

Request for Proposal

Selection of Creative cum Media Agency for MyGov

Corrigendum I

**Ministry of Electronics & Information Technology,
Government of India**

Ref: Ref No. 2(1)/2016-MyGov (Vol. I)

Date: 06/04/2017

Volume I

1.1 FACT SHEET

SNo.	Details
3	Earnest Money Deposit of amount Rs. 10,00,000 (INR Ten Lakhs Only) by Demand Draft in favour of “MEDIA LAB ASIA-MYGOV” and payable at New Delhi from any of the nationalized/ scheduled commercial Bank OR Bank Guarantee as mentioned in Annexure 2, Clause 7.6

Stands amended as

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3	Earnest Money Deposit of amount Rs. 10,00,000 (INR Ten Lakhs Only) by Demand Draft in favour of “MEDIA LAB ASIA-MYGOV” and payable at New Delhi from any of the nationalized/ scheduled commercial Bank OR Bank Guarantee as mentioned in Annexure 2, Clause 7.6 OR In case Bidder is Micro or Small Enterprise registered with District Industries Centers or National Small Industries Corporation or any other body specified by Ministry of Micro, Small and Medium Enterprises, shall be exempted from submitting EMD subject to submission of valid certificate of MSME relevant to the current scope of work. Indian Central Public Sector Undertakings / Enterprises shall also be exempted from submitting EMD subject to submission of required declaration in this regard. If the MSME/ Indian Central Public Sector Undertakings / Enterprises Bidder does not provide the appropriate

SNo.	Details
	documentary proof or any evidence to substantiate the above, then the bid shall be summarily rejected"

1.2 Clause 3.4.2, Demonstration of Proof of Concept

Details for Demonstration of Proof of Concept:

Title: Three year of MyGov

Problem Statement: Create a 360 degree media and promotions campaign on 'Three year of MyGov'

Campaign duration: 1 week

Campaign budget: INR 5 Crore

Stands amended as

Title: Three year of MyGov

Problem Statement: Create a 360 degree media and promotions campaign on 'Three year of MyGov'

Campaign duration: 1 Month

Campaign budget: INR 15 Crore

1.3 Pre-Qualification Criteria

#	Parameter	Pre-qualification criteria Description	Evidence Required
6.	Experience of handling Large Size Campaign/Event for GoI/PSU/State Government	The bidder must have executed minimum 1 project costing not less than Rs. 1500/- Lakhs and 3 projects costing not less than 1000.00 Lakhs for Government of India/Corporates in last 5 years.	Copy of work order + Completion Certificates from the client with reference of the client; OR Work Order + Self Certificate of Completion (Certified by CS/independent auditor of the bidding entity)

8.	Production Capability	The bidder must have in-house MICE, Digital, Creative, Design and Event Production capabilities	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory
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Stand amended as

#	Parameter	Pre-qualification criteria Description	Evidence Required
6.	Experience of handling Large Size Campaign/Event for GoI/PSU/State Government	The bidder must have executed minimum 1 project costing not less than Rs. 1500/- Lakhs and 3 projects costing not less than 1000.00 Lakhs for Government of India/Corporates in last 5 years.	Copy of work order + Completion Certificates from the client with reference of the client; OR Work Order + Self Certificate of Completion (Certified by CS/independent auditor of the bidding entity) OR In case same client with multiple works assigned, the bidding agency can share a Letter from the client indicating the execution of multiple project with break up of each project undertaken or multiple work orders from the client with the total value.
8.	Production Capability	The bidder must have in-house Digital, Creative, Design and Event Production capabilities	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized signatory

1.4 Clause 8.8 Commercial Format

B-Manpower Cost

Stands Deleted

1.5 Clause 4.1, Overall Scope of Work

1. Important:

iii. All the media release shall happen either through selected agency's own or sub-contracted 'production- cum- release- houses', or shall be done through Government appointed agency. MyGov reserves the right for the final selection of 'production-cum –release- houses'. Radio and TVC production shall be done by external agency, however selected agency shall support in the media planning and end to end support till the release of the production. MyGov reserves the right to choose the external production agency from Government empanelled agencies for getting the creatives produced.

Stands Amended as

1. Important:

iii. All the media release shall happen either through selected agency's own 'production- cum-release- houses'(through appropriate price discovery), or shall be done through Government appointed agency. MyGov reserves the right for the final selection of 'production-cum –release- houses'. Radio and TVC production shall be done by external agency or the selected agency (through appropriate price discovery), however selected agency shall support in the media planning and end to end support till the release of the production. MyGov reserves the right to choose the external production from Government empaneled agencies or through the selected agency (through appropriate price discovery) for getting the creatives produced.

1.6 Clause 4.1, Overall Scope of Work

Stands added

m. The selected agency will be responsible for all internal and external PR activity.

1.7 Clause 4.2, Detailed Scope of Work

Stands added

4.2.14 PR strategy, plan and activity

The shortlisted agency will look after the PR activity of MyGov and ensure that MyGov vision and objectives are disseminated among the stakeholders. The Key activities that the selected agency has to undertake under the given PR role are:-

- Share Annual PR strategy Report for MyGov
- Create Internal and external PR strategy for MyGov
- Handle Internal and external PR role for MyGov.
- Handle Crisis management responsibility
- Research and Development of key resources linked to the PR activities
- Ensuring MyGov presence in events of National and International repute.
- Undertake all roles and responsibility under the ambit of PR exercise.

1.8 Clause 4.2.5, Digital Films

Promotional Campaign film (5-7 minute duration), User experience film (5-7 minute duration), and 3D/ 2D animation films (both 2-3 minute duration) can be extremely effectual for raising awareness, informing and educating the masses about various activities on MyGov. The selected agency will be responsible for conceptualizing, creating and producing the films under this engagement. The selected agency is not only responsible for quoting the cost for creating the script of such films but also for the production of it. All Films will be freshly shot for this engagement using professional photographers and further edited to make it ready for release. All graphics/animations/art work used must be developed ab initio by the selected agency for this scope activity.

Stands Amended

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1.9 Clause 8.8, Commercial Proposal

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
1.	Detailed Promotion and Media Strategy including the comprehensive media planning		NA	NA	
2.	Creatives for Print				
	Newspaper Ads				
	Strip Ad -32.9 cm (w) x 6 cm(h)		8		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years – ‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	Quarter Page Ad		8		
	Half Page Ad		4		
	Magazines				
	Articles (1-2 page)		16		
	International Magazine Articles (1-2 page)		2		
	International News Articles (1-2 page)		2		
	International Wire Copied Articles		2		
	Advertorials		8		
3.	Creatives for Radio				
	Radio Spot (40 second)- MyGov generic		4		
	Radio Spot (40 second)- Specific Topic		8		
	RJ Mention		8		
	Radio Sponsored Program (10 episodes of 15 min. each) in 18 languages		10 episodes in 18 languages		
4.	Creatives for Television				
	Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		4		
	Talk Shows/ Half Hour Special Sponsored Features		4		
	Support for Product Placement in popular TV shows		2		
5.	Creatives for Digital Films				
	Promotional Campaign Film (5-7 mins duration)		4		
	User Experience Film (5-7 mins duration)		8		
	3D Animation Film (2-3 minute duration)		4		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years – ‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	2D Animation Film (2-3 minute duration)		4		
6.	Creative for Cinema Ads (60 second Ad- adaptable version of the TVC including regional languages)		4		
7.	Creatives for New Media				
	Creatives for Twitter, YouTube, Facebook etc./ Any Other		24		
	Support in making videos Viral		8		
	Creation of IVRS Prompts of 1 minute		12		
	Social Media Management for 2 years				
	Internet Banner		8		
	Web Scroll		8		
	Blog Burst through 10 well- known Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years)		30 blogs		
	Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language)		24		
	Content for Bulk SMSs		48		
	MyGov Jingle Ring Tone		1 with 4 adaptations		
	Phone/Desktop/Laptop Screen Savers		16		
	Mobile Ads		a. Video Adds - 4 b. Static Ads - 8		
			c.		
8.	Creatives for Outdoor Media (OOH)				
	Hoarding		2		
	Poster		24		
	Bus Panel		Adaptation of poster		

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	Bus Shelter		Adaptation of poster		
	Metro Panel		Adaptation of poster		
	Train Panel		Adaptation of poster		
	Digital Signage		Adaptation of poster		
	Wall Painting		4		
9.	Podcast (in two languages – Hindi and English)		104		
10.	Merchandise (MyGov Branding)				
	Creatives for Aspirational merchandise (over a period of 2 years)		50		
	Bags		4		
	Booklet- (Coffee table/ Pocket Book/ Report)		4		
	Brochure- (6/8/10 Page)		2		
	Pen		2		
	Penholder		2		
	Coffee Mug		4		
	Key Chain		2		
	Pen Drive		1		
	Card Holder		2		
	Notepad		2		
	Calendar		2		
	Diary		2		
	Memento		2		
	Cloth Folder		2		
	T-Shirt		4		
	Cap		4		

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	Certificate/Pamphlet/Leaflet		1		
	CDs/DVDs		2		
11.	Event Management (end to end organization and management of Workshops/ Seminars/ Conferences/ PR activities) for 4 events				
12.	Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city		400 pictures in two years		
Grand Total					

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	Penholder		2		
	Coffee Mug		4		
	Key Chain		2		
	Pen Drive		1		
	Card Holder		2		
	Notepad		2		
	Calendar		2		
	Diary		2		
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	T-Shirt		4		
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	Certificate/Pamphlet/Leaflet		1		
	CDs/DVDs		2		
11.	Event Management (end to end organization and management of Workshops/ Seminars/ Conferences/ PR activities) for 4 events				
12.	Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city		400 pictures in two years		
13.	Translation of scripts to any regional Language. Upto 500 Words		NA	NA	
14.	Dubbing of content into regional language. Upto 1 Minute of dubbing		NA	NA	
Grand Total					