

**Amendments to Tender Document after the Pre-Bid regarding**

**Project: FOR MANAGING THE SOCIAL MEDIA PLATFORMS AND POLLUTION RELATED COMPLAINTS  
FOR CENTRAL POLLUTION CONTROL BOARD**

S.No	Reference Text in document	Amended Text
1	Page 5; Section-1.2; Row No 2 of the Table; at line 3	Insert the following amended text “...It must also have completed....”
2	Page 6; Section d(i), at line 3	Insert the following amended text “ ....shall be excluding of all applicable charges / Taxes”
3	Page 16; Section 1.2.1 (i), at line 3	Insert the following amended text “ .....utility platforms such as Sameer App of CPCB within....”
4	Page 16; Section 1.2.1 (ii), at line 1	Insert the following amended text “ ....creation of up to two blog spots / forums in a month as per requirement of CPCB wherein the participation of..... ”
5	Page 18; Section 1.2.1 (ix), caption of paragraph	caption of paragraph renamed as “Social Media Campaigns”
6	Page 18; Section 1.2.1 (ix), first bullet point	Re-read as “Planning a digital awareness activity across both paid and non-paid media avenues.”
7	Page 18; Section 1.2.1 (ix), second bullet point	“Conceptualise and design up to two digital awareness campaigns and three innovative strategies on the basis of CPCB’s social media plan during contract period”
8	Page 18; Section 1.2.1 (ix), after second bullet point	Insert the following third bullet; “No charges will be paid for conceptualising and planning digital campaigns, however media campaigns charges on social media platforms will be reimbursed as per actuals on production of bills.”

*M/S ... 2/1/19*

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9	Page 18; Section 1.2.1 (x), paragraph heading  Key Influencer Program	Replace the paragraph as below;  “Conceptualizing, planning and executing a “Key Influencer Program” on all CPCB’s Social Media platforms. The Influencer program will aim at engaging up to 30 influencers in the field of environmental management and will also focus on blogs & forums and other social channels. The program will need to generate content for social channels and blogs, web listings etc and spread awareness about CPCB’s Social Media campaigns.”
10	Page 18; Section 1.2.1 (xii), third bullet point	Replace the text as below;  “To provide in-house training to the officials of CPCB to operate and handle social media sites”
11	Page 19; Section 1.2.2 (a)	Replace the text as below;  “Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc. design on subject of CPCB /MoEF&CC schemes and programs and policies etc. The experts are also expected to manage the graphic content of the Social media platform and CPCB website. The number of graphics, cartoons, smart art, animations, story board etc. will be about 4 items per week.”
12	Page 19; Section 1.2.2 (b)	Replace the text as below;  “Repackaging the content (videos and photographs provided by CPCB or any freely



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		available content) into suitable video packages of 30-40 seconds are expected as deliverables. Up to 3 repackaged video are required to be developed."
13	Page 23; Row number 21; column 2	Amended the Text as below;  ".....deploy three social media experts....."
14	Page 24; Row 22; Note 3	Replace the text as below;  "Note 3: Experts having some level of experience in Environmental field will be preferred. Experts with qualification in environmental field will be an added advantage"

15. The revised evaluation criteria is given below;

**EVALUATION CRITERIA (TECHNICAL)**

The technical proposal shall be evaluated on the basis of parameters mentioned below:

S. No.	Criteria	Maximum Marks
1	Financial strength for last three years i.e. 2015-16, 2016-17 & 2017-18 (minimum One(01) crore in each year) i. 1.0 - 1.5 crore : 5 marks ii. 1.5 - 2.0 crore : 10 marks iii. More than 2 crore : 15 marks	15
2	Past experience in similar projects in government agency such as Centre/State Govt/ PSUs (minimum One year) i. 1 years & upto 2 years : 5 marks ii. Above 2 years and upto 3 years : 7 marks iii. More than 3 years : 10 marks	10
3	No of similar projects completed in government agency such as Centre/State Govt /PSUs (minimum one) i. 1 to 3 projects : 5 marks ii. 3 to 5 projects : 7 marks iii. More than 5 projects : 10 marks	10

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4	Resume of on-site three experts: i. Expert –I : 1 – 10 Marks ii. Expert – II : 1 – 10 Marks iii. Expert –III : 1 – 15 Marks (expert in graphics design/fine arts) Experts with knowledge on Environmental field will be preferred	35
5	On the basis of proposal submitted and presentation made by bidders before Evaluation committee i. Understanding scope of work- 10 Marks ii. Written proposal – 05 Marks iii. A Social Media Plan for CPCB - 05 Marks iv. Tools proposed to be used - 10 Marks	30
Total		100

Note: Proposal obtaining a score of 70 or more marks will be declared as technically qualified proposal for opening of their financial bids.

~~HS~~ 2/11/19