



Chandigarh Industrial & Tourism Development Corporation Limited
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Corrigendum

Reference e – tender ID: - 2018 _CITCO _46453 _1, regarding hiring of agency / entity for availing social/digital media marketing services. In this regard, the following detailed changes/ amendments have been made in the tender Document: -

- 1) In the page 1, Clause 1 (c) of the tender document is hereby replaced with the following clause: -

Experience of 2 years of providing social/ digital media marketing services to clients in Hospitality / Government sector or any PSU or any Public/ Private Limited company of national or international repute, in creation and handling of their Social apps/ accounts on any social networking portals viz. Facebook , instagram etc.

- 2) In the page 8, Clause 9,II(t) of the tender document is hereby replaced with the following clause: -

The Bidder will ensure the Security Audit to be conducted by the third party to remove all the security vulnerabilities. For this purpose CITCO will bear the cost of the certificates if required being part of security audit, however the execution and getting the work done is part of tenderer / contractor job.

- 3) In the page 7 , Clause 9, II, a), (xviii) of the tender document is hereby replaced with the following clause: -

One-page SEO consideration for the website and promotions of website including Social Media Management.

- 4) In the page 1, first para of the tender document, in the 3rd line, after the words “accounts/pages of” and before the words “Hotel Mountview, Hotel Shivalikview and Hotel Parkview on Portals”, the word “CITCO,” is hereby inserted.

5) After clause 9 of the tender document, the new clause 9A is hereby inserted as below: -

9A. All paid promotions like PPC, Facebook Advertisements and other paid advertisements, cost of the same will be borne by CITCO and work will be executed by the tenderer/ contractor job.

6) After clause 9A of the tender document, the new clause 9B is inserted as below: -

9B. The tenderer/ contractor will deploy one capable resource/ manpower at site during the tenure of the contract. The purpose is to bridge a gap between the CITCO and the contractor and to ensure proper and efficient communication in the rendering of services under this tender/ contract.

7) In the Page 6, Clause 9 II.(a), (vi) of the tender document is hereby replaced with the following clause: -

Support for English only.

8) In the page 6, Clause 9 II. (h) of the tender document is hereby replaced with the following clause: -

The website should be user friendly and as per latest trends.

9) In clause 3 second line, the word “ Fifteen thousand “ in the brackets is hereby replaced with the word “ two lakh fifty thousand “.

10) In the Page No. 4,the existing table mentioned in the Clause 9,I,b) of the tender document is hereby replaced with the following table: -

Sr. No	List of activities	Post /Quantity	Creation and deployment duration
1	Facebook	15	Monthly
2	Instagram	15	Monthly
3	Twitter	15	Monthly
4	YouTube	15	Monthly
7	Pinterest	15	Monthly
8	Blog Writing	5	Monthly
10	SMS script/ design	As per requirement	Monthly
11	SMS blast	10,000*	Monthly (The data for the same will be provided either by CITCO or will be prepared jointly)
12	Emailers – Email Data Management- script/Design	As per requirement	Monthly
13	Emailers Email Data Management - Blast	10,000*	Monthly (The data for the same will be provided either by CITCO or will

Sr. No	List of activities	Post /Quantity	Creation and deployment duration
			be prepared jointly.)
14	Photography	As per scope of work	One Time/ Event based
15	Website development	Of CITCO as a whole with separate pages for all Hotels	Regular Process
16	Website maintenance / up gradation	Based on requirement	Based on requirement

* For sending bulk sms blast/ email blast, if any third party tool is required with additional cost, the same will be provided by CITCO.

Last date of submission of e-tender/ bids is extended to 14.12.2018 upto 5:00 PM.

Other terms and conditions of the said tender document shall remain unchanged.

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Chief General Manager