Corrigendum 2(A)

Sub: Corrigendum regarding Annexure-V of RFP for selection of Media and Public Relation Agency for AICTE

This refers to RFP for selection of Media and Public Relation Agency for AICTE. The RFP uploaded vide tender ID F.No. 28-1/Media Cell/Agency Contract/ 2021 on AICTE Web Website and MHRD e-Wizard Portal on 01.07.2022 also published vide Advt. No. Media Cell/AICTE/06(1)/2022 on 01.07.2022 in Delhi editions of The Times of India, The Hindustan Times, Dainik Jagran and Dainik Bhaskar.

Following changes have been made in Annexure-V:-

1. Under (a) Activity heading “Brand Management on Social Media” the point “identifying and engaging influencers” has been removed.

2. Under (a) Activity heading “Social Media Campaigns” the sub-heading has been rephrased as “Highlight various AICTE and AICTE supported initiative as launched by it from time to time.”

3. Under (a) Activity heading “Social Advertising KPIs” the quantification in numbers i.e. likes, followers, views & engagement percentage have been removed.

4. Under (b) S. No. 6 “Live Coverage of Events” has been removed.

Member Secretary (AICTE)