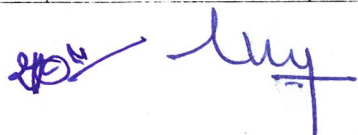


Detail of Marks obtained by the Professional Media Agencies In Technical Evaluation:

ANNEXURE-A

S No	Parameter	Description	Breakup of Score	Max Marks	M/s Speedways Advertising. SCO-84. Sector-46C, Chandigarh-160047	M/s Kaizzen PR Services Private Limited. Third Floor Kh. No. 380/4 100 Futa Road Ghitoni Southwest Delhi 110030	M/s Hari Media Network Private Limited, Plot No.- 245 First floor B/Side LHS Block-T Uttam Nagar New Delhi 110059
1.	Financial Turnover	The Agency's average annual turnover generated should be not less than Rs 10 crores during the last 3 audited financial year but not less than 5 crores per annum including JV, Associate Companies/ Subsidiary Companies with relevant Field Experience	Turn Over Above 5 Crores- 5 Marks	5	5	5	5
2.	Relevant Experience	In-house capabilities towards 1. Film/ Video Production 2. Media Buying 3. Social Media Campaigns 4. Influencer Marketing and 5. Technology (App & Website Development) (Share work orders for value above rupees 50 lacs for each of the above 5 categories towards establishing sufficient capabilities in each of the above categories. Experience in all categories is mandatory without exception.	5 Projects- 10 Marks	10	10	6	10

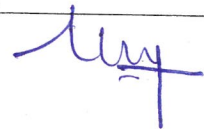






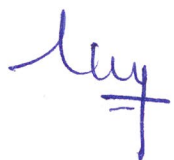

(ANIL GUPTA)

3.	Experience of developing digital content	At least 3 projects of digital content development which includes video content and their integration on the platform for website/ digital media advertising (Social media /outdoor media) in the last three financial years. Share samples of content developed in the completed projects. (Share a sample of minimum of 30 seconds towards video content developed and edited for a digital media platform.)	3 Projects- 9 Marks Video Content – 2 Marks	11 (09+2)	11	11	11
4.	Experience of working of the Organization	Minimum 3 work orders with each work order for value of Rs 50 Lacs or more in the previous three financial years.	3 Project - 9 marks 4 Project - 12 marks 5 and more Projects- 15 marks	15	15	9	15
5.	Experience of working with Public Limited Entities, MNC's & Government/ Political work	The company should have experience of working with Public Limited Entities, MNCs and Govt. / Political organizations. Share details of 5 or more of such campaign (minimum 3 projects with each segment of entity). The designated work experience should be substantial.	3 Project - 9 marks 4 Project - 12 marks 5 and more Projects- 15 marks	15	15	15	15
6.	Resources- At least 14 resources required as mentioned. Other resources with details on work	Chief of Creative & Strategy - 1	At least 3 years of experience in handling Digital content development, digital product development, advertising campaigns, designing digital marketing solutions, designing websites and other related	5	5	5	5




	experience on projects of similar nature		projects -5 marks				
7.	Chief of Planning & Buying-1	At least 3 years of experience in handling Digital media projects like – outdoor media platform campaigns and other digital marketing campaigns -5 marks	5	5	5	5	
8.	Project Head -1	At least 3 years of experience in handling Digital media projects like – outdoor media platform campaigns and other digital marketing campaigns marks	2	2	2	2	
9.	PR Head- 1	At least 3 years of experience in overseeing a team of Public Relations professionals and to delegate tasks, writing or editing or press releases prior to publication and helping to organize events such as conferences relevant to the field and community.	2	2	2	2	
10.	Content Writer/ Developer -2 (At least 1 resource should have knowledge and expertise in video content development which should include drafting / developing scripts for video and video making)	At least 1 year of experience in creating strong and engaging content/ script writing developing video content in prior roles	4	4	4	4	







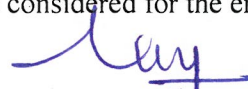
11.	Graphic Designer- 2	<p>Familiarity with design software and technologies (such as in design, illustrator, Dreamweaver, Photoshop etc.)</p> <p>At least 1 year of graphic designing experience in project that included the entire process of defining requirements, visualizing and creating graphics including illustrators, logos layouts and photos.</p>	4	4	4	4
12.	Editor -2	<p>At least 1 year of work experience as Digital Content Editor (including video content) or similar role, In-depth knowledge of software such as Adobe Photoshop, Illustrators etc.</p>	4	4	4	4
13.	Media Monitoring -1	<p>At least 1 year of work experience in tracking, analyzing and measuring various media channels and Social Media platforms both traditional and digital.</p>	2	2	2	2
14.	Social Media Manager -1	<p>At least 1 year of work experience to administer social media accounts and create original content and social media posts with an object to achieve the set goals</p>	2	2	2	2
15.	Photographer- 2 Videographer-2	<p>At least 2 years of work experience with technical expertise, creativity and composition skills to click/record, produce and preserve images/visuals that tells stories and records an event.</p>	4	4	4	4

16.	Presentation on Approach and Methodology	Project Requirement understanding	Agency to present their understanding about the scope of the projects, detailed work plan, methodology for reporting project progress (template/ tool) on monthly basis. Project risk assessment and mitigation plan Approach during implementation and operation and maintenance phases	10	0	10	10
		Total		100	90	90	100

As per technical evaluation process detailed under clause 2 of EOI at page-6, only qualified proposals with minimum of 70 marks in technical evaluation will be considered for financial evaluation. As per above detailed evaluation all three firms have scored more than 70 marks in the technical evaluation.

The Committee also observed that in the first tender two firms *Mahaboudh Jan Swasthya Evem Sarvngin Vikas Kendra, Barakhamba, New Delhi JV" Mahaboudh DG" and AdGlobal360 Indiavt. Ltd., Gurgaon, Haryana* had also passed technical evaluation and were exempted from retendering. Therefore, the Committee recommends that the financial bids of five eligible agencies/firms be opened and the one which score maximum marks as per the total evaluation process could be considered for the engagement.

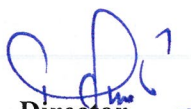

(Rajesh Kumar)
Superintendent Gr-I


(Devender Kumar)
(Information Officer)


(Bhupesh Kumar)
AC (F&A)


(Anil Kumar Goma)
Deputy Director


(Uttam Chand Kaundal)
Joint Director


Director,
Information and Public Relations
Himachal Pradesh, Shimla