The Minutes of the Meeting of Committee for Technical and Financial Evaluation for Selection of Digital Amplification and Social Analytics Agency for Startup India

1. The Committee for technical and financial evaluation for selection of Digital Amplification and Social Analytics Agency met on 5th February, 2016 in Udyog Bhawan.

2. The Committee took note of the Scope of Work given in Section 5 and the Evaluation Criteria given in para 2.6 of RfQ-cum-RfP for appointment of Digital Amplification and Social Analytics Agency.

3. The committee further noted that the recommendations made by Director (BE) on the file and agreed by all the members with reference to minimum qualification criteria under Para 2.6.4 of Section 2 of RfQ-cum-RfP. After due consideration of records, the Evaluation Committee accepted the recommendations made by Director(BE) concerning qualifying the following four bidders meeting the minimum qualification criteria:

   (i) Asymmetric Communications (P) Ltd.
   (ii) FFC Information Solutions (P) Ltd.
   (iii) Ignitee Digital Services (P) Ltd.

4. The Committee noted the technical evaluation criteria laid down in para 2.6.5 of Section 2 of RfQ-cum-RfP.

5. The Committee accordingly decided to proceed with the presentations by the above mentioned three bidders.

6. The presentations were made by each of the three bidders and their proposals were technically evaluated based on the evaluation criteria specified in the RfQ-cum-RfP. The Committee members deliberated at length after every presentation before awarding the final marks to each bidder on the basis of the evaluation criteria laid down in the RfQ-cum-RfP document. The details of marks allotted are at Annexure-A.

7. The technical scores obtained by the three bidders are as follows:

   (i) Asymmetric Communications (P) Ltd. (65)
   (ii) FFC Information Solutions (P) Ltd. (75)
   (iii) Ignitee Digital Services (P) Ltd. (70)
8. Based on the technical evaluation the following bidders scored 60 or more points out of 100 and were found qualified:

(i) Asymmetric Communications (P) Ltd. (65)
(ii) FFC Information Solutions (P) Ltd. (75)
(iii) Ignitee Digital Services (P) Ltd. (70)

It was accordingly decided to open the financial bids for the three qualified applicants.

The date of opening the financial bids was fixed on 23rd February, 2016 at 3:00 PM and it was directed to inform all the qualified bidders to be present at the time of financial bid opening.

Ravinder
Director (BE), DIPP Member

A. N. Venkatachala
Under Secretary (Finance), DIPP Member

K. K. Sinha
Industrial Advisor, DIPP Member

Dr. Ashish Kumar
Sr. Development Officer, DIPP Member

Shailendra Singh
Joint Secretary, DIPP Chairman
## Annexure-A

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Evaluation Criteria</th>
<th>Total Points</th>
<th>Asymmetric Communications (P) Ltd.</th>
<th>FFC Information Solutions (P) Ltd.</th>
<th>Ignite Digital Services (P) Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>A Proposed brand vision and digital marketing strategy presented for DIPP.</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>B Profile and track record of the agency, including experience of the agency in the fields related to digital amplification and social analytics-reference client works.</td>
<td>20</td>
<td>10</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>C International clients handled along with size of accounts handled on social media monitoring.</td>
<td>10</td>
<td>5</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>D Design and Concept of social media monitoring for DIPP.</td>
<td>10</td>
<td>5</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>E Credentials of Digital Amplification &amp; Social Analytics team identified to work with DIPP.</td>
<td>15</td>
<td>10</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>F Innovative ideas and suggestions presented.</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>65</strong></td>
<td><strong>75</strong></td>
<td><strong>70</strong></td>
</tr>
</tbody>
</table>

K. K. Sinha  
Industrial Advisor, DIPP  
Member

A. N. Venkatachala  
Under Secretary (Finance), DIPP  
Member

Dr. Ashish Kumar  
Sr. Development Officer, DIPP  
Member

Ravinder  
Director (BE), DIPP  
Member

Shailendra Singh  
Joint Secretary, DIPP  
Chairman