

CORRIGENDUM TO REQUEST FOR PRICE QUOTATION FROM EMPANELED AGENCIES FOR CREATIVE CONTENT, VIDEOS & ANIMATIONS AND SOCIAL MEDIA CAMPAIGNS FOR MYCM PROGRAM IN MEGHALAYA

Date: 14/07/2021

S. No	Para (ref) of RFQ	Query Para	Query	Clarification
1	7. Allocation of Work-Point.1 and 12. Annexure 2: Terms and Conditions of Empanelment point.2	1. The empanelment shall be initially for Twelve months from the date of accepting the terms and conditions (as given under Annexure II) by the empaneled agencies. MIDFC reserves the right to extend the same on up to six more months(* whereas 2. The empanelment shall be initially for six months from the date of empanelment. MIDFC reserves the right to extend the same up to ONE additional years based on periodic reviews to assess the performance during the specified duration of empanelment on the same terms & conditions.)	There is a mismatch on the duration of empanelment. i.e. One year initially and six months extension vis-à-vis six months initially and one year extension thereafter.	Stands clarified. The empanelment shall be initially for Twelve months from the date of accepting the terms and conditions (as given under Annexure II) by the empaneled agencies. MIDFC reserves the right to extend the same on up to six more months(Please read 7. Allocation of work, point 1 is correct)
2	(10).Format 2. Financial Quote	Social Media Campaign (Final Edited Content)- Line Item 2. Bulk SMS/Whatsapp	Does the quote also include cost of sending SMS/Whatsapp?	No. Quote is only for designing the content. Pushing SMS/Whatsapp is a separate activity outside scope of this RFQ.
3	(10).Format 2. Financial Quote	Creative Content- Line item 6. Event backdrops and stands	Usually Event backdrops sizes vary from event to event. What is	Yes. For the purpose of rate discovery, the agencies may quote as 10X12 SQ FEET rate (including rendition and adaptation)

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			the standard size for quotation?	
4	(10).Format 2. Financial Quote	Social Media Campaign (Final Edited Content)- Line Item 1. Social Media Campaign	Usually Social Media Campaign involves a series of creatives to be designed for running in a specific duration. Clarity sought by agencies for specific number of creatives?	Yes. For the purpose of rate discovery. The quotation is sought for a stack 20 (TWENTY) Nos of creatives as one unit.
5	(10).Format 2. Financial Quote	Videos & Animation- Line item 1. Standard Video of 1 minute	Video shoot may involve outdoor shoot including travel and logistics for the production team. Clarity sought whether Video shoot will be Indoor or Outdoor.	The agencies are requested to quote for only INDOOR Shoot and studio editing. For any specific requirement for Outdoor shoot etc, there will be separate EOI/RFQ.
6	(10).Format 2. Financial Quote	Videos & Animation- Line item 4. Focus Group Discussions videos (5 minutes)	Clarity sought by agencies for Video production for Focus Group Discussion on number of attendees.	The agencies are requested for shooting 5 (FIVE) attendees (interviewees)
7	11. Annexure-1	Terms of Reference- Resource Deployment Requirement	Does the cost of resource deployment (during project duration) to be included in the creative content cost- RFQ?	Yes. The resources are to be deployed for coordination whenever any agency is entrusted a assignment/project. The agencies are required to include the cost of resources deployment in creative design cost of this RFQ.
8	Tender Details	5. Last date of Bid Submission 6. Financial Bid	Revision because of Corrigendum	Last date of bid submission: 22/07/2021 15:00 hrs Financial Bid Opening Date

S. No	Para (ref) of RFQ	Query Para	Query	Clarification
		Opening Date and L1 rate discovery		and L1 rate discovery: 22/07/2021 17:00 hrs