



Surat Smart City Development Limited

ADDENDUM AND CORRIGENDUM-1

RFP No.: SSCDL-DigitalMediaAgency-RFP-03-2017

The Bidders are requested to take note of the following changes made in the RFP document, which are to be taken in to account while submitting the RFP. They shall be presumed to have done so and submitted the RFP accordingly.

- This Addendum and Corrigendum shall be the part of the RFP documents.
- Content specified in this Addendum and Corrigendum supersede relevant content to that effect as provided in the original RFP documents. All other specifications, terms and conditions of the original RFP document shall remain unchanged.
- The queries raised and given by bidders, but the clarifications are not made in this Addendum and Corrigendum shall be considered to remain unchanged as per the terms and conditions mentioned in the original RFP documents.
- Bidders shall read and consider following points, which shall be a part of the RFP documents.

Highlighted Color	What does it indicate?
No highlight	Indicates content as per original RFP document
Highlighted in Blue	Indicates amendment as per this Addendum and Corrigendum-1



I. Changes with respect to RFP Schedule

Please note that with respect to tendering schedules, the following changes have been effected. Bidders are requested to take note of the same and adhere to the dates specified hereunder with regards to Price Bid Submission and Technical Bid Submission:

Particular	Current Dates	Proposed Dates
Price Bid Submission	To be submitted online only on https://smc.nprocure.com on or before 30/03/2017 up to 18:00 hrs.	To be submitted online only on https://smc.nprocure.com on or before 03/04/2017 up to 18:00 hrs.
Technical Bid Submission (in Hard Copy) Filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.	In sealed envelope strictly by RPAD/Postal Speed Post on or before 03/04/2017 up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.	In sealed envelope strictly by RPAD/Postal Speed Post on or before 07/04/2017 up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.

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II. Other Changes

Sr. No.	Tender Reference	Existing Clause		Amended / New Clause			
		#	Criteria	Marks	#	Criteria	Marks
1	6.2 Technical Evaluation Parameters, Page 48	Bidder's Experience [Total – 65 marks]		Bidder's Experience [Total – 65 marks]			
		1.	Relevant experience in Digital Marketing for - Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1st project – 15 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 4) – 2.5 marks each	35 marks	1.	Relevant experience in Digital Marketing for - Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1st project – 15 marks ▶ 2nd & 3rd project – 5 marks each ▶ Every Additional project (max 4) – 2.5 marks each	35 marks
		2.	Relevant experience in Digital Marketing for - Private Sector clients in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1st & 2nd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each	15 marks	2.	Relevant experience in Digital Marketing for - Private Sector clients in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1 st project – 10 marks ▶ Every Additional project (max 2) – 2.5 marks each	15 marks
		3.	Experience of handling campaigns covering designing, production of creatives / commercials for traditional media (Print/TV/Radio etc) in the last 5 years with value of project greater than Rs. 50 lakhs ▶ 1st & 2nd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each	15 marks	3.	Experience of handling campaigns covering designing, production of creatives / commercials for traditional media (Print/TV/Radio etc) AND/OR experience in traditional/digital media buying in the last 5 years with value of project greater than Rs. 50 lakhs ▶ 1st & 2nd project – 5 marks each ▶ Every Additional project (max 2) – 2.5 marks each	15 marks
		Note: - Value of project must be for contract value of the services that are similar to present scope and excludes software licensing,		Note:			

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	<p>hardware, webcasting and other infrastructure costs.</p> <ul style="list-style-type: none"> - For computing the project value, single work order will be considered. - Bidder must provide the experience statement as per Annexure-1 (Form-1.5) for every project for Point-1 and 2 above and as per Annexure-1 (Form-1.11) for every project for Point-3 above. - The firm must submit, with each of above mentioned forms for individual projects, the documentary evidences (such as letter of award/PO, contract copy or letter of completion from client) regarding fulfillment of above criteria for Bidder's Experience. - Invoice from the agency will not be considered as a documentary evidence regarding fulfillment of above criteria for Bidder's Experience. 	<ul style="list-style-type: none"> - Value of project must be for contract value of the services that are similar to present scope and excludes software licensing, hardware, webcasting and other infrastructure costs. - For computing the project value, single work order will be considered. If multiple work orders belong to same project, the aggregate value will be considered for computation of project value. - Bidder must provide the experience statement as per Annexure-1 (Form-1.5) for every project for Point-1 and 2 above and as per Annexure-1 (Form-1.11) for every project for Point-3 above. - The firm must submit, with each of above mentioned forms for individual projects, the documentary evidences (such as letter of award/PO, contract copy or letter of completion from client) regarding fulfillment of above criteria for Bidder's Experience. - Invoice from the agency will not be considered as a documentary evidence regarding fulfillment of above criteria for Bidder's Experience. 																																				
	Bidder's Approach & Methodology [Total - 15 Marks]	Bidder's Approach & Methodology [Total - 15 Marks]																																				
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	<p>Note: Appendix 1- Form 1.6- 'Project execution Methodology' to be submitted for "Bidder's Approach & Methodology". Word document (Form 1.6) has to be submitted along with Technical Proposal. The Presentation has to be presented to SMC appointed panel post Technical qualification, date for which will be intimated later.</p>	<p>Note: Appendix 1- Form 1.6- 'Project execution Methodology' to be submitted for "Bidder's Approach & Methodology". Word document (Form 1.6) has to be submitted along with Technical Proposal. The Presentation has to be presented to SMC appointed panel post</p>																																				
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	<table border="1"> <tr> <td>10.</td> <td>Brand Strategist & Leader</td> <td>5 marks</td> </tr> <tr> <td>11.</td> <td>Social Media Expert</td> <td>3.5 marks</td> </tr> </table>	10.	Brand Strategist & Leader	5 marks	11.	Social Media Expert	3.5 marks																															
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		12. Engagement Expert	3.5 marks	Technical qualification, date for which will be intimated later.	
		13. Design & Creative Expert (3 marks each)	6 marks	Bidder's Personnel [Total - 20 Marks]	
		14. Analyst	2 marks	10. Brand Strategist & Leader	5 marks
		Note: The firm must submit the profiles in the specified format along with the necessary qualification & experience certificates for each resume submitted.		11. Digital Media Expert	3.5 marks
				12. Engagement Expert	3.5 marks
				13. Design & Creative Expert (5 marks each)	6 marks
				14. Analyst	2 marks
				Note: The firm must submit the profiles in the specified format along with the necessary qualification & experience certificates for each resume submitted.	