

**File No.13/08/2019- CMU
Government of India
NITI Aayog (National Institution for Transforming India)
Communication Cell**


**Sansad Marg, New Delhi 110001
Dated:-10/10/2019**

NOTICE

Subject:-RFQ-cum-RFP for selection of a Creative Agency for NITI Aayog.

With reference to Communication Cell's Etender Reference No.13/08/2019-CMU dated 05/07/2019 (Tender Id-2019_NITIA_484050_1), it is hereby notified for information of all concerned that on evaluation of Technical and Financial proposals submitted by the bidders on the Central Public Procurement Portal, M/s Creative Inc. (A Unit of Chavi Advertising Services Pvt. Ltd.) has emerged as the successful Bidder with the highest combined Technical and Financial Score of 96.5 and an annual financial quotation of Rs.99,43,860/-, inclusive of taxes. The report of the Financial Evaluation Committee is also attached herewith.

2. The successful/unsuccessful bidder/bidders may get its/their Earnest Money Deposit collected from Room No.326, NITI Bhawan, New Delhi-110001 by sending an authority letter and attesting the signature of the messenger thereon.


(N. K. Arora)

Under Secretary to the Govt. of India
10/10/2019

REPORT OF FINANCIAL EVALUATION COMMITTEE DATED 04/09/2019

Sub:-RFQ-cum-RFP for selection of a Creative Agency for NITI Aayog.

Ref:-(i) Communication Cell's Etender Reference No.13/08/2019-CMU dated 05/07/2019 (Tender Id 2018_NITIA_484050_1).

(ii) Communication Cell's O.M. No. 13/08/2019-CMU dated 09/08/2019 constituting the TEC-cum-FEC.

With reference to Communication Cell's e-Tender notification under reference, the online financial bids of the four technical qualified firms, were opened by the members of the Tender Opening Committee, (i) Shri S. Sundaram, Technical Director (NIC, NAU) & (ii) Shri Satish Kumar, ASO (Gen-III), on 04/09/2019 at 11:00 AM in Committee Room No.134, NITI Bhawan in front of the representatives of the technically qualified firms (copy enclosed).

2. Based on the Financial Proposals downloaded from the Central Public Procurement Portal, as provided by the SMD, the same were evaluated by the Financial Evaluation Committee in accordance with the terms and conditions of the tender. As per clause 2.6.8 indicated in the RFQ-cum-RFP, "The lowest Financial Proposal (Fm) will be given a Financial Score (Sf) of 100 points. The Financial Scores (Sf) of other Financial Proposals will be determined using the following formula:-


$$Sf = 100 \times Fm/F;$$

in which Sf in the financial score, Fm is the lowest Financial Proposal, and F is the financial proposal (in INR) under consideration. Proposals will finally be ranked in accordance with the combined Technical Scores (St) and Financial Scores (Sf):

$$S = (St \times Tw) + (Sf \times Fw);$$

where S is combined score, and Tw and Fw are weights assigned to Technical Proposals and Financial Proposals that will be 0.70:0.30". The final evaluation of the proposals of all the 4 firms using the above formula is as under:-


Final Evaluation						
Sl.No.	Name of the Bidding Firm	Financial Amount Quoted in INR (Excluding GST)	Financial Amount Quoted in INR (Including GST)	Technical Score (Out of 100)	Financial Score (Out of 100)	Combined Score (St *0.70 + Sf *0.30)
			F	St	Sf	S
1	M/s Avian Media Private Limited	1,15,00,000/-	1,35,70,000/-	74	73.28	73.784
2	M/s Creative Inc. (a unit of Chavi Advertising Services Pvt. Ltd.)	84,27,000/-	Fm=99,43,860/-	95	100	96.5



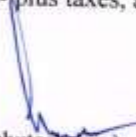
3	M/s Kreo Design and Innovation (OPC) Private Limited	2,84,20,000/-	3,35,35,600/-	94.6	29.65	75.115
4	M/s Thinkstr Consultancy Private Limited	1,29,44,000/-	1,52,73,920/-	81.4	65.1	76.51

3. As per clause 2.6.9, "the applicant achieving the highest combined Technical and Financial Score will be considered to be the successful applicant and will be issued the work order (the Successful Applicant).

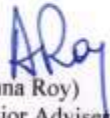
4. Based on the above formula, M/s Creative Inc. (a unit of Chavi Advertising Services Pvt. Ltd.), with the highest combined score of 96.5, is the successful applicant. Accordingly, the committee recommends awarding the contract towards appointment/engagement of a Creative Agency for NITI Aayog to M/s Creative Inc. (a unit of Chavi Advertising Services Pvt. Ltd.) at an annual contract value of Rs. 84,27,000/- plus taxes, as applicable from time to time.


(Sanchita Shukla)
Dir. (Fin.)
NITI Aayog


(Ajay Kumar Nema)
Dir. (Admin/Comm.)
NITI Aayog


(Ashutosh Jain)
DDG, DMEO
NITI Aayog


(Sayyukta Samaddar)
Adviser (GCS)
NITI Aayog


(Anna Roy)
Senior Adviser
NITI Aayog

