



No.10/24/2019-Census (Media)  
Government of India  
Ministry of Home Affairs  
Office of the Registrar General, India  
West Block-I, R. K. Puram, New Delhi-110 066

Dated: 20.01.2020

**CORRINGENDUM**

**Reference: Tender Bid No. 10/24/2019-Census (Media)**

This is to inform that some modification/amendment in BOQ for Tender ID No. 2019\_ORGI\_531992\_1 has been done. Therefore, re-tender is being created with revised last date of submission of the bids 28.01.2020 (2.00 PM) and opening of technical bids 29.01.2020 (3.00 PM).

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Dated: 20.01.2020

**Subject: Clarification on query raised by the bidders during pre-bid meeting and submission of amended BoQ.**

**Reference: Tender Bid No. 10/24/2019-Census (Media)**

In reference to e-tender notice No. 10/24/2019-Census (Media) dated 31.12.2019 published for selection of a professional communication agency for Census 2021, pre -bid meeting was held on 08.01.2020 at 3.30 PM at Conference Hall, office of Registrar General India, West Block-1, R. K. Puram, New Delhi-110066. During this meeting some queries were raised by the bidders. The clarification in this connection are as follows:

Sl.No.	Query raised by the bidders	Clarification
1.	What will be the duration of assignment?	Work has to be completed in three months from the date of issue of the work order/signing the contract agreement.
2.	Are the TVCs separate from the one already being made?	Yes, the work has following components: 1. Creation of one TVC each on Census and NPR plus translation of the same (in 16 languages including English). 2. Creation of a documentary film (in Hindi & English). 3. Translation in sixteen languages including English and other fifteen languages, of the already existing five TVC and five radio jingles.
3.	Who are the TG for the documentary? We feel 60 minute is too long for the duration.	The Target Group (TG) for Census and NPR is whole of population of the Country. For documentary film duration of the Master is 20 minutes and for Edits it is 10 & 5 minutes.
4.	BOQ does not mention: - a. Pamphlets b. E-book c. Handouts	Pamphlets, E-book and Handouts have been deleted from the scope of work. Anthem has been added in BOQ.

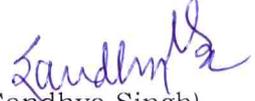
	d. Anthem	
5.	Under Scope of Work you have mentioned adaptations we request for more clarity on number of adaptations.	Adaptations means generally translation but require little adaptation according to the language/its regional culture and edits which have been mentioned
6.	What is duration of anthem?	2 minutes approx.
7.	2.4 Target holding/stake holders: Kindly elaborate on the point; NGO's civil society organization, youth groups ,SHGs, Women's Group etc. how are they relevant?	The target group for Census and NPR is whole of population of the Country. However, if these groups are enlightened they would become the torch bears of the campaign, therefore it has been kept.
8.	Under objective at page 13, kindly elaborate point expand 'visibility of Census 2021 by way of effective branding across various platform with special focus on building and use of toilets and effective waste management'	Typographical error. May please be read as 'visibility of Census 2021 by way of effective branding across various platform with special focus on correct and complete information to enumerator'.
9.	Kindly elaborate on information regarding range of technologies, appropriate designs and costs to be communicated. Etc.	Typographical error may be please be read as "range of technologies, appropriate designs" etc.
10.	Page No.33: Under Annexure=2 Qualification criteria: Point No.6 under 5 best projects, it may kindly be noted it may not be possible to submit proof of outcome as it cannot be validated in	This point is well taken, proof of outcome is voluntary, not mandatory.

	absence of impact assessment.	
11.	We feel for TVC & Radio, the duration may be considered as 60 seconds for Master and 30 seconds & 15 seconds for edits.	Accepted. Relevant change has been done in BOQ and revised <b>Annexure III</b> is as follows:
12.	<p>Typographical errors</p> <p>Page 11-&gt;18 language.</p> <p>Page 21-&gt;Points for team leader reported as 1.</p> <p>Page 26-&gt; Performance Guarantee mount</p> <p>Page 29-&gt;M/o drinking Water and Sanitation.</p>	<p>These typographical errors may be read as follows:</p> <p>Page 11-&gt;16 language.</p> <p>Page 21-&gt;Points for team leader are 10.</p> <p>Page 26-&gt; It is Performance Guarantee Amount</p> <p>Page 29-&gt; office of the Registrar General India M/o Home affairs.</p>

<b>Annexure III</b>					
<b>S. No</b>	<b>Media</b>	<b>Deliverables</b>	<b>Cost per unit in INR</b>	<b>GST in %</b>	<b>G Total (Incl. GST)</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>
(a)	TV (Digi Beta Format) + HD Format	Master 60 seconds			
		Edit of 30 seconds			
		Edits of 15 seconds			
		Editing/adding super			
		Dubbing per language			
(b)	Radio Spot	Master of 60 seconds			
		Edits of 30 seconds			
		Edits of 15 seconds			

		Dubbing per language			
(c)	Mobile	SMS message of English 160 Character per SMS			
		SMS message of Hindi 70 Character per SMS			
(d)	5 Celebrity endorsement (Translation work)	Unit cost for endorsement per language			
(e)	Documentary	Cost of Master of 20 minute			
		Cost of edit of 10 minutes			
		Cost of edit of 5 minutes			
(f)	Outdoor etc.( translations) Per language	Poster			
		Brochure			
		Outdoor materials			
(g)	Anthem, Audio of HD quality	Cost of 2 minutes (in Hindi & English)			
		<b>TOTAL COST IN INR</b>			

In addition to the above, as per suggestions received from the bidders, some modifications have been made in BOQ. As such, complete reference tender is being published as an amended/re-tender RFP herewith. Last date and time for submission of online bids is up to 2.00 PM of 28.01.2020 and technical bids will be opened on 29.01.2020 at 3.00 PM. Presentation of technically qualified bidders will be made on 07.02.2020 at 3.00PM at the same venue already mentioned in RFP.

  
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