



Amendment# 1 to RFQ-083-IND-2022
Event ID # IND10 - 0000013157
01 August 2022

Dear Bidders,

The following amendments are hereby made to the RFP document for “**Hiring a Creative Agency for Developing NAPS “Communication and Awareness Toolkit”**”.

1. The following amendments are made under the

Description	Existing	Read as
List and Description of Expected Outputs to be Delivered	1 AV - Supply side (3-4 mins)	1 Animated AV – Supply side (Under 3 minutes)
	1 AVs - Demand Side (3-4 mins)	1 Animated AV – Demand Side (Under 3 minutes)
	1 AV- Enablers (3-4 mins)	1 Animated AV – Enablers (Under 3 minutes)
	20 Smart messaging content for social media posts	20 Smart messaging content for social media posts where content must be extrapolated by creative agency from reports, data and suggestions provided by UNDP

Description	Existing	Read as
	10 Human Interest stories: These include 40-45 second AVs and photo stories	<p>10 Human Interest stories: These include 40-45 second AVs and photo stories.</p> <p>Shoot locations for AVs and photo stories will be provided by UNDP across the following locations:</p> <ul style="list-style-type: none"> ➤ Delhi NCR, ➤ Gujarat (Jamnagar and Dwarka) ➤ Karnataka (Bengaluru, Raichure, Mangaluru and Bengaluru Rural)
	A 20 second catchy creative original jingle in Hindi which would be an anthem for the National Apprenticeship Month.	A 20 second catchy creative original jingle and accompanying video (using footage from human interest stories) in Hindi which would be an anthem for the National Apprenticeship Month. Video will have subtitles in four languages: English, Hindi, Gujarati and Kannada.
Objective	<ul style="list-style-type: none"> • Materials should be multilingual, depending on the requirement, with the objective of reaching audiences in English, Marathi, Gujarati, Hindi, Tamil, Kannada, Telugu, Bengali. 	<ul style="list-style-type: none"> • Materials should be multilingual, depending on the requirement, with the objective of reaching audiences in English, Hindi, Gujarati and Kannada.
Minimum Eligibility Criteria	<ul style="list-style-type: none"> • Minimum 10+ years of experience in providing services of filming, editing, script writing, designing, publishing, and promoting video content 	<ul style="list-style-type: none"> • Minimum 10+ years of experience as an organisation (or minimum 5 years of experience as an organisation and individual team members must each have a

Description	Existing	Read as
		minimum 10+ years of experience) in providing services of filming, editing, script writing, designing, publishing, and promoting video content
Pamphlets/Brochures/Leaflets	<ul style="list-style-type: none"> Two page/Brochure (multilingual) 	<ul style="list-style-type: none"> Two page or four-sided brochure (multilingual)
Cost breakdown by cost component	Dissemination expenses if any	To be ignored
Cost breakdown by cost component	Team leader and team members	Project management expenses
Expected duration of work	3 Months	4 Months (September to December)
Deadline	01-Aug-22 @ 08:00 AM (New York time)	Extended to 16-Aug-22@ 8:00 AM (New York time)

Repasting the annexure with functional hyperlinked Urls:

Annexure

The following data sources are proposed to be studied (but not limited to):

S. No.	Title	Content Source	Language	Website link
1	Introduction to Unified Apprenticeship Portal	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Introduction to Unified Apprenticeship Portal - YouTube
2	Roles and Responsibilities of Apprenticeship Advisor	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Instructional Video for AAAs - YouTube

S. No.	Title	Content Source	Language	Website link
3	Candidate Registration on Apprenticeship Portal	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 1 - Candidate Registration - YouTube
4	Candidate Profile Completion	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 2 - Candidate Profile Completion - YouTube
5	Candidate Opportunity	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 3 - Candidate Opportunity - YouTube
6	Candidate Contract	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 4 - Candidate Contract - YouTube
7	Candidate to receive Stipend Bank	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 5 - Candidate Bank Details - YouTube
8	Candidate Registration on Apprenticeship Portal	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 1 - Candidate रेजिस्ट्रेशन - YouTube
9	Candidate Profile Completion	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 2 - Candidate प्रोफाइल कम्प्लीशन - YouTube
10	Candidate Opportunity	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 3 - Candidate ओपपोर्टुनिटीज़ - YouTube

S. No.	Title	Content Source	Language	Website link
11	Candidate Contract	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 4 - Candidate कॉन्ट्रैक्ट - YouTube
12	Candidate to receive Stipend Bank	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 5 - Candidate बैंक डिटेल्स - YouTube
13	Company Registration on NSDC portal	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 1 - Establishment Registration - YouTube
14	Company/ Establishment Profile Completion	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 2 - Establishment Profile Completion - YouTube
15	Company/ Establishment Create Opportunity	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	https://www.youtube.com/watch?v=yiXSryqRzRo&list=PLEI17o2xGcHBnzkW1PxqffVaKCM6vi_gV5&index=4
16	Company/ Establishment Contract Issue	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 4 - Establishment Contract Issue - YouTube
17	Company / Establishment Stipend & Payment	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 5 - Establishment Stipend & Payment - YouTube

S. No.	Title	Content Source	Language	Website link
18	Company / Establishment Reimbursement	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 6 - Establishment Reimbursement - YouTube
19	Company / Establishment Registration रेजिस्ट्रेशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	https://www.youtube.com/watch?v=xTj5Ss1tcw8&list=PLEI17o2xGcHCtqJvEYQpTueA3Dan9YKbP&index=2
20	Company / Establishment प्रोफाइल कम्प्लीशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 2 - Establishment प्रोफाइल कम्प्लीशन - YouTube
21	Company / Establishment क्रिएट ओप्पोर्तुनिटीज़	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 3 - Establishment क्रिएट ओप्पोर्तुनिटीज़ - YouTube
22	Company / Establishment कॉन्ट्रैक्ट इशू	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 4 - Establishment कॉन्ट्रैक्ट इशू - YouTube
23	Company / Establishment स्टाइपेंड पेमेंट	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 5 - Establishment स्टाइपेंड पेमेंट - YouTube
24	Company / Establishment रीइम्बर्समेंट	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 6 - Establishment रीइम्बर्समेंट - YouTube

S. No.	Title	Content Source	Language	Website link
25	Third Party Aggregator Registration	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 1 - TPA Registration - YouTube
26	Third Party Aggregator Profile Completion	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 2 - TPA Profile Completion - YouTube
27	Third Party Aggregator Association to Establishment	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 3 - TPA Association with Establishment - YouTube
28	Third-Party Aggregator रेजिस्ट्रेशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 1 - TPA रेजिस्ट्रेशन - YouTube
29	Third-Party Aggregator प्रोफाइल कम्प्लीशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 2 - TPA प्रोफाइल कम्प्लीशन - YouTube
30	Third-Party Aggregator एसोसिएशन विथ इस्टैब्लिशमेंट	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 3 - TPA एसोसिएशन विथ इस्टैब्लिशमेंट - YouTube

S. No.	Title	Content Source	Language	Website link
31	Apprenticeship Training	Kaushalya Karnataka	Kannada	Kaushalya Karnataka Skill Development Programme Apprenticeship Training 01-10-2021 07:30 PM - Bing video
32	Advertisement to promote NAPS	Skill India NAPS	Hindi	Skill India NAPS - #FarkDikhRahaHai - YouTube
33	NAPs Promotion - Experience Sharing	Skill India NAPS	Hindi	Youth becoming successful through National Apprenticeship Promotion Scheme (NAPS) Aap Ki Baat#Ep-102 - YouTube
34	NAPs Promotion - Experience Sharing	Skill India NAPS	Hindi	Jyoti - National Apprenticeship Promotion Scheme - YouTube
35	National Apprenticeship Promotion Scheme (NAPS)	Skill India NAPS	English	National Apprenticeship Promotion Scheme (NAPS) - YouTube
36	Third Party Aggregators role to Promote NAPS	Skill India NAPS	Hindi	Third Party Aggregators to promote Apprenticeship Training in India - YouTube

Financial Offer Submission form is amended and replaced as under:-

FINANCIAL OFFER SUBMISSION FORM

(This Form must be submitted only using the Supplier's Official Letterhead/Stationery)

Bidders must complete this form and sign/stamp.

The offer complies with the Terms of Reference set forth in RFQ Annex 1.

We, the undersigned, hereby accept in full the UNDP General Terms and Conditions, and hereby offer to provide the services listed below in conformity with the Terms of Reference of UNDP as per RFQ Reference No. RFQ-083-IND-2022.

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the RFQ. Prices quoted below must be inclusive of all costs necessary to provide the required services.

A. Cost Breakdown by Deliverables:

S. No	Deliverables	Percentage	Amount (in INR)
1	Submission of inception report and detailed work plan that includes detailed deliverables, time frame, etc.	20%	
2	Submission of 20 Smart Messaging Content (for each of the identified target groups) + original jingle celebrating apprenticeship	30%	
3	Submission of 4 Pamphlets/Brochures/Leaflets (one each for the identified target groups)	20%	
4	Submission of 3 Audio Visuals (one each for the identified target groups + 10 Human stories AV snippets (40-45 seconds) of successful apprentice, SMEs/Employers + same photo stories	30%	

B. Cost Breakdown by Cost Component:

Description of Activity	Remuneration per Unit of Time (in INR)	Total Period of Engagement (in days)	Total Amount (INR)
Project management expenses			
Creating 3 Audio visual Apprenticeship explainers			
Designing end-to-end communication material — 4 brochures / pamphlets / leaflets			

Description of Activity	Remuneration per Unit of Time (in INR)	Total Period of Engagement (in days)	Total Amount (INR)
Scripting, recording and producing an original 20-30 second jingle on apprenticeship			
Creating an accompanying animated YouTube video to accompany jingle and enhance its message			
Creating social media creatives, 20 smart messaging content, gifs (visuals and text inclusive)			
Creating 10 human interest AV stories of 45 seconds each on successful apprentices			
Travel			
Any other cost			
Total			INR.....

Name of Bidder: _____

Authorised signature: _____

Name of authorised signatory: _____

Functional Title: _____

All other terms and conditions of the RFP document, except as amended herein above, remain unaltered.

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