

CORRIGENDUM

Request for Proposal [RFP]

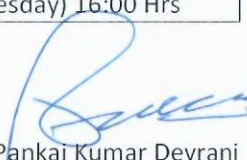
for

Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform

Ministry of Tourism**Government of India****Date of Issue: 30th March 2022****I. Corrigendum to Tender Reference Number IT-5/1/2019**

This is for information of all the bidders that the Tender Document (Tender Reference Number IT-5/1/2019 dated March 10, 2022) for "Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform" has been amended, as under, based on the discussion held in per pre-bid meeting on March 23, 2022 and bidders are requested to submit their bids accordingly:

#	Clause No.	Page No	Existing Clause	Amended Clause
1.	Clause #2 Fact Sheet	Page 8 of RFP	Last date and time of Bid submission: Date- 04.04.2022 (Monday) 15:00 Hrs	Last date and time of Bid submission: Date- 18.04.2022 (Monday) 15:00 Hrs
2.	Clause #2 Fact Sheet	Page 9 of RFP	Technical Bid opening Date & Time – 05.04.2022 (Tuesday) 16:00 Hrs	Technical Bid opening Date & Time – 19.04.2022 (Tuesday) 16:00 Hrs



Pankaj Kumar Devrani
Under Secretary to the Government of India
Ministry of Tourism

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All other terms and conditions of the RFP issued on March 10, 2022, will remain unchanged.

II. Response to pre-bid queries for Selection of Production Agency for Photography and Videography services for Incredible India Digital Platform


Pre-bid meeting was held on March 23, 2022 at 11:00 AM, the queries by the bidders and response of the Ministry of Tourism is as under:

#	Page No	Clause No	Clause Name	Statement in RFP	Query by the Bidder	Response by MoT
1	8	2	Fact Sheet	Submission of Bid - Date & Time: - 04.04.2022 (Monday) 15:00 HRS	While we would love to get going on this RFP, our teams are currently swamped, and we're not sure we can complete all the points of this extensive RFP in the given timeline of April 4. - Is there any chance of getting an extension on this deadline so we can send a complete RFP? Would be great if we can get the maximum extension that is possible as per the Ministry's discretion.	Refer to the Point 1 of the Corrigendum
2	35	7.3.2.5	Technical Bid Criteria 5	Creating two-minute video sample for Incredible India Digital Platform for presenting India on the theme of: India as a Wellness Destination	What will be the primary language of the film? English, Hindi, Regional etc.?	The bidder shall use English as a primary language of the film.
3	35	7.3.2.5	Technical Bid Criteria 5	Creating two-minute video sample for Incredible India Digital Platform for presenting India on the theme of: India as a Wellness Destination	Is there any treatment or style of the video that you have in mind? Fictional, Documentary, Docu-Drama etc.?	The bidder shall choose the style and treatment of the video. The bidder has to ensure that the essence of the theme has been covered appropriately.

4	35	7.3.2.5	Technical Bid Criteria 5	Creating two-minute video sample for Incredible India Digital Platform for presenting India on the theme of: India as a Wellness Destination	Is there a mandate to shoot new content for this film, or can we do an edit-based film with stock footage?	The bidder shall choose the style and treatment of the video. The bidder has to ensure that the essence of the theme has been covered appropriately.
5	35	7.3.2.5	Technical Bid Criteria 5	Creating two-minute video sample for Incredible India Digital Platform for presenting India on the theme of: India as a Wellness Destination	Is this an information heavy video, or can we go more esoteric and aesthetic heavy?	The bidder shall choose the style and treatment of the video. The bidder has to ensure that the essence of the theme has been covered appropriately.
6	35	7.3.2.5	Technical Bid Criteria 5	Following elements to be covered: a. Concept and description (4 marks) b. Visual appeal (4 marks) c. Creativity (4 marks)	Could you elaborate on the marking scheme provided and what each component represent? The components being Content & Description, Visual Appeal and Creativity	<p>a. The video submitted by the bidder shall be evaluated on the understanding of the concept and description of the theme covered in the video. The maximum marks allotted to this parameter will be four marks.</p> <p>b. Similarly, four marks are attributed to the extent of adding appropriate images, visual aids, infographics, design elements and other combinations for the visual appeal of the video.</p> <p>c. Four marks are attributed for adding creative elements to make the film engaging, informative and best suitable to cover the theme of India as a Wellness Destination.</p>

7	35	7.3.2.5	Technical Bid Criteria 5	1. Understanding of scope of work: 5 Marks 2. Approach and Methodology: 8 Marks	Can you elaborate more on the Understanding the Scope of work and Approach and Methodology sections? What specifically are you looking at us to provide in this section?	<p>a. The bidder is expected to present their understanding and comprehension of the detailed scope of work mentioned in the RFP document. The bidder is expected to be well-versed with the Appendix 2 – Incredible India Digital Platform Strategy and Vision Document and Appendix 3 - Incredible India Digital Platform Strategy Benchmarking References Document.</p> <p>b. The approach and methodology to achieve the Scope of Work defined in the RFP document and successfully deliver the requirements of the project need to be submitted by the bidder.</p>
8	67	Annexure A	Format 8: Approach and Methodology	India as a Wellness Destination	The writeup provided has a number of topics given. Are you looking for us to focus on all these topics, or can we pick and choose the ones we want to work with? Can we look at other topics not mentioned here as well?	The bidder has to ensure that the essence of the theme has been covered appropriately as mentioned in the Annexure A Format 8 of the RFP document.
9	26	7.2.5	Pre-Qualification Evaluation Criteria	The Bidder must have executed at least three projects involving videography and photography services in Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.),	Can there be relaxation in this criteria as not much has been done in tourism and related sectors in last 2 years? Can work from other sectors be included?	No change.

				with a project fee of at least INR 1 crore, per project, in the last three financial years (2020-21, 2019- 20, 2018-19).		
10	27	7.3.2.3	Technical Evaluation Criteria	Bidder must have worked with at least five of the Top 100 brands across the globe in the last five financial years for videography or photography services	Can this criterion be relaxed?	No change.
11	25	7.2	Eligibility Criteria	General	Are MSMEs registered with Udyog Adhaar exempted for the turnover and eligibility criteria as per the Government of India Act and Directive ?	No change.
12	8	2	Fact Sheet	Submission of Bid - Date & Time: - 04.04.2022 (Monday) 15:00 HRS	Request to give an extension of 10 days	Refer to the Point 1 of the Corrigendum


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