

RFP for – Selection of a Communication Agency for Ayushman Bharat – Pradhan Mantri Jan Arogya Yojna (PMJAY) at National Health Agency

Tender No.: S.12012/128/2018-NHA

Date of Publishing the RFP: 01.09.2018

Corrigendum No. 1 dated 07.09.2018

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- <ul style="list-style-type: none"> Bid Submission Bid opening – pre-qualification Bid opening – pre-qualification 	<ul style="list-style-type: none"> Bid Submission – on or before 11th September, 1100 hours Pre-qualification bid opening – 12th September 2018 at 1500 hours Technical bid opening- 14th September 2018 at 1500 hours Technical presentation – 17th September at 1100 hours Financial bids opening – 18th September 2018 at 1500 hours 	<ul style="list-style-type: none"> Bid Submission – on or before 14th September, 1100 hours Pre-qualification bid opening – 14th September 2018 at 1130 hours Technical bid opening- 17th September 2018 at 1700 hours Technical presentation – 18th September at 1100 hours Financial bids opening – 20th September 2018 at 1500 hours
2.	Section 2.17, page # 33 – Bid security/EMD	New clause inserted	<ul style="list-style-type: none"> The bidders who have already submitted the EMD to NHA with the previously cancelled RFP for the same procurement need not submit a fresh EMD.

S. No.	RFP section reference	RFP clause	Modification/Change/Insertion
			<ul style="list-style-type: none"> • However, the bidders are required to submit the details of the same duly signed by the authorized signatory. • Such bidders are also required to provide appropriate modifications/amendments, pertaining to this RFP, to the EMD from the respective banks. A statement/declaration from the bank needs to be submitted along with the bid.
3.	Section 4.1.5, page # 43	Pre-qualification criteria	The revised pre-qualification criteria is attached at annexure 1 of this corrigendum.
4.	Section 4.1.9 Solution presentation, page # 51	New clause inserted	The sample creatives may be in Hindi or English language.

Annexure 1: Revised Pre-Qualification criteria-

The pre-qualification criteria is revised as under and it shall supersede the pre-qualification criteria provided in the RFP-

The Bidder's pre-qualification proposal will be evaluated as per the following criteria. A Bidder is expected to comply with each of the clauses of the Pre-Qualification criteria to be eligible to be considered for Technical Evaluation. Failure to meet even one of the Pre-Qualification criteria as mentioned below may lead to rejection of the Bid.

The bidders to ensure that while providing details they should provide details of their own firm/agency and not of any subsidiary/affiliates.

S. No.	Eligibility Criteria	Documentary proof
1.	Bidder should be: <ul style="list-style-type: none"> A company, or a Partnership or a Limited Liability partnership (LLP) Registered with the GST Authorities Agency should have a valid PAN number 	<ul style="list-style-type: none"> Certificate of Incorporation; GST Registration certificate issued by GSTN authorities (copy) PAN Card (copy)
2.	The Bidder must be registered with "Advertising Agencies Association of India (AAAI)" as a "Member" in the category of 'full service agency' or in the category "Creative Agency".	Documentary proof from AAAI certifying the stated criteria.
3.	Advertising Agency should be DAVP empaneled category A advertising agency (engaged in multi-media creative work)	Documentary proof from DAVP certifying the empanelment.
4.	The Agency's average turnover for last 3 consecutive financial years (i.e. F.Y. 2014-15, 2015-16, 2016-17) shall be a minimum of Rs.100 Crores.	Certificate from the Statutory Auditor of the bidder clearly specifying the turnover for the specified years.
5.	The Bidder should be a profitable organization for the last 3 financial years (2014-15, 2015-16, 2016-17).	Copy of the audited financial statements (Balance sheet and Profit & Loss statements) of the bidder. Consolidated statements to be provided.
6.	The Communication Agency must have been in operation for a minimum of 15	<ul style="list-style-type: none"> ROC-Incorporation certificate

S. No.	Eligibility Criteria	Documentary proof
	years as on the date of the issue of this RFP.	<ul style="list-style-type: none"> MOA or AOA of the company Certificate by the company secretary of the Agency stating the details on the criteria.
7.	The Communication Agency should have handled at least 5 creative accounts in any sector, with revenue of average INR 1 crore in each of the said creative account, for the last 3 financial years (2014-15, 2015-16, 2016-17).	<ul style="list-style-type: none"> Certificate by the company secretary of the Agency stating the criteria and the value of the projects/accounts and Work orders/ client certificate
8.	The Communication Agency should have strong Service Sector Credentials. The bidder should have handled minimum 5 campaigns government scheme (center/state/PSU's/UN) of national importance in the last 10 years.	<ul style="list-style-type: none"> Certificate by the company secretary of the Agency along with the list of campaigns and Work orders/ client certificate
9.	The Communication Agency should have handled 5 PR assignments, in government sector (center/state/PSU's/UN) in the last 10 years.	<ul style="list-style-type: none"> Certificate by the company secretary of the Agency along with the list of campaigns and Work orders/ client certificate
10.	As on date of submission of the proposal, the bidder should not be involved in any conflict of interest situation.	Undertaking by the authorized signatory of the agency
11.	As on date of submission of the proposal, the bidder should not be blacklisted or banned by Government of India for unsatisfactory past performance, corrupt, fraudulent or any other unethical business practices.	Certificate from the authorized signatory of the agency
12.	The Communication Agency should have presence across 3-4 cities, ensuring regional presence	Proof of address of office
13.	A confirmation letter from the Communication Agency for being able to provide the required Servicing and Creative Team	Certificate from the authorized signatory of the agency

