

File No.13/10/2020- CMU
Government of India
NITI Aayog (National Institution for Transforming India)
Communication Cell

Sansad Marg, New Delhi 110001
Dated:-07/10/2020

NOTICE

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

With reference to Communication Cell's Etender Reference No.13/10/2020-CMU dated 20/07/2020 (Tender Id-2020_NITIA_571862_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 Yaap Digital Pvt. Ltd. has emerged as the successful Bidder with the highest combined Technical and Financial Score of 83.90 and an annual financial quotation of Rs.89,32,600/-, 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.

(S. K. Sadhu)

Under Secretary to the Govt. of India
07/10/2020

REPORT OF FINANCIAL EVALUATION COMMITTEE DATED 03/09/2019

Sub:-RFQ-cum-RFP for selection of a new Creative Agency for NITI - 2020.

Ref:-(i) Communication Cell's Etender Reference No.13/10/2020-CMU dated 20/07/2020 (Tender Id 2020_NITIA_571862_1).

(ii) Communication Cell's O.M. No.13/10/2020-CMU dated 23/07/2020 constituting the TEC-cum-FEC.

With reference to Communication Cell's e-Tender notification under reference, the online financial bids of the four technically 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 02/09/2019 at 12:15 PM in Committee Room No.136 (copy enclosed).

2. Based on the Financial Proposals downloaded from the Central Public Procurement Portal, as provided by the Communication Cell, 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 (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 McCann Erickson India P.L.	Rs.3,86,89,486.00/-	79	23.08793	62.22
2	M/s Thinkstr Consultancy P. L.	Rs.1,02,54,200.00/-	78.1	87.11162	80.80
3	M/s MSL (A Division of TLG India P. L.)	Rs.1,40,81,341.20/-	80	63.43572	75.03
4	M/s Yaap Digital P. L.	Fm=Rs.89,32,600.00/-	77	100	83.90

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).

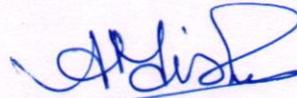
4. Based on the above formula, **M/s Yaap Digital Private Limited** has emerged with the highest combined score of 83.90 and is the successful applicant. Accordingly, the committee recommends awarding the work order as the Creative Agency for NITI Aayog to **M/s Yaap Digital Private Limited** at an annual contract value of Rs.75,70,000.00/- plus taxes (Rs.89,32,600/- inclusive of GST at 18%), as applicable from time to time.



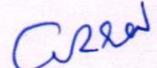
(Santosh Kumar)
Dir. (Finance)



(Dr. Prem Singh)
Adviser, NITI



(Avinash Mishra)
Adviser, NITI



(Dr. K. Rajeswara Rao)
AS, NITI