

Government of Odisha
Information & Public Relations Department
Loka Sampark Bhawan, Bhubaneswar

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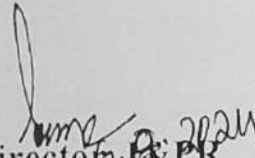
Corrigendum Notice

File No. PT1-IPR-IMU-0003-2024 11348 / I&PR, BBSR, dated: 06/09/2024

A few modifications are incorporated in the RFP No-10163 Dt-16/08/2024 published by I&PR Department on Dt.-17/08/2024 in The Samaj, The Sambad, The Dharitri, The Times of India, The Hindustan Times and The Hindu.

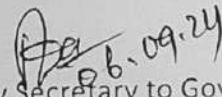
- a) The last date for receipt of sealed proposals is dt. **17.09.2024** by **05.00 P.M.** instead of the previously notified date i.e. 06.09.2024.
- b) The revised schedule for opening of the proposal is dt. **19.09.2024** at **11.30 A.M.**

The intending bidders may visit <https://inpr.odisha.gov.in> for the details.


Director, I & PR

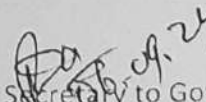
Memo No. 11349 / IPR., BBSR, Dated 06/09/2024

Copy forwarded to the OSD to Principal Secretary to Govt., I & PR/Sr. P.S. to Director I & PR and Director (Technical) for kind information of the Principal Secretary to Govt. / the Director, I & PR and Director (Technical) respectively.


Deputy Secretary to Government

Memo No. 11350, Date 06/09/2024

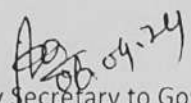
Copy forwarded to the System Analyst (I/C) for information and necessary action. He is requested to take appropriate steps for uploading the Corrigendum in the website of Information & Public Relations Department www.inpr.odisha.gov.in/website of Govt. of Odisha <http://www.odisha.gov.in>.


Deputy Secretary to Government

P.T.O.

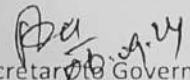
Memo No 11351, Date 06/09/2024

Copy forwarded to the System Analyst/State Portal, Secretariat for information and necessary action. They are requested to hoist the Corrigendum in the State Govt. Portal.


Deputy Secretary to Government

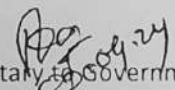
Memo No 11352, Date 06/09/2024

Copy forwarded to the Joint Director (Advertisement Section) for information and necessary action. He is requested to publish the Corrigendum Notice in The Samaj, The Sambad, The Dharitri, The Times of India, The Hindustan Times and The Hindu (All India Edition) on dt. 07.08.2024.


Deputy Secretary to Government

Memo No 11353, Date 06/09/2024

Copy forwarded to the Superintendent, Issue Section for information and necessary action. He is requested to display the Corrigendum Notice in the Notice Board of this Department.


Deputy Secretary to Government

Amended Paras of the RFP

After discussion with the prospective bidders in the pre-bid meeting held on 27/08/2024 following provisions/clauses of the RFP No-10163, dated 16/08/2024 of I&PR Department are modified as here under.

1. At point no-iii (Content Creation) of Sl. no-2 (**SCOPE OF WORK**) -f- **Social Media at page no-15** "Writing copies for social media posts (in Hindi and English)" may be read as "Writing copies for social media posts (in Odia, English and Hindi).
2. Web designer & developer (2) to design & develop web site & online media platforms, software on profile side along with narration at eligibility and experience side of SL. No-6 (**RESOURCE ELIGIBILITY AND EXPERIENCE**) is deleted. The text relating to web designer & developer (2) under Resource eligibility and experience at page-23 of the document is deleted.
3. The paragraph marked under * at SL. No-6 (**RESOURCE ELIGIBILITY AND EXPERIENCE**), **page No-23** may be read as follows.

"The resume of all proposed resources need to be attached in the technical bid. Proficiency in respective language for content writing in Odia, English and Hindi has to be ensured. The final deployment of resources will only happen after they are personally interviewed by the DIPR for fitment. The DIPR will provide space for the upcoming work station. In eventual constraint of space option will be open for the Agency to take space on rent as far as practicable in the vicinity of Loka Sampark Bhawan, Bhubaneswar, the cost of which will be reimbursed after proper certification. The agency must ensure that the onsite deployed resources have their own technology supplies of laptop and other necessary equipment to perform day-to-day tasks. The proposed team should not be ordinarily changed during the execution of the project. Replacement as permitted is to be made with another resource of similar educational & professional credentials.

4. Note-2 of page no-24 may be read as:

On occasion of any visit of the Hon'ble Chief Minister of Odisha, the members of PR team (maximum of 3 members, including 1 photo/videographer) will be required to travel a day in advance to cover the

visit. The agency will be required to do at least 1 curtain raiser and 1 follow-up story and ensure its publication in major regional and national media. The PR team as indicated above will have to be the part of the Hon'ble Chief Minister's entourage in the latter's field tour as & when it becomes necessary. The admissible expenses for any such travel (to be approved by the DIPR in advance) will be reimbursed as per the actual expenditure incurred by the PR team.

5. Second paragraph of Sl. No-7 (**TECHNICAL EVALUATION CRITERIA**) at page no-25 may be read as: Execution of projects in the field of PR or social media handling of the duration of 1 year + at a value of INR 1 crore + per project, in the last 5 years with the state or central government/state department / PSUs. Scope to include content writing, executing PR and communications strategy, PR coverage, press meets, publishing media articles and editorials, media management and reporting and social media management.

Marking:

1 project: 5 marks (up to a maximum of 10 marks for 2 projects)

Documentary evidence:

- loa / agreement/contract/work order, duly certified by the authorized signatory of the bidding company.
- supporting literature, creative, public pages to validate the work credential.

6. Point no-1 of sl. no-8 (**ELIGIBILITY CRITERIA OF AGENCY (BIDDER)**) at page no-27 may be read as:

Bidder should have been a registered/ legally valid company under the Indian companies Act or registered individual/proprietorship firm/ partnership firm with minimum 5 years of existence as on the day of the submission of bid. **No consortium is allowed.**

7. Page No-28 point no-3 of Sl. No-8 (**ELIGIBILITY CRITERIA OF AGENCY (BIDDER)**) is deleted.
8. The word labour is deleted from Sl. No - 9.1 Preliminary scrutiny (1st Stage) at page no-29.

9. Page no-35 (**Replacement of Key Personnel**) may be read as: The Professionals and Support Staff to be deployed under this contract must be dedicated in nature. No replacement of resources is allowed within the lock in period of 1 Year from the date of effect of the contract unless the client i.e. the Dept. of I & PR specifically asks for replacement of any resource. In the event of the latter the dept.'s final decision will be binding upon the agency contracted with. Further the substitution arising out of death or medical incapacity which is really beyond the control of bidder will be acceptable to the client. The Client also reserves the right to request the Agency to replace the deployed key personnel if they are not performing at a level of satisfaction of the Client. After notification, the Agency will provide CV of appropriate candidates within Fifteen (15) days for review and approval. The Agency must replace the personnel within **forty-five (45) working days** from the date of notice for replacement. If one or more key personnel become unavailable / leave the project for any reason midway under the contract, the Agency must notify the Client at least fourteen (14) days in advance, and obtain the approval prior to making any substitution. In notifying the Client, the Agency shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of the substitute personnel in detail. Any proposed substitute shall have equivalent qualifications and experience, the papers of which must be submitted to the client within 15 days of departure of original professional. The Client reserves the right to examine / assess the new personnel proposed to be provided in replacement. Change in Resources within the lock in period without being allowed by the client will attract a penalty of 5% of the contract value (service charges) for first year over and above losing the proportional remuneration of the resources. Frequent change / Replacement of Resources from the Agency's side will lead to imposition of penalty by the Client as per the agreed terms and conditions of the contract subsequently termination of the contract. In case there is a gap in replacement of any resource and support staff, **exceeding forty-five 45 days**, no remuneration will be provided to anybody pertaining to that period.

10. Sl. No-10 A (J) under (**TERMS AND CONDITIONS**) at Page no-41 may be read as: The Bidder/Agency must have been registered with the concerned Government Authorities, i.e. Provident Fund Authorities, Employees State Insurance Corporation etc. and a copy of the registration should be submitted as part of bid.

11. The last but one paragraph of Sl. No-10 A under **(TERMS AND CONDITIONS)** at Page no-42 may be read as: Expenditure pertaining to manpower deployed in the process along with maintenance, cost of hardware, facility charges etc. will be borne by the agency.
12. Sl. No-13 (EMD) **(Earnest Money Deposit)** at page no-43 may be read as: Bid Security (E.M.D.): The tender document shall be accompanied by Earnest Money Deposit (EMD) of Rs 5,00,000/- (Five lakh) without which the tender shall be rejected. The Deposit of Earnest Money should be made available in favour of **DDO, Information and Public Relations Department** Government of Odisha, Bhubaneswar in the form of DD/FDR/Banker's Cheque / NSC / Postal Savings Pass Book in an envelope along with the sealed covers of "Technical" bid. The EMD will be forfeited, if they (a) withdraw or modify their bids/ violate the Terms and Conditions of the Tender documents during period of validity etc. (The EMD will be forfeited and the agency shall be suspended for the period of 3 years from participating in any tender of Government and PSU. (b) in case of a successful bidder, if the bidder fails to sign the contract in accordance with this tender document. EMD shall be forfeited. EMD of the successful bidder shall be retained till the agreement is signed and Performance Security is deposited. In regard to other bidders not having violated the tender terms and conditions the EMD will be returned after completion of the tender process. The EMD shall be exempted to MSME units/ start-ups as per the extant policy of appropriate govt.
13. Point no-9 of Sl. No-17 **(DOCUMENTS REQUIRED TO BE SUBMITTED)** at page no-45 may be read as: Copies of registration & validity under the Employees Provident Fund Act, 1952. & under the Employees State Insurance Act, 1984.
14. Following points are added to the Sl. No-10 of **(TERMS AND CONDITIONS)**

XXXIV. Software cost/ License Cost for News tracking and analysis shall be met by the I&PR Department. Any requirement and corresponding expenditure shall be made after taking prior approval from the competent authority of the I&PR Department.

XXXV. All the travel and any other unforeseen cost shall be met by the I & PR Department after verification of actual invoices/bills. For such expenditure prior approval from the competent authority of the I & PR Department is required.

15. In order to ensure quality in human resource Dept. of I&PR has benchmarked remuneration for the proposed resources.

Sl. No.	Item	Unit	No. of Resource
1.	Team Leader	Man-Month	Rs. 1,20,000/-
2.	Media Executive (4 no in Bhubaneswar)	Man-Month	Rs. 60,000/-
	Media Executive (1 in Delhi)	Man-Month	Rs. 100,000/-
3.	Content Writers-Hindi	Man-Month	Rs. 80,000/-
4.	Content Writers-English	Man-Month	Rs. 80,000/-
5.	Content Writers- Odia	Man-Month	Rs. 80,000/-
6.	Content Writers- Journal	Man-Month	Rs. 80,000/-
7.	Graphic Designer	Man-Month	Rs. 80,000/-
8.	Artist	Man-Month	Rs. 70,000/-
9.	Photographer	Man-Month	Rs. 50,000/-
10.	Cameraman (Videographer)	Man-Month	Rs. 50,000/-
11.	Video Editor	Man-Month	Rs. 70,000/-
12.	Social Media Executive	Man-Month	Rs. 60,000/-
13.	Trend Analyst	Man-Month	Rs. 80,000/-

16. SUMMARY OF FINANCIAL PROPOSAL at page no-57 may be read as:

Sl. No.	Name of the Position	Required resources (In number)	Remuneration per month per person(Amount in Figures & Words)	Total Remuneration per month (Amount in Figures & Words)	Total Remuneration per Year (Amount in Figures & Words)
1	Team Leader	01			
2	Media Executive	05			
3	Content Writers-Hindi	01			
4	Content Writers-English	02			
5	Content Writers-Odia	04			

6	Content Writer Journal	02			
7	Graphic Designer	02			
8	Artist	02			
9	Photographer	02			
10	Videographer	03			
11	Video Editor	02			
12	Social Media Executive	10			
13	Trend Analyst	02			
A. Total		38			
B. Service charge			1. Hardware handling charges @ Rs. _____ per month		
			2. Margin for handling the project @Rs. _____per month		
C. A+B in INR (per year)					
D. GST in INR			@18% of C		
E. GRAND TOTAL IN INR (per year)			(C + D)		