

Following are the points of corrigendum:

**1. Financial Quote:**

Revise format for submitting financial quote is as per Annexure 1 (at the end of the document).

Financial quote for Part1 is to be submitted in separate envelopes titled as “Financial Quote for Part 1” and Part 2 is to be submitted in separate envelopes titled as “Financial Quote for Part 2”.

**2. Technical presentation:**

The content for the technical presentation upon which the final technical score will be awarded should cover the following:

**Part 1: Creative Designing**

- A. Brief about the agency
- B. Brief about team proposed
- C. Designs of the following creative for the campaign:
  - Central Theme for the campaign
  - Design for newspaper advertisements based on central theme
  - Design for hoardings based on central theme
  - Design for Brochure based on central theme
  - Design for Bus panels based on central theme
  - Design for Backdrop based on central theme

**Part 2: TV Commercial Preparation**

- D. Concept Presentation on making of proposed TV Commercial (the way agency is proposing to prepare TV Commercial) which includes
  - Agenda of script,
  - Details of proposed on-site shooting
  - Details of aerial shooting, if any
  - Details of models to be used, if any
  - Details of graphics or any other innovative idea to be used

**3. Agency Selection**

On the basis of the financial quote submitted for Part 1 (Creative Designing) and Part 2 (TV Commercial preparation) as per revised financial proposal, two separate agencies will be selected based on QCBS score for each part. Accordingly, separate technical score will be given for part 1 and part 2.

**4. Technical Evaluation**

The Evaluation Committee appointed will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system:

**Part 1: Creative Designing**

<b>Sr No.</b>	<b>Evaluation Criteria</b>	<b>Max Marks</b>
1	Central Theme for the campaign	25
2	Designs for hoardings, brochure, bus panel, backdrop etc	35
4	Past work done of creative designing for other clients	10
	<b>Total Maximum technical marks</b>	<b>70</b>

Agency has to score at-least of 42 marks (from 70 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened or considered who will be declared qualified in technical presentation.

**Part 2: TV Commercial Preparation**

<b>Sr No.</b>	<b>Evaluation Criteria</b>	<b>Max Marks</b>
1	Conceptual presentation on way of making of TV Commercial	50
2	Past work done of TV Commercial/ Promotional Films preparation	20
	<b>Total Maximum technical marks</b>	<b>70</b>

Agency has to score at-least of 42 marks (from 70 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened or considered who will be declared qualified in technical presentation.

5. All other details of the tender remain the same.

**Corrigendum 1****Date: - 06-02-2018****Annexure 1: Revised Financial Proposal:**

Revised format for submitting the financial quote is as follow. Submission to be made in sealed envelope titled as Price Bid in the prescribed format therein.

Financial quote for Part1 is to be submitted in separate envelopes titled as “Financial Quote for Part 1” and Part 2 is to be submitted in separate envelopes titled as “Financial Quote for Part 2”

Format for Financial Proposal for Part 1 & Part 2 respectively are mentioned from next page.

**Part 1: Creative Designing**

<b>Particular</b>	<b>Amount (In Rs.)</b>
<p>Charges for creative designing of 01 Newspaper advertisement in English/ Hindi/ Gujarati language</p> <p>Newspaper advertisement can be of Quarter page/ Half page/ full page or any other size</p> <p><b>Note:</b></p> <p>Agency will require to carry out the content writing (based on the inputs from GMRDS) and will make provision for arranging photographs for the advertisements. GMRDS would facilitate to the extent possible in this activity</p>	
<p>Adaptation/ editing including translation from original language to English/ Hindi/ Gujarati of 01 newspaper advertisement of any format</p>	
<p>Charges for creative design of 01 Hoarding/ backdrop/ banner/ Standee/ Bus Panel or any other outdoor format of any size in English/ Hindi/ Gujarati language</p> <p><b>Note:</b></p> <p>Agency will make provision for arranging photographs for the creative. GMRDS would facilitate to the extent possible in this activity</p>	

**Corrigendum 1****Date: - 06-02-2018**

Adaptation/ editing charges including translation from original language to English/ Hindi/ Gujarati language of 01 Hoarding/ backdrop/ banner/ Standee/ Bus Panel of any format/ size	
Charges for creative design of 01 Leaflet/ Poster of any size in English/ Hindi/ Gujarati language	
Adaptation/ editing charges including translation from original language to English/ Hindi/ Gujarati language of 01 Leaflet/ Poster	
Charges for creative design of 01 Brochure of 16 pages including title pages of any size in English/ Hindi/ Gujarati language  <b>Note:</b>  Agency will require to carry out the content writing (based on the inputs from GMRDS) and will make provision for arranging photographs for the advertisements. GMRDS would facilitate to the extent possible in this activity  Charges will be made on actual number of pages on pro-rata basis. Actual number of pages could be more or less than 16 pages.	
Adaptation/ editing charges including translation from original language to English/ Hindi/ Gujarati language of 01 page of brochure	
<b>Total Amount</b>	

The above quote submitted is exclusive of GST and the applicable tax at the time of payment will be paid extra. No separate payment for transportation for site visit will be paid for photography/ videography and should be including in quoted charges.

**Part 2: TV Commercial Preparation**

<b>Particular</b>	<b>Amount (In Rs.)</b>
TV Commercial in Gujarati language of 45 seconds with adaptation to 30 seconds.  <b>Note:</b> No separate charges for conversion of TV Commercial from 45 seconds to 30 seconds.  TV Commercial to include script, on site video shooting, shooting of bites of Hon'ble Chief Minister (if required), Aerial Shooting, final edit, graphics, voice over in Gujarati language, music etc.	
Language adaptation including Script, Voice-over and graphics of TV commercial in English/ Hindi language	
<b>Total Amount</b>	

The above quote submitted is exclusive of GST and the applicable tax at the time of payment will be paid extra. No separate payment for transportation for site visit will be paid for photography/ videography and should be including in quoted charges.