

### Corrigendum No. 1

#### **Appointment of an Agency for providing Public Relations and Media Coordination support to Maharashtra Tourism**

Please find below table highlighting the revision in the original clauses of the RFP based on the Queries received from the Participating Bidders

S.N	Clause Reference	Original Clause	Revised Clause
1	Section 2.12 Earnest Money Deposit (EMD); Page 14	2. Unsuccessful bidder's EMD will be returned within 90 days from the date of opening of the financial bid. The Bid Security, for the amount mentioned above, of the successful bidder would be returned upon submission of Performance Bank Guarantee for an amount equal to 10% of Total Contract Value in the format provided in <b>Error! Reference source not found.</b> of the RFP.	2. Unsuccessful bidder's EMD will be returned <b>within 60 days</b> from the date of opening of the financial bid. The Bid Security, for the amount mentioned above, of the successful bidder would be returned upon submission of Performance Bank Guarantee for an amount equal to 10% of Total Contract Value in the format provided in <b>Error! Reference source not found.</b> of the RFP.
2	Section 2.25 Pre-Qualification Criteria; Page 18	PQ2- Presence PQ3- Financial Capacity	Kindly refer to "Annexure A" for revision in pre-qualification criteria section
3	New Annexure	Not Applicable	Kindly refer "Annexure B" for the format for Letter of Undertaking for Office in Mumbai
4		Clarifications for Queries Received in Pre-Bid	Refer "Annexure C" for the clarifications for queries received during Pre-bid

## Annexure A – Revision in Section 2.25: Pre-Qualification Criteria

The below section highlights revisions in pre-qualification criteria of the RFP document.

S.No	Basic Requirements	Eligibility Criteria	Document to be submitted
PQ1	Legal Entity	An independent legal entity incorporated / registered in India such as partnership firm under The Partnership Act 1932, limited liability partnership (LLP) under LLP Act 2008, private limited company registered under Companies act 1956 or 2013, public limited company registered under Companies act 1956 or 2013, Government-owned Companies.	<ul style="list-style-type: none"> <li>• Certificate of Incorporation / Registration / Partnership deed; and</li> <li>• GST Registration certificate issued by GSTN authorities; and</li> <li>• PAN Card.</li> </ul>
PQ2	Presence	The bidding agency should have a fully functioning office in Mumbai and a global presence either through its own offices or through partnerships or tie-ups with other agencies to effectively cover the important and potential identified markets overseas. The Agency must have its presence in the following markets, with the capability to cover other important markets: United States, Europe, China, South East Asia & Middle East. (Letter of consent from the partner/s should be attached).	<ul style="list-style-type: none"> <li>• A self-certification on the letterhead of the bidding agency listing the offices in Mumbai and across the globe, signed by the Authorized signatory</li> <li>• <b>In the absence of an existing fully functioning office in Mumbai, the bidder must submit an undertaking to set-up office in Mumbai on the letterhead of the firm signed by the authorized signatory as per the format provided in Annexure B, along with the bid submission.</b></li> <li>• Letter of consent from the partner/s</li> </ul>
PQ3	Financial Capacity	<ol style="list-style-type: none"> <li>1. The bidding agency must have attained following revenues from PR work for the last 3 (Three) financial years – <ul style="list-style-type: none"> <li>• Average Annual Turnover equivalent to <b>INR 2.5 Crore</b> or above from PR works</li> </ul> </li> <li>2. The bidder should also have a positive net worth for the last 3 (Three)</li> </ol>	<ul style="list-style-type: none"> <li>• Copy of the audited Balance Sheet and Profit &amp; Loss Statement of the company for the last 3 (Three) financial years</li> <li>• Certificate from the Statutory Auditor / Chartered Accountant clearly stating the average annual turnover,</li> </ul>

S.No	Basic Requirements	Eligibility Criteria	Document to be submitted
		financial years	and net worth, in the format provided in Section <b>Error! Reference source not found.</b>
PQ4	Experience	<p>The bidding agency must have been in operation for a minimum period of 5 years, as on 1st April 2020, in undertaking P.R. activities.</p> <p>Preference would be given to PR Agencies with experience in the fields of Tourism, Travel, and/or Hospitality.</p>	<ul style="list-style-type: none"> <li>A letter in the format provided in Section <b>Error! Reference source not found.</b>, signed by the Authorized Signatory of the Bidder and certified by the Statutory Auditor.</li> </ul>
PQ5	Blacklisting	The bidding agency should not be debarred/ blacklisted by any Central or State Government / PSU in India for failure to perform or deliver services as on date of submission of the Bid.	A self-certified letter in the format provided in Section <b>Error! Reference source not found.</b> , signed by the Authorized Signatory of the Bidder.
PQ6	EMD	The bidding agency should submit Earnest Money Deposit / Bid Security as specified in this RFP Document.	

**Annexure B – Format for Letter of Undertaking for Office in Mumbai**

<To be submitted on the Letterhead of the responding company >

To

The Director (Tourism)  
Directorate of Tourism, Government of Maharashtra  
Apeejay House, 4<sup>th</sup> Floor,  
3 Dinshaw Vacha Road,  
Churchgate, Mumbai-400020

Name of Work: Appointment of an Agency for providing Public Relations and Media Coordination support to Maharashtra Tourism

Tender No. :

Ref : Bid No: <No> Dated <DD/MM/YYYY>

Sir,

We \_\_\_\_\_, (name of the bidder) who are an established and reputed PR agency, having offices at \_\_\_\_\_ (addresses of the bidder) do hereby undertake to establish a fully functioning office within the jurisdiction of Mumbai (preferably within jurisdiction of Municipal Corporation of Greater Mumbai) within 15 days of award of work for the tender referenced above. We also undertake to assure the authority that the said office in Mumbai shall remain fully functional and operational in the duration of the contract with the Directorate of Tourism, Government of Maharashtra.

It is understood that failure to comply with this undertaking in any manner whatsoever, Directorate of Tourism, Government of Maharashtra shall have the right to reject my / our bid and forfeit the submitted Earnest Money Deposit (EMD), and if the bid has resulted in a contract, the contract is liable to be terminated without prejudice to any other right or remedy (including black listing or holiday listing) available to Directorate of Tourism, Government of Maharashtra.

Yours Sincerely,

For and on behalf of M/s \_\_\_\_\_ (Name of the bidder)

Signature:

Name of Authorized Signatory:

Date:

Place:

**Annexure C – Clarifications for Queries Received in Pre-Bid**

Sr. No.	Name of Company	Clause No.	Page No.	Content of RFP Requiring Clarification	Change Requested / Clarification Required	Remarks
1	Scenic Communicati on Pvt.				<p>We would like to request to be allowed to participate in the bid as we are fulfilling all the criteria.</p> <p>We are having a turnover of Rs.2.5 crores as against 5 crores as indicated in your RFP (Financial Capacity under the pre Qualification criteria-Section PQ3). Hence, would request you to kindly consider the same. We would certainly like to be considered in the bidding process.</p>	Kindly refer to "Corrigendum 1" for revised criteria
2	Ruder Finn				<p>We meet all the pre-requisites but would like to know if a South East Asia registered entity having its India registered entity under companies act 1956 participate in thid bid?</p> <p>We have global offices across United States, Europe, China, South East Asia &amp; Middle East. In India we have approximately 70 employees across Mumbai, Delhi, Bangalore, Chennai and Hyderabad.</p>	India entity should bid and comply with criteria
3	Nascent Info Technologies Pvt. Ltd.	2.25 Pre-Qualification Criteria	20	<p>The bidding agency should have a fully functioning office in Mumbai and a global presence either through its own offices or through partnerships or tie-ups with other agencies to effectively cover the important and potential identified markets overseas.</p> <p>The Agency must have its presence in the following markets, with the capability to cover other important markets: United States, Europe,</p>	<p>We request MTDC to allow bidders to submit an undertaking to setup an office in Mumbai and to produce consent letters from partners on award of work.</p>	<p>An undertaking to set-up office within 15 days of award of work should be submitted on the letterhead of the firm signed by the authorized signatory, as per Annexure C of the Corrigendum</p> <p>Consent letters to be submitted at the time of bid submission</p>

				China, South East Asia & Middle East. (Letter of consent from the partner/s should be attached).		
		2.25 Pre-Qualification Criteria	20	1. The bidding agency must have attained following revenues from PR work for the last 3 (Three) financial years –  <input type="checkbox"/> Average Annual Turnover equivalent to INR 5 Crore or above from PR works	We request MTDC to kindly reduce the turnover criteria to 2 Cr and also allow turnover from digital and social media promotions services. Requested Clause: 1. The bidding agency must have attained following revenues from PR work and digital, social media promotion services for the last 3 (Three) financial years – <input type="checkbox"/> Average Annual Turnover equivalent to INR 2 Crore or above from PR works	Kindly refer to "Corrigendum 1" for revised criteria
		2.25 Pre-Qualification Criteria	20	The bidding agency must have been in operation for a minimum period of 5 years, as on 1st April 2020, in undertaking P.R. activities.	We request MTDC to kindly amend this clause as below: The bidding agency must have been in operation for a minimum period of 5 years, as on 1st April 2020, in undertaking P.R., Digital Media Promotion activities.	As per RFP
		2.29. Technical Experience	22	TQ-1: Experience in Public relations and Media Management: .....	We request MTDC to kindly amend this clause as below: TQ-1: Experience in Digital and Social Media Promotion/Public relations and Media Management: .....	As per RFP
		2.29. Technical Experience	22	TQ-2: Experience in handling PR Accounts in the Tourism, Travel, and / or Hospitality sectors	We request MTDC to kindly amend this clause as below: TQ-2: Experience in handling Digital and Social Media/PR Accounts in the Tourism, Travel, and / or Hospitality sectors	As per RFP
		2.29. Technical Experience	22	TQ3-Experience of handling PR Accounts for any Government / PSU Client related to tourism such as civil aviation, transport, railway, culture, forest, environment etc.	We request MTDC to kindly amend this clause as below: TQ-3: Experience of handling Digital and Social Media Promotion and/or PR Accounts for any Government / PSU	As per RFP

				(within or outside India) (The decision of DOT on the relevance of the sector shall remain final)	Client related to tourism such as civil aviation, transport, railway, culture, forest, environment etc. (within or outside India) (The decision of DOT on the relevance of the sector shall remain final)	
		2.29. Technical Experience	22	TQ 4-Received National / International level award/s for PR Work from reputed organization/s	We request MTDC to kindly amend this clause as below:  TQ-4: Received National / International level award/s for Digital and Social Media Promotion and/ or PR Work from reputed organization/s	As per RFP
		2.29. Technical Experience	23	TQ5: Case studies of high impact PR Campaigns handled (to be substantiated with impact created) 2 marks each subject to maximum 10 marks	We request MTDC to kindly amend this clause as below:  TQ-4: Case studies of high impact Digital Marketing and/or PR Campaigns handled (to be substantiated with impact created) 2 marks each subject to maximum 10 marks	As per RFP
		2.25 Pre-Qualification Criteria	22	New	We request MTDC to please allow consortium bid where consortium members (max. 2 including lead partner) can jointly submit the credentials to be qualify and evaluated in the bid.	As per RFP
4	Rajkarne MediaWaves Pvt. Ltd.				Rajkarne Media Waves Pvt Ltd is an MSME registered company and in the business of media production from the last 20 years. MSME companies are exempted from EMD fees in bidding processes. The purpose of this mail is to understand whether MSME companies are exempted from this tender process also. I request you on behalf of my company to exempt MSME companies from	As per RFP

					paying EMD fees.	
5	PR Professional s Group	PQ3 (Financial Capacity)	19	1. The bidding agency must have attained following revenues from PR work for the last 3 (Three) financial years –Average Annual Turn over equivalent to INR 5 Crore or above from PR works 2. The bidder should also have a positive net worth for the last 3 (Three) financial years	Kindly consider the turnover from PR Activity	PR Activity is allowed
		TQ1 (Experience in Public Relations and Media Management)	21	Experience in Public relations and Media Management: <b>Description Marks Assigned</b> 5-7 years 5 >7-10 years 10 >10-15 years 15 >15 years	Kindly Consider the following:  4-5 years 5-7 years 8-10 years	As per RFP
		TQ2 (Experience in handling PR Accounts in the Tourism, Travel, and / or Hospitality sectors)	21	<b>Description Marks Assigned</b> 2 account 10 3-5 accounts 15 >5 accounts 20	Kindly consider the Govt./ PSU Experience as well.	PR experience in the specified sectors in Government / PSU and Private sector is allowed
6	Wizspk Communication PR Pvt. Ltd.				1. Number of years expected for the agency to be in existence: In the evaluation criteria agencies with experience of 5 years and more should get maximum marks. 2. The turnover of the agency: The minimum turnover eligibility should be relaxed to Rs 3 crores for the last three years, since the PR fees are largely	As per RFP  Kindly refer to "Corrigendum 1" for revised criteria



					restricted for younger agencies.	
7	ITW Consulting	1.11 (Pre – Qualification Criteria)	9	Last date (deadline) for Submission of bids – 09.11.2020	Would the Presentation be submitted along with the bid or will there be a separate date for submission of the Presentation?	The qualifying bidders will be called for Presentation after evaluation of the Pre-qualification criteria. The date, time and venue for the same shall be intimated later.
		2.12 (2) Earnest Money Deposit (EMD)	14	Unsuccessful bidder's EMD will be returned within 90 days from the date of opening of the financial bid. The Bid Security, for the amount mentioned above, of the successful bidder would be returned upon submission of Performance Bank Guarantee for an amount equal to 10% of Total Contract Value in the format provided in Annexure I - Performance Bank Guarantee of the RFP	We humbly request the DOT to reduce the period for return of EMD amount to "immediately on opening of the financial Bid in case the bid is rejected	Kindly refer to "Corrigendum 1" for revised criteria
		2.25 (Pre – Qualification Criteria)	20	PQ3 (2) (Financial Capability) The bidder should also have a positive net worth for the last 3 (Three) Financial years.	Is there a specific minimum amount of net worth that needs to be specified in the net worth certificate?	No specific amount required, as per RFP
		2.25 (Pre – Qualification Criteria)	20	PQ4 (Experience) The bidding agency must have been in operation for a minimum period of 5 years, As on 1st April 2020, in undertaking P.R. activities. Preference would be given to PR Agencies with experience in the fields of Tourism, Travel, and/or Hospitality.	We humbly request the DOT to clarify whether a company with a diverse profile, an integrated marketing agency which includes PR activities will be eligible to bid under this RFP.	Yes, it is eligible subject to complying with the criteria of the RFP
		2.29 (Technical Experience)	22 - 23	The Technical Experience table	We humbly request DOT to kindly reconsider the marking criteria for the technical experience to allow growing entities to have a fair opportunity for participation and selection process of	As per RFP

					the RFP. As per the current marking criteria, an emerging entity would not attain the required minimum marks to qualify even though they meet the required minimum eligibility criteria. Therefore, we kindly request you to reconsider the minimum Technical Experience Score.	
		2.33 (Award of Contract)	24	The work shall be awarded to the bidder whose commercial Offer shall be determined to be L1, the lowest evaluated valid offer.	Would DOT publish the bid value proposed by each bidder?	As per RFP, Government norms and established procedures
		2.34 (1) (Performance Bank Guarantee)	25	This Performance Bank Guarantee (hereinafter referred to as "PBG") will be for an amount equivalent to 10% of the total contract value.	We seek clarity from DOT whether the PBG is supposed to be 10% of the contract value for 1 year or the total contract value for all 3 years	For all 3 years
		2.36 (Payment Terms)	26	Payments shall be made promptly by the DOT within forty-five (45) days after submission of the invoice or claim by the Bidder, only after quality inspection and verification by the DOT's Official of the conformity of the Goods/ Products/ Services/ Solutions supplied as per the agreed terms	We request DOT to revise the payment timeline and reduce the number of days to 30 (thirty) days post submission of the invoice.	As per RFP
		5.2 (Technical Bid Cover Letter)	46	<b>CERTIFICATE AS TO AUTHORISED SIGNATORIES</b>  I _____, the Company Secretary of _____, certify that _____ who signed the above Bid is authorized to do so and bind the company by authority of its board/governing body.	We request DOT to kindly clarify, if a Director of the Company be the Signatory to the Certificate.	Director can sign with authorization of a board resolution.
		6.2.2 (Breakdown of Costs)	53 - 55	Breakdown of the costs basis per activity to be provided	We seek clarity from DOT whether a bidder can propose a monthly retainer fee by dividing the total cost or if the bidder has to follow the exact format provided in the RFP.	As per RFP

		8 (Format for CV of the Proposed Resources)	58- 61	<b>ANNEXURE II</b> (Team Composition, Format of CV for the proposed resources)	We request DOT to kindly reconsider the requirement for employing persons to work exclusively for the Services under this RFP. We assure the DOT that sufficient manpower will be provided as may be required for the project/services as is the industry practice and the services will remain unimpeded.	As per RFP
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