The General Manager,
All Indian Railways & Production Units, NF(C), CORE,
The DG/RDSO/Lucknow, DG/NAIR
CAOs, DMW/Patiala, COFMOW/NDSL, RWP/Bela, IROAF

Sub: Corrigendum to Empanelment criteria for Advertising Agencies and Selection of Agency for Social Media Services by Zonal Railways.

Ref: Minutes of meeting of ED/I&P with CPROs of all Zonal Railways on 22.03.2022

Vide reference above, PR directorate has convened the meeting with CPROs of all Zonal Railways and proposed changes/modifications in Model Document for Advertising Agencies and Selection of Agency for Social Media Services by Zonal Railways issued vide Board’s letter No. 2017/Trans/01/Policy/PR dated 06.06.2019

Board (MF and CRB&CEO) has considered and approved changes as given in the following table:

<table>
<thead>
<tr>
<th>Para No.</th>
<th>Page Nos. of Model Document</th>
<th>Existing Para.</th>
<th>Modified para</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.0 [Eligibility Criteria]</td>
<td>6/27</td>
<td>The agency shall be of sound financial status with a turnover of 15 crore or more in the last financial year</td>
<td>The agency shall be of sound financial status with a cumulative turnover of Rs. 15 crore or more in the last three financial years.</td>
</tr>
<tr>
<td>6.0 [Selection Method] Quality cum Cost Based Selection (QCBS)</td>
<td>7/27</td>
<td>Selection will be QCBS (80:20 or 70:30, as decided by the Zonal Railways) based where bidder will also be evaluated based on technical presentation. The bidder will have to submit a financial bid, in the format given at Annexure C, for the work as defined in the scope of work. 80% or 70% weightage will be given to Technical Evaluation and 20% or 30% weightage to Financial Bid.</td>
<td>Selection will be QCBS (70:30) based where bidder will also be evaluated based on a technical presentation. The bidder will have to submit a financial bid, in the format given at Annexure C, for the work as defined in the scope of work. 70% weightage will be given to Technical Evaluation and 30% weightage to Financial Bid.</td>
</tr>
<tr>
<td>6.0 [Technical Evaluation]</td>
<td>7/27</td>
<td>S.No.1 of the parameter table: Annual Turnover for the last financial year.</td>
<td>S.No.1 of the parameter table: Cumulative turnover for the last three financial years.</td>
</tr>
<tr>
<td>6.0 [Technical Evaluation]</td>
<td>10/27</td>
<td>Note: “The limiting values of item number 1&amp;7 as given in the Table in Para 6 may be modified by</td>
<td>Deleted</td>
</tr>
</tbody>
</table>
zonal railways with the concurrence of associate finance and approval of the General Manager depending on the local conditions."

| Model document for empanelment of advertising agencies by Zonal Railways |
|-----------------------------|-----------------------------|
| **Para 1.2** *(Duration of Contracts)* | **Para 2.2** *(Eligibility Criteria)* |
| The duration of the contract will be for a period of two years, from the date of issue of the letter of empanelment. The successful applicant shall be required to execute and agreement on non-judicial stamp paper worth Rs. 100/- attested by notary public oath commissioner/first call magistrate. The cost of the stamp duties for the execution of the agreement will be borne by the advertising agency. | The agency must have carried out communication campaign for Government Ministry/Department/PSU and/or Multilateral institutions such as UNICEF, WHO, UNDP, etc. of a minimum value of Rs. 7.5 Crore (including release value and agency commission) in the last financial year. |

| **Para 4.2** *(Technical Evaluation)* | **Para 7.1** *(Earnest Money and Security Deposit)* |
| Note: "The limiting values of item No. 1&4 as given in the table in para 5.2 may be modified by zonal railways with the concurrence of associate finance and approval of the General Manager depending on the local conditions." | Earnest money of Rs. One Lakh shall be deposited with FA&CAO of the railways either through Bank Draft drawn on Nationalized Bank or in cash and original money receipt should be attached with application. It shall be ensured that the Bank draft is made from agency’s Account. The earnest money amount will be Earnest money of Rs. One Lakh shall be deposited with PFA of the Railways either through Bank Draft drawn on Nationalized Bank or in cash and original money receipt should be attached with application or in the form of FDR. It shall be ensured that the Bank |

| 1/23 | 2/23 | 5/23 | 6/23 |
adjusted in the security deposit amount of Rs. Five Lakh deposited by the agency. EMD of the unsuccessful agencies will be returned latest on or before the 30th day after the formation of panel.

draft/FDR is made from agency’s Account. The earnest money amount will be adjusted in the security deposit amount of Rs. Five Lakh to be deposited by the agency. EMD of the unsuccessful agencies will be returned latest on or before the 30th day after the formation of panel.

This issues with the concurrence of Finance Directorate of Ministry of Railways.

(Ajit Kumar Singh)
EDME/Transformation

No. 2022/Trans/01/Policy/PR

New Delhi, Dated: 09.06.2022

1. General Managers/All Indian Railways
2. PFAs, All Indian Railways & Production Units
3. The ADAI (Railways), New Delhi
4. The Director of Audit, All Indian Railways

Copy to

1. The ADAI (Railways), New Delhi
2. The Director of Audit, All Indian Railways
3. The Director, Indian Railway Institute of Civil Engineering, Tune.
4. The Director, Indian Railway Institute of Mechanical and Electrical Engineering, Jamalpur.
5. The Director, Indian Railway Institute of Signal Engineering and Telecommunications, Secunderabad.
6. The Director, Indian Railway Institute of Electrical Engineering, Nasik.
7. The Executive Director, Indian Railways Centre for Advanced Maintenance Technology, Gwalior.
8. The Director, Indian Railway Institute of Transport Management, Lucknow.
9. The Registrar, Railway Claims Tribunal, Delhi.
10. The General Secretary, IRCA, New Delhi.
12. The Secretary, Railway Rates Tribunal, Chennai.
13. The Chairman, Railway Recruitment Board, Ahmedabad. Ajmer, Allahabad,
Bangalore, Bhopal, Bhubaneswar, Chandigarh, Chennai, Gorakhpur, Guwahati, Jammu & Srinagar, Kolkata, Malda. Mumbai, Muzaffarpur, Patna, Ranchi, Secunderabad and Trivendrum.

14. Managing Director, CRIS, Chanakyapuri, New Delhi
15. Chief Managing Directors/Managing Directors, RITES, IRCTC, RVNL, CONCOR, RailTel, IRCON, IRFC & KRCL.

Copy to:

1. The Genl. Secy., AIRF, Room No. 248, & NFIR Room No. 256-C, Rail Bhavan
2. The Secy. Genl., IRPOF, Room No. 268, FROA, Room No. 256-D & AIRPFA, Room No. 256-D, Rail Bhavan

Copy to:

1. Advisor/MR, EDPG/MR, OSD/MR, OSD (Co-ord)/MR, Addl. PS/MR, PS/MOSR(D), EDPG/MOSR(D), EDPG/MOSR(J), DPG/MOSR(J), Addl. PS/MOSR(J)
2. PSOs/Sr. PPSs/PPSs to CRB & CEO, M/O & BD, MF, M/TRS, M/Infra
3. All DGs, Secretary, All AMs/PEDs, All EDs, Railway Board
4. RBCC, Room No. 476 for uploading on the website.

(Ajit Kumar Singh)
EDME/Transformation