


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.

  
1.8.2022

**Member Secretary (AICTE)**