

### CORRIGENDUM III

Tender No: KRDCCL/53/2020-TAE

RFP for the Selection of Agency for Perception Management, Public Relations,  
Digital Media Management and Documentation Management for K-Rail

SI No:	Reference from RFP	Existing Clause	Modified Clause
1	Pg 20 SI No.2 of Pre - Qualification Criteria	<p>The Agency should have been in the business of providing Public Relations, Media Consultancy,*Traditional Media Services and #Digital Media Management Services in India for a period of at least two or more years as on 31.03.2020.</p> <p>Agencies working in the field of Traditional and Digital Media Management Services or a consortium of both can submit their bids.</p> <p>*Traditional Media Services involve creating offline visibility. eg: print, broadcast, events, local cable, broadcast, network, electronic media, outdoor media, onsite campaign.</p> <p>#Digital Media Services involve creating online visibility. eg: Social media, search engine optimization, web content management.</p>	<p>The Agency should have been in the business of providing Public Relations, <b>\$Media Consultancy</b>,*Traditional Media Services and #Digital Media Management Services in India for a period of at least two or more years as on 31.03.2020.</p> <p>Agencies working in the field of Traditional and Digital Media Management Services or a consortium of both can submit their bids.</p> <p>*Traditional Media Services involve creating offline visibility. eg: print, broadcast, events, local cable, broadcast, network, electronic media, outdoor media, onsite campaign.</p> <p>#Digital Media Services involve creating online visibility. eg: Social media, search engine optimization, web content management.</p> <p><b>\$Media consultancy refers to the consultancy services provided to clients to maintain/improve brand image through traditional and digital media.</b></p>

2	Pg No. 21 Sl No.6 of Pre - Qualification Criteria	<p><b>Eligibility Criteria</b></p> <p>The Bidder should have a fully functioning office (preferably Head Quarters) with a dedicated team in Kerala for the last two years as on 31-03-2020.</p> <p><b>Documents to be submitted</b></p> <p>Documents to establish company's presence in Kerala; such as lease deed or office ownership documents <b>for the last two years as on 31-03-2020.</b></p>	<p><b>Eligibility Criteria</b></p> <p><b>The Sole Bidder or at least 1 substantial consortium member</b> should have a fully functioning office (preferably Head Quarters) with a dedicated team in Kerala for the last two years as on 31-03-2020.</p> <p><b>Documents to be submitted</b></p> <p>Documents to establish company's presence in Kerala; such as lease deed or office ownership documents for the last two years as on 31-03-2020.</p>
3	Pg 44 1.2 Media Intelligence of Scope of Services & Objectives	<p><u>1.2 Media Intelligence</u></p> <p>Comprehensive monitoring and documentation of print, visual and social media for Kerala Rail Development Corporation Limited and submit customized reports as well as analytics. Proactively gauge media and public sentiments through monitoring using technology as well as through interaction with key resources in respective segments, identify passenger characteristics and develop pre-emptive communication strategies. Plan and initiate discussions in media for K-Rail whenever necessary.</p>	<p><u>1.2 Media Intelligence</u></p> <p>Comprehensive monitoring and documentation of print, visual and social media for Kerala Rail Development Corporation Limited and submit customized reports as well as analytics. Proactively gauge media and public sentiments through monitoring using technology as well as through interaction with key resources in respective segments, identify passenger characteristics and develop pre-emptive communication strategies. <b>A public sentiment analysis report shall be submitted on a quarterly basis.</b> Plan and initiate discussions in media for K-Rail whenever necessary.</p>