

RFP for – Appointment of a communication agency for National Health Protection Mission (AB-NHPM).

Tender No.: S.12012/110/2018-NHA

Date of Publishing the RFP: 08.08.2018

Corrigendum No. 1 dated 16.08.2018

Basis the pre-bid meeting and pre-bid queries received on the RFP the National Health Agency (NHA) has decided to make the following changes in the RFP as described in the table below-

S. No.	RFP section reference	RFP clause	Modification/Change/Insertion
1.	D – Fact Sheet and RFP Schedule, Page Number 11 - 12	Serial # 9 -Bid Submission – The last date for submission of Proposal is on or before 1700 hrs. on 20th August, 2018 The proposal will be submitted physically at the address mentioned below- Shri B.K. Datta, General Manager-Administration, National Health Agency, Room No. 246, A Wing, Nirman Bhawan, Maulana Azad Road, New Delhi - 110 011	Serial # 9 -Bid Submission – The last date for submission of Proposal is on or before 1200 hrs. on 27th August, 2018 The proposal to be submitted physically at the address mentioned below- Shri B.K. Datta, General Manager-Administration, National Health Agency, 9 th Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi, Delhi 110001
		Date, Time and venue for opening of pre-qualification bids of all bidders- 21.08.2018, 1500 hrs. at – National Health Agency, 343, Nirman Bhawan, New Delhi-110011”	Date, Time and venue for opening of pre-qualification bids of all bidders- 27.08.2018, 15.30 hrs. at – National Health Agency, 9th Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi, Delhi 110001

S. No.	RFP section reference	RFP clause	Modification/Change/Insertion
		Date, Time and venue for opening of technical bids (only of the bidders who have qualified in the prequalification stage)- 23.08.2018, 12 p.m. at – National Health Agency, 343, Nirman Bhawan, New Delhi-110011”	Date, Time and venue for opening of technical bids (only of the bidders who have qualified in the prequalification stage)- 29.08.2018, 12 noon. at – National Health Agency, 9 th Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi, Delhi 110001
		Date, Time and venue for technical presentation of bidders (only of the bidders who have qualified in the prequalification stage)- 24.08.2018, 11 a.m. at – National Health Agency, 343, Nirman Bhawan, New Delhi-110011”	Date, Time and venue for technical presentation of bidders (only of the bidders who have qualified in the prequalification stage)- 03.09.2018, 1430 hrs. at – National Health Agency, 9 th Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi, Delhi 110001
		Date, Time and venue for opening of financial bids of all bidders (only of the bidders who have qualified in the technical evaluation stage)- 27.08.2018, 1500 hrs.at – National Health Agency, 343, Nirman Bhawan, New Delhi-110011”	Date, Time and venue for opening of financial bids of all bidders (only of the bidders who have qualified in the technical evaluation stage)- 04.09.2018, 1500 hrs. at – National Health Agency, 9 th Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi, Delhi 110001
2.	Section 1.2, minimum eligibility criteria, 1.2.2, page # 14	The Communication Agency must have an Annual Revenue from business operations of INR 200 crore and above consistently in the last five financial years (2012-13, 2013-14, 2014-15, 2015-16, 2016-17) and the Communication Agency should have featured in the top 20 creative agencies list of Brand	<u>The clause is replaced as -</u> The Communication Agency must have an Annual Revenue from business operations of INR 100 crore and above consistently in the last five financial years (2012-13, 2013-14, 2014-15, 2015-16, 2016-17).

S. No.	RFP section reference	RFP clause	Modification/Change/Insertion
		Equity 2017-18 Agency Reckoner	
3.	Section 4.1.5, Pre-Qualification Criteria, Page # 35-36	Advertising Agency should have featured in the top 20 creative agencies list of Brand Equity 2017-18 Agency Reckoner. The Communication Agency should have strong Service Sector Credentials – Minimum 5 campaigns of National Coverage, preferably in health and development sectors in the last 10 years. – Documentary Proof- Certificate from the client with the list of campaigns	The clause is replaced as - Advertising Agency should be DAVP empaneled category A advertising agency (engaged in multi-media creative work) The Communication Agency should have strong Service Sector Credentials – Minimum 5 campaigns of National Coverage, preferably in health and development sectors in the last 10 years. – Documentary Proof- A copy of the work order or certificate from company secretary of the bidder with the list of campaigns
4.	Section 4.1.9, Solution presentation	Sample creative material, as detailed below: • Set of four Print and Out of Home (OOH) creative • Concept and storyboard for a TV commercial of 30/60 seconds • Radio Spots (30 Sec) • Design for brochure of 8-32 pages • Poster and Standee designs • Stall/Pavilion Design • Calendar Design (Table & Wall)	This will remain as part of solution presentation.
5.	Section 6, Payment Terms, clause	Any other invoice should be submitted along with complete details of the work	i. Any other invoice should be submitted along with complete details of the work undertaken

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	i	undertaken during the month, supporting documents and bills as well as copies of the creative and IEC material designed / produced during the month, for which the bills are submitted. The payments of these will be made to the communication agency within 30 days of submitting the bills. A reconciliation sheet pertaining to the bills will be submitted every month.	during the quarter, supporting documents and bills as well as copies of the creative and IEC material designed / produced during the quarter, for which the bills are submitted. The payments of these will be made to the communication agency within 30 days of submitting the bills on a quarterly basis. A reconciliation sheet pertaining to the bills will be submitted every quarter.

Note: Please read “National Health Protection Mission (AB-NHPM)” as “Ayushman Bharat-Pradhan Mantri Jan Arogya Abhiyaan”