

F.No.J-1706012/1/2019-Fy
Government of India
Ministry of Fisheries, Animal Husbandry and Dairying
Department of Fisheries

07.08.2020

Subject: Minutes of the meeting of Tender Evaluation Committee constituted by the Department of Fisheries for the engagement of Media Agency-reg.

A Meeting of the Tender Evaluation Committee (TEC) constituted by the Department of Fisheries for the engagement of Media Agency was held on 07.08.2020 for opening the Technical proposal of the bidders and subsequently on 11.08.2020 for presentation on technical proposals by the bidders and opening of the financial proposals. The meeting was held under the chairmanship of Shri Mukesh, Director(Fisheries Statistics) and other members of the TEC who attended the meeting included Shri Rakesh Kumar (Deputy Secretary), Shri I.A. Siddiqui (Deputy Commissioner), Dr. Sanjay Pandey (Assistance Commissioner) and Shri Dibakar Mishra (Under Secretary).

2. Based on the technical proposals and the presentations made by the Bidders, the TEC awarded the technical scores, to the five firms who had submitted the bids, as given below. The details are placed at Annexure:

S. No.	Name of Agency	Marks on Technical Bid	Marks on presentation on Technical Bid	Total Marks(100)
1	Square Communications Pvt. Ltd.	70	20	90
2	Invicta Media Pvt. Ltd.	42	Absent	42
3	Concept Communications Ltd.	40	18	58
4	India News Communications Limited	70	18	88
5	Expression 360 Services India Pvt. Ltd.	70	20	90

3. Since the criteria of 50% score in each components of Technical Bid and 70% score of overall Technical Bid, as mentioned in the RFP, was required to be met in order to qualify in the technical bids, two Bidders, namely, Invicta Media Pvt. Ltd. and Concept Communications Ltd. could not qualify as they obtained less than the requisite criteria, Accordingly TEC decided to consider the Financial Bids of only three bidders, namely, Square Communications Pvt. Ltd., India News Communications Limited and Expression 360 Services India Pvt. Ltd.

4. The Financial Bids of the bidder Media Agencies which had qualified on the criteria of the Technical Bids are as mentioned below:











S. No.	Name of Agency	Cost per month(exclusive of taxes & other charges) (in INR)	Taxes & other charges (in INR)	Cost per month(inclusive of all taxes & other charges) (in INR)	Total Cost for one Year(inclusive of all taxes & other charges) (in INR)
1	Square Communications Pvt. Ltd.	7,25,000	1,30,500	8,55,500	1,02,66,000
2	India News Communications Limited	7,21,000	1,29,780	8,50,780	1,02,09,360
3	Expression 360 Services India Pvt. Ltd.	7,45,000	1,34,100	8,79,100	1,05,49,200

5. The score obtained by above three bidders has been normalized based on the formula as mentioned in the RFP and the normalized score on both Financial Bid as well as Technical Bid is indicated below against the individual Bidders.

S.No.	Name of agency	Financial Bid		Technical Bid	
		Value of Bid(Rs.)	Normalized Score	Technical Score	Normalized Score
1	India News Communications Limited	1,02,09,360	100.00	88	97.78
2	Square Communications Pvt. Ltd.	1,02,66,000	99.45	90	100.00
3	Expression 360 Services India Pvt. Ltd.	1,05,49,200	96.78	90	100.00

6. As specified in the RFP, the final scores have been calculated with 70% weightage to technical score and 30% weightage to financial score. TEC has also ranked the Bidders on the basis of total marks obtained by the individual bidders and the same is given below in the table.

S.No.	Name of agency	Financial Marks	Technical Marks	Total Marks	Rank
1	India News Communications Limited	30.00	68.45	98.45	3

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S.No.	Name of agency	Financial Marks	Technical Marks	Total Marks	Rank
2	Square Communications Pvt. Ltd.	29.83	70.00	99.83	1
3	Expression 360 Services India Pvt. Ltd.	29.03	70.00	99.03	2

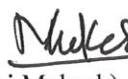
7. The bidder Square Communications Pvt. Ltd. obtained highest combined Technical and Financial score among the three Media agencies. Accordingly, TEC recommends the engagement of Square Communications Pvt. Ltd. as Media agency at a cost of Rs.1,02,66,000 (including GST) per year for a period of three years, extendable up to two years based on performance.


(Shri I.A. Siddiqui)
Deputy Commissioner
Member: TEC


(Shri Rakesh Kumar)
Deputy Secretary
Member TEC


(Shri Sanjay Pandey)
Assistance Commissioner
Member: TEC


(Shri Dibakar Mishra)
Under Secretary
Member: TEC


(Shri Mukesh)
Director
Chairman: TEC

Annexure

S. No.	Evaluation Criteria	The Number of Awards marks will be as under		Maximum Marks	Square Communications Pvt. Ltd.	Invicta Media Pvt. Ltd.	Concept Communications Ltd.	India News Communications Limited	Expression 360 Services India Pvt. Ltd.
		Experience (in Years)/Clients	Marks						
1.	Media related experience of working with at 3 central Government/PSU clients	1-3 clients	5	10	10	10	10	10	10
		4-5 clients	7						
		6 and above	10						
2.	Work experience in organizing press meets, media briefs, public interaction programmes, liaisoning with press bureau, print and electronic media etc.	1-3 years	2	05	05	02	03	05	05
		4-7years	3						
		8-10 years	5						
3.	Work experience of handling print/electronic/social media campaigns handling media Analytics in a Central/State Government Department/PSU client.	0-3years	2	05	05	05	02	05	05
		3-5 years	5						
4.	Work Experience of working in Social/print media with any Central/State government Fisheries Department during last 5 years	1 and above	10	10	10	0	0	10	10

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	Deployed manpower Experience	10-15	7	10	10	10	07	10	10	10								
5.	(i) Media Advisor	>15	10	10	10	10	05	05	05	10								
	(ii) Content Writer	5-10	3	05	05	05	03	05	05	05								
		>10	5	05	05	05	05	05	05	05								
	(iii) Graphic Designer	5-10	3	05	05	05	05	05	05	05								
		>10	5	05	05	05	05	05	05	05								
6.	Presentation on the understanding of the scope of work including demonstration of integrated dashboard using he software tools.			30	20	18	Absent	18	18	20								
7.	Designing and Printing of Coffee Table Books	1-3	5	10	10	05	05	05	10	10								
		3-5	7	10	10	05	05	05	10	10								
		6 and above	10	10	10	05	05	05	10	10								
8.	Creation of E-Book/M-Book/Virtual Tour	1-3	5	10	10	0	05	0	10	10								
		3-5	7	10	10	0	05	0	10	10								
		6 and above	10	10	10	0	05	0	10	10								
Total Marks										90	88	58	42	90	100	90	88	90



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