

Corrigendum/Addendum – 2

Corrigendum/Addendum to Notification of Empanelment of Advertising Agencies for DFCCIL.

Notification No. : HQ/PR/Empanelment/2017

Name of the Work : Empanelment of Advertising Agencies for DFCCIL.

Last date of submission of application extended upto : 15:00 Hrs of 27.07.2020

It is to inform that last date of submission of application for above mentioned name of work (Empanelment of Advertising Agencies for DFCCIL) for which Newspaper advertisement were published in Statesman and Vir Arjun Newspaper of New Delhi edition on 04.06.2020 with last date of submission was indicated as on 04.07.2020. Which was further extended upto 20.07.2020 is now again extended upto 15:00 hrs of 27.07.2020 with following amendment/addition mentioned in table below :

S.No.	Existing Clause	Proposed amendment/addition in clauses
1	a) EMD Rs. 5,00,000/- (Mentioned at Pager no. 2 item no. 5) b) Clause No. 2.2 - The agency must have carried out communication campaigns for Government Ministry/Department/PSU and/or Multilateral institutions such as UNICEF, WHO, UNDP etc. of a minimum value of Rs. 7.5 Crores (including release value and agency commission) in the last financial year.	a) EMD to be read as Rs. 1,00,000/- b) Clause No. 2.2 - The agency must have carried out communication campaigns for Government Ministry/Department/PSU and/or Multilateral institutions such as UNICEF, WHO, UNDP etc. of a minimum value of Rs. 7.5 Crores (including release value and agency commission) in the last financial year (2018-19).
2	Clause No. 2.3 - The agency shall be of sound financial status with accumulative turnover of Rs. 15 Crore or more during the last 3 financial years.	Clause No. 2.3 - The agency shall be of sound financial status with accumulative turnover of Rs. 15 Crore or more during the last 3 financial years (2016-17, 2017-18 and 2018-19).
3	Clause No.3.6 - List of important clients including DFCCIL/other Government Ministry/Department/PSUs/Multilaterals institution etc. since last 2 years for which media campaigns were carried out by the agency. <ul style="list-style-type: none">• Details of media campaigns carried with duration and value (in Rs.).• Details of all Display Ads with value (in Rs.) published for Government of India (Central/State/PSU) in the last financial year	Clause No.3.6 - List of important clients including DFCCIL/other Government Ministry/Department/PSUs/Multilaterals institution etc. since last 2 years (Financial Year 2018-19 & 2017-18) for which media campaigns were carried out by the agency. <ul style="list-style-type: none">• Details of media campaigns carried with duration and value (in Rs.).• Details of all Display Ads with value (in Rs.) published for Government of

	<ul style="list-style-type: none"> • Details, if any, of production of software such as video/radio spots/ serial etc. • Self attested copies of various Work orders to be submitted. 	<p>India (Central/State/PSU) in the last financial year</p> <ul style="list-style-type: none"> • Details, if any, of production of software such as video/radio spots/ serial etc. • Self attested copies of various Work orders to be submitted.
4	Clause No. 3.7 - Annual turnover duly certified by the chartered accountant of the agency with proper seal and signatures along with financial details like certified copies of Audited Balance Sheets of preceding 3 years (Certification by Chartered Accountant/Auditor is mandatory).	Clause No. 3.7 - Annual turnover duly certified by the chartered accountant of the agency with proper seal and signatures along with financial details like certified copies of Audited Balance Sheets of preceding 3 years (FYs as 2016-17, 2017-18,2018-19) (Certification by Chartered Accountant/Auditor is mandatory).
5	Clause No. 3.8. - Print Media Turnover duly certified by the chartered accountant of the agency with proper seal and signatures along with financial details like certified copies of Audited Balance Sheets for the last financial year.	Clause No. 3.8. - Print Media Turnover duly certified by the chartered accountant of the agency with proper seal and signatures along with financial details like certified copies of Audited Balance Sheets for the last financial year (FY 2018-19).
6	Clause No. 3.9 - Copies of Income Tax Returns filed for the last 3 years and GST Registration Certificate.	Clause No. 3.9 - Copies for ITR filed for the last three years as 2016-17, 2017-18, 2018-19.
7	Clause No. 3.13 - Any two advertisements, published in last 1 year, of Campaigns handled in past by the agency.	Clause No. 3.13 - Any two advertisements, published in last 1 year (2019-20), of Campaigns handled in past by the agency.
8	Clause No. 4.2	<p>Clause No. 4.2 :</p> <p>1. Last financial year mentioned in S.No. 1, 2 & 4 should be reckoned as financial year 2018-19.</p> <p>2. Note below the table of clause 4.2 may now be read as under:- The limiting value of item number 1 & 4 as given in the table in para 4.2 may be modified by DFCCIL with the concurrence of associate finance and approval of the Director/OP&BD depending on the local conditions.</p> <p>3. Second last para of clause 4.2, may now be read as under:-</p> <p>In addition to the above Technical Evaluation, the agencies will quote cost</p>

		of various services like organizing Nukkad Natak, Designing of brochure, Bill Board, Book binding etc., that the DFCCIL wants them to provide. Lowest cost of each item/service shall be accepted by the remaining eligible agencies.
9	Clause No. 8.4 – GST and other taxes on designing artwork and advertising will have to be borne by the agency and same will also be borne by the agency and not by the DFCCIL.	Clause No. 8.4 – GST at applicable rates as notified by the Ministry of Finance from time to time shall be charged by empanelled agency from DFCCIL. GST of DFCCIL shall be indicated by advertising agency and GST shall be shown separately in the Tax Invoice.
10		<p>New Clause no. 8.30 –</p> <p>Public Procurement Policy for Micro and Small Enterprises (MSEs) order, 2012 Dated 23.03.2012 issued by Ministry of MSME is followed.</p> <p>(a) Participating MSEs shall enclose with their offers, the proof of their being MSE registered with any of the agencies mentioned in the Notification of Ministry of MSME Indicated below:</p> <ul style="list-style-type: none"> i. District Industries Centres. ii. Khadi and Village industries Commission iii. Khadi and Village industries Board iv. Coir Board v. National Small industries Corporation. vi. Directorate of Handicraft and handloom. vii. Any other body specified by Ministry of MSME. <p>(b) The MSEs must also indicate the terminal validity date of their registration.</p> <p>(c) As advised by Ministry of Finance, Government of India vide office Memorandum No. F.S/4/2018-PPD</p>

		<p>Dated 28/02.2018 and forwarded by Ministry of Railway vide Letter No. 2016/PL/56/1 Date 10.03.2018, the MSE Bidder must declare their Udyog Aadhar Memorandum (UAM) number issued by Ministry of MSME on Central Public Procurement Portal (CPPP), in order to identify themselves as MSE vendors, failing which they will not be able to enjoy the benefits as per Public Procurement policy for Micro and Small Enterprises (MSEs) Order, 2012 Dated 23.03.2012, issued by Ministry of MSME. The MSE bidder shall enclosed Documentary proof for the same.</p> <p>Failing Clauses 8.30 (a), 8.30 (b) and 8.30 (c) above, such offers will not be liable for consideration of benefits detailed in Public Procurement policy for Micro and Small Enterprises (MSEMs) order, 2012 Dated 23.03.2012 issued by Ministry of MSME.</p> <p>(d) Tender document will be provided free of cost to MSEs in compliance of Clause 8.30 above for the item tendered.</p> <p>(e) MSEs in compliance with clause 8.30 above for the item tendered will be exempted from payment of Earnest Money deposit (EMD).</p> <p>(f) MSEs owned by scheduled Castes or Scheduled Tribes (SC/ST) Entrepreneurs may be indicated and proof of same may be enclosed.</p>
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