

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION OF BROADCASTING  
CENTRAL BUREAU OF COMMUNICATION  
CGO COMPLEX, LODHI ROAD, NEW DELHI-110003**

F No. AD(NM)/EMP/WHATSAPP/2324

Dated: 27<sup>th</sup> Nov 2023

**CORRIGENDUM**

**Subject: Corrigendum regarding RFP (Tender Reference Number: AD(NM)/EMP-MEDIA AGENCIES/2023 - Tender ID 2023\_DAVP\_734731\_1) for Empanelment of Media Agencies for Providing Digital Advertisement Services to Central Bureau of Communication (CBC)**

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A pre-bid meeting on Empanelment of Media Agencies for Providing Digital Advertisement Services was held by CBC on 23<sup>rd</sup> Nov 2023 at 3:00 PM at Second Floor Conference Room, Sochna Bhawan, CBC.

2. Based on the discussions held at the pre-bid meeting and committee deliberations, the competent authority has accorded approval for the following amendments in the RFP. The agencies are requested to file their bids according to the below mentioned amendments.

3. The amendments to the RFP are as follow:


S No	Clause No.	Existing Clause	Amended Clause
i.	Sr No 4, Description, Table 2 Page 7	Both category of agencies must have at least 10 social media handles/channels in each of the following languages: English, Assamese, Hindi, Punjabi, Bengali, Odia, Gujarati, Marathi, Telugu, Kannada, Malayalam and Tamil.	Both category of agencies must have a working relationship with at least 10 social media handles/channels in each of the following languages: English, Assamese, Hindi, Punjabi, Bengali, Odia, Gujarati, Marathi, Telugu, Kannada, Malayalam and Tamil.
ii.	Sr No 4, Documents Required, Table 2 Page 7	Duly Notarised declaration of the Authorised Representative of the Agency mentioning the category wise list of at least 1000 social media handles/channels for category I and at least 500 social media handles/channels for category II with whom the agency has a working relationship/contract.	Duly notarised declaration of the authorised representative of the agency clearly mentioning the category wise list of at least 1000 social media handles/channels in case of Category I, and at least 500 social media handles/channels in case of Category II, with whom the agency has a working relationship/contract. Agency must mandatorily mention in a tabular format the following details on social media handles/channels: Name of the Social Media Handle/Channel, Subscribers/followers on the primary platform, classification as on date as per the clause at Part II, Para 1.2 (V) and the list of social media handles/channels operated

			on non-primary platform. No other documentary proof of relationship is mandatory.
iii.	Part II, Para 1.1 (VIII) (1), Pg 11	<b>Dashboard:</b> Agency to have a single dashboard/platform for Listening, Aggregation, Analytics & Reporting on the progress/implementation of the campaign and shall give access to CBC/Client whenever required.	<b>Dashboard:</b> Agency to provide access to the dashboard/interface of social media platform to CBC where the campaign is carried out for listening, analytics and reporting on the progress/implementation of the campaign whenever required.
iv.	Part II, Para 1.2 (IX)(a), Pg 14	<b>Dashboard:</b> Agency to have a single dashboard/platform for Listening, Aggregation, Analytics & Reporting on the progress/implementation of the campaign.	<b>Dashboard:</b> Agency to provide access to the dashboard/interface of social media platform to CBC where the campaign is carried out for listening, analytics and reporting on the progress/implementation of the campaign whenever required.
v.	Annexure – 1, Pg 31	<b>New Clause</b>	I read and understood all the terms and conditions laid down in the RFP document. (Revised Annexure – I of RFP is enclosed)

4. The bidders are advised to submit their bids taking into consideration the above mentioned amendments and 'revised' proforma of **Annexure – 1** of the RFP enclosed with this notification.

5. Further, the last of bid submission is extended to 6PM, 4<sup>th</sup> Dec 2023. The date of technical bid opening is 12 Noon, 5<sup>th</sup> Dec 2023, the technical presentations would be from 7<sup>th</sup>-8<sup>th</sup> Dec 2023, and the date of financial bid opening is revised to 2PM, 13<sup>th</sup> Dec 2023.

This issues with the approval on Director General, Central Bureau of Communication.

  
 (K Anurag Kumar)  
 Assistant Director (New Media)

सहायक निदेशक / Assistant Director  
 केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
 सूचना और प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
 भारत सरकार / Government of India  
 नई दिल्ली-110003 / New Delhi-110003

**Annexure - I**  
**(Proforma for submission of Technical Bid)**

Invitation of Bids for Empanelment of Media Agencies for Engagement on Social media platforms/channels/handles

The following format is to be filled accurately and placed at the RFP of "Technical Bid" and along with supported documents in chronological order:

<b>Applying under which category (Category I / Category II)</b>	
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**1. Name of Agency:**

**2. Contact Details:**

Head Office	
Address	
E-mail	
Mobile No.	
Landline No.	

Documents to be submitted:

- a) Notarized copy of legal procession & premises (such as ownership deed, rent agreement, electricity bills etc.)

Branch Office (if any)	
Address	
E-mail	
Mobile No.	
Landline No.	

- b) Authorised representative:

Contact Person	
Address	
E-mail	
Mobile No.	
Landline No.	

**3. Details of GST**

- GST No:
- PAN:

Documents to be attached:

- 1.3.1.1 Notarized copy of registration of GST, TAN and PAN.

#### 4. Legal Status of Company/firm/LLP etc.

Documents to be attached:

- a) Notarized copy of MCA Incorporation Certificate in case of company/legal document of the firm/LLP, Details of Owner (Proprietor/Partner/Directors) of company/Notarized copy of partnership deed in case of Partnership firm/LLP

#### 5. Turnover Details:

Sl. No	Financial Year	Total Turnover of the Company/Firm/LLP	Total turnover in digital advertising of Company/Firm/LLP
	2022-23		
	2021-22		
	2020-21		

Documents to be attached:

- a) A certificate duly certified by the statutory auditor.
- b) Chartered Account of the bidder mentioning the average annual turnover for last three audited financial years (total as well as for digital advertising separately) along with the audited balance sheets

#### 6. Experience

##### (A) Details of Successfully Completed Projects

S No	Financial Year	Work Order Number	Date of work order	Department / Ministry / Client	Amount as per work order, agreement, or completion certificate	Work Completion Date	Invoice Number
<b>Total</b>							

Documents to be attached:

- a) Completion certificate / Certificate from the Client for all the projects
- b) Work Order of all the listed projects done for the Client for social media marketing campaigns involving channels/handles

- c) The invoice must contain GST No. GST statement R1 against all invoices.
- d) Self-attested copies of work order & invoice for the same.

**7. Contracts with social media channels/handles**

Documents to be attached:

- Duly Notarized documentary evidence giving list of genre-wise, state-wise, category-wise social media handles/channels with whom the agency has a working relationship/contract.

**8. Blacklisting**

Documents to be attached:

- Self-Declaration

**9. Submit an affidavit on stamp paper stating on oath that the details submitted by you on Performa are true and correct.**

**10. Any other relevant information**

	Details
GST Exemption (if any)	
GST Applicable	

**List of documents attached in chronological order**

S.No.	Name & required Document	Quantity	Remark
<b>Total</b>			

(Signature)

Name & Designation of Authorised Signatory

Seal of the Organisation

## DECLARATION

I (Name of the capital letter) working an (organization) in (Name of agency) authorized by the owner (Name in capital letter and capacity of ownership by proprietor, Director etc.) to certify and undertake that the all the information furnished by me/ us/ our firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your organization shall without giving any notice or reason therefor, summarily reject the bid, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely. We shall not have any claim/ right against organization in satisfaction of this condition. I understand that in case any deviation is found in the above statement at any stage. I / We will be blacklisted and will not have any dealing with the Central Bureau of Communication in future.

1. I/We do hereby declare that our Company/ Firm has not been blacklisted/ debarred by any Government Department/Public sector undertaking.
2. I/We do hereby declare that our Company/firm has not been part of cartel with other vendors and will quote competitive rates in the bids.
3. I am the authorised signatory on behalf of the company/firm/LLP
4. I read and understood all the terms and conditions laid down in the RFP document.

**Date:**

**(Signature)**

**Place**

**(Name & Designation of Authorized Signatory)**

**SEAL OF THE ORGANISATION**