated: 13/06/2024

Corrigendum Notice

Corrigendum for “**Request for Empanelment (RFE) for Media and Event Management Services**” for DIBD, DIC.

NB: Any Addendum/ corrigendum/ queries relating to the “**Request for Empanelment (RFE) for Media and Event Management Services**” shall be notified on CPP portal. All the bids are to be submitted on CPP portal.

Digital India Bhashini Division (DIBD) invited for the Limited **Request for Empanelment (RFE) for Media and Event Management Services** via CPP portal dated 05/06/2024.

Sr no.	Description	Clause/Page No.	Clause Modified
1.	<p>Legal Entity</p> <p>The Lead Bidder and Consortium Partners (a Company or consortium of companies) registered under Companies Registration act 1956/2013 or LLP Act, 2008, any registered company/agency/organization that registered as per Government of India norms can apply and must have 10 years of existence in India as on bid submission date.</p> <p>Valid copy of the certificate of incorporation of each consortium partner</p>	Page 25, Clause 3.2.1., Point 1	<p>Legal Entity</p> <p>The Lead Bidder and Consortium Partners (a Company or consortium of companies) registered under Companies Registration act 1956/2013 or LLP Act, 2008, any registered company/agency/org anization that registered as per Government of India norms can apply and must have 10 years of existence in India as on bid submission date.</p> <p>Valid copy of the certificate of incorporation of each consortium partner</p> <p>Relaxation for MSME with Udyog certificate with 3</p>

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			<p>years existence in India as on bid submission date</p> <p>and</p> <p>For Start-up: with DPIIT certificate.</p>
2.	<p>Incorporation Certificate</p> <p>The Lead Bidder should be an established Media and Event Management Agency and should have been in the business for minimum 5 years with Central/State Government or PSU or large Financial Institution / Banks / BPOs / Private Organizations.</p> <p>Valid copy of Certificate of incorporation and Registration Certificates under same category, With work order or completion certificate of the projects.</p>	Page 25, Clause 3.2.1., Point 3	<p>Incorporation Certificate</p> <p>The Lead Bidder should be an established Media and Event Management Agency and should have been in the business for minimum 5 years with Central/State Government or PSU or large Financial Institution / Banks / BPOs / Private Organizations.</p> <p>Valid copy of Certificate of incorporation and Registration Certificates under same category, With work order or completion certificate of the projects.</p> <p>Relaxation for MSME with Udyog certificate with 3 years existence in India as on bid</p>

Sr no.	Description	Clause/Page No.	Clause Modified submission date
			<p>and</p> <p>For Start-up: with DPIIT certificate.</p>
3.	<p>Bidder's Average Annual Turnover</p> <p>Average annual Turnover of the Lead Bidder shall not be less than INR 02 Crores during the last three financial years.</p> <p>CA Certificate with CA's Registration Number/ Seal for annual turnover. Copy of the audited profit and loss account of the company-showing turnover of the company during last three years.</p>	Page 27, Clause 3.2.1., Point 5	<p>Bidder's Average Annual Turnover</p> <p>Average annual Turnover of the Lead Bidder shall not be less than INR 02 Crores during the last three financial years.</p> <p>CA Certificate with CA's Registration Number/ Seal for annual turnover. Copy of the audited profit and loss account of the company-showing turnover of the company during last three years.</p> <p>Relaxation to MSME with UDYOG certificate and Start-up with DPIIT certificate</p>
4.	<p>Turnover</p> <p>Average annual turnover of the Lead Bidder in last 3 financial years</p> <ul style="list-style-type: none"> • Between Rs 2-5 crores – 5 marks • Between Rs 5-10 crores – 10 marks 	Page 30, Clause 3.2.2., Point 1	<p>Turnover Average annual turnover of the Lead Bidder in last 3 financial years</p> <ul style="list-style-type: none"> • Between Rs 2-5 crores – 5 marks • Between Rs 5-10 crores – 10 marks • Above Rs 10 crore

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	<ul style="list-style-type: none"> Above Rs 10 crore – 15 marks PO/ Work order/ Completion certificate		– 15 marks CA Certificate with CA's Registration Number and Seal for lead bidder
5.	<p>[The Bidding Consortium should list the details and percentage shareholding separately of all the Consortium members] for the purpose of submitting response to RFP, and execution of “Agreement” (in case of award), against RFP no..... dated.....issued by Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India and having its registered Office at 19, The Mall, Morar, Gwalior – 474006, Madhya Pradesh, India.</p>	Annexure 11: Format for Joint Bidding Agreement Page 81, Second paragraph	To be read as, [The Bidding Consortium should list the details and percentage shareholding separately of all the Consortium members] for the purpose of submitting response to RFE, and execution of “Agreement” (in case of award), against RFE no..... dated.....issued by Digital India Bhashini Division Electronics Niketan, 6, CGO Complex, Lodhi Road, New Delhi – 110003, INDIA Tel: 011-24301361
6.	WHEREAS the CBN intends to select an agency for Onboarding of a Managed Services Provider (MSP) for conducting GIS Survey & Implementation of GIS Platform for monitoring of Opium	Annexure 11: Format for Joint Bidding Agreement Page 81, Fourth paragraph	WHEREAS the CBN intends to select an agency for Onboarding of a Managed Services Provider (MSP) for

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	Cultivation in Central Bureau of Narcotics as per the directives of Central Bureau of Narcotics, Department of Revenue, Ministry of Finance, Government of India.		conducting GIS Survey & Implementation of GIS Platform for monitoring of Opium Cultivation in Central Bureau of Narcotics as per the directives of Central Bureau of Narcotics, Department of Revenue, Ministry of Finance, Government of India.
7.	WHEREAS, the CBN had invited response to RFP by its Request for Proposal (RFP) dated _____ bearing reference no.	Annexure 11: Format for Joint Bidding Agreement Page 81, Fifth paragraph	WHEREAS, the DIBD had invited response to RFE by its Request for Empanelment (RFE) dated _____ bearing reference no
8.	WHEREAS the RFP stipulates that in case response to RFP is being submitted by a Bidding Consortium, the Members of the Consortium will have to submit a legally enforceable Joint Bidding Agreement wherein the Consortium members have to commit equity investment of a specific percentage for the Project.	Annexure 11: Format for Joint Bidding Agreement Page 82, Sixth paragraph	WHEREAS the RFE stipulates that in case response to RFE is being submitted by a Bidding Consortium, the Members of the Consortium will have to submit a legally enforceable Joint Bidding Agreement wherein the Consortium members have to commit equity investment of a specific percentage for the Project.
9.	This Joint Bidding Agreement shall be construed and interpreted in accordance with the laws of India and courts at Kolkata alone shall have the exclusive jurisdiction in all	Annexure 11: Format for Joint Bidding Agreement Page 85, point 12	This Joint Bidding Agreement shall be construed and interpreted in accordance with the laws of India and

Sr no.	Description	Clause/Page No.	Clause Modified
	matters relating thereto and arising there- under.		courts at New Delhi alone shall have the exclusive jurisdiction in all matters relating thereto and arising there- under.
10.	It is hereby further agreed that in case of being selected as the successful bidder, the Members do hereby agree that the Lead Member shall furnish the Performance Security in favor of Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India, in terms of this RFP.	Annexure 11: Format for Joint Bidding Agreement Page 85, point 13	It is hereby further agreed that in case of being selected as the successful bidder, the Members do hereby agree that the Lead Member shall furnish the Performance Security in favor of Digital India BHASHINI Division, in terms of this RFE.
11.	It is further expressly agreed that this Joint Bidding Agreement shall be irrevocable and shall form an integral part of the Contract between Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India and the Consortium and shall remain valid until the expiration or early termination of the same.	Annexure 11: Format for Joint Bidding Agreement Page 85, point 14	It is further expressly agreed that this Joint Bidding Agreement shall be irrevocable and shall form an integral part of the Contract between DIBD and the Consortium and shall remain valid until the expiration or early termination of the same
12.	The Lead Member is authorized and shall be fully responsible for the accuracy and veracity of the representations and information submitted by the Members respectively from time to time in the response to the RFP.	Annexure 11: Format for Joint Bidding Agreement Page 85, point 15	The Lead Member is authorized and shall be fully responsible for the accuracy and veracity of the representations and information submitted by the Members respectively from time to time in the response to the RFE.

Sr no.	Description	Clause/Page No.	Clause Modified
13.	It is hereby expressly understood between the Members that no Member at any given point of time, may assign or delegate its rights, duties or obligations under the Contract except with prior written consent of Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India.	Annexure 11: Format for Joint Bidding Agreement Page 85, point 16	It is hereby expressly understood between the Members that no Member at any given point of time, may assign or delegate its rights, duties or obligations under the Contract except with prior written consent of DIBD.
14.	It may not be amended or modified except in writing signed by each of the Members and with prior written consent of Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India.	Annexure 11: Format for Joint Bidding Agreement Page 85, point 17	It may not be amended or modified except in writing signed by each of the Members and with prior written consent of Digital India BHASHINI Division,
15.	All the terms used in capitals in this Joint Bidding Agreement but not defined herein shall have the meaning as per the RFP and the Contract.	Annexure 11: Format for Joint Bidding Agreement Page 85, point 18	All the terms used in capitals in this Joint Bidding Agreement but not defined herein shall have the meaning as per the RFE and the Contract.

End of Corrigendum

Response to the Queries received via mail:

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
1.	Clause 3.2.1 (Pre-Qualification (PQ) Criteria) point 1 of table on page 25	The Lead Bidder and Consortium Partners (a Company or consortium of companies) registered under Companies Registration act 1956/2013 or LLP Act, 2008, any registered company/agency /organization that registered as per Government of India norms can apply and must have 10 years of existence in India as on bid submission date.	Relaxation to Start-up and MSME	This criterion is arbitrary and prejudicial against younger and deserving bidders by outrightly excluding them from even applying for empanelment with BHASHINI. This is also contrary to the vision of Hon'ble Prime Minister Shri Narendra Modi ji and numerous policies of the Government of India aimed at supporting and nurturing new MSEs and Startups, recognising their vital role in the economy as key drivers of	Refer corrigendum

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				innovation. Hence, this criterion should be revised to 3 years or omitted altogether.	
2.	Clause 3.2.1 (Pre-Qualification (PQ) Criteria) point 8 on page 29	The Bidder must be a Premier Google/Facebook/twitter Marketing Partner. OR The Bidder must be empanelled for multimedia with Directorate of Advertising and Visual Publicity (DAVP)	Relaxation or remove	Inclusion of this clause as a pre-qualification criterion at the empanelment stage would prematurely prevent Startups and other smaller deserving bidders from applying. These clauses may be included in future award of specific job and/or work orders where there may be any advantage by having the service provider be a Premier Google/Facebook/twitter Marketing Partner or empanelled	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				with DAVP. Hence, to allow Startups and other smaller deserving bidders to apply for empanelment, we suggest this clause may either be omitted or a third quality focussed certification option like ISO 9001 be added to this clause.	
3.	Clause 3.2.2 (Technical Qualification Eligibility Criteria) points 1 on page 30	Average annual turnover of the Lead Bidder in last 3 financial years Between Rs 2-5 crores – 5 marks Between Rs 5-10 crores – 10 marks Above Rs 10 crore – 15 marks	Relaxation to Start-up and MSME	This clause inherently favours larger firms and discriminates against MSEs/Startups therefore it is requested that the scoring criteria for the average annual turnover may be reduced/ revised for MSEs.	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
4.	Clause 3.2.2 (Technical Qualification Eligibility Criteria) points 1 on page 30	Average annual turnover of the Lead Bidder in last 3 financial years Between Rs 2-5 crores – 5 marks Between Rs 5-10 crores – 10 marks Above Rs 10 crore – 15 marks	Documentary evidence	It is requested that the “ <i>Turnover Certificate from Statutory Auditor</i> ” may also be added to the proofs/documents required.	Refer corrigendum
5.	Clause 3.2.2 (Technical Qualification Eligibility Criteria) point 2 of table on page 30	By prioritising personnel certification over performance, this criterion creates an uncompetitive landscape and handicaps smaller but capable enterprises which may not be able to incur the high cost of employing such a large number of certified professionals. These clauses may be included in future award of specific job and/or work orders where there may be any advantage by engaging Google Search, Facebook and/or Twitter certified professionals. Hence this criterion should	Relaxation to Start-up and MSME	By prioritising personnel certification over performance, this criterion creates an uncompetitive landscape and handicaps smaller but capable enterprises which may not be able to incur the high cost of employing such a large number of certified professionals. These clauses may be included in future award of specific job and/or work orders	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
		be replaced with a merit and performance-based criterion such as average engagement rate across social media platforms.		where there may be any advantage by engaging Google Search, Facebook and/or Twitter certified professionals. Hence this criterion should be replaced with a merit and performance-based criterion such as average engagement rate across social media platforms.	
6.	Clause 3.2.2 (Technical Qualification Eligibility Criteria) point 6 on page 31	<p>Manpower on rolls with Media and Event Management capabilities</p> <ul style="list-style-type: none"> • Between 20-50 personnel – 5 marks • More than 50 personnel – 10 marks 	Relaxation to Start-up and MSME	The clause inherently favours larger firms and discriminates against MSEs. Many MSEs may have fewer than 20 employees yet possess significant expertise, experience, and innovative capabilities.	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				By prioritising manpower quantity over quality, this criterion creates an uncompetitive landscape and handicaps smaller but capable enterprises. Hence, this scoring criterion should be replaced with a merit and quality-based criterion such as client testimonials	
7.	ANNEXURE 7: Turnover and Net worth Certificate (Lead Bidder), page 75	Turnover and Net worth Certificate (Lead Bidder)	Consider the average turnover for FY21-22, FY22-23 and FY 23-24	As per Annexure 7: Turnover and Net worth Certificate (Lead Bidder), on page 75, the annual turnover and net worth for FY 2020-21, FY 2021-22, and FY 2022-23 are to be	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				provided. Since businesses were financially impacted due to Covid-19 during FY 2020-21, can the average turnover for FY21-22, FY22-23 and FY 23-24 be also considered?	
8.	Page 25 - pre-qualification - clause 1	The Lead Bidder and Consortium Partners (a Company or consortium of companies) registered under Companies Registration act 1956/2013 or LLP Act, 2008, any registered company/agency /organization that registered as per Government of India norms can apply and must have 10 years of existence in India as on bid submission date.	Relaxation	Request it should be made 6 years. Reason: 10 years ago only traditional media companies existed digital first agencies started 2015 onwards. This could be limiting for a fair chunk of promising bidders specially startups & MSME's.	Refer Corrigendum

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/modification	Justification (if any provided by bidder)	Response from DIBD
9.	Page 25 - pre-qualification - clause 3	The Lead Bidder should be an established Media and Event Management Agency and should have been in the business for minimum 5 years with Central/State Government or PSU or large Financial Institution / Banks / BPOs / Private Organizations.	Make 5 years in point 1.	This seems Contradictory to point 1 where 10 years is required ... Request, please make it 5 years in point 1.	Refer Corrigendum
10.	Page 27 Clause 7 - Technical Capabilities	Experience in Working as Media and Event Management agency for at least one PSU and/or Govt. Organizations and have executed minimum of two Media and Event Management, campaigns (Media, Event , Web/Social etc) and executed two events with 1000+ participants	Relaxation	Requesting you to please add Multinational private organisations /Public listed companies/international Trade bodies. (Current clause is in contradiction with above pre qualification clause number 3	As per RFE
11.	Page29 - Clause -8 - Certification / Empanelment	The Bidder must be a Premier Google/Facebook/twitter Marketing Partner.	Relaxation	Request you to remove word - "Premier" . "Amount of amount of advertising	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				<p>spends handled on the platform should be above 50 Lacs per year for last 3 years. TDS certificate issued by government of india for depositing TDS for Google/Met a by agency should be submitted or relevant screenshots of advertising panel should be submitted.” As a proof of digital advertising prowess/rel ation with platform.</p>	
12.	Page 31 - Point 6 of Technical Qualification Eligibility Criteria	<p>Manpower on rolls with Media and Event Management capabilities</p> <ul style="list-style-type: none"> • Between 20-50 personnel – 5 marks • More than 50 personnel – 10 marks 	Relaxation	<p>Requesting you to reconsider marking on basis of quality of manpower proposed to be deployed in the project rather than just the number of headcount an</p>	

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				organisation has, since this is a creativity oriented job, quality manpower is essential for successful delivery.	
13.	Page 39, section 4.2 Scope of work	Functional requirement	Quantification of scope of work	<p>1. For social media posts, how many daily postings are required to be done daily/monthly?</p> <p>2. In how many languages are the social posts to be prepared?</p> <p>3. What about the digital advertising budgets?</p> <p>4. When will the budgets and respective platforms with objectives be determined? Or are we meant to determine this? If yes, then on</p>	The relevant and quantifiable details will be part of ToR/RFP/RFQ, which shall be issued to empaneled agencies.

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				<p>what basis are we to project spend? Impressions , clicks, reach, etc.?</p> <p>Q. Social media ads- Will there be a separate budget allocation for social media management and ads ? If yes, will a single agency be asked to run the ads or how Page 42. i. Animated Slide based Video with music and voiceover. ii. Animated Character/ Figure based Video with music and voiceover Tutorial videos with voiceovers. iii. Real Character/ Actor video with music</p>	

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				and dialogue. iv. Ad campaign videos - Q. How will the agency be paid for these types of videos as there is no DAVP rate card for these services Page 42. Live telecast of events- Q. How many events would need to be covered live? Page 43. b. Influencer marketing & outreach. Q- How often would influencers be required to be looped in?	
14.	Clause 3.2.2 (Technical Qualification Eligibility Criteria) point 6 on page 31	Manpower on rolls with Media and Event Management capabilities <ul style="list-style-type: none"> • Between 20-50 personnel – 5 marks • More than 50 personnel – 10 marks 	Quantification	Please clarify if we need to deploy dedicated personnel on-site for DIBD account management, or if they can be managed	The relevant and quantifiable details will be part of ToR/RFP/RFQ, which shall be issued to empaneled agencies.

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				from our backend office. Additionally , please specify the number of personnel along with a brief profile of their career experiences and qualifications required for either option.	
15.	Clause 3.2.2. Page 30, point 4	Campaign or event during last 3 years: • Exhibition: 5 Marks • Workshop/conference/conclave: 5 Marks • Media Advertisement (Electronic/print), Campaigns: 5 Marks	Clarification on number of documents	Please clarify how many copies of the work order we need to submit for each campaign or event from the last three years.	One copy for each
16.	Clause 1.2	Last date (deadline) for submission of bids	Extension	We request an extension of the tender opening date for tender currently set for 18.06.2024 04:00 PM. An extension of 10 days would	As per RFE

Sr. No.	Page Number(s) & Section of RFE	Content of RFE requiring	Points of clarification/ modification	Justification (if any provided by bidder)	Response from DIBD
				enable us to submit a more competitive and comprehensive bid, including a detailed presentation. We believe this additional time will allow us to better align our proposal with your project goals, ultimately benefiting both parties.	