Expression of Interest notification for Empanelling an Agency for the Services of Video Creation, Testimonial Bites, Social Media Campaign Management, Designing of Brochures and Flyers, Production and Execution of TV and Radio Shows, Coverage of Campaign Activities, Digital Paid Promotions, PR activities and Offline Campaign Programs

KERALA DEVELOPMENT INNOVATION STRATEGIC COUNCIL

India Height, Govt. Women's College Road

Vazhuthacaud, Thiruvananthapuram – 695014

Phone 2332920/2334472

www.kdisc.kerala.gov.in

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Expression of Interest notification for Empaneling an Agency for the Services of Video Creation, Testimonial Bites, Social Media Campaign Management, Designing of Brochures and Flyers, Production and Execution of TV and Radio Shows, Coverage of Campaign Activities, Digital Paid Promotions, PR Activities and Offline Campaign Programs for various programmes of K-DISC.

1. **Introduction**

Kerala Development and Innovation Strategic Council (K-DISC) is a think tank and advisory council constituted by the Government of Kerala. Started on 24th March 2018, K-DISC is tasked with promoting innovation in the State. K-DISC aims at bringing out path-breaking strategic plans that reflect new directions in technology, product and process innovations, social shaping of technology and creating a healthy and conducive ecosystem for fostering innovations in the State.

The Council was completely restructured in 2021 considering its increased responsibility in light of the decision of the then new Government to transform Kerala into a hub of innovation. On 4th May 2021, K-DISC was registered as a society with the Chief Minister as Chairperson, Finance Minister as Vice Chairperson and the Ministers of Industry, Higher Education, Labour & Skills and Agriculture as members. The governing body consists of Vice Chancellors of major Universities in the State and experts from various walks of life in society.

The key programmes under K-DISC are:

i. Kerala Knowledge Economy Mission.
ii. Manchadi Programme.
iii. One District One Idea
iv. Kerala Food Platform
v. Emerging Technologies
vi. Young Innovators Programme
vii. One Local Government One Idea
viii. Virtual Tribal Employment Exchange (VTEE)

ix. Talent Search for Youth with Disabilities

x.   Innovation by Youth with Disabilities (I-YwD)

xi. Miyawaki Forestation Programme

xii. Centre of Excellence in Microbiome

xiii. Centre of Excellence in Nutraceuticals

xiv. Electric Vehicles Consortium and associated programmes

xv. Accelerated Blockchain Competency Development Programme

xvi. Kerala Genome Data Centre

This EOI is invited for Empaneling an Agency for the Services of Video Creation, Testimonial Bites, Social Media Campaign Management, Designing of Brochures and Flyers, Production and Execution of TV and Radio Shows, Coverage of Campaign Activities, Digital Paid Promotions, PR Activities, Offline Campaign Programs etc for various programmes of K-DISC.

Applicant should submit a proposal with the following documents to *spe07@kdisc.kerala.gov.in, on or before 5pm   6.05.2023*

Shortlisted applicants would receive call for a detailed discussion by K-DISC, at a mutually convenient date immediately.

2. Terms of Reference

The aim of this EOI is to identify creative and experienced agencies for empaneling their services for various promotional activities. The agency will be responsible for providing high-quality services related to video creation, beneficiary testimonial bites, social media campaign management, designing of brochures and flyers, production and execution of TV and radio shows, coverage of campaign activities, digital paid promotions, and offline campaign programs.

Scope of Work: The scope of work includes, but is not limited to:

1. Video Creation: The agency will be responsible for creating videos for promotional purposes, including concept development, scriptwriting, shooting, editing, and post-production resulting in very short promotional videos, documentation, advertorials etc.

2. Beneficiary Testimonial Bites: The agency will be responsible for identifying and recording beneficiary testimonial bites, and creating compelling content that can be

used for promotional purposes.

3. Social Media Campaign Management: The agency will be responsible for managing our organization's social media presence. This includes creating and publishing content, managing social media accounts, responding to comments and messages, and monitoring social media analytics.

4. Designing of Brochures and Flyers: The agency will be responsible for designing brochures and flyers that promote the campaign. The designs must be visually appealing, informative, and creative.

5. Production and Execution of TV and Radio Shows: The agency will be responsible for producing and executing TV and radio shows that can be used for promotional purposes.

6. Coverage of Campaign Activities: The agency will be responsible for covering campaign activities, including events, seminars, workshops, and other promotional activities.

7. Digital Paid Promotions: The agency will be responsible for managing digital paid promotions, including Google AdWords, Facebook Ads, Instagram Ads, and other digital advertising platforms.

8. PR Activities: The agency will be responsible for managing PR activities related to the campaign. This includes developing and distributing press releases, pitching to journalists, and managing media relations.

9. Offline Campaign Programs: The agency will be responsible for designing and executing offline campaign programs, including roadshows, exhibitions, and other promotional activities.

10. Collaborating with partner agencies identified for similar purpose.

3. **Template for EoI Response**

3.1 Institutional Particulars

1) Reference EoI Number:[Add the number of EoI notified on K-DISC site]

2) Reference EoI Date: [Add the date of EoI notified on K-DISC site]

3) Name of the Project for which EoI Response is submitted:[Name of the K- DISC project for which EoI is notified]

4) Name of the Organisation:[Name of the bidding agency]

5) Legal Name: [Name of the organization as registered with the relevant authority]

6) Legal Status: [Indicate the legal structure of the organization, such as a partnership, society, company, etc.]

7) Registration Number: [Provide the unique registration number assigned to the organization by the relevant authority if any]

8) Date of Registration: [Indicate the date when the organization was registered with the relevant authority]

9) Registered Address: [Provide the complete postal address of the organization's registered office]

10) Full name of the contact person :[Provide the designation of the organisation's main contact person]

11) Designation   of the contact person :[Provide the full name of the organisation's main contact person]

12) Contact Mobile Phone Number: [Provide the mobile phone number the organisation's main contact person]

13) Contact e-mail id : [Provide the email address for the organisation's main contact person].

3.2 Organisational Capabilities

1) Introduction: [Provide a brief introduction about your organisation, including its history, scope of work, and mission statement]

    I.   Introduction:

    [Provide a brief introduction to the organisation, highlighting its key characteristics and purpose. This may include the organization's name, year of establishment, and core business activities. Be concise but descriptive.]

    II.   History:

    [Provide a detailed history of the organisation, including key milestones, major achievements, and any significant changes or events that have

impacted the organization. This may include mergers, acquisitions, leadership changes, or other noteworthy developments.]

III.   Mission:

[Provide a clear and concise statement of the organisation's mission and vision. This should articulate the primary objectives of the organization and how it seeks to achieve them. It should also align with the objectives of the tender.]

IV.   Services:

[Provide an overview of the services offered by the organisation, highlighting its key areas of expertise and its value proposition. This should describe the specific services that the organization offers and how they align with the objectives of the tender. Be sure to highlight any relevant experience or success stories related to similar projects.]

2) Organisational structure and capacity:

[Provide information on your organisation's structure and size]

I.   Total number of Employees: [Provide information the number of employees]

II.   Size of the management team and roles: [Provide information the number of employees in the management team and roles]

III.   Size of the support staff. :[Provide information the number of employees in the support team and roles]

IV.   Mention any unique capabilities or resources that set your organization apart from others in the industry.]

3) Relevant experience in the field:

[Provide information on your organisation's experience in the relevant field, including specific projects or contracts that demonstrate your organisation's capabilities. Mention any relevant experience with similar projects, clients, or stakeholders.]

I.   Experience:[Provide a detailed description of the company's relevant experience in the field, including the number of years of experience and key areas of specialization. This should include information on the types of projects the company has worked on in the past, and how this experience will help us to deliver a successful project for your organization.]

II.   Key Personnel:

[Provide an overview of the key personnel who will be involved in the project, including their roles and responsibilities, as well as their relevant experience and qualifications. This should also include their certifications and any relevant training they have received.]

III. Project Experience:

[Provide details of the most relevant and recent projects that the company has completed, with a focus on projects that are similar in scope and complexity to the current tender. This should include information on the project's goals, objectives, deliverables, and outcomes.]

IV. Client References:

[Provide a list of references for the company's previous clients who can speak to their experience working with us. This should include contact information for the references, as well as a brief description of the work we did for them.]

V. Quality Management:

[Provide a brief overview of the company's quality management system, including any relevant certifications, processes, and procedures that you follow to ensure the quality of our work.]

4) Similar projects:

[Provide information on your organisation's experience with similar projects, including the size, scope, and outcomes of each project. Mention any challenges or opportunities that your organization faced during these projects and how your team overcame them.]

I. Project Details:

[Provide a brief overview of the most relevant and recent projects that are similar in scope and complexity to the current tender. This should include the project's name, location, objectives, scope, and duration. Be sure to highlight any unique challenges or requirements of the project.]

II. Services Provided:

[Describe the services that were provided on the project, highlighting our areas of expertise and any relevant experience or success stories.]

III. Key Personnel:

[Provide information on the key personnel who were involved in the project, including their roles, responsibilities, and relevant experience. This should include their certifications and any relevant training they have received.]

IV. Project Outcomes: [Provide a summary of the outcomes achieved on the

project, including any deliverables produced, milestones achieved, or other notable results. Be sure to highlight any value-added or innovative solutions that were provided and success stories.]

V. Client References and Recommendations:

[Provide a list of references and recommendations for the project's previous clients who can speak to their experience working with you on the project. This should include contact information for the references, as well as a brief description of the work you did for them.]

VI. Lessons Learned:

[Provide a brief summary of any lessons learned from the project, including any areas for improvement or opportunities for innovation. This will demonstrate your company's commitment to continuous improvement and ensure that any issues encountered on previous projects are addressed.]

5) Certifications & Awards received: [Mention any relevant certifications or accreditations or awards that your organisation has received.]

i. Name of Certification/ Awards: [Provide the name of the certification that the organisation has obtained]

ii. Issuing Body: [Provide the name of the organisation that issued the certification]

iii. Certification Number: [Provide the unique identification number assigned to the certification]

iv. Date of Issue: [Indicate the date when the certification was issued]

v. Expiration Date: [Indicate the date when the certification will expire]

3.3 Approach and Methodology for the Project

1. Overview of Approach: Begin by providing a high-level overview of the agency's understanding of the project, their capabilities, and their ability to deliver results.
2. Video creation: The agency should outline its approach to video creation, including the equipment and technology used, the process for storyboarding and scripting, the production timeline, and the post-production process. The agency should also highlight its expertise in producing high-quality videos that align with the project's objectives.

3. Beneficiary testimonial bites: The agency should explain how it plans to capture and create compelling testimonial bites from project beneficiaries. This could include the use of professional cameras and microphones, scripted or unscripted interviews, and post-production editing to create a final product that resonates with the target audience.

4. Social media campaign management: The agency should outline its approach to managing social media campaigns, including the platforms it plans to use, the content creation process, the management of social media accounts, and the analysis and reporting of campaign performance. The agency should also highlight its experience in creating engaging and effective social media campaigns.

5. Designing of brochures and flyers: The agency should explain its approach to designing brochures and flyers, including the use of professional graphic design software and tools, the process for creating design concepts, the revision process, and the final production and printing of the materials. The agency should also demonstrate its ability to create designs that are visually appealing and effectively communicate project information.

6. Production and execution of TV and radio shows: The agency should outline its approach to producing and executing TV and radio shows, including the use of professional production equipment, the process for selecting and booking guests, the development of show scripts, the production timeline, and the post-production process. The agency should also highlight its experience in creating engaging and informative TV and radio shows that align with the project's objectives.

7. Coverage of campaign activities: The agency should explain how it plans to cover campaign activities, including the use of professional cameras and microphones, the process for selecting and booking interview subjects, the production timeline, and the post-production process. The agency should also demonstrate its ability to create engaging and informative coverage of campaign activities that align with the project's objectives.

8. Digital paid promotions: The agency should outline its approach to managing digital paid promotions, including the platforms it plans to use, the process for selecting and creating ad content, the management of ad accounts, and the analysis and reporting of ad performance. The agency should also highlight its experience in creating effective digital paid promotions that drive engagement and conversion.

9. PR activities and offline campaign programs: The agency should explain its approach to managing PR activities and offline campaign programs, including the development of press releases and media kits, the process for organizing and executing events, the management of partnerships and sponsorships, and the analysis and reporting of

campaign performance. The agency should also demonstrate its ability to create engaging and effective PR activities and offline campaign programs that align with the project's objectives.

10. Risk Management: Describe the risk management plan that the agency has in place to mitigate potential risks and challenges that may arise during the project.

3.4 Project Particulars

A. Project Financials

a. Project Budget: Provide an overview of the project budget, including a breakdown of costs for each activity of the project, such as cost for Video Creation, Testimonial Bites, Social Media Campaign Management, Designing of Brochures and Flyers, Production and Execution of TV and Radio Shows, Coverage of Campaign Activities, Digital Paid Promotions, PR Activities and Offline Campaign Programs.

Item	Type	Format	Duration/Quantity	Quality	Cost	Remarks
1. Video Creation	Promotional Video	MP4	10 min	HD		
2. Beneficiary Testimonial Bites	Testimonial Video	MP4	3 min	HD		
3. Social Media Campaign Management	Social Media Content	N/A	Monthly Retainer	N/A		
4. Designing of Brochures and Flyers	Print Design	PDF	1 page	N/A		
5. Production and Execution of TV and Radio Shows	TV and Radio Content	MP3/MP4	30 min	HD		
6. Coverage of Campaign Activities	Event Coverage	MP4	4 hours	HD		
7. Digital Paid Promotions	Online Advertising		Ongoing	Premium		
8. PR Activities	Public Relations		Ongoing	Premium		
9. Offline Campaign Programs	Event Management					

Important note: The specifications mentioned in this Expression of Interest (EOI) are for comparison purposes only and may not reflect the final requirements. The actual specifications, duration, quality, and other relevant details may differ and will be subject to negotiation and agreement between the parties. Please be aware that the EOI is intended to provide a general overview of the services required and should not be considered as a binding contract document. This document is for information purposes only and does not constitute

a commitment or offer to contract.

b. Payment Schedule: Outline the payment schedule for the project, including the percentage of the project cost that will be paid at each milestone.

Sl No	Instalment	Payment

B. Contingency Plan: Describe your contingency plan for unexpected costs or changes to the project scope.

C. Project Milestones

1. Video creation

- Initial consultation with the client to discuss project objectives, target audience, and messaging

- Scriptwriting and storyboarding

- Pre-production, including location scouting, equipment setup, and casting

- Production of video content

- Post-production, including editing, colour grading, and sound mixing

- Final delivery of video content

2. Beneficiary testimonial bites

- Initial consultation with the client to identify key beneficiaries to feature in the testimonial bites

- Pre-production planning, including scheduling and location scouting

- Production of testimonial content

- Post-production, including editing and sound mixing

- Final delivery of testimonial bites

3. Social media campaign management

- Initial consultation with the client to discuss campaign objectives, target

audience, and messaging

- Content creation, including copywriting and design

- Platform setup and management, including account creation and audience targeting

- Campaign launch and ongoing management, including monitoring and optimization

- Analysis and reporting of campaign performance

- Campaign wrap-up and final reporting

4. Designing of brochures and flyers

- Initial consultation with the client to discuss design objectives, target audience, and messaging

- Concept development and design

- Revisions and feedback

- Final production and printing

- Delivery of final materials

5. Production and execution of TV and radio shows

- Initial consultation with the client to discuss show objectives, target audience, and messaging

- Guest selection and booking

- Scriptwriting and pre-production planning

- Production of show content

- Post-production, including editing and sound mixing

- Final delivery of TV and radio shows

6. Coverage of campaign activities

- Initial consultation with the client to discuss campaign objectives, target audience, and messaging

- Planning and scheduling of coverage

- Production of coverage content

- Post-production, including editing and sound mixing

- Final delivery of campaign coverage

7. Digital paid promotions

- Initial consultation with the client to discuss campaign objectives, target audience, and messaging

- Platform selection and setup, including ad account creation and targeting

- Ad content creation

- Campaign launch and ongoing management, including monitoring and optimization

- Analysis and reporting of ad performance

- Campaign wrap-up and final reporting

8. PR activities

- Initial consultation with the client to discuss PR objectives, target audience, and messaging

- PR planning and outreach, including press release writing and distribution

- Media relations and interview scheduling

- PR event planning and execution

- Analysis and reporting of the activities completed

Sl No	Milestone	Expected No of Days to complete the task

D. Project Deliverables

1. Video Creation:
- Conceptualization of video ideas
- Scriptwriting and storyboarding
- Production and post-production of videos
- Delivery of high-quality videos in various formats
2. Testimonial Bites:
- Identification of suitable clients for testimonial bites
- Coordination with clients for recording testimonials

- Production and editing of testimonial bites
- Delivery of high-quality testimonial bites

3. Social Media Campaign Management:

- Development of social media campaign strategy
- Creation of social media content calendar
- Management of social media channels
- Monitoring and reporting on campaign performance
- Optimization of campaigns based on insights

4. Designing of Brochures and Flyers:

- Creation of design concepts for brochures and flyers
- Graphic design of brochures and flyers
- Delivery of high-quality print-ready designs

5. Production and Execution of TV and Radio Shows:

- Conceptualization of show ideas
- Scriptwriting and storyboarding
- Production and post-production of TV and radio shows
- Coordination with TV and radio stations for airing of shows
- Delivery of high-quality TV and radio shows

6. Coverage of Campaign Activities:

- Identification of key campaign activities
- Coordination with stakeholders for coverage of activities
- Production and editing of coverage footage
- Delivery of high-quality coverage footage

7. Digital Paid Promotions:

- Development of digital ad campaign strategy
- Creation of ad content and copy
- Management of ad campaigns across various platforms
- Monitoring and reporting on campaign performance
- Optimization of campaigns based on insights

8. PR Activities:

- Development of PR strategy
- Creation of press releases and other PR materials
- Outreach to media outlets and journalists
- Coordination of interviews and media appearances
- Monitoring and reporting on PR performance

9. Offline Campaign Programs:

- Conceptualization of offline campaign programs

- Planning and execution of events and activations
- Coordination with vendors and partners
- Production and editing of event footage
- Delivery of high-quality event footage

Sl No	Deliverable	Subcomponents	Timeframe	Mechanism for verification of achievement

4. Evaluation Criteria

4.1 Institutional Particulars

A. Grading Schema – Part I
1) Introduction of the Organisation (20 points):
  I. Clarity and conciseness of the introduction (5 points)
  II. Demonstrated understanding of the project scope and requirements (10 points)
  III. Presentation of the organisation's values, mission, and vision (2 points)
  IV. Overall quality and professionalism of the presentation (3 points)
2) Organisational Structure (15 points):
  I. Clear description of the organisational structure (5 points)
  II. Presentation of the organisation's team and key personnel (5 points)
  III. Explanation of the roles and responsibilities of the team members (3 points)
  IV. Overall quality and professionalism of the presentation (2 points)
3) Relevant Experience in the Field (30 points):
  I. Demonstrated relevant experience in the field (10 points)
  II. Presentation of the organisation's expertise and capabilities (10 points)
  III. Clarity and conciseness of the project descriptions (8 points)
  IV. Overall quality and professionalism of the presentation (2 points)

4) Similar Projects (30 points):
   I. Demonstrated experience in similar projects (10 points)
   II. Presentation of the organisation's relevant experience and success stories (10 points)
   III. Explanation of how this experience will help the organization deliver a successful project (8 points)
   IV. Overall quality and professionalism of the presentation (2 points)
5) Certifications (5 points):
   I. Presentation of the organisation's relevant life certifications and qualifications (3 points)
   II. Explanation of how these certifications will benefit the project (2 points)

A. Overall ranking Part I

An overall ranking shall be done. This ranking system provides a simple and objective way to evaluate the responses and assign grades based on the points earned. It can also help to ensure consistency and fairness in the evaluation process, as all responses are evaluated using the same criteria and grading scale.

Sub Component	Introduction of the Organisation	Organisational Structure	Relevant Experience in the Field	Similar Projects	Certifications
1					
2					
3					
4					
Total points					
Component wise ranking					

Overall points	
Overall Ranking	
Remarks	

I.   75-100 points: Excellent
II.   50-74 points: Good
III. 1-49 points: Fair

Excellent: A response that meets or exceeds all of the evaluation criteria and demonstrates outstanding performance in every aspect.

Good: A response that meets most of the evaluation criteria and demonstrates a good understanding of the project requirements, but may have some weaknesses in one or more areas.

Fair: A response that meets only some of the evaluation criteria and has significant weaknesses or gaps in understanding of the project requirements.

4.2 Approach and Methodology for the Project.

A. Grading Schema Part II

1. Overview of Approach (20 points):

   I.   Clarity of project overview and understanding of project goals (5 points)
   II.   Coherence of proposed approach with the objectives of the project (5 points)
   III. Feasibility of proposed approach within the given timeframe and resources (5 points)
   IV.   Identification and mitigation of potential risks associated with the approach (5 points)

2. Video creation (10 points):

   I.   Clarity of the approach to video creation (5 points)
   II.   Expertise in producing high-quality videos that align with the project's objectives (5 points)

3. Beneficiary testimonial bites (10 points):

    I.   Explanation of how the agency plans to capture and create compelling testimonial bites (5 points)

    II.   II. Ability to create a final product that resonates with the target audience (5 points)

4. Social media campaign management (10 points):

    I.   Outline of the approach to managing social media campaigns (5 points)

    II.   II. Experience in creating engaging and effective social media campaigns (5 points)

5. Designing of brochures and flyers (10 points):

    I.   Explanation of the approach to designing brochures and flyers (5 points)

    II.   Ability to create designs that are visually appealing and effectively communicate project information (5 points)

6. Production and execution of TV and radio shows (10 points):

    I. Outline of the approach to producing and executing TV and radio shows (5 points)

    II. Experience in creating engaging and informative TV and radio shows that align with the project's objectives (5 points)

7. Coverage of campaign activities (10 points):

    I.   Explanation of how the agency plans to cover campaign activities (5 points)

    II.   Ability to create engaging and informative coverage of campaign activities that align with the project's objectives (5 points)

8. Digital paid promotions (10 points):

    I.   Outline of the approach to managing digital paid promotions (5 points)

    II.   Experience in creating effective digital paid promotions that drive engagement and conversion (5 points)

9. PR activities and offline campaign programs (10 points):

    I.   Explanation of the approach to managing PR activities and offline campaign programs (5 points)

II. Ability to create engaging and effective PR activities and offline campaign programs that align with the project's objectives (5 points)

B. Overall ranking – Part II

An overall ranking shall be done. This ranking system provides a simple and objective way to evaluate the responses and assign grades based on the points earned. It can also help to ensure consistency and fairness in the evaluation process, as all responses are evaluated using the same criteria and grading scale.

Sub Component	Over view of Appro ach	Video creat ion	Benefic iary testimo nial bites	Social media campaig n manage ment	Design ing of broch ures and flyers	Produc tion and executi on of TV and radio shows	Cover age of campa ign activit ies	Digital paid promot ions	PR activit ies and offlin e campa ign progra ms
1									
2									
3									
4									
Total points									
Compo nent wise ranking									
Overall Points									
Overall Ranking									
Remark s									

I. 75-100 points: Excellent

II. 50-74 points: Good

III. 1-49 points: Fair

Excellent: The response is comprehensive, well-organised, and demonstrates exceptional understanding of the project goals and requirements. The proposed approach is innovative, feasible, and clearly addresses all aspects of the evaluation framework with a high level of

detail and precision. The response presents compelling evidence of the agency's ability to deliver the project within the given timeframe and resources.

Good: The response is clear and coherent, and demonstrates good understanding of the project goals and requirements. The proposed approach is feasible and addresses most aspects of the evaluation framework with sufficient detail and precision. The response presents evidence of the agency's ability to deliver the project within the given timeframe and resources.

Fair: The response is incomplete, unclear, or does not demonstrate sufficient understanding of the project goals and requirements. The proposed approach is not feasible or does not address important aspects of the evaluation framework with the necessary detail and precision. The response does not present convincing evidence of the agency's ability to deliver the project within the given timeframe and resources.

4.3 Project Particulars

A. Grading Schema - Part III

1. Project Financial (100 points)

IV.   Clarity and completeness of the breakdown of costs for each activity (50 points)
V.   Clarity, feasibility, and appropriateness of budget allocation (5 points)
VI.   Realistic and reasonable payment schedule (10 points)
VII. Presence of contingency plan and its feasibility (10 points)

2. Project Milestones (50 points)

I. Completeness and appropriateness of the milestones for each activity (15 points)

II. Realistic and reasonable timeline for each milestone (20 points)

III. Clarity and completeness of the expected number of days to complete each task (15 points)

3. Project Deliverables (50 points)

I. Completeness and appropriateness of the video content and delivery (20 points)

II. Completeness and appropriateness of the testimonial bites and delivery (10 points)

III. Completeness and appropriateness of the social media campaign and delivery (10 points)

IV. Completeness and appropriateness of the design materials and delivery (5 points)

V.Completeness and appropriateness of the TV and radio shows and delivery (5 points)

A. Overall ranking – Part III

Based on the proposed evaluation framework, we can assign the following grading system:

Sub Component	Project Financial	Project Milestone	Project Deliverables
1			
2			
3			
4			
Total points			
Component wise ranking			
Overall Points			
Overall Ranking			
Remarks			

I. 150-200 points: Excellent

II. 100-150 points: Good

III. 1-100 points: Fair

Excellent: An excellent offer demonstrates exceptional quality and comprehensiveness in all aspects of the offer. The proposal would be well-structured, with clear milestones, timelines and budget, and would provide a detailed and realistic plan for execution

Good: A good offer would demonstrate a strong understanding of the project requirements, with a clear and well-structured approach to the implementation. It would provide a feasible plan with reasonable timelines and budget.

Fair: A fair offer would demonstrate a basic understanding of the project requirements, but may lack the depth and detail required for successful implementation. It would showcase a plan that may not be fully feasible or realistic.

The team may have limitations to complete the project on time and within budget. Instructions for Internal processing.

5. Consolidated Ranking

SI.No	Part	Points Obtained	Ranking
1	I		
2	II		
3	III		
Overall			

I. 300-400 points: Excellent
II. 200-300 points: Good
III. 1-200 points: Fair

Excellent: An excellent offer demonstrates exceptional quality and comprehensiveness in all the overall aspects of the projects and its components. The proposal would be well- structured, with clear milestones, timelines and budget, and would provide a detailed and realistic plan for execution

Good: A good offer would demonstrate a strong understanding of the overall project and its components, with a clear and well-structured approach to the implementation. It would provide a feasible plan with reasonable timelines and budget.

Fair: A fair offer would demonstrate a basic understanding of the overall aspects of the project and its components, but may lack the depth and detail required for successful implementation. It would showcase a plan that may not be fully feasible or realistic. The team may have limitations to complete the project on time and within budget. Instructions for Internal processing.