

**AMENDMENT-1**

April 13, 2017

**Invitation for Request For Proposal for “Engagement of Agency(ies) for carrying out the PAN India Inter Personal Communication Campaigns” for Directorate of Field Publicity**

Further to the pre-bid meeting held at 1100 Hours on April 12, 2016 at DFP, Sochna Bhawan, New Delhi, the following amendments in RFP No. BECIL/DFP/IPCC/RFP/2017-18/01 for carrying out the PAN India Inter Personal Communication Campaigns for Directorate of Field Publicity (DFP) under Ministry of Information and Broadcasting are brought to the notice of all concerned.

**1. Under Para 2.11 point (d.) is added additionally:**

- d. *If at any stage during the conduct of IPC event/ campaign by the agency(ies), it is observed that the deliverables w.r.t. RFP/ Work Order are not being delivered either quality-wise or quantity-wise or the conduct of IPC event/ campaign is not upto expected standards, DFP/ BECIL may take a decision to cancel the contract/ work order with immediate effect, forfeit the EMD/ Performance Bank Guarantee deposited by the agency(ies) or take any other action as deemed necessary. Details of the requirements in this regard will be spelt out in work order.*

**2. Under Para no. 4.3.2. Brief Scope of Work:**

*Broad break-up of events Region-wise should be read as under:*

<b>Region</b>	<b>States</b>	<b>Names of Districts</b>	<b>No. of Events in a State</b>	<b>Total events in a Region</b>
<b>EAST</b>	<i>West Bengal</i>	<i>15</i>	<i>350</i>	<i>1150</i>
	<i>Bihar</i>	<i>10</i>	<i>300</i>	
	<i>Sikkim</i>	<i>2</i>	<i>25</i>	
	<i>Assam</i>	<i>10</i>	<i>125</i>	
	<i>Jharkhand</i>	<i>10</i>	<i>150</i>	
	<i>Orissa</i>	<i>10</i>	<i>200</i>	
<b>WEST</b>	<i>Gujarat</i>	<i>14</i>	<i>350</i>	<i>1200</i>
	<i>Maharashtra</i>	<i>15</i>	<i>350</i>	
	<i>Madhya Pradesh</i>	<i>20</i>	<i>325</i>	
	<i>Chhattisgarh</i>	<i>13</i>	<i>150</i>	
	<i>Goa</i>	<i>2</i>	<i>25</i>	
<b>NORTH</b>	<i>Uttar Pradesh</i>	<i>25</i>	<i>800</i>	<i>1400</i>
	<i>Himachal Pradesh</i>	<i>5</i>	<i>50</i>	
	<i>Uttarakhand</i>	<i>5</i>	<i>50</i>	
	<i>Punjab</i>	<i>9</i>	<i>100</i>	
	<i>Haryana</i>	<i>9</i>	<i>100</i>	
	<i>Rajasthan</i>	<i>12</i>	<i>300</i>	
<b>SOUTH</b>	<i>Tamil Nadu</i>	<i>10</i>	<i>300</i>	<i>1100</i>
	<i>Kerala</i>	<i>10</i>	<i>200</i>	

	<i>Karnataka</i>	12	250	
	<i>Andhra Pradesh &amp; Telangana</i>	14	350	
<i>NORTH-EAST</i>	<i>Arunachal Pradesh</i>	8	25	150
	<i>Meghalaya</i>	5	25	
	<i>Manipur</i>	5	25	
	<i>Mizoram</i>	5	25	
	<i>Nagaland</i>	5	25	
	<i>Tripura</i>	4	25	

**Note: The detailed information regarding the district-wise number of IPC events, is annexed as Annexure A.**

3. Under Para no. 4.3.2. Brief Scope of Work following point (e.) is added additionally:
  - e. The stage size for events/ campaigns shall be standard having Length 10 Feet, Width 5 Feet and Height 2.5 Feet (10'x 5' x 2.5')
4. Under Para no. 4.4 Section a. in the specific activities in each programme "Wall Painting" job stands DELETED.
5. Under Para no. 4.4 Section a.:
 

**Regarding Innovative Activities: Digital and Mobile Telephony activities shall be read as:**

<b><i>Innovative Activities : Digital and Mobile Telephony activities</i></b>	
<i>Video (Production) 40 seconds – create database of 2 Video Messages per State</i>	<i>2 videos per state in the region to be produced for wider dissemination.</i>
<i>Mobile phone numbers database of community leaders to be created and handed over.</i>	
<i>Testimonials to be loaded on video 10 per week</i>	

**Note:** 2 videos to be produced for each state in the region for wider distribution to at least 500 persons per event

**6. Under Para 5.1.2**

*"Sl. No. 8 Should be read as FY 2013-14 instead of FY 2014-15  
 Sl. No. 9 Should be read as FY 2014-15 instead of FY 2015-16  
 Sl. No. 10 Should be read as FY 2015-16 instead of FY 2016-17  
 Sl. No. 12 Should be read as FY 2013-14 instead of FY 2014-15  
 Sl. No. 13 Should be read as FY 2014-15 instead of FY 2015-16  
 Sl. No. 14 Should be read as FY 2015-16 instead of FY 2016-17"*

**7. Para 5.3.2 Added additionally**

The breakup cost of the 1 event in the \_\_\_\_\_(Specify the region)\_\_\_\_\_ is given in the table below:

<b><i>Activities</i></b>	<b><i>Units</i></b>	<b><i>Unit Rate (in INR) for 1 event location in the region</i></b>
Making a detailed project report for the communication		

<i>Activities</i>	<i>Units</i>	<i>Unit Rate (in INR) for 1 event location in the region</i>
campaign		
Develop and implement a monitoring and reporting mechanism involving geo-tagging for the campaign along with digital dashboard		
Have a monitoring and reporting mechanism for the events/ activities		
The stage size for events/ campaigns shall be standard having Length 10 Feet, Width 5 Feet and Height 2.5 Feet (10'x 5' x 2.5')		
<b>Day 1 (Pre event mobilization- In Morning)</b>		
1 Rally by School/ College Students	1 Hour Rally Participation by at least 200-250 School/ College Students	
Cultural programmes (in local language & context)	1 Hour Programme based up on themes of Activities	
Setting up of DAVP exhibition panels, standies etc. (mini exhibition)	(May be provided by DAVP)	
Toll free number- IVR system	System should be made operational from the date of start of campaigns for 3 Months.	
<b>Day 2 and 3 (5-6 Hours of programme)</b>		
Rural Outreach programmes		
Talks & Discussion / Debates / Group discussions / Seminars	To be led by Opinion Makers of the local areas	
Quiz Competitions		
Interactive communications		
Film Shows	(Film CDs/DVDs to be provided by DFP)	
Jan Ki Baat- Feedback/ Public reaction/ questions		
Wifi Spot		
Cultural programmes (in local language and context)	(in coordination with S&DD)	
<b>Communication Material to be distributed/ displayed</b>		
Pamphlets	(DAVP material as provided by DFP)	
Booklets	1000/ event(DAVP material as provided by DFP)	
Posters	25/ event(DAVP material to be Designed by Bidder and approved by DFP)	
3 Standees (standard size) and 3 Panels (7Ft X 3.5 Ft)	(3+3)/event (To be Designed by Bidder and approved by DFP)	
AV Material	May be provided by DFP	
<b>Innovative Activities : Digital and Mobile Telephony activities</b>		
Video (Production) 40 seconds – create database of 2 video Messages per state		

<i>Activities</i>	<i>Units</i>	<i>Unit Rate (in INR) for 1 event location in the region</i>
<i>Mobile phone numbers database of community leaders to be created and handed over.</i>		
<i>Testimonials to be loaded on video 10 per week</i>		

All the other terms and conditions of the request for proposal document RFP No. BECIL/DFP/IPCC/RFP/2017-18/01 shall remain unchanged.

**-sd-  
General Manager**

**Annexure - A**

<b>State/UT</b>	<b>Region</b>	<b>Number of Districts</b>	<b>District Name</b>	<b>No. of Programmes</b>	<b>Proposed Events</b>
Assam	East	10	1. Hailaandi	12	
			2. Majuli	12	
			3. Tinsukia	13	
			4. Sibsagar	12	
			5. Chirang	12	
			6. Marijaon	12	
			7. Baksa	13	
			8. Udalguri	13	
			9. Lakhimpur	13	
			10. Dhubri	13	
					<b>125</b>
Bihar	East	10	1. Vaishali	30	
			2. Begusarai	30	
			3. Muzaffarpur	30	
			4. Jamui	30	
			5. Bhojpur	30	
			6. Araria	30	
			7. Supaul	30	
			8. Madhubani	30	
			9. East Champaran	30	
			10. West Champaran	30	
					<b>300</b>
Jharkhand	East	10	1. Simdega	15	
			2. Lohardaga	15	
			3. Khunti	15	
			4. Gharwa	15	
			5. Latehar	15	
			6. Chatra		
			7. Hazaribagh		
			8. Koderma	15	
			9. Giridih	15	
			10. Jamtara	15	
					<b>150</b>
Orrisa	East	10	1. Malkangiri	20	
			2. Nabarangpur	20	
			3. Rayagada	20	
			4. Gajapati	20	
			5. Nuapada	20	
			6. Subarnapur	20	
			7. Dhenkanal	20	
			8. Deogarh	20	
			9. Bargarh	20	

			10. Nayagarh	20	
					<b>200</b>
Sikkim	East	2	1. West	13	
			2. North	12	
					<b>25</b>
West Bengal	East	14	1. Bankura	25	
			2. Purulia	25	
			3. Birbhum	25	
			4. Murshidabad	25	
			5. 24 Parganas (North)	25	
			6. Bardhaman	25	
			7. Howrah	25	
				25	
			8. East Midnapore	25	
			9. Jhargram	25	
			10. Malda	25	
			11. Uttar Dinajpur	25	
			12. Alipurduar	25	
			13. Jalpaiguri	25	
14. Darjeeling	25				
					<b>350</b>
					<b>1150</b>
Haryana	North	9	1. Mewat	15	
			2. Palwal	10	
			3. Kaithal	10	
			4. Jind	10	
			5. Fatehabad	10	
			6. Sirsa	15	
			7. Jhajhar	10	
			8. Charkhi Dadri	10	
			9. Mahendragarh	10	
					<b>100</b>
Himachal Pradesh	North	5	1. Kinnaur	10	
			2. Dharamshala	10	
			3. Kullu	10	
			4. Mandi	10	
			5. Sirmaur	10	
					<b>50</b>
Punjab	Chandigarh	9	1. Fazilka	15	
			2. Muktsar	10	
			3. Faridkot	10	
			4. Moga	10	
			5. Barnala	10	
			6. Mansa	10	
			7. Pathankot	15	
			8. Gurdaspur	10	
			9. Hoshiarpur	10	
					<b>100</b>
Rajasthan	North	12	1. Banswara	25	
			2. Pratapgarh	25	
			3. Baran	30	
			4. Jhalawar	30	

			5. Karauli 6. Dholpur 7. Tonk 8. Jalore 9. Jaipur 10. Chittorgarh 11. Nagour 12. Rajsamand	25 25 20 30 25 20 25 20	
					<b>300</b>
Uttar Pradesh	North	25	1. Azamgarh 2. Behraich 3. Shravasti 4. Lucknow 5. Gorakhpur 6. Mahajraganj 7. Sant Kabir Nagar 8. Basti 9. Khushi Nagar 10. Devria 11. Etawah 12. Kannauj 13. Farukhabad 14. Varanasi 15. Sonbhadra 16. Pratapgarh 17. Fatehpur 18. Jhansi 19. Jalon 20. Lakhimpur kheri 21. Shahjahanpur 22. Raibareli 23. Pratapgarh 24. Sultanpur 25. Faizabad	32 32	
					<b>800</b>
Uttarakhand	North	5	1. Almora 2. Udham Singh Nagar 3. Nainital 4. Pauri Garhwal 5. Haridwar	10 10 10 10 10	
					<b>50</b>
					<b>1400</b>
Arunachal Pradesh	North-East	8	1. Papumpare 2. Tirap 3. Kurung Kumey 4. Lower Dibang Valley 5. Upper Siang 6. Anjaw 7. Longding 8. Namsai	3 4 3 3 3 3 3 3	
Manipur	North-East	5	1. Noney 2. Churchandpur 3. Pherzawl	9 9 7	<b>25</b>
Meghalaya	North-East	5	1. South Garo Hills 2. North Garo Hills 3. West Khasi Hills	6 5 5	

			4. South West Khasi Hills 5. Ri-Bhoi	3 3	
					<b>25</b>
Mizoram	North-East	5	1. Saiha (Chimtuipui) 2. Mamit 3. Lawngtlai 4. Lunglei 5. Serchhip	7 7 7 2 2	
					<b>25</b>
Nagaland	North-East	5	1. Kaphire 2. Longleng 3. Tuensang	9 9 7	
					<b>25</b>
Tripura	North-East	4	1. South Tripura 2. Sipahijala 3. Dhalai 4. Khowai	7 7 6 5	
					<b>25</b>
					<b>150</b>
Andhra Pradesh & Telangana	South	14	1. Anantpur 2. Chittoor 3. Prakasam 4. West Godavari 5. Vizianagaram 6. Khammam 7. Bhadradri-Kothagudem 8. Adilabad 9. Komarambheem-Asifabad 10. Mahabubnagar 11. Jogulamba 12. Mahabubabad 13. Rajanna Sircilla 14. Jagtial	40 40 30 30 30 20 20 20 20 20 20 20 20 20	
					<b>350</b>
Karnataka	South	12	1. Bagalkot 2. Kolar 3. Chamraja nagar 4. Chikamagalur 5. Davangere 6. Uttara Kannada 7. Haveri 8. Koppal 9. Gadag 10. Raichur 11. Bidar 12. Yadgiri	30 30 30 25 15 15 15 20 15 20 20 20 15	
					<b>250</b>
Kerala	South	10	1. Kasargod	20	



			2. Wayanad 3. Kannur 4. Kozhikode 5. Malappuram 6. Palakkad 7. Idukki 8. Pathanamtitta 9. Kollam 10. Trivendrum	20 20 20 20 20 20 20 20 20 20	
					<b>200</b>
Tamil Nadu	South	10	1. Villupuram 2. Thiruvannamalai 3. Cuddalore 4. Nagappattinam 5. Ariyalur 6. Perambalur 7. Sivagangai 8. Pudukottai 9. Virudhunagar 10. Thoothukudi	30 30 30 30 30 30 30 30 30 30	
					<b>300</b>
					<b>1100</b>
Chattisgarh	West	13	1. Raipur 2. Mahasamund 3. Dhamtari 4. Kawardha 5. Rajnandgaon 6. Rajgarh 7. Korba 8. Koriya 9. Janjgeer- Champa 10. Gariyaband 11. Bemetara 12. Balod 13. Jashpur Nagar	11 11 11 12 12 12 12 12 12 11 11 11 12 12	
					<b>150</b>
Goa	West	2	1. North Goa 2. South Goa	12 13	
					<b>25</b>
Gujarat	West	14	1. Vadodara 2. Banaskantha 3. Mehsana 4. Surat 5. Morbi 6. Dahod 7. Chhota udaipur 8. Botad 9. Amreli	20 20 20 20 30 30 30 30 30	

			10. Gir-Somnath	20	
			11. Porbandar	20	
			12. Dwarka	20	
			13. Dang	30	
			14. Valsad	30	
					<b>350</b>
Madhya Pradesh	West	20	1. Sheopur	16	
			2. Shivpuri	16	
			3. Guna	16	
			4. Ashok Nagar	16	
			5. Datia	16	
			6. Ratlam	16	
			7. Shajapur	16	
			8. Neemuch	16	
			9. Alirajpur	17	
			10. Khandwa	16	
			11. Sehore	16	
			12. Raisen	17	
			13. Rajgarh	16	
			14. Vidisha	17	
			15. Betul	16	
			16. Harda	17	
			17. Damoh	16	
			18. Panna	16	
			19. Seoni	16	
			20. Narsighpur	17	
					<b>325</b>
Maharashtra	West	15	1. Beed	23	
			2. Parbhani	25	
			3. Usmanabad	23	
			4. Dhule	25	
			5. Palghar	23	
			6. Bhandara	25	
			7. Yevatmal	22	
			8. Buldhana	23	
			9. Nandurbar	23	
			10. Latur	23	
			11. Jalna	25	
			12. Hingoli	22	
			13. Washim	22	
			14. Akola	23	
			15. Gondia	23	
					<b>350</b>
					<b>1200</b>