

**SELECTING START-UP AGENCIES FOR CREATIVE CONTENT DEVELOPMENT OF VARIOUS TYPES  
AND FOR VARIOUS MEDIA AS PART OF ITS INFORMATION, EDUCATION AND COMMUNICATION  
ACTIVITIES FOR SUCHITWA MISSION**

**RFP No. 1157/D1/2024/SM(1)**

**RFP Fact Sheet**

<b>Item. No</b>	<b>As Per Original RFP/Corrigendum</b>	<b>Read/Replace/Add/Modify</b>	<b>Reason for Modification</b>
7	<p>Last Date and Time for Submission of Proposals: <b>06/05/2024</b> (as per original RFP)</p> <p>AND</p> <p>Last Date and Time for Submission of Proposals: Date - <b>15/05/2024, Time - 5:00 PM, Place: Suchitwa Mission Office, 4th Floor, Revenue Tower, Public Office Compound, Thiruvananthapuram - 695 033</b> (as per Corrigendum)</p>	<p>Last Date and Time for Submission of Proposals: Date - 27/05/2024, Time - 5:00 PM, Place: Suchitwa Mission Office, 4th Floor, Revenue Tower, Public Office Compound, Thiruvananthapuram - 695 033</p>	<p>For providing adequate time to Bidders after publishing response on queries</p>

<b>RFP Fact Sheet</b>			
<b>Item. No</b>	<b>As Per Original RFP/Corrigendum</b>	<b>Read/Replace/Add/Modify</b>	<b>Reason for Modification</b>
8	Date, Time and Place of opening of Proposals <b>08/05/2024</b> (as per original RFP)	Date, Time and Place of opening of Proposals: Date - 29/05/2024, Time - 11:30 AM, Place: Suchitwa Mission Office, 4th Floor, Revenue Tower, Public Office Compound, Thiruvananthapuram - 695 033	

<b>Section - 8 Pre-Qualification/Minimum Eligibility Criteria</b>			
<b>Clause. No</b>	<b>As Per Original RFP</b>	<b>Read/Replace/Add/Modify</b>	<b>Reason For Modification</b>
<b>Sub Clause- 2</b>			
8.2	The Agency must have been rendering services for designing, development and implementation of IEC activities for last FIVE years	The Agency must have been rendering services for designing, development and implementation of IEC activities for last THREE years	Request from Pre-Bid Meeting Participant Organisation

<b>Section - 8 Pre-Qualification/Minimum Eligibility Criteria</b>			
<b>Clause. No</b>	<b>As Per Original RFP</b>	<b>Read/Replace/Add/Modify</b>	<b>Reason For Modification</b>
<b>Sub Clause- 3</b>			
8.3	In the last 5 years, the bidder should have experience in relevant IEC activities in any State or at National level for Govt. Departments/PSUs, either directly or through any development partners & at least one of them should have the value of minimum Rs. 15 lakhs or above.	In the last 3 years, the bidder should have experience in relevant IEC activities in any State or at National level for Govt. Departments/PSUs, either directly or through any development partners & at least one of them should have the value of minimum Rs. 10 lakhs or above.	Request from Pre-Bid Meeting Participant Organisation
<b>Sub Clause- 4</b>			
8.4	The bidder should have achieved a minimum annual average turnover of Rs. 25 lakhs during last three financial years (FY 2020-21, 2021-22 & 2022-23). (Copy of Audited Financial Statement to be enclosed)	The bidder should have achieved a minimum annual average turnover of Rs. 15 lakhs during last three financial years (FY 2020-21, 2021-22 & 2022-23). (Copy of Audited Financial Statement to be enclosed)	Request from Pre-Bid Meeting Participant Organisation

### Responses on Other Pre-Bid Queries

Query No.	Query	Response
1	Regarding the specifications mentioned in Annexure A6, particularly under serial number 14, it states that 4-5 posts per day are required. Could you please clarify if we are expected to maintain this quantity of postings per day even if we do not receive additional posters shared by your team?	The raw- content for creative content development for making social media posts will be provided by Suchitwa Mission. The agency is expected to make appropriate creative content suitable for social media posts from these materials provided. Raw-Content for 4-5 posts can be ensured by Suchitwa Mission
2	Furthermore, in the same table (Annexure A6), under serial number 12, it is mentioned that live streaming is to be conducted. Could you kindly provide a list of platforms where this live streaming is intended to take place? Additionally, we would like to inquire if there are any plans for television broadcasts as part of this campaign.	Live streaming is expected to happen on social media platforms maintaining by Suchitwa Mission. In the case of requirement of television broadcast, that can be treated as a separate deliverable and can be charged separately by the agency (case to case basis).