

Capital Region Urban Transport

Block-1, 2nd Floor, BMC Bhawani Mall, Saheed Nagar

Bhubaneswar, Odisha (INDIA), Pin- 751007

Email: crutbbsr@gmail.com; Phone No.: 0674-2548625

Notice No. 1493 / CRUT

Date: 21/01/2019

Corrignedum-2

REQUEST FOR PROPOSAL FOR SELECTION OF AN AGENCY FOR ESTABLISHING A COMMUNICATION CELL IN CAPITAL REGION URBAN TRANSPORT (CRUT)

(Ref. - Notice No. 1416/CRUT, Date: 10/12/2018)

1. Capital Region Urban Transport (CRUT) issues this corrigendum notice to inform the interested bidders that responses / clarifications to the pre-bid queries are available in following web portals:
www.capitalregiontransport.in, www.bdabbsr.in, www.bmc.gov.in
2. Last date of submission of proposal has been extended till **12/02/2019 by 3:00 PM**. The Proposals received shall be opened on **12/02/2019 at 4:00 PM**.
3. CRUT reserves the right to accept or reject bid process without assigning any reasons thereof.

Sd/-

**General Manager (P&A)
Capital Region Urban Transport**

Corrigendum No. 02

No.:1493/CRUT

Date: 21/01/2019

(Ref - RFP No. 1416 / CRUT, Dated 10.12.2018)

Request for Proposal for Selection of Agency for Establishing a Communication Cell of CRUT Response to the Pre-bid Queries

Sr. No.	Reference clause in RFP	Query/ Suggestion	Response
1	Section B, Clause 4, Point (a), Page 5	We request to incorporate Proprietorship firm with proper registration under the eligibility criteria.	In addition to the existing provisions of RFP, Proprietorship firms are also eligible for submission of Proposals.
2	Section B, Clause 4, Point (c), Page 6	We request not to restrict the qualification criteria to transportation sector.	The Revised Provision is as follows- The Applicant must have experience (at least one Assignment) in Communication planning / Preparation of Communication & Branding Strategy / Digital Marketing / Social Media Management / Public Relations or in related fields for any Government Organization or any Private organization in last 5 years.
3	Annexure V(A), Page 35	Number of Technical persons to be clarified.	One resources for each position for Programme Support Team, so, total 7 resources are required. The numbers of key persons indicated in the RFP Stands amended accordingly. Please refer attached the revised Annexure- V (A) of RFP.
4	General Question	Clarity should be made regarding the approval process for the contents and designs to be published.	Any content / design / materials prepared must be approved from CRUT before Publication.
5	General Question	More information to be provided for paid advertisement and promotions.	If required, the selected agency may assist in paid advertisement and promotions.
6	Section B, Clause	We do not possess	Revised Provision is as follows –

Sr. No.	Reference clause in RFP	Query/ Suggestion	Response
	17.2, Table 1 (Technical Proposal Evaluation Scheme), Section A (Agency's Experience), Sl. No. 1	"Expertise in Promoting Sustainability Transportation Communication Plan" - we have very strong Automobile and allied industry experience and deep expertise in public opinion management.	Years of Experience in Communication planning / Digital Marketing / Social Media Management / Public Relations for Government or Private organizations
7	Section C, Clause 3, Task E: Knowledge Management	Task E that is " Knowledge Management" is an area that is beyond our expertise.	Task-E – Knowledge Management is hereby removed from the scope of work.
8	General Question	The deadline of 9th January 2019, seems tight keeping the year end is round the corner and many of our staff are away on their annual holidays. We request you to extend the deadline by 14 days.	Revised Dates ➤ Last date for receipt of Technical and financial proposals - 12.02.2019 till 3:00 PM ➤ Date and Time of opening of Technical proposals - 12.02.2019 at 4:00 PM

Sd/-
General Manager (P&A)
Capital Region Urban Transport

Revised Annexure V (A)

(RFP No. 1416 / CRUT, Dated 10.12.2018)

SR. No.	NAME (A)	POSITION (AS IN TECH-4) (B)	TOTAL TIME INPUT (IN DAYS IN A MONTH) (C)	RATE PER MAN DAYS (IN INR) (D)	NO. OF RESOURCES (E)	TOTAL PROFESSIONAL FEE PER MONTH (IN INR) (C*D*E)	
KEY EXPERTS							
1		Project Creative Director	5		1		
2		Transit Branding Expert	5		1		
PROGRAMME SUPPORT TEAM							
1		Team Leader cum Branding and Communication Strategy Expert	Full Time *		1		
2		Public Relation Expert cum Chief Content Writer	Full Time*		1		
3		Content Writer and Social Media Expert	Full Time*		1		
4		Graphic Designer	Full Time*		1		
5		Assistant Graphic Designer	Full Time*		1		
6		Campaign Manager	Full Time*		1		
7		Assistant Campaign Manager	Full Time*		1		
8	Total Remuneration Per Month						

* For Full Time positions, 25 days in month shall be considered for arriving at "Total Professional Fee Per Month"