

राजस्थान स्टेट इंडस्ट्रियल डवलपमेंट एंड इनवेस्टमेंट कॉरपोरेशन लि.
उद्योग भवन, तिलक मार्ग, जयपुर- 302005

क्रमांक: जीएम (पीआर)/2022/12/10 8

दिनांक-20/06/2022

समस्त बोली प्रदाता।

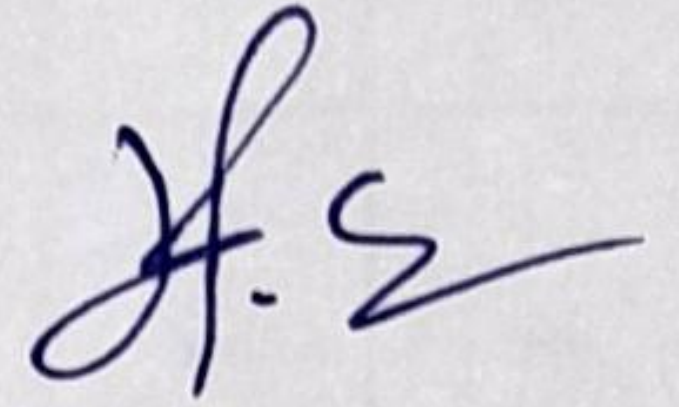
विषय :- सोशल मीडिया एवं डिजिटल मार्केटिंग के कार्य वर्ष 2022-23 बिड नं. 15 दिनांक 21.04.2022 के क्रम में Clarification/दस्तावेज उपलब्ध कराने बाबत।

संदर्भ :- इस विभाग द्वारा जारी समसंख्यक निविदा सूचना क्रमांक: रीको/पीआर/2022-23/15 दिनांक 21.04.2022

विषयान्तर्गत संदर्भित सोशल मीडिया एवं डिजिटल मार्केटिंग के कार्य के लिये वर्ष 2022-23 हेतु प्राप्त निविदाओं की तकनीकी मूल्यांकन शीट (Tentative) निगम की वेबसाइट (www.riico.co.in) पर उपलब्ध है।

इस संबंध में संबंधित बोली प्रदाताओं से निवेदन है कि तकनीकी मूल्यांकन शीट में बोली प्रदाता फर्म के समक्ष अंकित बिंदुओं (जिनके लिये Clarification चाहा गया है) के संबंध में वांछनीय दस्तावेज अथवा लिखित स्पष्टीकरण (Clarification) दिनांक 23.06.2022 को दोपहर 12:00 बजे तक निगम की ई-मेल (pr@riico.co.in) अथवा व्यक्तिगत रूप से अथवा पोस्ट के माध्यम से अथवा E-Proc के माध्यम से उपलब्ध कराना सुनिश्चित करें।

संलग्न:- तकनीकी मूल्यांकन शीट।



(दिनेश पहाड़िया)
महाप्रबंधक (जनसंपर्क)

Evaluation of eligibility criteria of Technical Proposals (Bids)

S No	Evaluation Criteria	Cyfuture India Pvt Ltd	SPAN Communications	Mercury Communications Design Pvt Ltd	Shrishti Sanchar Advertising	Disha Communications Pvt Ltd
1	The Bidder must be a registered entity in India as a proprietorship/partnership firm or a private limited or a public limited company under the Indian Companies Act or a body registered under respective Indian Law.	Yes	Yes	Yes	Yes	Yes
2	The firm should have been in the business of providing communication design service(Social media marketing/ web design/audio-visual filmsproduction etc.) for the at least last 10 years	Yes	* Provided CA certificate of 25 yrs of experience but partnership deed is of 01.04.2018	Yes	Yes	Yes
3	The Bidder should have had average annual turnover of at least Rs. 3 crore in last three financial years (2018-19, 2019-20 and 2020-21) from communication design services/Creative services only (excluding media releases, printing, film production, trading of goods, etc.).	Yes	Yes	** CA Certificate of average turnover excludes only trading of goods	Yes	No
4	The Net Worth of the Bidder should be positive.	yes	yes	yes	yes	yes
5	The bidder should have fully operational Branch/Head office in Jaipur	yes	yes	yes	yes	yes
6	Undertaking of that the Firm must not have been debarred by the Central /state Govt or blacklisted by any by any other procuring entity	yes	yes	yes	yes	yes
7	Tax Registration certificate for GST and PAN under Income tax	yes	yes	yes	yes	yes
8	The Bidder should have executed at least five social media assignments including at least two for Central/State Government department/Corporation/Boards in last 10 years. The value of at least one work order should not be less than Rs. 15 Lakh. Experience in social media for industrial sector/investment promotion.	yes	yes	yes	yes	yes
9	The firm must have an existing team with the following key personnel : 1. Communication Strategist - one 2. Project Manager/Client Servicing Executives - One 3. Graphic Designer - One 4. Copy/content writer - One 5. Social Media Manager - One 6. Video Editor - One 7. SEO Expert - One 8. Web Designer - One 9. Web Developer - One	*** Details not in prescribed Appendix-I	Yes	Yes	Yes	Yes
* Clarification is to be given on the status of firm prior to 01.04.2018						
** clarification to be given on the average turnover if the average turnover is excluding media release, printing film production trading of goods .						
*** Clarification on details in prescribed Appendix-I						
Note : Clarifications are to be given only on which clarification asked . NO other clarification shall be considered						

Manager(GAD)

Adl.GM(BP)

GM(PR)

CGM(I/A)

Financial Advisor