



অসম আভ্যন্তৰীণ জল পৰিবহন উন্নয়ন সমিতি
Assam Inland Water Transport Development Society

(An Autonomous Body under the Transport Department, Government of Assam)

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AIWTD-11012/38/2023-AIWTDS

Dated, Guwahati, the 29th Feb'2024

Corrigendum-I

In reference to the tender notification no. AIWTD-11012/38/2023-AIWTDS dtd. 19th Feb'2024, for e-procurement of “Hiring of IEC Consultancy Services for Communication, Creative Designing, Video Production and Social Media Management”, certain amendments enclosed as Annexure-A, have been incorporated in the bid document. Bidders are requested to take the note of these amendments prior to the submission of bid. Also replies to Prebid queries are attached as Annexure-B.

**Enclosed: Annexure-A
Annexure-B**

(Gaurav Upadhyay, IPS)
State Project Director
Assam IWTD Society

Memo No. AIWTD-11012/38/2023-AIWTDS-A

Dated, Guwahati, the 29th Feb'2024

Copy to:

- i) The Director, IWT Assam, Ulubari, Guwahati-7 for information.
- ii) Website of Assam IWTD Society viz. www.aiwtdsociety.in
- iii) For publishing in www.assamtenders.gov.in

Sd/-

State Project Director
Assam IWTD Society

Corrigendum No.-I

RFB No. AIWTD-11012/38/2023

Assignment Title: Hiring of IEC Consultancy Services for Communication, Creative Designing, Video Production and Social Media Management.

Clause Reference	Existing	Modified
Sec 2. ITC Clause 21.1 (for FTP) Part A: Mandatory Criteria: Sl. No 5	The bidder must have a fully functional office in Guwahati, Assam during the last 5 financial years.	The bidder must have a fully functional office in Guwahati, Assam during the last 5 financial years OR The bidder needs to submit a declaration to open a fully functional office in Guwahati within 15 days of Award of Contract. Moreover, the bidder shall demonstrate its existence during the last 5 years.
Sec 2. ITC Clause 21.1 (for FTP) Part A: Mandatory Criteria: Sl. No 3	The Bidder should be empaneled with DIPR, Assam or DAVP or INS accredited and have completed in last 5 years (as on the last date of submission of bid) at least 5 (five) consultancy services related to communication Services IEC, Advertising, Audio Visual Production, Social Media outreach, Digital Promotion, Public Relations (PR), Outdoor and Outreach activities (Similar Assignments) in any sector out of which: (i) at least 2 (two) similar assignments amounting to Rs. 50.00 Lakhs. (ii) At least 1(one) should be an externally aided project in India in any sector.	The Bidder should be empaneled with DIPR, Assam or DAVP or INS accredited and have completed in last 5 years (as on the last date of submission of bid) at least 5 (five) consultancy services related to communication Services IEC, Advertising, Audio Visual Production, Social Media outreach, Digital Promotion, Public Relations (PR), Outdoor and Outreach activities (Similar Assignments) in any sector out of which: (i) at least 2 (two) similar assignments amounting to Rs. 50.00 Lakhs. (ii) Preferably, at least 1(one) should be an externally aided project in India in any sector.

Annexure-B

Replies to Pre Bid Queries held on 23/02/2024 at 11:00 a.m

Sl. No	Section, subsection and clause in RFP	Page no. in RFP	Existing Clause	Bidders query/Suggestion	AIWTDS Response
1	Sec 2. ITC Clause 21.1 (for FTP) Part A: Mandatory	Page 36	The firm should be in business for at least last five years ending on 31.03.2023	Request you to kindly consider the experience of last 3 financial years i.e. 2020-21, 2021-22, and 2022-23.	

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	Criteria: Sl. No 1			<p>Request you to kindly consider the experience of last 4 financial years. We have carefully reviewed the requirements outlined in the procurement document and believe that our services will not compromise the quality or effectiveness of the procurement process. The adjustment from 5 years to 4 years reflects the evolving landscape of our industry and ensures that qualified professionals with diverse experiences have the opportunity to participate.</p>	No Change.
2	Sec 2. ITC Clause 21.1 (for FTP) Part A: Mandatory Criteria: Sl. No 3	Page-36	<p>The Bidder should be empaneled with DIPR, Assam or DAVP or INS accredited and have completed in last 5 years (as on the last date of submission of bid) at least 5 (five) consultancy services related to communication Services IEC, Advertising, Audio Visual Production, Social Media outreach, Digital Promotion, Public Relations (PR), Outdoor and Outreach activities (Similar Assignments) in any sector out of which:</p> <p>(i) at least 2 (two) similar assignments amounting to Rs. 50.00 Lakhs.</p> <p>(ii) At least 1(one) should be an externally aided project in India in any sector.</p>	<p>Request: To amend/ change the clause of experience in externally aided project in India.</p> <p>This will encourage more parties like us to participate in the bidding process and fair procurement. Also to change the same criteria from Evaluation Criteria in page 37.</p> <p>Request you to kindly remove the clause of At least 1(one) should be externally aided project in India in any sector. We have been successfully handling Social Media Handles of various State Government Departments and PSU's. We believe that this amendment will better align the criteria with the diverse range of experiences and expertise available within the industry. By broadening the scope, we can ensure a more inclusive and competitive</p>	Please refer Corrigendum -I

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				procurement process.	
3	Sec 2. ITC Clause 21.1 (for FTP) Part A: Mandatory Criteria: Sl. No 5	Page-37	The bidder must have a fully functional office in Guwahati, Assam during the last 5 financial years.	Request you to kindly consider the existence of last 4 financial years. We are a four (4) year old organization based in Guwahati and have good technical and financial capabilities with in-house on-roll manpower of more than 100+ associates. The same can be verified if required.	Please refer Corrigendum -I
4	Sec 2. ITC Clause 21.1 (for FTP) Part B: EVALUATION CRITERIA: Technical Experience: B (ii)	Page-37	At least 1 Similar assignment of externally aided project in India in any sector – 2 points (additional 1 point per project to a max. of 5 points)	Request you to kindly remove this clause from evaluation criteria of At least 1(one) should be externally aided project in India in any sector.	Please refer Corrigendum -I
5	N/A	N/A	N/A	EMD Amount: Could you please provide clarification on the Earnest Money Deposit (EMD) amount required for this project?	EMD is not required
6	N/A	N/A	N/A	Data Collection Methodology: Regarding data collection, are we primarily conducting online analysis/surveys, or is there a preference for on-ground survey methods? It would be helpful to understand the preferred approach to ensure alignment with project objectives.	Studies and Reports undertaken by AIWTDs and AIWCL will be shared once the consultancy is onboard. However, for implementation of the mentioned task the agency will have to visit sites specific to the assignment to prepare a proper implementation plan and for smooth execution of the same.
7	Sec 7. ToR 13. TENTATIVE TIME INPUTS OF EXPERTS	Page -90	Team Lead - 9 months Creative & Content Head – 7 months Graphic Designer – 7 months Cinematographer & Photographer-	Manpower Specifications: We noted the mention of "50 man-months" during the discussion. Could you kindly elaborate on what this entails in terms of specific	50 Man-days is the cumulative man-days of all the experts.

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			<p>6months Social Media Executive – 9 months Video Editor – 4 months Assistant Developer/Language (Assamese) -4 months Assistant Developer/Language (Bengali) – 4 months</p> <p>Content Expert Content Expert</p>	<p>manpower requirements and project duration?</p>	
8	N/A	N/A	N/A	<p>Pre-test in Different Districts: How frequently are pre-tests expected to be conducted in different districts as part of the project implementation strategy?</p>	<p>This is a one-time activity and the pre-testing will be done at the initial stage after the consultancy prepares the messaging and the creative design.</p>
9	N/A	N/A	N/A	<p>Success Stories Reporting: What is the expected frequency for reporting success stories? Additionally, any guidance on the format or content requirements for these reports would be appreciated.</p>	<p>Reporting needs to be done on a monthly basis in written or video format. The consultancy will be supported with required information by the Client during the implementation.</p>
10	N/A	N/A	N/A	<p>Breakdown of Reimbursables: Could you provide a breakdown of reimbursable expenses, including details on frequency and any specific requirements associated with reimbursement processes?</p>	<p>Reimbursables can be categorized as all the expenditures incurred during the assignment other than Appendix A. Financial Negotiations - Breakdown of Remuneration Rates of Section 4 of the RFP. For example: Reimbursable expenses includes travel expenses, communication cost, reproduction of reports and office rents.</p>
	N/A	N/A	N/A	<p>Tentative Breakdown of Deliverables: We would like to understand the expected scope and potential fluctuations in deliverables to ensure accurate planning and</p>	<p>Kindly Refer Clause 12 of the ToR of the RFP document.</p>

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	N/A	N/A	N/A	Tentative Plan Breakdown: Regarding the tentative plan mentioned, could you clarify whether the quantities specified are for the overall project work or each sub-category? This information will help us in developing a comprehensive project plan.	Included for the overall project work.

Sd/-

(Gaurav Upadhyay, IPS)
State Project Director,
Assam IWTD Society