

No. 15018/02/2019/D(Gen/DDP)
Government of India
Ministry of Defence
Department of Defence Production

South Block, New Delhi
Dated, the 11th September, 2020

Sub: Amendments in the Request for Empanelment (RFE) of Event & Multimedia Management Agencies

Following amendments are made in the RFE uploaded on the website of the Department of Defence Production for empanelment of Event and Multimedia Management Agencies:-

Heading, Para Number & Page Number of RFE	For	Read
Financial Criteria Para 3.2(1) (Page 12)	The agency should have minimum audited annual turnover of Rs. 20.00 crores for the last three financial years each. Audited financial statements and CA certificate to be attached.	The agency should have minimum audited annual turnover of Rs. 10.00 crores for the last three financial years each. Audited financial statements and CA certificate to be attached.
Financial Criteria Para 3.2(2) (Page 12)	The agency should have a minimum billing of Rs. 10.00 crores of Government Client/Govt. departments/Central, State PSUs in each of the last three financial years, excluding the current financial year.	The agency should have a minimum billing of Rs. 5.00 crores of Government Client/Govt. departments/Central, State PSUs/ Corporate sector in each of the last three financial years, excluding the current financial year.
Earnest Money Deposit Para 3.4 (Page 13)	Rs. 5,00,000/-	Rs.50,000/-
Performance Bank Guarantee Para 5.2 (Page 17)	30% of the total work order value	5% of the total work order value

Form-II Para 1 (Page 25)	Minimum annual turnover for the last three consecutive years should be at least Rs. 20.00 crores each (Rupees twenty crores only) and Rs. 10.00 crores (Rupees ten crores only) each from Govt. Clients/Govt. Deptts, Central, State, PSUs including ESIC	Minimum annual turnover for the last three consecutive years should be at least Rs. 10.00 crores each (Rupees ten crores only) and Rs. 5.00 crores (Rupees five crores only) each from Govt. Clients/Govt. Deptts, Central, State, PSUs/ Corporate sector
Check List Form 1 Para 1 (Page 29)	Submit proposal for empanelment along with DD of Rs. 10,000/- towards cost of offer document	Submit proposal for empanelment along with DD of Rs. 1000/- in favour of 'Accounts Officer (DAD) MOD(Civil), New Delhi' towards cost of offer document.

**Annexure-II
Evaluation System
Evaluation Criteria
(Page 31)**

FOR

A. Corporate Strength - Marks 20
Sub-parameters

1. Annual turnover:
2. No. of Employees in Delhi Office:
3. No. of Branch Offices:
4. Infrastructure available in Delhi Office

B. Media Experience - Marks 20
Sub-parameter

1. Advertisements campaigns handled
2. Designing of Corporate brochure, and house Journal,
3. National/International Exhibitions organized and Tableaus fabricated
4. Experience in producing documentaries/corporate films/TVC/Radio jingle etc.

C. Creative Competence (Marks 60)

Submit the following:

- (1) Fresh advertisements in colour (one each in English & Hindi) **-Marks 20**
See Assignment-1 for content and conditions
- (2) Three coloured ads as part of one series campaign **-Marks 30**
See Assignment-2 for content and condition
- (3) Communication Plan for DDP for next one year **-Marks 10**
See Assignment-3

Total: Marks-100

READ

A. Corporate Strength

(Marks 20)

Sub-parameters

(5 Marks each)

1. Annual turnover:
2. No. of Employees in Delhi Office:
3. No. of Branch Offices:
4. Infrastructure available in Delhi Office

B. Media Experience (Marks 40)

Sub-parameter

1. Designing of Corporate brochure, and house Journal – **Marks 5**
2. National/International Exhibitions organized and Tableaus fabricated – **Marks 25**
3. Experience in producing documentaries/corporate films/TVC/Radio jingle etc. – **Marks 10**

C. Creative Competence (Marks 40)

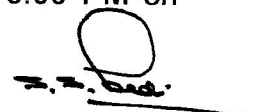
Submit the following:

1. Fresh advertisements in colour (one each in English & Hindi) **-Marks 15**
See Assignment-1 for content and conditions
2. Three coloured ads as part of one series campaign **-Marks 15**
See Assignment-2 for content and condition
3. Communication Plan for DDP for next one year **-Marks 10**
See Assignment-3

Total: Marks-100

Heading, Para Number & Page Number of RFE	For	Read
Annexure-IV Para 7 (Page -34)	30% of the total work order value	5% of the total work order value

2. The last date of submitting RFE has also been extended upto 5.00 PM on 25.09.2020.



(S.S. Bedi)
Deputy Secretary to the Govt. of India
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