



**31.03.2023**

**CORRIGENDUM NOTICE**

In reference to the RFP titled **"SELECTION OF AGENCY FOR CREATIVE DESIGN, WEBSITE CREATION & MANAGEMENT, PUBLIC RELATIONS AND SOCIAL MEDIA MANAGEMENT FOR TAMIL NADU GLOBAL INVESTORS MEET 2024"** RFP No: 1921/2023/1, issued on 13.03.2023, a pre-bid meeting was held on 22.03.2023 which was conducted by Mr. Vishnu Venugopalan IAS, MD & CEO, Mr. Paul, SVP, and Mr. Bipin, VP, Guidance. Following companies attended the Pre-bid meeting.

S.NO	Name of the Company
1	Ogilvy
2	Weber Shandwick
3	APCO Worldwide
4	Grey Group
5	FCB
6	Rage Communication
7	War Room Communications
8	News18
9	AD Global 360
10	Frozen Iris
11	Divo TV
12	Sloka

Queries on the RFP were received by email from the following Companies:

1. Ideaworks (Email dated: 22.03.2023)
2. Rage Communications (Email dated: 23.03.2023)
3. KS Smart Solutions (Email dated: 23.03.2023)
4. ETS Enterprises (Email dated: 23.03.2023)
5. APCO Worldwide (Email dated: 23.03.2023)
6. Ogilvy (Email dated: 23.03.2023)
7. Weber Shandwick (Email dated: 23.03.2023, 24.03.2023, 29.03.2023)

After due consideration of queries received, the following documents are issued:

1. Corrigendum-I with details of modification made to clause 4 Deliverables and Payment Terms, 5.2.3 Public Relations Agency, 7.9 (iii) Earnest Money Deposit and 7.20 Period of Contract in the tender.

Sl. No.	RFP Document Reference #	Original Clause	Corrigendum
1.	RFP tender clause 4 Page 23 of 70	<p><b>DELIVERABLES AND PAYMENT TERMS</b></p> <p>The payment for Creative Design, Website Creation &amp; Management, Public Relations, and Social Media Management shall be provided quarterly upon submission of monthly progress reports that detail the deliverables and continuous tasks. Invoices shall be raised quarterly until the end of the contract period. However, 15% of the total payment will be withheld until the end of the contract period when Guidance conducts a final review of the agency's deliverables and evaluates their overall performance against the targets and scope of work specified in sections 3.1, 3.2, 3.3, 3.4, and 4.1.</p> <p>Guidance may conduct periodic reviews of the agency's deliverables to assess the quality of output, approve payments, and activities for the upcoming period.</p>	<p><b>DELIVERABLES AND PAYMENT TERMS</b></p> <p>The payment for Creative Design, Website Creation &amp; Management, Public Relations, and Social Media Management shall be provided monthly upon submission of monthly progress reports that detail the deliverables and continuous tasks. Invoices shall be raised quarterly until the end of the contract period. However, 15% of the total payment will be withheld until the end of the contract period when Guidance conducts a final review of the agency's deliverables and evaluates their overall performance against the targets and scope of work specified in sections 3.1, 3.2, 3.3, 3.4, and 4.1.</p> <p>Guidance may conduct periodic reviews of the agency's deliverables to assess the quality of output, approve payments, and activities for the upcoming period.</p>
2.	RFP tender clause 5.2.3 Pages 27 & 28 of 70	<p><b>Public Relations Agency</b></p> <p>The Public Relations (PR) team shall be responsible for undertaking the tasks specified in Section 3.3 of this RFP, which includes media coverage, interviews, press releases, media roadshows, crisis management, and reputation management. This team should include a Team Leader and three dedicated professionals with the following responsibilities:</p> <ul style="list-style-type: none"> <li>• <b>Team Leader (PR):</b> Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 10 years of</li> </ul>	<p><b>Public Relations Agency</b></p> <p>The Public Relations (PR) team shall be responsible for undertaking the tasks specified in Section 3.3 of this RFP, which includes media coverage, interviews, press releases, media roadshows, crisis management, and reputation management. This team should include a Team Leader and dedicated professionals with the following responsibilities:</p> <ul style="list-style-type: none"> <li>• <b>Team Leader (PR):</b> Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 10 years of</li> </ul>

	<p>experience in leading and managing PR campaigns in a PR agency or similar organization. The Team Leader will be responsible for overseeing the development and execution of all PR campaigns and materials, ensuring that the PR output of the agency meets the expectations and requirements of the Tamil Nadu government.</p> <ul style="list-style-type: none"> <li>• <b>Public Relations Manager:</b> Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 8-10 years of experience in a PR agency or similar organization. The Manager will be responsible for creating and implementing strategic PR plans, developing media relationships, managing day-to-day PR activities, drafting press releases, media pitches, and other PR materials. He/she will work closely with the team to ensure that all content is on-brand and aligned with the event's messaging.</li> <li>• <b>Media Relations Manager:</b> Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 8-10 years of experience in media relations in a PR agency or similar organization. The Media Relations Manager will be responsible for developing and maintaining strong relationships with media outlets, securing media coverage, and coordinating media interviews and press conferences.</li> </ul>	<p>experience in leading and managing PR campaigns in a PR agency, or similar organization or as a journalist in top media outlets. The Team Leader will be responsible for overseeing the development and execution of all PR campaigns and materials, ensuring that the PR output of the agency meets the expectations and requirements of the Tamil Nadu government.</p> <ul style="list-style-type: none"> <li>• <b>Public Relations Manager:</b> Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 8-10 years of experience in a PR agency, top media outlets or similar organization. The Manager will be responsible for creating and implementing strategic PR plans, developing media relationships, managing day-to-day PR activities, drafting press releases, media pitches, and other PR materials. He/she will work closely with the team to ensure that all content is on-brand and aligned with the event's messaging.</li> <li>• <b>Media Relations Manager:</b> Must have educational qualification of Bachelor's or Master's degree in Mass Communication, Journalism, Public Relations or a related field, with at least 8-10 years of experience in media relations in a PR agency, top media outlets or similar organization. The Media Relations Manager will be responsible for developing and maintaining strong relationships with media outlets, securing media coverage, and coordinating media interviews and press conferences.</li> </ul>
--	--	---

### Nodal Agency for Investment Promotion & Single Window Facilitation

Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu

Prestige Polygon, 11th Floor, 471, Anna Salai, Teynampet, Chennai - 600 035. Phone : +91 44-2434 6725

E-mail : [guidance@tn.gov.in](mailto:guidance@tn.gov.in) | [www.investingintamilnadu.com](http://www.investingintamilnadu.com) | [www.tnswp.com](http://www.tnswp.com) | Fax No. : 044-2434 6706



3.	RFP tender clause <b>7.9</b> (iii) Pages 47 of 70	<b>Earnest Money Deposit:</b>  Earnest Money Deposits of unsuccessful Agencies shall be returned, without any interest, within three months after signing the contract with successful Agency or when the selection process is cancelled by the Client.	<b>Earnest Money Deposit:</b>  Earnest Money Deposits of unsuccessful Agencies shall be returned, without any interest, within 30 days after signing the contract with successful Agency or when the selection process is cancelled by the Client.
4.	RFP tender clause <b>7.20</b> Pages 52 of 70	<b>Period of Contract</b>  The period for contract shall be one year from the date of commencement of work and can be renewed for another two years, one year at a time, post satisfactory performance by the agency at an increase of 5% per annum. The financial bid should take this possibility into account.  Confirmation regarding the same shall be given at least 15 days prior to the end of each year of contract by Guidance.	<b>Period of Contract</b>  The period for contract shall be one year only.

The documents mentioned in SI.No.1 to 4 above, can be downloaded from <https://investingintamilnadu.com/> and <https://tntenders.gov.in/nicgep/app>.

*[Signature]*  
31/3/23  
**Executive Director**

**Guidance**