

Project Name: Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP), Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India

Title of Request for Proposal (RFP): Selection of Advocacy, Media and Event Management Agency under SANKALP

Amendment No.- 01

Dated: - 18.08.2020

- 1. Bid Reference No.:** - SD-22/24/2020/IC
2. Date of Publication / Notification: - 23/07/2020

Reference original RFP issued on 23rd July 2020, following amendments to the document are being made: -

Reference clause of RFP/ page no.	Existing (For)	As amended (Read as)
Last Date and Time for submission of online Proposals (Page 2)	24 th August,2020 till 1500 hours	7th September 2020 till 1500 hours
Date and Time for online opening of Technical proposals (Page 2)	25 th August,2020 at 1530 hours	8th September 2020 at 1530 hours
Technical Evaluation Criteria- Annexure-1 (Page- 21-22) Section- 5 (Terms of Reference) (Page - 58)	Sl no. III -Key Experts for Advocacy, Media Planning & Implementation under technical Evaluation Criteria: Proposed Team members who will work for SANKALP, along with Sl No. 4. Team Composition & Qualification Requirements for the Key Experts under TOR I. Minimum Key Experts for Advocacy, Media Planning and Implementation 3. Traditional Media Specialist (Print/ TV/ Radio etc.)- 1 no. 4. Social Media Specialist -2 nos. (to be deployed in MSDE)	Following amendments has been made in the no. of positions: 3. Traditional Media Specialist (Print/ TV/ Radio etc.)- 2 nos. (1 Specialist to be deployed in MSDE, Delhi office) 4. Social Media Specialist - 1 no. (to be deployed in MSDE, Delhi Office) Kindly refer Annexure 1 for amended requirement of desired Qualification and Work Experience of Key Experts for Advocacy, Media Planning and Implementation under Technical Evaluation Criteria and TOR

Form Fin-4 (Page 41)	Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities	Refer amended FORM Fin-4 at Annexure 2
	Sl no. 8-Blog Burst through 10 well- known Bloggers	The referred line item has been removed
	Sl no. 12- Creatives for Digital Films- cost per minute	Sl no.12- Creatives for Digital Films, Standard Animated films (2-5 minutes) - Cost per minute
	Sl. no. 14-Support in making videos Viral	The referred line item has been removed
	E-Newsletter (content and design)	E-Newsletter (content and design) – per unit (Up to 12 pages)
	Emailer and other digital media assets	Emailer and other digital media assets – Per Unit
Form Fin-5 (Page 43)	Financial Proposal Format of Event Management and Training Management fees (Fixed Cost per Event)	The amended Form Fin-5 may be referred at Annexure 3
Form Fin-6 (Page 44)	List of various services/ Items to be provided by Event Management Agency (Rate Card for Event / Workshop Services)- Variable Cost to be paid on Actual Basis which should not be more than rates defined here	
	Sl no. III- 4. Distribution of Invitation- Local Sl. No. III-5. Distribution of invitation – Outstation	The referred line item has been removed
	Sl. No. V-10. Platform for LED Wall- Each	Sl. No. V-10. Platform for LED Wall- Per SQFT
	Sl No. VI- 3. Black Cloth Masking on Wooden Frame- Each	Sl No. VI- 3. Black Cloth Masking on Wooden Frame- Per SQFT
	Sl. No. IX-5. Minibus	Sl no. IX-5. Minibus - 8 hrs/80 kms Sl no. IX- 6. Minibus- 4 hrs/40kms
Section- 5 (Terms of Reference) Scope of Services, Tasks (Components) And Expected Deliverables:	Social Media: Engagement of social media on skilling campaigns: • Twitter, Facebook, YouTube, Instagram etc. The agency should deploy social media.	Social Media: Engagement of social media on skilling campaigns: • Twitter, Facebook, YouTube, Instagram etc. The agency should deploy social media.

(Page – 52)	<ul style="list-style-type: none"> • Creation and management of dedicated YouTube channel, Twitter, Facebook and Instagram page/ account for SANKALP programme of MSDE and upload contents as when provided by the MSDE. • Day to day management of Social Media platform of SANKALP and supporting content with MSDE, NSDC, SSCs and other agencies • Following content protocol in consistence with MSDE and other central and state government agencies • Documentation and reporting, on regular basis 	<ul style="list-style-type: none"> • Creation and management of YouTube, Twitter, Facebook and Instagram page/account/content for SANKALP programme of MSDE and upload posts as and when provided by MSDE. • Day to day management of social media platforms and support with content creation duly approved by MSDE • Development of content for blogs etc. • Following content protocol in consistence with MSDE and other central and state government agencies • Documentation and reporting, on regular basis
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The above amendments along with annexures attached hereto are integral part of the original RFP and shall be applicable to all relevant sections of the referred RFP. Kindly prepare and submit your technical and financial proposals accordingly.

Annexure 1

SI No.	Proposed Team members who will work for SANKALP-	25
III.	Key Experts for Advocacy, Media Planning & Implementation	15
3a.	<p>Project Manager/ Team Lead – Media and Event (1)– Post Graduate in Mass communication/ Social work/ MBA or equivalent with 15 years’ / or graduate or equivalent with 20 years of experience proven track record of liasoning / client management, designing, production and execution of mass multi media campaigns and workshops management for Govt. organization/ PSU. leader in preparing and implementing national-level strategic, media and social communications campaigns that hinge on behavioral and attitudinal transformation; familiarity with Skill, social sector; strong demonstrated Media and Event handling capacity.</p> <p>Education = 2 marks (PG/G = 1 marks) Relevant Work Experience = 3 marks</p>	5
3b.	<p>Creative Director (1) - Post Graduate in Commercial Art / Mass communication/ Social work/ MBA or equivalent at least 10 years’ / or graduate or equivalent with 15 years of experience of relevant work experience in heading creative department for advertising / media and communications with demonstrated experience in devising communication campaigns</p> <p>Education = 1 Mark (PG/G = 1 mark) Relevant Work Experience = 2 marks</p>	3
3c.	<p>Traditional Media Specialist (Print/ TV/ Radio etc.) -2 nos. (1 specialist to be deployed in MSDE, Delhi office) – Post Graduate in Mass communication/ Social work/ MBA/ marketing/ journalism or equivalent with at least 5 years’ of relevant experience / or graduate or equivalent with 8 years of experience of Mass Media Management for govt. and non-govt. sector.</p> <p>Education = 0.5 Mark (PG/G=0.5 mark) Relevant Work Experience = 1.5 Marks 2 marks for each CV</p>	4
3d.	<p>Social Media Specialist -1 no. (to be deployed in MSDE, Delhi office) (1) - Post Graduate in Mass Media Communication/ MBA in marketing/ journalism or equivalent with at least 3 years’ of relevant experience / or graduate or equivalent with 5 years of experience with knowledge of social media/ media analytics in designing and managing digital media solutions and campaigns for social causes. Education = 1 mark (PG/G = 1 mark) Relevant Work Experience = 2 Marks</p>	3

Annexure 2**FORM FIN-4****Fixed Fee Rate Card for Items/ Services for Implementation, Management and Documentation of Communication and Outreach Activities**

Sl. No.	Type /Item/ Services	Unit Measurement	Unit Cost (Rs.)
1	Translation, Type-setting and proof reading and checking	(Cost per 500 words)	
2	Design Artwork - Press Ads / Magazines / Strip Ads	(Cost per artwork)	
3	Design Artwork - Hoarding/ Bus Shelters/Metro Panel Flex/ Banner / Digital Signage etc.	(Cost per artwork)	
4	Annual Report/booklet (Page with text/picture) Page Size- A4	(Cost per page)	
5	Brochure/Flyer (with design and picture – A4) (1 - 8 pages)	(Cost per page)	
6	Creatives for Twitter, YouTube, Facebook etc./ Any Other	(Cost per banner)	
7	Internet Banner / Emailer and other digital media assets etc.	(Cost per banner/E mail)	
8	Content for Bulk SMSs	(Cost per SMS)	
9	Phone/Desktop/Laptop Screen Savers	(Cost for Design)	
10	Creatives for Digital Films - Standard Animated films (2-5 minutes)	(Cost per minute)	
11	Creatives for Radio Jingle	(Cost per 10 second)	
12	Miscellaneous: Invitation card, season greeting, T-Shirt design, badge, balloon, direct mailer, CD cover etc. (A5)	(Cost per page/sheet)	
13	Online banner/Emailer and other digital media assets Size – A5	(Cost per banner/E mail)	
14	Dissemination of press release, as required	(Cost per state/ per month)	
15	Tracking and recording of electronic news coverage	(Cost per half an hour)	
16	E-Newsletter (content and design)	Per unit (up to 12 pages)	
17	E-book/E-brochure	A5 size – 8 sides	
18	Emailer and other digital media assets	Per unit	
19	Social Media Posts (creative design)	1000 x 1000 pixels	
		Total	

Total: = _____ Total amount in Rupees

Amount in words:

FORM FIN – 5

Financial Proposal Format of Event Management and Training Management fees (Fixed Cost per Event)

Sl. No.	Event Category based on number of participants	Assured number of team members during the event	Management Fee for 1 Day event	Management Fee for 2 Days event	Management Fee for 3 Days event	Management Fee for 4 Days event	Management Fee for 5 Days event	Management Fee each extra day beyond 5 days event
			Amount (in INR)					
1	Small- Upto 40 participants	2						
2	Medium- 41-70 participants	3						
3	Large- 71-100 participants	4						
4	Special Events- 101 and above participants	4						
5	Virtual Events/ Workshop	–						
Gross total of all above columns and rows								