

**ASSAM CANCER CARE FOUNDATION (ACCF)**  
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**Request for Proposal for Selection of an Agency to undertake Marketing, Branding and Media related works for Assam Cancer Care Foundation**

**Tender Ref No. ACCF/Media/2023-24/68 Date:26.09.2023**

**CORRIGENDUM-3**

**Date: 18-10-2023**

| S No | Category | Tender Terms                                                                  | Tender Details                                                                                                     | Query                                                             | Amendment/Clarification/Remarks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------|----------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | BoQ      | 3.04 - Non Communicable Disease screening camps: as per 5.3.2                 | Non Communicable Disease screening camps: In Community including 2 x standee, Posters , Banners & Leaflets.        | Quantification/Detail scope of work required for price submission | Bidder need to consider only support for installation and arrangement. For supply of standee, banner, leaflets, separate PO as per rates will be provided.                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2    | BoQ      | 3.05 - Non Communicable Disease screening camps: as per 5.3.3                 | Cancer Awareness Camps: In Community , schools , colleges etc including 2 x standee, Posters , Banners & Leaflets. | Quantification/Detail scope of work required for price submission | Bidder need to consider only support for installation and arrangement. For supply of standee, banner, leaflets, separate PO as per rates will be provided.                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 3    | BoQ      | 3.06 - Non Communicable Disease screening camps: as per 5.3.4                 | Hospital Promotion Activities : Leaflets for frontline health workers- ASHAs, ANMs, MPWs, CHOs etc.                | Quantification/Detail scope of work required for price submission | Bidder need to consider only support for installation and arrangement. For supply of standee, banner, leaflets, separate PO as per rates will be provided.                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 4    | BoQ      | 3.13 Banner flex black-back including printing and installation without frame | Banner flex black-back including printing and installation without frame                                           | the quantity and size is not specified clearly                    | Sizes are realigned as follows in BoQ and to be read in the order mentioned below: <b>(Kindly refer updated price bid as per corrigendum 1)</b><br><b>3.09</b> Printing of Posters (minimum Order qty is 500 Nos) Size A3 - 150gsm with gumming strips<br><b>3.10</b> Printing of Leaflets (minimum Order qty is 1000 Nos) Size A4 - 130gsm - both sides printing<br><b>3.11</b> Auto back branding campaign for one month Size 3x2<br><b>3.12</b> NLB (Kiosks)/ Backdrop/ Signage with black-back flex including printing and installation with frame Size various size rate shall be quoted per sq ft |

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|      |                   |                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>3.13</b> Banner flex black-back including printing and installation without frame Size various size rate shall be quoted per sq ft<br><b>3.14</b> Aluminium Rollup standee with black-back flex Size 3x6<br><b>3.15</b> Standee with black-back flex, frame and base Size 3x 6<br><b>3.16</b> Television Talk Shows Size 30 mins                                                                                                                                                           |
| 5    | BoQ               | 3.1 Television Commercial (TVC) with shoot                                              | 3.1 Television Commercial (TVC) with shoot                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | It has not been specified whether the TVC shoot will include a prominent actor or not                                                                                                                                                                                                                                                                                                                            | TV shoot do not require prominent actors                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 6    | BoQ               |                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 4. In BoQ line items consisting of Events and Outreach Programmes it is not specified whether the rates are to be quoted for Guwahati or Outside Guwahati.                                                                                                                                                                                                                                                       | All the events and programmes shall be considered anywhere but within assam state.                                                                                                                                                                                                                                                                                                                                                                                                            |
| 7    | Technical Scoring | Point No.11.7 Experience in similar project during last 5 years after dated: 20.9.2018. | Comprehensive IEC/ BCC Communication services, Social Media Marketing, Audio Visual Production (AV), Outreach activities assignment for any State/ Central Government/ Big orporates Project in Assam. Comprehensive communication service must include at least two activities out of creative development, social media, audio-visual, radio jingle, outdoor and outreach activities from one client during one particular period. This does not include services rendered for one event/ event management services.<br>i. Assignments to the tune of Rupees 24 lakhs or more during one financial year -: 5 Marks for each client<br>ii. Assignments to the tune of Rupees 12 lakhs to Rs. 23.99 Lakh during one financial year -: 3 Marks for each client | it is mentioned in the criteria section "Experience in similar projects during the last <b>5 years after dated: 20.9.2018</b> ", but in the detailed document submission column it is mentioned that we have to submit Assignments as per required value during " <b>one financial</b> " year. Please clarify whether we have to submit Assignments during one financial year or during the last 5 (five) years. | Bidder need to submit assignment order copies issued after 20.9.2018. value of the order will be condered for one financial year. Bidder can submit multiple order copies issued to him during different financial years having date after 20.9.2018.<br>Example 1) if bidder submit one order copy issued to him Jan-2019 with 75 lakh value and duration of assignment is 3 years than it will be treated as 3 order and 25 lakh value each and bidder will get 15 marks as per order copy. |

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|      |                   |                                                                                | iii. Assignments to the tune of Rupees 6 lakhs to Rs. 11.99 Lakh during one financial year -: 2 Marks for each client                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                 |
| 8    | Technical Scoring | Point No. 11.7.3 Technical Scoring Criteria: Empanelment with DAVP/NICSI/ DIPR | a. Empanelment with DAVP/NICSI/DIPR for social media Marketing – 3 marks b. Empanelment with DAVP/NICSI/DIPR for Hoarding rental – 3 marks c. Empanelment with DAVP/NICSI/DIPR for creative services– 3 marks d. Empanelment with DAVP/NICSI/DIPR for outreach activities– 3 marks e. Empanelment with DAVP/NICSI/DIPR for audio video creations– 3 marks | Request: To delete the scoring criteria of the clause as Empanelment with DAVP/NICSI/ DIPR is not a mandatory requirement for such jobs/ projects. Justification: We are empanelled and working with various departments of Assam State Govt. and PSU's but it is not mandatory to be empanelled with DAVP/NICSI/DIPR. ACCF gets DIPR approved rates for any sort of advertisement releases in newspapers, radio, television, magazines, etc. as releases to such media are directly taken care by DIPR. Media buying is not required for Govt. Department who are entitled for DIPR approved rates. We as an agency can design/develop the advertisements and co-ordinate with DIPR with prior permission from ACCF officials to get the same published. All our State Government clients are following the same process and can be validated if required. Hence, we strongly request to kindly delete the clause. | This is not a eligibility criteria. Bidder can still quote and considered. This will be added advantage to the client for future execution hence this criteria has been considered for scoring. |

Other terms and conditions of tender remain the same.