

Corrigendum to RFP for the selection of agency Marketing, Advertising and Media Planning

RFP page no.	Clause details	Queries	Remarks by GLPC
Page no 9 point no. 11	EMD Submission amount and Exemption to MSME	Section I (Bid Schedule) specifies EMD of ₹7,50,000, whereas Section III – Pre-qualification Criteria (Point XI) mentions EMD of ₹15,00,000. Kindly clarify the correct amount of Earnest Money Deposit to be submitted by bidders.	EMD shall be Rs.7,50,000/- (Rupees Seven Lakh fifty thousand) Bidder shall submit EMD for further eligibility , No exemption of EMD submission will be considered EMD in form of Bank guarantee shall be submitted in name of GLPC in sealed cover with title of RFP at GLPC Head office, Gandhinagar on or before 17/3/2026 upto 3:00 pm.
Page no 51 Annexure 4	Format for Bid Security (Bank Guarantee)	-	Purchasing authority is GLPC
Page no. 29, point no 6	Error in Technical Evaluation Scoring	Regarding PAN India experience allocates a maximum of 15 marks in the "Marks" column. However, the scoring breakdown underneath awards 10 Marks for 3-5 states and 20 Marks for 6-10 states.	Scoring will be as under: Working in 3-5 states for the works of Marketing, advertising and media planning -10 Marks 6-10 States -20 Marks thus point no. 6 at page 29 marks will be considered as 20
Page no. 29, point no 6	Technical evaluation marking method	The tender mentions marks for "Marketing, Advertising & Media Planning" in multiple states. If an agency has experience executing exhibition stall setups, branding, and promotional activities across 8+ states, does this qualify as "Marketing, Advertising & Media Planning" experience for the purpose of this evaluation?	No Event management/exhibition work experience will be considered for eligibility.
Page no. 29, point no 5	Technical evaluation Marks	<i>The clause mentions experience in the "last 2 years." Please clarify the specific period considered for this. Does this refer to the last two completed Financial Years (i.e., FY 2023-24 and</i>	2023-24,2024-25 will be considered as last 2 years

		<i>FY 2024-25) or the 24 months before the bid submission date?</i>	
Page no. 27 Point no. 1.3	Bidder selection method	<p>Clause 1.3 states that eligible bidders will be called for a "Presentation Evaluation." However, the marking pattern in Clause 1.4 (Technical Evaluation) does not assign any marks to a presentation.</p> <p>Please clarify:</p> <p>1. Is a presentation mandatory?</p> <p>2. If yes, should the presentation be submitted as part of the initial tender document, or will shortlisted bidders be invited to present at a later date?</p>	Selection criteria is L1 (Lowest quotation) , Presentation will not be required
Page no 27	Staff to be deputed at GLPC office	Request to replace CIW E-Com certification with Meta Certification for Manpower deployment	No changes
Page no 9	Pre Qualification Criteria	Clarity on the note that states office to be set up in any district as per request within 40 days	Agency shall setup office in Ahmedabad/Gandhinagar for daily coordination between GLPC and selected bidder
Page no 8	Pre Qualification Criteria	Relaxation in years of experience to minimum 5 years instead of 10	No changes
		Request to include work from NGO and Foundations	No changes
Financial Bid	Scope of work with line items	Media Buying and payment	Media buying planning will be given by agency for which payment and work orders will be communicated by GLPC.
Page no 30-33		Cloud based IEC Library	This shall include all expenditure including development, changes, maintenance and extra, if any.
		Staff Deputation	Staff to be deputed for the project and staff to be deployed to GLPC's CVs shall be submitted by agency.
		Social Media Promotion cost	No extra payment will be made above quotation submitted by agency for this work, this shall include all expenditure i.e. manpower deployment, paid promotion or influencer visit if required by GLPC
		Based on our review of the Scope of Work, the RFP primarily appears to focus on media strategy, campaign planning, and content/creative development.	Agency shall provide end to end planning of media and marketing including line items mentioned in Financial bid with tentative quantity.

		<p>However, certain sections also mention printing, production, and supply of promotional materials, which may involve physical execution. In this regard, kindly clarify whether the selected agency is expected to primarily undertake media strategy, creative development, and media planning, or provide end-to-end execution including printing, production, and supply of materials. Additionally, it would be helpful if a clear list of items to be designed and physically executed by the agency could be provided.</p>	<p>Agency shall quote based on Financial Bid line item review. No extra payment will be made to agency for line items which are not mentioned in Financial Bid.</p>
	Work order submission	<p>The RFP requires experience in Content Creation, Marketing, Advertising and Media Planning with State SRLM / Self Help Group Federation / Rural Development Projects for Women during the last two years. Kindly clarify whether assignments related to government programmes, exhibitions, awareness campaigns, branding, promotional activities, or IEC activities, where the scope includes marketing communication and outreach activities, would also be considered under this criterion.</p>	<p>No event management work shall be considered for further eligibility.</p>
		<p>The RFP specifies evaluation marks based on execution of Marketing, Advertising & Media Planning assignments across multiple states. Kindly clarify whether multi-state assignments related to branding, promotional campaigns, marketing communication, event-based marketing activities, exhibitions, stall management, or public outreach campaigns would qualify under this category</p>	<p>Multistate assignment with specific work i.e. marketing, Advertising, Social media promotion, Digital Marketing shall be considered. Event based or exhibition based work orders will not be considered.</p>
		<p>Tenure of Project</p>	<p>Initial tenure of project shall be 1 year which may be extended upto 2 years based on review of work done by agency</p>

Managing Director
GLPC