

## **Elevation Criteria:**

Concept & execution Strategy (provide details), technical knowledge & equipment which consists of 60 marks (refer Annexure A, B)

Qualification & experience for 8 profiles of key technical personnel which consists of 20 marks. (CV are to be attached refer Annexure C)

Organizational expertise and track record / experience which consists of 20 marks (refer Annexure D)

The criteria defined in Annexure A, B, C, D would be followed for evaluation of technical proposals.

## Annexure A(Evaluation Criteria)

S.NO	Item Description	60 Marks
1	Execution strategy for the Scope of Work, Approach Paper/ presentation, Methodology and Digital Strategy for Social Media plan for Ministry (provide paper details)	10
2	Development of Content Methodology, give a presentation / paper / content development calendar etc.	5
3	Sample creative of any scheme HUDD promotion, sample article of any scheme HUDD promotion, sample report of the event, sample creative for Facebook, Twitter, Instagram, e-newsletter sample for any HUDD scheme	10
4	Publication or Hosting of Content methodology and tools presentation / paper	10
5	Response Management System / Online Grievance Portal methodology and tool presentation / paper	10
6	Digital / Online Library methodology and tool for future content retrieval and access	10
7	Reporting methodology and Social Media Monitoring Tool presentation / paper, any sample report for details	5

### Technical Bid (Annexure-B)

S. No	Particulars	To be filled by the Tenderer
	Name of the Bidder (Organization)	
	Whether brief profile of the organization is enclosed ( <b>Max 10 pages</b> )	
	Address of the Bidder (Organization)	
	Year of establishment with documentary evidence	
	Bidders should not have been blacklisted by any of the Central or State Government organization. The organization and the key management personnel should not have been found guilty of any criminal offence by any Court of law. <b>Undertaking from the organization duly signed on its letter head.</b>	
	<b>Registration Details</b> PAN No. ( <b>Copy to be enclosed</b> )	
	Service Tax No./ GST ( <b>Copy to be enclosed</b> )	
	The organization experience to be showcase, provide some clients list with the project brief. ( <b>copies of contracts/orders/testimonials given to the organization during last 2 years should be attached</b> )	
	Details of EMD of Rs. 100,000 (i) Amount (ii) Draft No (iii) Date (iv) Issuing Bank	
	Details of Tender Fee of Rs 5000 (i) Amount (ii) Draft No (iii) Date (iv) Issuing Bank	

	Name, Designation and address, of the Authorised official in the bidding organisation to whom all references shall made regarding this RFP.	Name Designation Address Email Tele: Mobile

Authorized Signature [In full and initials]

Name and Title of Signatory

Date:

Seal:

## Annexure C (CV Format)

S. No	Item	Details	20 Marks
1	Name, DOB, Email, Contact Number	Provide details	
2	Education Qualification	Provide Details	
3	Work Experience	Provide Details	
4	Task Details	Provide Details	
5	Some of the Project handled	Provide Details	
6	Any other relevant information	Provide Details	

## Annexure D (Organisation Details)

S. No	Item	Details	20 Marks
1	Company Name, Email, Contact Number	Provide details	
2	Company Profile	Provide Details	
3	Work Experience	Provide Details	
4	Some of the Project handled	Provide Details	
5	Any National or International Awards or accreditations	Provide Details	