

RFP for – Selection of a Communication Agency for Ayushman Bharat – Pradhan Mantri Jan Arogya Yojna (PM-JAY) at National Health Agency

Tender No.: S-12014/07/2018-NHA

Date of Publishing the RFP: 02.11.2018

Corrigendum No. 1 dated 16.11.2018

Basis the pre-bid meeting and pre-bid queries received on the RFP the National Health Agency (NHA) has decided to make the following changes in the RFP as described in the table below-

S. No.	RFP section reference	RFP clause	Modification/Change/Insertion
1.	Section 1.3, page # and sub-section 1.3.8 – iii- Account Management, page # 22	Channel maintenance –Video production and uploads.	Channel maintenance –Video production and uploads. Duration of videos up to 60 seconds (2 per week) which may also include animation with HD quality.
2.	Section 1.3, page # and sub-section 1.3.8 – v (c) Reputation and issues	The agency shall conduct a social media audit to benchmark the NHA/PMJAY's existing status and effectiveness in social media.	The agency shall conduct a social media audit, through a 3 rd party independent agency appointed by NHA, to benchmark the NHA/PMJAY's existing status and

S. No.	RFP section reference	RFP clause	Modification/Change/Insertion
	management), page # 23		effectiveness in social media. The cost of audit to be borne by the agency.
3.	Section 4.1.7- Bidders profile and experience (Technical evaluation criteria), page # 46-50 of the RFP	Bidders profile and experience	Revised bidders profile and experience is provided at annexure 1 of this corrigendum.
4.	Section 4.1.8 Proposed Resources, page # 51	Page # 51, serial number 2 (two) - Client servicing Managers (including for creative, social media and PR) – 34 (number of resources)	The total number of resources for Client servicing managers to be read as 4 (four).

Annexure 1: Revised Bidders Profile and experience (Section 4.1.7 of the main RFP)

#	Criteria	Criteria Details	Documentary Evidence	Maximum Marks Allotted
1.	Creative	<p>The bidder should have experience of successfully implementing and executing 2 (two) large projects in developing and implementing creatives (print, audio-visual, activations, events etc.) and 360 degree Information, Education and communication strategy where the value of projects completed or on-going should be 1.25 crores or above (inclusive of taxes)</p> <p>Marks –</p>	<p>Copy of Work Order(s) and Completion Certificates from the client;</p> <p>OR</p> <p>Copy of Work Order(s) and Self Certificate of Completion certified by the Authorised Signatory or the Company Secretary;</p> <p>OR</p> <p>Copy of Work Order and Phase Completion Certificate from the client;</p>	15

#	Criteria	Criteria Details	Documentary Evidence	Maximum Marks Allotted
		<p>(Maximum 2 citation to be submitted by the bidder)</p> <p>a. 7.5 marks for each citation (for value => 1.25 crores)</p> <p>b. If the value of the projects is over one crore but less than 1.25 crores then 5 marks for each citation shall be provided.</p>	<p>OR</p> <p>Copy of client certificate as documentary proof for the stated criteria and implementation status;</p>	
2.	Digital Media	The bidder should have experience of successfully implementing and executing 2 (two) large projects in developing and implementing Information, Education and communication strategy through digital media, including social media where the value of projects	<p>Copy of Work Order(s) and Completion Certificates from the client;</p> <p>OR</p> <p>Copy of Work Order(s) and Self Certificate of Completion certified</p>	15

#	Criteria	Criteria Details	Documentary Evidence	Maximum Marks Allotted
		<p>completed or on-going should be above 20 lakhs (inclusive of taxes)</p> <p>Marks –</p> <p>(Maximum 2 citation to be submitted by the bidder)</p> <p>a. 7.5 marks for each citation (for value > 20 lakhs)</p> <p>b. If the value of the projects is below 20 lakhs but more than 10 lakhs then 5 marks for each citation</p>	<p>by the Authorised Signatory or the Company Secretary;</p> <p>OR</p> <p>Copy of Work Order and Phase Completion Certificate from the client;</p> <p>OR</p> <p>Copy of client certificate as documentary proof for the stated criteria and implementation status;</p>	
3.	Public Relations	The bidder should have experience of successfully implementing and executing 2 (two) large projects in developing and implementing PR strategy and media management,	<p>Copy of Work Order(s) and Completion Certificates from the client;</p> <p>OR</p>	10

#	Criteria	Criteria Details	Documentary Evidence	Maximum Marks Allotted
		<p>where the value of projects completed or on-going should be above 40 lakhs (inclusive of taxes)</p> <p>Marks –</p> <p>(Maximum 2 citation to be submitted by the bidder)</p> <p>a. 5 marks for each citation (for value > 40 lakhs)</p> <p>b. If the value of the projects is below 40 lakhs but more than 20 lakhs then 3 marks for each citation</p>	<p>Copy of Work Order(s) and Self Certificate of Completion certified by the Authorised Signatory or the Company Secretary;</p> <p>OR</p> <p>Copy of Work Order and Phase Completion Certificate from the client;</p> <p>OR</p> <p>Copy of client certificate as documentary proof for the stated criteria and implementation status;</p>	