CORRIGENDUM TO REQUEST FOR PROPOSALS
(Selection of Communication Consultant for KSWMP)
Reference No.: IN-SUCM - 492670-CS-QCBS

Corrigendum 4

Last Date for Receipt of proposals is extended to 01 July 2025 (refer Corrigendum 1)

S. No.	RFP Reference	As per original RFP	Revisions in the RFP
1	21.1- Part A: Mandatory Criteria Sl. No. 1 Page No. 35, 36	The Consultant shall be a registered legal entity with experience as a communication consultant/ Creative advisory services firm and should have been in business for the last **8 years** (as on last date for submission of proposal).	The Consultant shall be a registered legal entity with experience as a communication consultant/ Creative advisory services firm and should have been in business for the last **8 years** (as on last date for submission of proposal). For JV, the lead partner should meet this requirement. The other JV Partners shall be a registered legal entity with experience in communication consultancy/ Creative advisory services firm (as on last date for submission of proposal).
2	21.1- Part A: Mandatory Criteria Sl. No. 3 Page No. 36	The average annual turnover of the company in any three of the last five financial years shall be at least INR 500 Lakhs. (FY 2023-2024, 2022-2023, FY 2021-2022, FY 2020-2021, FY 2019-2020)	The average annual turnover of the company in any three of the last five financial years shall be at least INR 250 Lakhs. (FY 2023-2024, 2022-2023, FY 2021-2022, FY 2020-2021, FY 2019-2020). For JV, all partners together shall meet this requirement. The lead partner should meet at least 50% of this requirement. Each of the other JV partners shall meet at least 25% of this requirement. A JV shall have maximum of 3 constituent firms.
3	21.1 Part B Evaluation Criteria Page No. 37	First FIVE **projects in the serial order (as per list in Tech-2B)** would be evaluated. Two projects considered for satisfaction of Mandatory criteria 2 will be evaluated here. The Consultant can submit three more projects for scoring, totalling to 5 projects.	First FIVE **projects in the serial order (as per list in Tech-2B)** would be evaluated. One project considered for satisfaction of Mandatory criteria 2 will be evaluated here. The Consultant can submit four more projects for scoring, totalling to 5 projects.

<table>
<tr><td></td><td>Note to Specific experience of the consultant (as a firm) relevant to the assignment: 30 Marks</td><td></td><td></td></tr>
<tr><td>4</td><td>Annexure 1 to SECTION-2
<u>APPLICATION OF EVALUATION CRITERIA (1)</u>

Page No. 42</td><td><u>APPLICATION OF EVALUATION CRITERIA (1)</u>

<table>
<tr><th>Sl. No.</th><th>Scoring for each project* meeting the requirement</th><th>Point Allocation Max. Score allocated for the Criteria (1)</th></tr>
<tr><td>1</td><td>
<table>
<tr><td></td><td colspan="3">Value of Works (in lakh rupees)</td></tr>
<tr><td></td><td>500 or above</td><td>200 or above up to 500</td><td>100 or above up to 200</td></tr>
<tr><td>Score</td><td>6</td><td>4</td><td>3</td></tr>
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First five projects in the serial order (as per list in Tech-2B) would be considered for evaluation. Only those projects with proof of successful completion shall be considered for evaluation. The consultant can submit details of three projects for evaluation in addition to the details of two projects considered for satisfaction of mandatory criteria.</td><td><u>APPLICATION OF EVALUATION CRITERIA (1)</u>

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<tr><td></td><td colspan="3">Value of Works (in lakh rupees)</td></tr>
<tr><td></td><td>250 or above</td><td>150 or above up to 250</td><td>100 or above up to 150</td></tr>
<tr><td>Score</td><td>6</td><td>4</td><td>3</td></tr>
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</td><td></td></tr>
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First five projects in the serial order (as per list in Tech-2B) would be considered for evaluation. Only those projects with proof of successful completion shall be considered for evaluation. The consultant can submit details of four projects for evaluation in addition to the details of one project considered for satisfaction of the mandatory criteria.</td></tr>
<tr><td>5</td><td>Annexure 1 to Section 2-Specific</td><td>CRITERIA-4
STRATEGY AND IN-HOUSE CAPABILITIES: 20 POINTS</td><td>CRITERIA-4
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	Application of evaluation criteria **CRITERIA-4 STRATEGY AND IN-HOUSE CAPABILITIES: 20 POINTS** Page No. 46	The scoring will be done on the basis of the Consultant's response to the following: **A.** The consultant shall prepare communication materials to be used as part of a campaign to address anticipated public protest on account of establishing a solid waste management facility **(15 POINTS)**	The scoring will be done on the basis of the Consultant's response to the following: **A.** The consultant shall submit communication materials produced by the firm for any similar previous assignment or exclusively developed for KSWMP **(15 POINTS)**

Date 19/06/2025

Kerala Solid Waste Management Project

Kerala Solid Waste Management Project (KSWMP)			
Selection of Communication Consultant for Kerala Solid Waste Management Project (KSWMP) RFP Reference No.: IN-SUCM-492670-CS-QCBS Date :- 19/06/2025			
Sl. No.	**Section of RFP Requiring Clarification**	**Query**	**Response**
1	Turnover Eligibility (Ref: DS ITC 21.1, Part A, SN 3):	The mandatory criteria for average annual turnover (DS ITC 21.1, Part A, SN 3) states "The average annual turnover of the company...". If applying as a Joint Venture (JV), will the combined average annual turnover of all JV partners be considered to meet the INR 500 Lakhs requirement? Or must one partner (e.g., the lead partner) individually meet this threshold? If combined turnover is considered for JVs, is there a minimum percentage of the total required turnover that the lead partner must contribute?	Please refer corrigendum-2
2	Years in Business for JV (Ref: DS ITC 21.1, Part A, SN 1)	The mandatory criteria (DS ITC 21.1, Part A, SN 1) requires the consultant to "have been in business for the last 8 years." If applying as a JV, must all JV partners individually meet this 8-year requirement, or is it sufficient if the lead partner (or at least one designated partner) meets this?	Please refer corrigendum-2
3	Experience Criteria for JV (Ref: DS ITC 21.1, Part A, SN 2 & Part B - Specific Experience)	For the mandatory criteria of successfully completed similar projects (DS ITC 21.1, Part A, SN 2), if a project was completed by a JV partner prior to forming the current JV for this RFP, will that project be considered as the experience of the JV? If so, how should this be presented (e.g., under the respective partner's experience which then contributes to the JV's collective experience)?	Such experience will be considered as the respective partner's experience, which will then contribute to the JV's collective experience. In the case of JV, the lead partner is expected to meet the requirement.

4	Experience Criteria for JV (DS ITC 21.1, Part A, SN 2 & Part B, page 36-37)	The RFP states (DS ITC 21.1, Part A, SN 2 & Part B, page 36-37) that if a consultant completed a project as part of a previous JV, the "proportionate share" will be considered. How should this "proportionate share" be evidenced? Is a letter from the previous client, a certificate from the previous JV's lead partner, or the previous JV agreement detailing work-share/financial-share sufficient?	Documents which are together sufficient to prove the following shall be submitted: 1. Scope of work of the JV partner 2. Proof of successful completion of the work 3. Value of work successfully completed by the JV partner Some of the documents which are acceptable are listed below for each of the three requirements. 1. Scope of work of the JV partner (JV agreement detailing scope of work of each JV partner along with work order from client defining scope of work) 2. Proof of successful completion of the work (Client's completion certificate) 3. Value of work successfully completed by the JV partner (CA certification that the firm has completed such value of work as part of the JV and it has recieved such payments towards completion of the said work/ Client's completion certificate clearly mentioning value of work completed by the firm) However, submission of some of these documents alone may not be sufficient to prove the successful completion of work by the consultant firm. Please note that the Consutlant shall submit a set of documents which together shall prove beyond doubt the scope, successful completion and value of work.
5	Experience Criteria for JV (DS ITC 21.1, Part B, 30 Marks)	For scoring under "Specific experience of the consultant (as a firm)" (DS ITC 21.1, Part B, 30 Marks), if we are applying as a JV, can the "First FIVE projects in the serial order (as per list in Tech-2B)" be a combination of projects from different JV partners? Or must they all be from a single partner (e.g., the lead partner)?	The projects can be from different JV partners
6	Experience Criteria for JV (Ref: DS ITC 21.1, Part A, SN 2 & Part B - Specific Experience)	If projects from different JV partners can be combined for scoring, will there be any differential weightage for projects completed by the lead partner versus other partners?	No.
7	Documents Required to prove previous similar Experience (DS ITC 21.1, Part A, SN 2 & Part B, page 36-37)	The RFP (DS ITC 21.1, Part A, SN 2 & Part B, page 36-37) states, "Document (s) relating to details of assignments shall be supported by Completion Certificate or Work Order along with final payment confirmation by the Authority." Could you please confirm if either a Completion Certificate or a Work Order (when accompanied by final payment confirmation) is acceptable, or if both are required in some instances?	The submitted documents shall collectively prove the scope, value and successful completion of the work.

8	Estimated Cost Basis (Ref: DS 14.1.2 & DS 16.3)	The Data Sheet (14.1.2) indicates an "Estimated total cost of the assignment: INR 475 Lakhs" and notes this is an "indicative amount considering all the costs to the client." Could the Client please clarify if this estimate of INR 475 Lakhs is inclusive or exclusive of Goods and Services Tax (GST), especially considering DS 16.3 states that the Client will reimburse GST payable on the contract value?	The estimate is inclusive of all costs and taxes, as applicable.
9	GST Reimbursement Process (Ref: DS 16.3)	Regarding the reimbursement of GST by the Client (DS 16.3), could you please elaborate on the anticipated timeline and specific procedural steps for the consultant to claim and receive GST reimbursement after submitting proof of payment to the relevant Government Authority?	The proof of payment of GST is the GST invoice raised by the consultant. Every claim shall be raised in a GST invoice showing the fee payable and the GST thereon. The admissible claim along with proportional GST will be paid to the consultant together on settlement of each invoice.
10	Inception Report Payment Cap (Ref: Form FIN-5, Note) - Page 71	The note under Form FIN-5 (page 71) states, "The amount quoted for Sl. No. I (Inception Report) should be limited to 2.5% of the total amount (Total of I+II)". Does "Total of I+II" in this context refer to: a. The total cost quoted for deliverables under section I and II of Form FIN-5 for the first year only? OR b. The total contract value anticipated over the two-year period?	The amount quoted for Sl. No. I (Inception Report) should be limited to 2.5% of the total amount (Total of I+II) for one year only.
11	Percentage Management Fee Calculation (Ref: Form FIN-5, Sl. No. 25-27)	For the Percentage Management Fee items in Form FIN-5 (Sl. No. 25 for Banner backdrop, Sl. No. 26 for Newsletter, Sl. No. 27 for KIOSK), will the percentage fee quoted by the consultant (P-1, P-2, P-3) be calculated on: a. The estimated "Number of Units" value provided in Column B of FIN-5 (e.g., INR 12,00,000 for Sl. No. 25)? OR b. The actual expenditure incurred by KSWMP for these specific activities (printing and installation), with our quoted percentage applied to that actual cost?	For discovery of the pecentage management fee and the contract value the percentage management fee filled in by the consultant and corresponding cost will be used respectively. For e.g., if the Consultant quotes 10% for item in Sl. No. 25, total cost would be 10% x 12,00,000, i.e., 1,20,000. However, the payments to the Consultant would be made at the rate of 10% of the actual expense incurred by KSWMP for the particular item.
12	Price Escalation for Year 2 (Ref: TOR Section 11, DS 16.2)	Given the contract duration is two years (TOR Section 11), and Form FIN-5 details unit rates seemingly for the first year's deliverables, will there be any provision for price escalation for the second year on these unit rates (e.g., for items B1-B20, C1-D1) or for services covered under the Percentage Management Fee? DS 16.2 states "A price adjustment provision applies to remuneration rates: No," but it is unclear if this "remuneration rates" strictly refers to Key Expert man-month rates (not explicitly part of FIN-5 BoQ) or also to the unit rates in the Bill of Quantity (FIN-5).	No price escalation will be permitted.

13	Potential Conflict of Interest (General)	We, are the current IEC agency for KSWMP, performing services with deliverables largely similar to those outlined in this RFP. We seek clarification on whether our participation in this RFP would be perceived by KSWMP as a conflict of interest. If so, are there any specific declarations or mitigation measures KSWMP would require from our end to ensure a fair and transparent bidding process?	Please refer to ITC Clause No.3 & 4
14	Eligibility Criteria - Average Annual Turnover (Ref: DS ITC 21.1, Part A, SN 3)	**Existing Provision**: "The average annual turnover of the company in any three of the last five financial years shall be at least INR 500 Lakhs." **Proposed Corrigendum**: "The average annual turnover of the company in any three of the last five financial years shall be at least INR 200 Lakhs to INR 250 Lakhs." **Justification:** The current threshold of INR 500 Lakhs for average annual turnover for a communication/IEC consultancy may be restrictively high for many competent agencies specializing in these services within Kerala. Reducing this to the INR 200-250 Lakhs range would allow more qualified local and regional firms to participate, fostering greater competition.	Please refer corrigendum-2
15	Evaluation Criteria - Specific Experience (Value of Works for Scoring) (Ref: DS Page 42, Annexure 1 to SECTION-2, Criteria-1, Scoring for each project)	**Existing Provision for Scoring Max. 6 Points:** Value of Works (in lakh rupees) - 500 or above. **Proposed Corrigendum for Scoring (illustrative scale for discussion):** Up to 50 Lakhs: [X] points 50.01 Lakhs to 100 Lakhs: [Y] points 100.01 Lakhs to 150 Lakhs: [Z] points Above 150 Lakhs (or 200 Lakhs): 6 points (Or a similar revised scale that reflects the typical project values for IEC activities in Kerala, e.g., making 200 Lakhs the top tier for 6 points, and scaling down.) **Justification:** The current requirement of INR 500 Lakhs for a single project to achieve the maximum 6 points for specific experience is exceptionally high for pure IEC/communication consultancy assignments in Kerala. Most IEC components are part of larger infrastructure projects, and standalone communication contracts of such magnitude are rare. Revising this scoring criterion to reflect more realistic project values (e.g., with a top bracket around INR 150-200 Lakhs for maximum points, and proportionate scores for lower value, yet significant, projects) would enable a fairer evaluation of relevant experience among bidders.	Please refer corrigendum-2

16	Payment and Invoicing Frequency (Ref: TOR Section 7 - Mode of Billing and Payment & DS 46.2)	**Existing Provision (Implied by DS 46.2):** "Invoice shall be raised once for every two previous months after acceptance of the Monthly Progress Reports for the two months." **Proposed Corrigendum:** "Invoice shall be raised monthly after acceptance of the Monthly Progress Report for the preceding month. Payments will be made against deliverables achieved as per the accepted Monthly Progress Report." **Justification**: Monthly invoicing and payment cycles are standard industry practice and significantly aid in managing cash flow for consulting firms, especially for a long-term engagement of two years. This would also align better with the monthly progress reporting and action plan submissions mentioned in TOR Section 5.	RFP conditions shall prevail
17	Estimated Cost Basis (Ref: DS ITC 14.1.2 & DS ITC 16.3)	The Data Sheet at ITC 14.1.2 indicates an estimated total cost of INR 475 Lakhs. In conjunction with DS ITC 16.3, which states "The Client will, however reimburse...the Goods & Services Tax (GST) payable on the contract value," could the Client definitively clarify if the INR 475 Lakhs estimate is to be understood as a pre-GST or post-GST figure from the Client's perspective for indicative purposes?	Please refer response to query in Sl. No. 8 above.
18	Documentation for Project Experience (Ref: DS ITC 21.1, Part A, SN 2 & Part B, SN 1)	The requirement under DS ITC 21.1, Part A, SN 2 (and similarly for Part B, SN 1) states, "Document (s) relating to details of assignments shall be supported by Completion Certificate or Work Order along with final payment confirmation by the Authority." Does the disjunctive "or" imply that either a Completion Certificate, or a Work Order accompanied by final payment confirmation, is individually sufficient as primary proof of project completion and value? Or are there circumstances where both might be preferred/required?	Please refer response to query in Sl. No. 7 above.
19	Definition of "Years in Business" (Ref: DS ITC 21.1, Part A, SN 1)	The mandatory criteria (DS ITC 21.1, Part A, SN 1) requires the consultant to "have been in business for the last 8 years (as on last date for submission of proposal)." Could the Client clarify if "years in business" refers to the date of incorporation/registration, or if it refers to 8 continuous years of operational activity in advisory/communication services?	This refers to date of incorporation

20	Evaluation of FORM TECH-4B (Strategies & In-House Capabilities) (Ref: DS Page 34 & Annexure 1 to Section 2, Criteria-4)	For FORM TECH-4B, which requires submission of six specific communication materials via pen drive, could the Client provide further detail on the evaluation parameters for "Overall cohesion and clarity of campaign material" (Criteria 4.A.1, DS Page 46) and how "Consistency Across different material, Clarity of messaging, following a thread/ using similar theme etc." (DS Page 47) will be assessed across these diverse submissions?	The criteria is sufficiently clear.
21	Key Expert CVs – Proof of Experience (Ref: DS ITC 21.1, Part B, SN 3)	The Data Sheet (DS ITC 21.1, Part B, SN 3) requires "proof of experience" along with Key Expert CVs. Could the Client specify the acceptable forms of "proof of experience" for individual experts (e.g., experience letters from previous employers, client certificates for specific roles on projects, self-declarations detailing roles and responsibilities)?	Experience letters from previous employer's and self attested CVs would suffice at this stage. The client reserves the right to ask for clarifications/ proof related to any information provided in the CVs at any stage of the bidding process.
22	Tentative Deliverable - 3D Animation Video (Ref: Annexure 1 to TOR, Sl. No. 2, Page 92)	Regarding the 3D Animation video (Sl. No. 2, Annexure 1 to TOR), the "Average duration. 3.5 minutes" is mentioned. Is this a strict limit, or is there a permissible range (e.g., +/- 10%) depending on the complexity of the sub-project being explained?	Duration of the video will depend on the theme and multiple other fators. However, based on current understanding the "average duration" expected is provided in the RFP. The billing will be done based on unit rate quoted for seconds.
23	Turnover Eligibility Threshold (Ref: DS ITC 21.1, Part A, SN 3)	**Current Provision:** "The average annual turnover of the company in any three of the last five financial years shall be at least INR 500 Lakhs." **Requested Corrigendum:** We respectfully request KSWMP to consider a revision of this threshold to a more inclusive figure, such as INR 225 Lakhs. **Justification:** The KSWMP project seeks specialized communication expertise. While financial stability is important, an INR 500 Lakhs turnover threshold may disproportionately exclude highly competent, medium-sized communication firms that possess exceptional creative and strategic capabilities directly relevant to the project's IEC objectives. A moderated threshold would enhance competition among firms with proven track records in behaviour change communication and public outreach, ultimately benefiting the project.	Please refer corrigendum-2

24	Scoring Matrix for Specific Project Experience (Ref: DS Page 42, Annexure 1 to SECTION-2, Criteria-1)	**Current Provision (for 6 points):** Value of Works (in lakh rupees) - 500 or above. **Requested Corrigendum (illustrative recalibration):** We propose a recalibrated scoring scale that better reflects the typical contract values for comprehensive IEC campaigns in the region. For example: Projects valued ≥ INR 200 Lakhs: 6 points Projects valued ≥ INR 150 Lakhs to < INR 200 Lakhs: 5 points Projects valued ≥ INR 100 Lakhs to < INR 150 Lakhs: 4 points Projects valued ≥ INR 50 Lakhs to < INR 100 Lakhs: 3 points **Justification**: The efficacy and impact of an IEC project are not solely determined by its monetary value, especially when values approach INR 500 Lakhs for standalone communication work. Many impactful, strategically complex IEC assignments are executed within more modest budgets. The proposed recalibration aims to provide a more nuanced assessment of a firm's capability based on a broader range of significant project experiences, ensuring that firms with demonstrated success in impactful IEC work (even if not at the extreme upper value) are appropriately recognized.	Please refer corrigendum-2
25	Invoicing Frequency (Ref: TOR Section 7 & DS 46.2)	**Current Provision:** "Invoice shall be raised once for every two previous months..." (DS 46.2). **Requested Corrigendum:** We request an amendment to permit monthly invoicing upon submission and client acceptance of the Monthly Progress Report and associated deliverables for that month. **Justification:** A monthly invoicing cycle is congruent with the proposed monthly action plan submissions (TOR Section 5, Sl. No. 4) and monthly progress reporting. This would streamline financial administration for both the consultant and KSWMP, improve cash flow management for the consultant (critical for sustaining a high level of service over a two-year period), and allow for more regular and timely reconciliation of project expenditures against achieved milestones.	Please refer response to query in Sl. No. 16 above.