

**Government of India**  
**Ministry of Fisheries, Animal Husbandry & Dairying**  
**Department of Fisheries**  
First Floor, Chandra Lok Building, Janpath,  
New Delhi-110001

**Corrigendum/Amendments No.5**

**Date: 29.12.2025**

**RFB No.:- IN-DOF-503128-NC-RFB**

**RFB Name: Hiring a Communication Agency for the Designing and Implementation of a Comprehensive Communication and Outreach Strategy under the Pradhan Mantri Matsya Kisan Samridhi Sah-Yojana (PM-MKSSY)**

<b>Sr No.</b>	<b>RFB reference /Page No.</b>	<b>Provision in the RFB</b>	<b>Amended as under</b>
1	Section IV, Bidding forms- -Fixed Indicative Deliverables: Myth buster and behaviour change campaigns (page 93, Column - Sub-Activity)	Language adaptation/versioning with reshooting involves modifying or recreating a video for a different linguistic and cultural context. This includes all original production deliverables, reshooting, local locations, actors, costumes, cultural adaptation, and travel/logistics costs. Note: This rate is used pro-rata for adaptation/versioning of videos up to 120 seconds, calculated per second (Cost per second = L-1 Rate ÷ 60).	Please read the clause as: Language adaptation/versioning <b>reshooting</b> involves modifying or <b>dubbing</b> a video for a different linguistic and cultural context. This includes all original production deliverables, <b>dubbing</b> , local locations, actors, costumes, cultural adaptation, and travel/logistics costs. Note: This rate is used pro-rata for adaptation/versioning of videos up to 120 seconds, calculated per second (Cost per second = L-1 Rate ÷ 60).
2	Section IV, Bidding forms, -Fixed Indicative Deliverables: Outdoor (Out of Home) -Design of Routine Outdoor Creatives of varying sizes and properties. (page 96, Description/Remark - column K)	Maximum Cost 200 sq.ft × 500 hoardings × 3 months × ₹100 ₹4,32,00,000 (₹4.32 crore), including design, mounting and installation cost	Please read the clause as: Maximum Cost 200 sq.ft × 500 hoardings × 3 months × ₹100 <b>₹3,00,00,000 (₹3 crores)</b> , including design, mounting and installation cost
		Maximum Cost 100 sq.ft × 500 hoardings × 3 months × ₹150 ₹2,16,00,000 (₹2.16 crore), including design, mounting and installation cost	Please read the clause as : Maximum Cost 100 sq.ft × 500 hoardings × 3 months × <b>100 ₹1,50,00,000 (₹1.5 crore)</b> , including design, mounting and installation cost
3	Section IV, Bidding forms - Variable Indicative Deliverables: BTL- Interactive Media (Region Specific) (Page 101, Column -Deliverables)	Street play of up to 30 minutes. The rate should encompass concept and script development, direction and choreography, logistics, and the engagement of at least eleven performers(including three musicians/instrumentalists and eight actors) with their costumes, props, and training. It must also cover sound system arrangements, creation of song medleys and content, backdrop/banner design, and travel expenses.Additionally, the deliverables include three edited short videos for social media, three geo-tagged photographs, three audience reaction videos, and a full recording of the	Please read the clause as: Street play of up to 30 minutes. The rate should encompass concept and script development, direction and choreography, logistics, and the engagement of <b>at least seven performers(including two musicians/instrumentalists and five actors)</b> with their costumes, props, and training. It must also cover sound system arrangements, creation of song medleys and content, backdrop/banner design, and travel expenses.Additionally, the deliverables include three edited short videos for social media, ten geo-tagged photographs, three audience reaction videos, and a full recording of the

  
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Department of Fisheries

		ten geo-tagged photographs, three audience reaction videos, and a full recording of the performance—all to be submitted on the same day. All incidental expenses, as well as obtaining necessary permissions from relevant authorities, are the responsibility of the agency.	performance—all to be submitted on the same day. All incidental expenses, as well as obtaining necessary permissions from relevant authorities, are the responsibility of the agency.
4	Section IV, Bidding forms, point 5. Broadcast & Publishing cost. (Page No. 113, Column - Sub-Activity)	Quarter, Half and Full Page advertisements in Rural and Urban established Indian newspapers, Radio spots/jingles/RJ mentions, TVC commercial & other programmes (documentary, Sponsored programme, interviews etc)	Please read the amend clause as : Quarter, Half and Full Page advertisements in Rural and Urban established Indian newspapers, Radio spots/jingles/RJ mentions, TVC commercial & other programmes (documentary, Sponsored programme, interviews etc), <b><i>monthly/quarterly rental of Hoardings &amp; Billboards on actual basis (as and when required).</i></b>
5	Section IV, Bidding forms, point 5. Broadcast & Publishing cost - Broadcast & Publishing cost for print advertisements, Radio Spots & Jingle, TVC, Documentaries, Videos, Interviews, Cinema Advertising etc. (Page No. 113, Column - H, Total Cost Ceiling (INR))	Total Cost Ceiling (INR) : ₹ 5,00,00,000.00	<b>For the purpose of clarification:</b> <b>All bidders are mandatorily required to quote INR 5,00,00,000 only against this item.</b> This amount is pre-determined and shall be applicable for future requirements under the scheme, as and when required, in accordance with the proposals and directions of the Department of Fisheries (DoF)/Client. Bidders are mandatorily required to quote INR 5,00,00,000 only against this item. No variation, escalation, or alternative amount shall be permitted.. This amount is kept for the Broadcast, Publishing, Hoarding & Billboard rentals wherever applicable on <b><i>actual basis/Not exceeding CBC/DAVP rates applicable</i></b> . The selected agency need to engage authorised state/central agencies to execute the activities.

  
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 निदेशक/Director  
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6	Section VII – Activity Schedule clause 2.6 Termination -Sub Clause 2.6.1 (By the Employer) (Page No. 165)	<p>The Employer may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (d) of this Sub-Clause 2.6.1:</p> <p>(a) if the Service Provider does not remedy a failure in the performance of its obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;</p> <p>(b) if the Service Provider become insolvent or bankrupt;</p> <p>(c) if, as the result of Force Majeure, the Service Provider is unable to perform a material portion of the Services for a period of not less than sixty (60) days; or</p> <p>(d) if the Service Provider, in the judgment of the Employer has engaged in Fraud and Corruption, as defined in paragraph 2.2 a. of Attachment 1 to the GCC, in competing for or in executing the Contract</p>	<p>Please read the clause as :</p> <p>Clause 2.6 Termination -Sub Clause 2.6.1 (By the Employer)</p> <p>The Employer may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in <b>paragraphs (a) through (e)</b> of this Sub-Clause 2.6.1:</p> <p>(a) if the Service Provider does not remedy a failure in the performance of its obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;</p> <p>(b) if the Service Provider become insolvent or bankrupt;</p> <p>(c) if, as the result of Force Majeure, the Service Provider is unable to perform a material portion of the Services for a period of not less than sixty (60) days; or</p> <p>(d) if the Service Provider, in the judgment of the Employer has engaged in Fraud and Corruption, as defined in paragraph 2.2 a. of Attachment 1 to the GCC, in competing for or in executing the Contract</p> <p><b>(e) if the Project is closed, discontinued, or withdrawn by the Government or the World Bank, or merged with another scheme/program, or if the Services of the Service Provider are no longer required due to administrative, policy, or budgetary reasons, as determined by the Employer (DoF).</b></p> <p>Note: The above Sub-Clause 2.6.1(e) is added through Section-IX: Special Conditions of Contract (SCC).</p>
7	Section II - Bid Data Sheet (BDS) - D. Online Submission of Bids (ITB23.1)	<p>The deadline for uploading the Bids is:</p> <p>Date: 01/01/2026</p> <p>Time: 02:30 PM</p>	<p>The deadline for uploading the Bids is:</p> <p><b>Date: 08/01/2026</b></p> <p><b>Time: 02:30 PM</b></p>

  
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8	<p>Section II - Bid Data Sheet (BDS) - E. Public Opening of Technical Parts of Bids (ITB26.1)</p>	<p>The online opening of Technical Part of Bids shall take place at: Department of Fisheries, Govt. of India Address: Chander Lok Building Janpath Floor/ Room number: First Floor City: New Delhi - 110001 Country: India Date: 02/01/2026 Time: 03:00 PM [Note: 1. In the event of the specified date of bid opening being declared a holiday for the Employer, the bids will be opened at the appointed time and location on the next working day. 2. Interested bidders may submit bids accordingly and those who are willing to attend the opening of the Technical Bids in person may do so at the designated venue, as provided in ITB 26.1 of the RFB documents.]</p>	<p>The online opening of Technical Part of Bids shall take place at: Department of Fisheries, Govt. of India Address: Chander Lok Building Janpath Floor/ Room number: First Floor City: New Delhi - 110001 Country: India <b>Date: 09/01/2026</b> <b>Time: 03:30 PM</b> [Note:1. In the event of the specified date of bid opening being declared a holiday for the Employer, the bids will be opened at the appointed time and location on the next working day. 2. Interested bidders may submit bids accordingly and those who are willing to attend the opening of the Technical Bids in person may do so at the designated venue, as provided in ITB 26.1 of the RFB documents.]</p>
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**Note:**

Prospective bidders are hereby informed that the requirement to submit a Bank Guarantee of INR 1 Crore, as stipulated under ITB Clauses 20.1 and 20.3(d) of the RFB document, remains unchanged. Bidders shall submit the same in accordance with Point No. 9 of the E-Procurement Notice.

The prospective bidders are requested to check eproc portal (<https://eprocure.gov.in/eprocure/app>) on regular basis for any further updates.



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Director (Fisheries)

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