



Pradhan Mantri Yuva Yojana (PM-YUVA)
Ministry of Skill Development and Entrepreneurship (MSDE)
Government of India
NIESBUD, A-23, Sector – 62, Noida 201309

CORRIGENDUM

Empanelment of agency for Content Creation & Operationalization of Social Media Channels under PM-YUVA Yojana Project

Dated: 19-07-2021

With reference to the EOI for empanelment of agency for Content Creation & Operationalization of Social Media Channels under PM-YUVA Yojana Project, the amendments in the EOI are listed below.

1. At page 11 and 12, Para 6 (6.2) - Relevant experience in development of similar Social media channels. Number of channels created and their subscriber base, the marks for the experience will be allocated as per the criteria mentioned below:

Subscriber base created for social media video channels

- More than 1 million subscribers & followers = 15 marks
- More than 0.5 – 1 million subscribers/ followers = 10 marks
- More than 0.1 million - 0.5 subscribers/ followers = 5 marks
- 50 Lakhs to 0.1 million subscribers/ followers = 2 marks
- Below 50 lakhs = 0 marks

Past experience in channel and video/ content creation

- Over 50 episodes = 20 marks
- More than 30 – 50 episodes = 15 marks
- 15 – 30 episodes = 10 marks
- Below 15 episodes = 0 marks

2. At page 12, Para 6 (6.2) Turn-over of past 3 years, the marks will be allocated as per the criteria mentioned below:
 1. more than 2.5 Cr. = 10 marks
 2. more than 1.5 Cr. -2.5 Cr. = 5 marks
 3. 1 Cr. -1.5 Cr. = 3 marks
 4. Less than 1. Cr. = 0 marks

With reference to the Circular No. 1(2)(1)/2016-MA dated 10 March 2016, issued by the Ministry of Micro, Small & Medium Enterprises, Government of India, relaxation of turnover will be given to Start-ups registered with MSME.

3. At page 12, Para 6 (6.3) All the Agencies obtaining a minimum prescribed bench mark score of 55 will be issued Request for Proposal (RFP) leading towards Empanelment. The total score will be adjusted for start-ups registered with MSME.
4. The last date for submission of EOI has been extended till 26.07.2021 (17:00 Hrs).

Senior Manager, PM-YUVA