

## CORRIGENDUM

This is with reference to the request for Proposal Dated: 13 June, 2018 issued by Directorate of Industries, Government of Uttarakhand, Bidders are requested to note the RFP is to be read along with the changes as mentioned under:

S.No.	Page No./ Clause No.	Clause		Amended Clause/ Remarks by Department	
1	Pg. 5/ Point 3	Availability of RFP document ( <i>only for shortlisted bidders</i> ) on the official website ( <a href="http://www.doiuk.org">www.doiuk.org</a> )	13-06-2018	Availability of RFP document ( <i>only for shortlisted bidders</i> ) on the official website ( <a href="http://www.doiuk.org">www.doiuk.org</a> )	13-06-2018
		submission of queries	20-06-2018	submission of queries	20-06-2018
		Last date and time for submission of proposal	27-06-2018 05:00 PM	Last date and time for submission of proposal	04-07-2018 05:00 PM
		Date & time for Opening of proposal	28-06-2018 11:00 AM	Date & time for Opening of proposal	05-07-2018 11:00 AM
		Date & time for technical presentation	28-06-2018 03:00 PM	Date & time for technical presentation	05-07-2018 03:00 PM
2	Pg. 6 / Point 4.3(1)	<b>Earnest Money Deposit</b> (i) An Earnest Money Deposit of INR 1.40 Lakhs in the form of DD/FDR/Bank Guarantee in favor of Director of Industries.		<b>Earnest Money Deposit</b> (i) An Earnest Money Deposit of INR 1.40 Lakhs in the form of DD/FDR/Bank Guarantee in favor of Director of Industries <b>with the validity of 4 months.</b>	
3	Pg. 7/ Point 5	<b>Team Composition</b> - The team for the engagement should comprise of both on-site and offsite team members. The on-site team should consist of two team members who should be stationed full time at the Directorate of Industries, Government of Uttarakhand office in Dehradun. The on-site team should be supported by the other team members for the timely completion of the activities and deliverables finalised in consultation with the Directorate of Industries. Following should be the composition of the core team:		<b>Team Composition</b> - The team for the engagement should comprise of both on-site and offsite team members. The on-site team should consist of two team members <b>(Project Manager/ Team leader to primarily operate from DOI for regular interface with GoUK and Partner agencies)</b> . Who should be stationed full time at the Directorate of Industries, Government of Uttarakhand office in Dehradun. The on-site team should be supported by the other team members for the timely completion of the activities and deliverables finalised in consultation with the Directorate of Industries. Following should be the composition of the core team:	
4	Pg. 9/ Point 8	<b>Design &amp; Development of Promotional Material:</b>  1. Logo that includes diversities of uttarakhand and possibilities of investment /Mascot for the Event		<b>Design &amp; Development of Promotional Material:</b>  1. Logo that includes diversities of Uttarakhand and possibilities of investment /Mascot for the Event	



	<ol style="list-style-type: none"> <li>2. Promotional Videos: Video Films on Uttarakhand in English and Hindi using drones and other latest technologies</li> <li>3. Teaser films</li> <li>4. Sectoral Films on 12 focus sectors</li> <li>5. Design &amp; development of TV Advertisements</li> <li>6. Design &amp; development of Newspaper Advertisements in Regional, National and International Media</li> <li>7. Design &amp; Development of outdoor advertisements such as hoarding/Banners &amp; Standees</li> <li>8. Background designs for the Stage</li> <li>9. Souvenirs</li> <li>10. Preparation of video clip summarizing the event</li> <li>11. Brochures/Flyers/Booklet designing for the knowledge partner as per the requirement</li> <li>12. Feeds for online media for CII hired agency</li> </ol>	<ol style="list-style-type: none"> <li>2. <b>One State Pitch Video of 4-5 minutes duration</b></li> <li>3. <b>Two Teaser films / Event Promotional Videos of of 2 minutes duration</b></li> <li>4. <b>12 Sectoral/Session Films of 2 Min Duration</b></li> <li>5. <b>10 Advertisements focusing on sectors / sessions of 10 Sec / 30 Sec duration</b></li> </ol> <p>The production of the new material should be such that the relevant footage can be extracted for the above material. Two versions of each film with voiceovers in English and Hindi will need to be created.</p> <p>The following indicative themes / sectors should be covered for the production/ editing of material</p> <ul style="list-style-type: none"> <li>• <b>Investment Climate in the state</b></li> <li>• <b>Industries with focus on MSME / Pharma / Auto</b></li> <li>• <b>Tourism with focus on Religious Tourism / Adventure Tourism / MICE / Ropeways /</b></li> <li>• <b>Wellness &amp; AYUSH</b></li> <li>• <b>Food Processing</b></li> <li>• <b>Film Shooting</b></li> <li>• <b>Renewable Energy</b></li> <li>• <b>Information Technology &amp; Biotechnology</b></li> <li>• <b>Horticulture &amp; Floriculture</b></li> <li>• <b>Sericulture &amp; Natural Fiber</b></li> <li>• <b>Education &amp; Skill Development</b></li> <li>• <b>Organic produce / Agriculture Sector</b></li> <li>• <b>Fisheries &amp; Animal Husbandry</b></li> <li>• <b>Contract farming / Land Lease policies</b></li> </ul> <ol style="list-style-type: none"> <li>6. Jingle for the event using catchphrases both in Hindi and English of <b>1 Nos</b></li> <li>7. Design &amp; development of <b>1 Nos of Quarter Page Newspaper Advertisements</b> for each roadshow (Total 6 Roadshows) in Regional and National Media</li> <li>8. Design &amp; development of <b>1 Nos of Full Page, 1 Nos of Half Page and 1 Nos of Quarter Page Newspaper Advertisements</b> for the Main event (UK GIS 2018) in Regional and National Media</li> <li>9. Design &amp; Development of outdoor advertisements such as hoarding/Banners &amp; Standees</li> <li>10. Background designs for the Stage</li> </ol>
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5	Pg. 12/ Point 14	<p><b>Payment Schedule</b></p> <p>The payment as specified in financial format Annexure -III as submitted by selected agency shall be made on a Monthly basis.</p> <table border="1"> <thead> <tr> <th>Sr.No</th> <th>Description</th> <th>Payment as % of total contract value</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Mobilization advance against bank guarantee</td> <td>10.00 %</td> </tr> <tr> <td>2</td> <td>Per Month Payment (6 Months )</td> <td>60.00 %</td> </tr> <tr> <td>3</td> <td>After Successful completion of engagement and Submission of project report</td> <td>30.00 %</td> </tr> </tbody> </table>	Sr.No	Description	Payment as % of total contract value	1	Mobilization advance against bank guarantee	10.00 %	2	Per Month Payment (6 Months )	60.00 %	3	After Successful completion of engagement and Submission of project report	30.00 %	<p><b>Payment Schedule</b></p> <p>The payment as specified in financial format Annexure -III as submitted by selected agency shall be made on a Monthly basis.</p> <table border="1"> <thead> <tr> <th>Sr.No</th> <th>Description</th> <th>Payment as % of total contract value</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Mobilization advance against bank guarantee</td> <td>10.00 %</td> </tr> <tr> <td>2</td> <td>Per Month Payment</td> <td>60.00 %</td> </tr> <tr> <td>3</td> <td>After Successful completion of engagement and Submission of project report</td> <td>30.00 %</td> </tr> </tbody> </table>	Sr.No	Description	Payment as % of total contract value	1	Mobilization advance against bank guarantee	10.00 %	2	Per Month Payment	60.00 %	3	After Successful completion of engagement and Submission of project report	30.00 %
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6	Pg. 19/ Appendix 1	<p>1. Form 3</p> <p>Experience organizing international Promotion events for a state/ country with campaign covering PR Activities, designing / production of creatives / commercials for various media including print, TV, radio, online, outdoor, etc., in the last 5 years with engagement value of over Rs. 5 crore each</p>	<p>Experience organizing international Promotion events for a state/ country with campaign covering PR Activities, designing / production of creatives / commercials for various media including print, TV, radio, online, outdoor, etc., in the last 5 years with engagement value of over <b>Rs. 80 lakh each</b></p>																								
7	Pg. 25	<p>Annexe 5 Proposal Covering letter - Point 6</p> <p>We are submitting our technical bid documents. Hard copy of the Proposal should also be submitted inform of original and a copy along with original DD of both EMD and Tender Document Fee.</p>	<p>We are submitting our technical bid documents. Hard copy of the Proposal should also be submitted inform of <b>original</b> along with original DD of both EMD and Tender Document Fee.</p>																								

  
Director

Directorate of Industries  
Government of Uttarakhand