

**Pre Bid Date:** 22/3/2024 at 2:00 pm GLPC office, Udyog Bhavan, Gandhinagar

**Corrigendum :** Clarification to Pre Bid meeting

**Project Name:** Request for proposal For The selection of Marketing, Advertising and Media Planning Agency (**BID NO:** [GEM/2024/B/4773741](#))

**Name of Organization:** Gujarat Livelihood Promotion Company Ltd , Gandhinagar

Page No.	Details	Clarification
Page no. 6	Eligibility Criteria Point no. 1 : The bidder should be a Company or LLP registered under Companies Registration act 1956/2013 or LLP Act, 2008, and must have 5 years of existence in India in services of Marketing, Advertising and Media Planning as on bid submission date.	The bidder should be a Company or LLP registered under Companies Registration act 1956/2013 or LLP Act, 2008, <b>or registered partnership firm or a proprietorship firm</b> and must have 5 years of existence in India in services of Marketing, Advertising and Media Planning as on bid submission date.
Page no. 6	Eligibility Criteria Point no. 3 : The Bidder should have successfully run a Marketing, Advertising and Media planning Firm/Agency/Company during the last 5 years as on date of submission of bids in which one project should be executed in any Govt./PSU/Large Enterprise. At least two similar work orders of Rs. 60 Lakhs for Marketing, Advertising and Media planning in any 3 years of the last 5 years. WO Amount less than Rs. 60 Lakh will not be considered. 2018-19, 2019-20,2020-21, 2021-22 and 2022-23)	The Bidder should have successfully run a Marketing, Advertising and Media planning Firm/Agency/Company during the last 5 years as on date of submission of bids in which one project should be executed in any Govt./PSU/Large Enterprise. At least two similar work orders of Rs. <b>60 Lakhs each</b> for Marketing, Advertising and Media planning in any 3 years of the last 5 years. WO Amount less than Rs. 60 Lakh will not be considered. 2018-19, 2019-20,2020-21, 2021-22 and 2022-23)
Page no. 7	Eligibility Criteria Point no. 1 : The bidder shall provide a valid EMD acceptable to GLPC. EMD deposit of Rs. 2,25,000/- (Two Lakh twenty-five Thousand rupees) has to be submitted along with bid document. (No Exemption to any Bidders,) Submission of EMD is Mandatory for further eligibility)	No changes

Page No. 22	<b>Detailed Scope of Work Point no. 5 : Creative for Films</b>	Agency shall submit final film to GLPC not just footages.
	Promotional Campaign Film (5-7 mins duration) User Experience Film (5-7 mins duration) Animation Film (2-3 minute duration)	