

Date: 26th September 2017, Corrigendum No 1 to **TENDER/PR/2017/0008. /NON- CONSULTANCY for Provision of Design Services Under Framework Agreement at NSDC**”

With reference to the captioned subject matter, NSDC has issued Corrigendum to the Tender document, details are as under: -

Corrigendum No : 1

Reference/ Page/	Existing clause	Corrigendum (Clause to be read as)
SECTION II/ Page 21. Qualification Requirement	<p>Qualification Requirement</p> <p>The Proposer should submit documentary evidence on its qualifications to perform the Contract if its proposal is accepted as detailed below:</p> <p>(i) that, in the case of a Proposer; offering to supply Goods or services under the Contract which the Proposer manufactures, creates or otherwise produces, that the Proposer:</p> <p>(a) is incorporated/registered in India;</p>	<p>Qualification Requirement</p> <p>The Proposer should submit documentary evidence on its qualifications to perform the Contract if its proposal is accepted as detailed below:</p> <p>(i) that, in the case of a Proposer; offering to supply Goods or services under the Contract which the Proposer manufactures, creates or otherwise produces, that the Proposer:</p> <p>(a) The agency is incorporated/registered in India, having experience of 4 years or more as on the date of the issue of this IFP. Agency must have an office in Delhi/NCR.</p>

SECTION III/ Page 24.	<u>TECHNICAL EVALUATION CRITERIA</u>			<u>TECHNICAL EVALUATION CRITERIA</u>			
				The bidder which meets the eligibility criteria mentioned above will be evaluated based on Submission of Proposal for Technical Evaluation & Presentation.			
	S.no	Technical Requirement & Experience	Maximum Marks (100)	Documents to attach	S.no	Technical Requirement & Experience	Maximum Marks (100)
1	The agency must have been in operation for a minimum of 4 years as on the date of the issue of this IFP in designing/production of creative/commercials for various media, including print, digital, outdoor etc., as well as designing publicity material including brochures, leaflets posters, maps, calendars etc.	30 marks	Registration documents. Attached.	1	The Agency must have handled at least 2 design(s) and creative accounts, with annual revenue of Rs. 20 lakh (minimum) in each of the said account, during the last 3 financial years (2013-14, 2014- 15 and 2015-16). The annual revenue should only consist of design and creative cost paid by the client. Single account – 5 marks Two or more accounts – 10 marks	10 Marks	Copies of contract / completion certificate or letter from the client. Samples of design work Attached

	2	<p>The Agency must have handled at least 2 design and creative accounts, with annual revenue of Rs. 20 lakh (minimum) in each of the said account, during the last 3 financial years (2013-14, 2014- 15 and 2015-16). The annual revenue should only consist of design and creative cost paid by the client.</p> <p>Single account – 10 marks</p> <p>Two or more accounts – 20 marks</p>	20 Marks	<p>Copies of contract / completion certificate or letter from the client. Samples of design work Attached</p>	2	<p>The Agency which has strong credentials/ experience of managing accounts in the social sector especially in Skill Development or Skill related projects.</p> <p>- Experience with Social sector of at least contract value of 5 lakh of any of last 3 Financial years ended 31st March 2016 – 5 marks.</p> <p>- Experience with Skill Sector of at least contract value of 5 lakh of any of last 3 Financial years ended 31st March 2016– 5 marks.</p> <p>In total 10 marks will be awarded, in case experience of both Social and Skill Sector.</p>	10 marks	<p>Copies of contract / completion certificate / or letter from the client</p>	
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	3	<p>The Agency who have strong credentials/experience of managing accounts in the social sector especially in Skill Development or Skill related projects.</p> <ul style="list-style-type: none"> - Experience with Social sector of at least contract value of 5 lakh of any of last 3 Financial years ended 31st March 2016 – 5 marks. - Experience with Skill Sector of at least contract value of 5 lakh of any of last 3 Financial years ended 31st March 2016– 5 marks <p>In total 10 marks will be awarded, in case experience of both Social and Skill Sector</p>	10 marks	Copies of contract / completion certificate or letter from the client	3	<p>Number of full time employees (including employees having experience in design and creative) with the agency.</p> <ul style="list-style-type: none"> - 4-8 employees (at least 2 employees in design and creative; with 1 having 10 years or more experience: 5 marks. - 8-12 employees (at least 4 employees in design and creative; with 1 having 10 years or more experience: 10 marks. - more than 12 employees (at least 5 employees in design and creative; with 2 having 10 years or more the experience: 15 Marks. 	15 Marks	Certified by a CA or self-declaration on Non- Judicial stamp paper
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	4	<p>Number of full time employees (including employees having the experience in design and creative) with the agency.</p> <p>4-8 – employees (at least 2 employees in design and creative with 1 having the experience of at least 10 years: 5 marks.</p> <p>8-12 employees (at least 4 employees in design and creative with 1 having the experience of at least 10 years: 10 marks.</p> <p>more than 12 employees (at least 5 employees in design and creative with 2 having the experience of at least 10 years: 20 Marks</p>	20 Marks	<p>Certified by the CA or self-declaration on Non-Judicial stamp paper</p>	4	<p>Reach:</p> <p>The Agency must be in Delhi- NCR</p> <ul style="list-style-type: none"> • Additional office- At least 1 office in other state other than Delhi - NCR -05 marks 	5 Marks	<p>Office registration and other relevant details</p>
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	6	Reach: Agency must be in Delhi- NCR • Additional office- At least 1 office in other state other than Delhi - NCR (05 marks) • Additional office- At least 2 office in different states other than Delhi- NCR (10 marks)	10 Marks	Office registration and other relevant details	5	The Agency must have developed multi-faceted campaign(s)/collateral(s) in various regional Indian languages; especially for Government / Associated Body organizations	20 Marks	Share sample for Newsletters, PressAd, Hoarding, Banner, Standee in proposal and also provide details during Presentation
	7	Developed multi-faceted campaign/collateral in multiple regional Indian languages for Government Body organizations	10 Marks	Share sample of creative developed	6	Agency to provide designs made for current and past clients.	20 Marks	Share sample for Newsletters, PressAd, Hoarding, Banner, Standee in proposal and also provide details during Presentation
					7	Creatives solutions proposed for NSDC (Press Ad, Hoarding, Banner, Standee)	20 Marks	Share sample for Newsletters, PressAd, Hoarding, Banner, Standee in proposal and also provide details during Presentation

	8	Maximum Total Marks	100 marks			Maximum Total Marks	100 marks	
	Minimum Technical Marks required to pass the Technical criteria: 65				Minimum Technical Marks required to pass the Technical criteria: 70			
	<p>Evaluation of Technical Proposals and Finalization of Framework Agreements:</p> <p>a. Technical Qualification for both the packages.</p> <p>1. Proposer will be evaluated for its technical capabilities as per the format provided above.</p> <p>2. Proposer must pass the technical criteria with minimum of 65 marks to be eligible for considering their Financial Proposals to be opened.</p>				<p>Evaluation of Technical Proposals and Finalization of Framework Agreements:</p> <p>a. Technical Qualification for both the packages.</p> <p>1. Proposer will be required to present technical capabilities as per the format provided above.</p> <p>2. Proposer must pass the technical criteria with minimum of 70 marks to be eligible for considering their Financial Proposals to be opened.</p> <p>3. Date of Presentation will be announced later.</p>			
Price Schedule (Package -1) - S# - 4/Page - 68	Adaptation/Replication of existing creative in different sizes				<p>NSDC will pay for language adaptation of the ads and other designs/ collaterals. Agency to share a financial quote for translation of content into different languages. Cost to be shared in the following way:</p> <p>a. Cost per 100 words for the following languages; Marathi, Kannada, Gujrati, Bengali, Assamese, Oriya, Malayalam, Hindi, Tamil, Telugu.</p>			

For National Skill Development Corporation

Managing Director & CEO