

CORRIGENDUM (Dated 08/03/2021)

Reference - Tender No. T002228096 dated 26/02/2021

Subject: LETTER OF INVITATION (Limited Tender) from Empaneled Agencies for Development and Hosting of Swavalamban PODCAST

The following are the requests/queries and proposed amendment / changes made under the captioned Tender . **Rest all other terms and conditions of said Tender shall remain unaltered.**

1. Table- Response to queries

SI No	Page No As per RFP	SI No as per RFP	Content of Tender requiring clarification(s)	Points of clarification/ requests	Relaxation/ Modification/Clarifications/addition
1	4	2	RFP invitation	Only from empaneled advertising agencies	Limited tender invited from empaneled 1. advertising 2. Social media and 3. Event Management Agencies.
2	18	1,2,3	Technical evaluation criterion	whether it is with reference to previous works done by the agency related to podcasts only or is it in general	No Change
3	NA	NA	NA	Is the content supposed to be in Hindi / English / regional language?	As of now content to be developed only in Hindi and English
4	NA	NA	NA	Are we required to involve entrepreneurs in each episode of the show?	Yes, as pre -defined Scope of work SI no 5 Episode to be in conversation cum story telling format
5	NA	NA	NA	Can we get entrepreneurs from international countries as well?	Indian Citizens having multinational enterprises can be included.
6				Does it have to be entrepreneurs only or can we get high ranking corporate individuals leading big entrepreneurial companies.	Stories to be restricted to Startups and MSMEs

7				Is there a minimum duration to publish the podcast episodes	Yes as pre -defined Scope of work SI no 5 ➤ Two seasons of 10 episodes each ➤ Typical duration of one episode to be of 9- 10 minutes audio content each
8				Are we required to do promotions for the podcast to gain traction among target viewers? If yes, is there any preferable medium or are we free to choose and suggest	Yes as pre -defined Scope of work SI no 5 and Annexure II commercial Bid format ➤ Development and Promotional teasers for PODCAST, cost of one ➤ Hosting of PODCAST promotion over PODCAST platforms, Social media, etc Media cost for running teasers not to be indicated as it will depend on choice of media and would be considered separately outside the preview of tender under consideration.

2. Table - Modified clause

SI No	Page No as per RFP	SI No as per RFP	Clause as per RFP	Modified Clause
1	15	5.1.3	The target group of the initiative is expected to be Students, Parents, budding entrepreneurs, MSEs, start-ups, potential entrepreneurs, academicians, policy makers, people having interest in entrepreneurship, etc.	The target group of the initiative is expected to be Students, Parents, budding entrepreneurs, MSEs, start-ups, Stand Up India aspirants, potential entrepreneurs, academicians, policy makers, people having interest in entrepreneurship, other stakeholder etc and individuals who can be mentors for deepening entrepreneurship ecosystem in country.
	15	5.1.4	SIDBI's Support (a) SIDBI shall facilitate linkage with entrepreneurs (b) SIDBI shall provide suggestion and knowledge material on Government of India Schemes supporting entrepreneurs The role of SIDBI shall be limited to facilitation same not be constituted as sole responsibility of SIDBI.	SIDBI's Role a) SIDBI shall help the agency in facilitating linkage with entrepreneurs (b) SIDBI shall provide suggestion and knowledge material on Government of India Schemes supporting entrepreneurs The role of SIDBI shall be limited to facilitation and may not be constituted as sole responsibility of SIDBI.