

Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC)

Shillong, Meghalaya (India)

ADDENDUM No. 1

Date 18-Aug-2020

Addendum for Request for Proposal (RFP) for selection of agency for planning, designing and implementation support services for branding and positioning of Meghalaya at social media platform

Tender Notice No. MIDFC-Meghalaya Branding-2020-34-528

The following provisions of Tender Documents for selection of agency for planning, designing and implementation support services for branding and positioning of Meghalaya at social media platform

Meghalaya are hereby replaced as follows:

1.1. Tender Schedule:

Sl No	Activity	Present RFP Clause	Clarifications/Amendments
1	Last Date of submission of Bids	Online Technical Proposal Submission: scanned copy of Technical Proposal, including the Presentation shall be submitted in the PDF files, through email on midfctender@gmail.com by 17:00 hours on 21-Aug-2020. (Note: Bidder shall not submit Financial Proposal through Email) Hard copy of Technical Proposal & Financial Proposal as per RFP document shall be submitted on	Online Technical Proposal Submission: scanned copy of Technical Proposal, including the Presentation shall be submitted in the PDF files, through email on midfctender@gmail.com by 17:00 hours on 31-Aug-2020. (Note: Bidder shall not submit Financial Proposal through Email) Hard copy of Technical Proposal including Presentation & Financial Proposal as per RFP document shall be submitted on following address: Chief Operations Officer (C.O.O) Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC) House No. L/A-56, Lower Nongrim Hills, Shillong East Khasi Hills Meghalaya-793003 (India) by 17:00 hours on 03-Sep-2020.

			following address: Chief Operations Officer (C.O.O) Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC) House No. L/A-56, Lower Nongrim Hills, Shillong East Khasi Hills Meghalaya-793003 (India) by 17:00 hours on 28-Aug-2020. Or Chief Operations Officer (C.O.O) Meghalaya Infrastructure Development Finance Corporation Ltd. (MIDFC) Meghalaya House, No.9, Dr. APJ Abdul Kalam Road, New Delhi-110011 (India) by 17:00 hours on 28-Aug-2020.	Or Shri Rajeev Arora, Director (MIDFC) Meghalaya House, No.9, Dr. APJ Abdul Kalam Road, New Delhi-110011 (India) by 17:00 hours on 03-Sep-2020.
2		Presentation by the bidder on their concept approach and methodology	04-Sep-2020, 11:30 hrs IST at Meghalaya House, No.9, Dr. APJ Abdul Kalam Road, New Delhi-110011	04-Sep-2020, 11:30 hrs IST through Video Conferencing (Google Meets or Microsoft Teams); Qualified Bidders will be informed through mail.

3	Eligibility Criteria(2.1.4)	a.The Bidder <i>shall</i> be a private company/public company/Government undertaking/partnership/ constituted in accordance with the relevant law. c .The agency must have successfully executed at least 2 number of similar projects preceding proposal due date, certificate Copy of Agreement/Workorder/Completion certificate needs to enclosed				a.The Bidder <i>shall</i> be a private company/public company/Government Undertaking/Partnership/Proprietorship constituted in accordance with the relevant law. c. The agency must have successfully executed at least 2 number of similar projects preceding proposal due date, certificate Copy of Agreement/Workorder/Completion certificate/Letter of Award needs to enclosed			
4	Team(2.1.5)	Team Requirement for Phase I, Phase II and Phase III of Terms of Reference and Tender Evaluation				Team Requirement for Phase A of Terms of Reference and Tender Evaluation			
		Sr. No	Expert	Desired qualification and experience (Weightage 20%)	Desired experience (Weightage 80%)	Sr. No	Expert	Desired qualification and experience	Desired experience
		1	Team Leader	MBA or Post Graduation	He should have at least 10 years of experience in Planning, Designing, and Implementation of Branding and Positioning related activities.	1	Team Leader/Project Coordinator*	MBA (Preferably in Marketing) or Post Graduation in Marketing	He should have at least 20 years of experience in Strategy, Marketing, & Branding, and should have worked on a senior position and should have experience in developing new products, handling various clients, along with large teams.
		2	Media Management & Planning	MBA or master's degree in Tourism or relevant field	Should have minimum 7 years of experience in Planning and Designing, of	2	Media & Public	MBA or master's degree in Mass Communicatio	Should have minimum 15 years of experience in the field of Media Management, Public

			Designing Expert		Branding and Positioning related activities		Relations Expert	n or relevant field	Relations etc. Should have worked with Print or Electronic Media and has good understanding of that sector.
		3	Marketing& Branding Expert	MBA or master's degree in Marketing or equivalent	Should have minimum 7 years of experience in Brand Designing, Positioning and Marketing related activities.	3	Marketing& Branding Expert	MBA or master's degree in Marketing or equivalent	Should have minimum 10 years of experience in Brand, Designing, Positioning, Marketing related activities.
		4	Communications Expert	Bachelor in English or mass communication or equivalent	Should have minimum 5 years of experience in Planning, Designing, and Implementation of Branding and Positioning related activities.	4	Communications Expert	Masters in Journalism or Mass Communication or equivalent	Should have minimum 10 years of experience in Electronic Media/Radio/Print Media and has, been involved in development & distribution of promotional content.
	Team(2.1.5)	Team Requirement for Phase IV of Terms of Reference. Or Need based Expert				Team Requirement for Phase B of Terms of Reference Or Need based Expert			
		Sr. No	Expert	Desired qualification and experience (Weightage 20%)	Desired experience (Weightage 80%)	Sr. No	Expert	Desired qualification and experience	Desired experience
		1	Creative Designer	Bachelor's in creative Designing or equivalent	He should have at least 10 years of experience in	1	Content Developer/Creative Designer	Bachelor's in English or Mass / Design Communication	Should have at least 5 years of experience in

					Graphic, Print, Mass-media and Social media creatives.				development for Graphic, Mass-media (ATL & BTL) and Social Media.
		2	Media Planner	Bachelor's in Media or equivalent	He should have at least 10 years of experience in Media Planning, Monitoring and Evaluation.	2	Media/Digital planner	Bachelor's in Digital Marketing and Communication or equivalent	Should have at least 5 years of experience in Media Planning, Monitoring and Evaluation.
		3	New Product Development	Bachelor in Tourism	Expert should have 10 years of experience for design and Management of Packages, engagement and experiences.	3	New Product Development Expert	Bachelors or Equivalent	Expert should have at 5 years of experience in ideation, design and Management of Packages, engagement and experiences.
		4	Any other Expert	Expert should have 10 years of experience in relevant field as per special requirements.			4	Any other Expert	Expert should have 5 years of experience in relevant

							field as per special requirements.
4	2.8	Annex-7: Bank Guarantee for Performance Security			Deleted/Removed		
5	2.19.2	The selected bidder's EMD shall be returned upon submission of Performance Security			Deleted/Removed		
	2.19.2,g)II	Furnish the required Performance Security within the period prescribed there;			Deleted/Removed		
6	3.1.1	Only those Bidders whose Technical Proposals get a score of 70 marks or more out of 100 shall qualify for further consideration and shall be ranked from highest to the lowest on the basis of their technical score (S _T).			Only those Bidders whose Technical Proposals get a score of 75 marks or more out of 100 shall qualify for further consideration and shall be ranked from highest to the lowest on the basis of their technical score (S _T).		
7	3.1.2	The scoring criteria to be used for evaluation shall be as follows.			The scoring criteria to be used for evaluation shall be as follows.		
		SL. No.	Requirements	Marks	SL. No.	Requirements	Marks
		A	Financial Strength Related	20	A	Financial Strength Related	10
		I.	• Rs. 5 Crores to less than 10 Crores	10	I.	• Rs. 5 Crores to 10 Crores	05
		II.	• Rs. 10 Crores to less than 15 crores	15	II.	• Rs. 10 crores and above	10
		III.	• Rs. 15 crores and above	20		Removed/Deleted	
		B	Similar Project Experience	20	B	Similar Project Experience	10
		I	• Minimum 2 Projects	7.5	I.	• Minimum 2 Projects	05
			• Above 2 Projects	15		• Above 2 Projects	10

		C	Key personnel's qualifications and Experience	30	C	Key personnel's qualifications and Experience	30
		III.	Team Leader	10	IV.	Team Leader	5
		V.	Media Management Planning & Designing Expert	7.5	VI.	Media Management Planning & Designing Expert	5
		VII.	Marketing Expert	7.5	VIII.	Marketing Expert	4
		IX.	Communication Expert	5	X.	Communication Expert	4
		XI.			XII.	Content Developer	4
						Media/Digital Planner	4
						New Product development Expert	4
		D	Approach & Methodology and Timeline	30	D	Approach & Methodology and Timeline	50
		I.	- Presentation on Approach and Methodology and concept note - Work Plan & Timeline	20 10	II.	- Presentation on Approach and Methodology - Work Plan & Timeline	40 10
			Total (A+B+C+D)	100		Total (A+B+C+D)	100
8	Scope of Services(7.3)	Scope of Services The agency will undertake the following services in-line with the objective of the project. Phase 1 – Identify a unique positioning for Meghalaya Tourism			Scope of Services Phase I, II, & III have been replaced by Phase A The agency will undertake the following services in-line with the objective of the project. The Scope is being divided into two broad Phases. Phase A – Preparation of a Detailed Marketing Report (DMR) which will include: 1) Identify a unique positioning for Meghalaya Tourism		

	7.3.1	Phase 1 1.c.iii) new product development: themes, engagements and experiences	7.3.1) Phase A 1.c.iii)Removed/Deleted
	7.3.2	7.3.2) Phase 2 :Formulating Branding strategy	7.3.1)Phase A 2.Formulating Branding strategy
	7.3.3	7.3.3) Phase 3 Formulating a Communications and Media Outreach Strategy:	7.3.1)Phase A 3. Formulating a Communications and Media Outreach Strategy:
	7.3.3	Additional	7.3.1)Phase A 4. New Product Development Strategy: a. New Product Development : themes, engagements and experiences b. Creating New ways to engage with Stakeholders: Tourism Boards, Hoteliers, Resorts Owners etc. Phase A DETAILED MARKETING REPORT (DMR)SHOULD BE COMPLETED WITHIN 4 MONTHS FROM THE RECIEPET OF ENGAGEMENT LETTER
	7.3.4	Phase 4 Implementation Support Services: Additional	7.3.2. PHASE B Implementation Support Services: vi. Phase B will be executed by a separate team as specified above. This team shall be supervised by the following personnel from Phase A:

				• Team Leader/Project Coordinator • Marketing & Branding Expert The Supervisory team will ensure proper implementation of their approved Detailed Marketing Report (DMR) by the execution team of Need based Experts.		
7.3.5	Scope not exhaustive			7.3.3. Scope not exhaustive		
7.4	Payment Terms The payment schedule for Phase I, Phase II and Phase III shall be as follows:			7.4 Payment Terms 7.4.20The payment schedule for Phase A shall be as follows: -		
	Sr. No.	Deliverables	Payment (%) of total amount	Sr. No.	Deliverables	Payment (%) of total amount
	1	Project Inception& Baseline analysis Report	20%	1	Inception Marketing Report	20%
	2	Submission of Draft Report on Branding & Positioning of Meghalaya	40%	2	Submission of Draft Marketing Report on of Meghalaya	40%
	3	Submission of Final Report on Branding & Positioning of Meghalaya	40%	3	Submission of Final Detailed Marketing Report of Meghalaya	40%
7.4.3	7.4.3. The payment schedule for Phase IV shall be as follows: - Need based expert under Phase IV of the Terms of Reference shall be provided by agency on additional monthly remuneration of around			7.4.3 Phase B Team &Remunerations: Phase B is the Implementation phase and that will include, Need Based Experts:		

		2,50,000/- (Two Lakhs Fifty Thousand only) exclusive GST. MIDFC or agency associated with MIDFC shall issue the engagement letter for minimum three months of engagement of any Need based expert. Need based expert profile shall not be evaluated for Marking however agencies has to provide the profile in Technical Bid.	1) Content Developer/Creative Designer 2) Media/Digital planner 3) New Product Development Expert The Fixed remuneration for the implementation phase above is Rs. 2,50,000/- per month per person for the 3 need based experts, that is total of 7,50,000/- per month for the entire team for Phase B. For every additional need based expert deployed based on approval of the Authority, a fixed remuneration of Rs. 2,50,000/- per month per person shall be paid. Out of Pocket expenses will be reimbursed at actuals with prior approval of the authority. The term of engagement of this team will be based on scope and timeline as per the Detailed Marketing Report (DMR) being submitted and approved by the authority.
9	SCHEDULE-2: Format for Agreement	11. Security Deposit (SD): The selected party shall deposit 5% of the contract value as performance security deposit (interest free) to Authority by way of Demand Draft/Bank guarantee. The EMD of Rs. 25,000/- (Rs. Twenty-Five Thousand only) deposited by the Agency shall be retained by Authority and converted into SD on acceptance of this order. The Agency shall deposit the demand draft or Bank guarantee for the balance amount to make it 5% of the total value of the contract. Forfeiture of SD: The SD shall be retained by Authority till all obligations under this contract are fulfilled by the party & the same shall be paid within 30 days of full & final payment by Authority. However, the entire SD shall be forfeited in case of non-performance or non-completion of work as per the terms and conditions stipulated in the contract.	SCHEDULE-1: Format for Agreement 11. Validity of Rates: The rates quoted by the Agency shall remain firm till the completion of work. No increase in rates for any reason whatsoever shall be entertained under any circumstances.

	SCHEDUL E-2: Format for Agreement	14. Insurance to be taken out by the Agency: The Agency shall, for the duration of this Agreement, take out and maintain, and shall cause any Sub- Contractor to take out and maintain, at its (or the Sub- Contractors', as the case may be) own cost, but on terms and conditions approved by the Authority, insurance against the risks, and for the coverage, as specified in the Agreement and in accordance with good industry practice. Within 15 (fifteen) days of receiving any insurance policy certificate in respect of insurances required to be obtained and maintained under this clause, the Agency shall furnish to the Authority, copies of such policy certificates, copies of the insurance policies and evidence that the insurance premium have been paid in respect of such insurance. No insurance shall be cancelled, modified or allowed to expire or lapse during the term of this Agreement. If the Agency fails to effect and keep in force the aforesaid insurances for which it is responsible pursuant hereto, the Authority shall, apart from having other recourse available under this Agreement, have the option, without prejudice to the obligations of the Agency, to take out the aforesaid insurance, to keep in force any such insurances, and pay such premium and recover the costs thereof from the Agency, and the Agency shall be liable to pay such amounts on demand by the Authority. Except in case of Third Party liabilities, the insurance policies so procured shall mention the Authority as the beneficiary of the Agency and the Agency shall procure an undertaking from the insurance company to this effect; provided that in the event the Agency has a general insurance policy that covers the risks specified in this Agreement and the amount of insurance cover is equivalent to 3 (three) times the cover required	This has been removed/deleted

		hereunder, such insurance policy may not mention the Authority as the sole beneficiary of the Agency or require an undertaking to that effect. The Parties agree that the risks and coverage shall include but not be limited to the following: a) Third Party liability insurance as required under Applicable Laws, with a minimum coverage of three times of the agreement value (Amounting---Rs. -----only). b) Employer's liability and workers' compensation insurance in respect of the Personnel of the Agency and of any Sub- Contractors, in accordance with Applicable Laws; and professional liability insurance for an amount no less than the Agreement Value. c) The indemnity limit in terms of "Any One Accident" (AOA) and "Aggregate limit on the policy period" (AOP) should not be less than the three times of the agreement value.	
10	Annex-7	Bank Guarantee for Performance Security	The whole Annex 7 of Bank Guarantee for Performance Security has been deleted or removed
11	SCHEDUL E-3: Guidance Note on Conflict of Interest	SCHEDULE-3: Guidance Note on Conflict of Interest	SCHEDULE-2: Guidance Note on Conflict of Interest
12	APPENDIX -1	Form – 6 : Particulars of Key Personnel	Form – 6 : Particulars of Key Personnel
	Form – 6	Key Professional required for Phase I& Phase II of RFP Document	

			Annexure 1 Form – 6 : Particulars of Key Personnel																																			
		• <i>Attach CVs of above Key Personnel, which will be evaluated</i>																																				
			<table border="1"> <thead> <tr> <th>Sl. No.</th> <th>Key Personnel</th> <th>Name of Key Personnel</th> <th>Educational Qualification</th> <th>Length of Professional Experience</th> </tr> </thead> <tbody> <tr> <td colspan="3"><i>Key Professional required for Phase A of RFP Document*</i></td> <td></td> <td></td> </tr> <tr> <td>1</td> <td>Team Leader</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2</td> <td>Media Management Planning & Designing Expert</td> <td></td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>Marketing Expert</td> <td></td> <td></td> <td></td> </tr> <tr> <td>4</td> <td>Communication Expert</td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="3"><i>Key Professional required for Phase B of RFP Document*</i></td> <td></td> <td></td> </tr> </tbody> </table>	Sl. No.	Key Personnel	Name of Key Personnel	Educational Qualification	Length of Professional Experience	<i>Key Professional required for Phase A of RFP Document*</i>					1	Team Leader				2	Media Management Planning & Designing Expert				3	Marketing Expert				4	Communication Expert				<i>Key Professional required for Phase B of RFP Document*</i>				
			Sl. No.	Key Personnel	Name of Key Personnel	Educational Qualification	Length of Professional Experience																															
			<i>Key Professional required for Phase A of RFP Document*</i>																																			
			1	Team Leader																																		
2	Media Management Planning & Designing Expert																																					
3	Marketing Expert																																					
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<i>Key Professional required for Phase B of RFP Document*</i>																																						
• <i>Key Professional required for Phase III of RFP Document</i>																																						

13	APPENDIX -1 Form – 6A	Form for Curriculum Vitae (C.V) for Proposed Key Personnel or Other Professional Personnel	Annexure 2 Form 6 A: Form for Curriculum Vitae (C.V) for Proposed Key Personnel or Other Professional Personnel 1. Proposed Position: 2. Name of Personnel: 3. Date of Birth: 4. Nationality: 5. Educational Qualification: (Summarize college/university and other specialized education of Personnel, giving degrees obtained). 6. Employment Record: (Starting with present position, list in reversed order, and every employment held. List all positions held by staff member since graduation, giving dates, names of employing organization, title of positions held and location of assignments. Experience period of specific assignment must be clearly mentioned). 7. Relevant Project Experience Furnish list of relevant project experience which describe the suitability and eligibility of the Personnel for this Work with brief description of role, responsibility and duration of the services performed; brief description of the project. <table border="1"> <tr> <td>Name of Project/Assignment :</td> <td></td> </tr> <tr> <td>Year:</td> <td></td> </tr> <tr> <td>Location:</td> <td></td> </tr> <tr> <td>Client(s):</td> <td></td> </tr> <tr> <td>Position Held:</td> <td></td> </tr> </table>	Name of Project/Assignment :		Year:		Location:		Client(s):		Position Held:	
Name of Project/Assignment :													
Year:													
Location:													
Client(s):													
Position Held:													

			Activities Performed:		
			Certification: i) I am willing to work on the project and I will be available for entire duration of the project assignment as required. ii) I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself my qualification and my experience. Place..... (Signature and name of the Key Personnel)		
13	APPENDIX -1 Form – 7:	Form – 7: Proposed Methodology & Work Plan. <i>NOTE: Marks will be deducted for writing lengthy and out of context responses.</i>	Form – 7: Proposed Methodology & Work Plan. <i>Note has been deleted/removed.</i> <i>Additional Note: The Approach & Methodology should be submitted in the form of a detailed presentation that will be held post the submission of the bid.</i>		
14	Form – 9:	Envelope 1 - Index	Form – 9: Envelope 1 – Index The whole Form -9 has been deleted/removed.		
15	Financial Proposal	APPENDIX-2 Form – 2 : Summary of Financial Proposal	APPENDIX-2 Form – 2 : Summary of Financial Proposal		
		Item	Description	Amount (INR)	Item
					Description
					Amount (INR)

	Envelope No 2	No.			No.		
		A.	PERSONNEL & LOCAL COSTS		A.	This has been removed/deleted	
		I	Remuneration for Professional Personnel (inclusive of all personnel allowances)		I	Preparation of Detailed Marketing Report (DMR)	
		II	Remuneration of Support Personnel (Inclusive of all personnel allowances)		II	This has been removed/deleted	
		III	Travelling Food and Lodging expenses		III	This has been removed/deleted	
		IV	Reports and Document Printing		IV	This has been removed/deleted	
		V	On site expenses		V	This has been removed/deleted	
		VI	Miscellaneous Expenses.		VI	This has been removed/deleted	
			Sub-total Personnel & Local Costs(A)			This has been removed/deleted	
		B	GST		B	Remains unchanged	
		C	TOTAL (including taxes) (A+B) (in Rs.) In Indian		C	Remains unchanged	

			Rupees in figures & in words:				

-Sd-
The Chief Operations Officer (MIDFC)
House No. L/A-56, Lower Nongrim Hills,
Shillong East Khasi Hills, Meghalaya-793003

