



## Consulting Services for the Selection of Communications Consultants for KSWMP

### Corrigendum 1

Date : 16/03/2023

Sl. No.	RFP Reference	As per original RFP Guidelines	Revisions in the RFP
1.	Cover page	Issued on: February 25, 2022	Replace as following: Issued on: February 25, 2023
2.	Section 2: Instructions to Consultants and Data sheet ITC 2.4	The Client will provide the following inputs, project data, reports, etc. to facilitate the preparation of the Proposals:  The inputs that will be provided by the Client are all prior reports and deliverables of earlier communication consultant.	Replace ITC 2.4 as following  The Client will provide adequate project data, reports, etc. to facilitate the preparation of the Proposals through:  Published Terms of Reference, Documents available on the Official Website of KSWMP and Government E-tender Portal.





3.	S:No 2 of Part A: Mandatory Criteria Page 34/132	Agency should have had an average annual consulting income from the business of marketing and creative advisory services of more than INR 15 million in any three of the previous five financial years (i.e. FY 2017-18, FY 2018-19, FY 2019-20, FY 2020-21 and FY 2021-22)	Agency should have an average annual consulting income from the business of marketing and creative advisory services of more than INR 1.5 Crore in any three of the previous five financial years ( i.e. FY 2017-18, FY 2018-19, FY 2019-20, FY 2020-21 and FY 2021-22)  <ul style="list-style-type: none"> <li>• Single Entity Applicant: Must meet requirement</li> <li>• JV Applicant: Must be met by all JV members combined. Lead member must meet at least 50% of the requirement.</li> </ul>
4.	General	Agency should have had successfully completed AT LEAST TWO CREATIVE ADVISORY SERVICES involving IEC campaigns for GOI/State Governments or their agencies during the last five years with a minimum consulting fee of INR 2.5 million.	Agency should have had successfully completed ATLEAST TWO creative advisory services involving IEC campaigns for GOI / State Governments or their agencies during the last <b>Ten</b> years with a minimum consulting fee of INR 2.5 million





5.	46.2.1 Section 8 Conditions of the Contract and Contract Forms	<p>The following provisions shall apply to the advance payment and the advance bank payment guarantee:</p> <p>(1) An advance payment of Rs.... [insert amount] shall be made within [insert number] days after the receipt of an advance bank payment guarantee and the invoice by the Client. The advance payment will be set off by the Client in equal portions against [list the payments against which the advance is offset].</p> <p>(2) The advance bank payment guarantee shall be in the amount of the advance payment.</p> <p>(3) The bank guarantee will be released when the advance payment has been fully set off.</p>	Not applicable		
6.	Page 82 Item II	<p><b>Task II</b></p> <p><b>Ongoing Communications &amp; PR Support:</b></p> <p>x. Manage the public relation activities of the project</p>	<p><b>Task II</b></p> <p><b>Ongoing Communications &amp; PR Support:</b></p> <p>Replace sub item X with the following :</p> <p>Support project officials in developing and managing public relations activities for the Project, including in setting up press/media interactions of all forms on an ongoing basis.</p>		
7.	Page 89	<p><b>Timelines of the deliverables and Payment Milestone</b></p> <table border="1" data-bbox="1278 1086 1386 1787"> <tr> <td data-bbox="1278 1368 1386 1787"><b>Task III- Digital Media Engagement</b></td> <td data-bbox="1278 1086 1386 1368"><b>Ongoing for contract period</b></td> </tr> </table>	<b>Task III- Digital Media Engagement</b>	<b>Ongoing for contract period</b>	<p><b>Timelines of the deliverables and Payment Milestone</b></p> <p><b>Replace Task III-Digital Media Engagement with the following</b></p>
<b>Task III- Digital Media Engagement</b>	<b>Ongoing for contract period</b>				





		Development of social media strategy	Within 2 weeks of signing contract		<b>Task III- Digital Media Engagement</b>	<b>Ongoing for contract period</b>	
		Continuously update and implement the agreed Digital Media Engagement Strategy.			Development of social media strategy	Within 2 weeks of signing contract	
		XXX-fold increase in followers in social media channels	Within 3 months of signing contract		Continuously update and implement the agreed Digital Media Engagement Strategy.		
		Website management	Ongoing for contract period		Website management	Ongoing for contract period	
		Maintain digital presence of the project; Wikipedia, Google Business Profile, SEO etc.	Ongoing for contract period		Maintain digital presence of the project; Wikipedia, Google Business Profile, SEO etc.	Ongoing for contract period	
8.	Refer ITC 21.1.	Section 2: The minimum score required for Technical qualification is 70 Marks					



*[Handwritten Signature]*  
**Deputy Project Director**

Kerala Solid Waste Management Project





**Clarifications to RFP No : IN-SUCM -344056-CS-QCBS, Selection of Communications Consultants for KSWMP**

Sl No	Clause No / Pg No	Reference to RFP	Queries	Response
1	General		Q1 What are the necessary steps and requirements for taking a KSWMP project through a joint venture between two parties? Q2 What are the legal and regulatory requirements for the joint venture?	R1, R2 : Please refer Point "n" of ITC A. General Provisions, Item 1 Definitions.
2	General		Q3 Should both of the companies involved in the JV project come under a communication consulting firm?	R3: Yes. JV Partners should be from the Communications Industry
4	General	S:No 2 of Part A: Mandatory Criteria Page 32 of 132	Q4 How will the financial evaluation be done in case of JV.	R4: Refer Corrigendum 1
5	General		Q5 How will the TECH-4 B Form (in particular In house capabilities) be evaluated?	R5: As described in the RFP. The Applicant would be required to submit the prescribed items in digital form through the e-tender portal and by physical delivery in the Office of the Client before the closing time of submission. The appropriate Committee of the Client will evaluate the submissions of the Applicant and shall complete the evaluation. There shall be no physical presentation by the Applicant before the Committee of the



				Client.
6	General		Q6 What are technical Proposal actions for Forms of Tech - 1 Attachment?	R6: A Letter of Association between the JV Members and a Power of Attorney issued by each of the JV Members authorising the Lead Applicant to participate in the proposal submission.
7	General		Q7 How is the evaluation of the Technical Scoring Pattern being conducted?	R7: As described in the RFP.
8	General		Q8 How could the evaluation for a JV be submitted in case it is formed by two companies in which one stands for giving technical support and the other for financial support	R8: The JV is to be formed by two entities functioning in the field of Communications and Digital Media. The intention in permitting JV is to ensure that the two or more entities from the communications industry would jointly satisfy the qualification criteria. The experiences and qualifications of all firms participating in a JV are assessed during shortlisting.
9	General	Agency should have had successfully completed AT LEAST TWO CREATIVE ADVISORY SERVICES involving IEC campaigns for GOI/State Governments or their agencies during the last five years with a minimum consulting fee of INR 2.5 million.	Q9 Media/Trade Advertising requests that the number of years specified in the above criteria be amended/waived/substantially relaxed for the following reasons: 1. It doesn't factor in the disruption caused by Covid-19 and how it brought most ad agencies/client work to a standstill in the past 2-3 years. 2. The task of creating IEC or BCC campaigns is a specialised one and comes only occasionally to ad agencies. Moreover, the gestation time for such campaigns are long, given the requirement for research and fine-tuning of strategy.	R9: Refer Corrigendum 1



3. It creates an unreasonable barrier for a competent Kerala-based ad agency with an excellent track record in social and behaviour change communication to participate in the RFP. MediaMate Advertising has worked as the Communication Consultant for two World Bank funded projects - Thaddesha Mithram (Kerala Local Government Service Delivery Project) and Jananidhi (Kerala Rural Water and Sanitation Agency) - based on the same QCBS format as in the present RFP



