

**TECHNICAL EVALUATION OF PROPOSALS**  
**"Implementation of Communication Strategy for Strengthening Markets for Agriculture and Rural Transformation (SMART) Program (under framework contract rule 15 of PPRAs, 2014) "**

Sr. No.	Evaluation Criterion	Points Allocated	Points Awarded		
			SKAF Jv of L-Studios and Inteco	Channel-7 Communication	Creative Junction
<b>(i) Company Profile (20%)</b>					
a)	Number of Similar Assignments (Size and Complexity) (40%)	8.00	5.76	6.40	8.00
b)	Value (Cost) of Similar Assignments (40%)	8.00	5.76	6.40	8.00
c)	Availability of Quality Management System/Organizational Structure (10%)	2.00	2.00	2.00	2.00
d)	Financial capacity (provide audited financial reports/ income tax returns for last three years) with minimum 5 Million turn over (10%)	2.00	2.00	2.00	2.00
<b>Total (A<sub>1</sub>)</b>		<b>20.0</b>	<b>15.5</b>	<b>16.8</b>	<b>20.0</b>
<b>(ii) Project Team (60%)</b>					
a)	Task Leader	15.00	5.88	12.75	10.20
b)	Agri. Economist	9.00	6.76	2.39	6.01
c)	Copy Writer	9.00	7.64	7.21	5.71
d)	Social Media Specialist	9.00	2.64	4.89	4.46
e)	Video Production Manager	6.00	5.13	3.88	3.93
f)	Media Relations Expert	6.00	4.10	2.63	3.23
g)	Art Director	6.00	5.50	4.29	4.10
<b>Total (A<sub>2</sub>)</b>		<b>60.0</b>	<b>37.6</b>	<b>38.0</b>	<b>37.6</b>
<b>(iii) Approach+Methodology (20%)</b>					
a)	Understanding & Innovativeness	5.00	3.50	3.50	3.50
b)	Work plan & Staffing schedule	5.00	3.50	3.50	3.50
c)	Approach & Methodology	10.00	5.00	5.00	5.00
<b>Total (A<sub>3</sub>)</b>		<b>20.0</b>	<b>12.0</b>	<b>12.0</b>	<b>12.0</b>
<b>Total (A<sub>1</sub>+A<sub>2</sub>+A<sub>3</sub>)</b>		<b>100.0</b>	<b>65.2</b>	<b>66.8</b>	<b>69.6</b>
<b>Status of the firms against minimum qualifying marks of 65</b>					
			<b>Qualified</b>	<b>Qualified</b>	<b>Qualified</b>

Rep. Planning & Development Department

Rep. Finance Department

Procurement Specialist

Program Director

*N. H. Singh*  
21/12/18

*Ravi Verma*  
21/12/18

*Shamir*  
21-12-18

*prakash*