

National Highways Authority of India

Regional Office Jabalpur

Minutes of Meeting

Minutes of meeting of Evaluation Committee for Empanelment of Advertising Agency for NHAI, Regional Office-Jabalpur, MP. (Tender ID: 2023_NHAI_147382_1)

1. Proposals were invited from advertising agencies for empanelment with Regional Office Jabalpur, NHAI. Last date of submission of the proposals was 31.03.2023, (extended upto 10.04.2023 by corrigendum) (upto 1700 hrs).

2. A Committee comprising of the following officers was constituted for opening and evaluation of proposals:

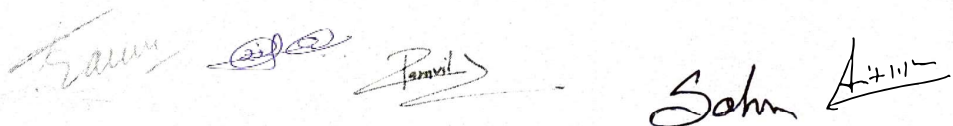
(i)	Sh. Amrit Lal Sahu, Project Director, PIU-Jabalpur	-	Convener
(ii)	Sh. Praveen Tyagi, DGM(MR), NHAI-HQ, New Delhi	-	Member
(iii)	Sh. Ramvilas Patel, Manager (Tech.), RO-Jabalpur	-	Member
(iv)	Sh. Sajal Jain, Manager (Tech.), PIU-Katni	-	Member
(v)	Sh. Sanjay Kumar Sahu, F&A Head, FARO-Jabalpur	-	Member

3. The proposals were opened by the Committee on 12.04.2023 (at 13.00 Hrs). Following 06 (Six) agencies submitted proposals online through E-tender portal. A meeting/VC of the Committee was held on 09.06.2023 for evaluation of the proposals.

S. No.	Proposal No.	Name of the Advertising Agency
(i)	1/06	M/s Pamm Advertising & Marketing
(ii)	2/06	M/s Alaknanda Advertising
(iii)	3/06	M/s Dot Communications & Marketing Pvt. Ltd.
(iv)	4/06	M/s Deepak Advertising Agency
(v)	5/06	M/s Disha Communications Pvt. Ltd.
(vi)	6/06	M/s Essence

4. The Committee noted that the following qualifying criteria has been mentioned in the offer document for empanelment. An Agency not meeting any one of the following criteria would be summarily rejected and would not be considered for further evaluation:

- The agency should have minimum average annual turnover of Rs.1.00 (One) Crores from business related to Media/Advertising/Publicity for last three consecutive years i.e. 2019-20, 2020-21 & 2021-22.
- The agency should have full INS Accreditation for last three consecutive years and it should be valid as on last date of submission of the proposal.



- (c) The agency should have full fledged office in Jabalpur city for last 05 years.
- (d) The agency should have at least 5 full time staff in their Jabalpur Office.
- (e) Agency should have valid registration number under GST in Madhya Pradesh & also Permanent Account Number (PAN) under Income Tax Rule. GST registration in other state shall not be considered.
- (f) The agency should have not been blacklisted by any Central /State Govt./PSU/Autonomous body of the Govt. in last 05 years from the last date of submission of proposal.
- (g) The agency should have executed each of the following assignments in last 05 years from the date of last date of submission of proposal.
- (i) Designing & Publishing of Display Advertisement.
 - (ii) Designing & Printing of Corporate Brochure or house Journal or Calendar or Diary or Annual Report etc.
 - (iii) Designing, Fabrication and maintaining of exhibitions stalls/ Pavilion.
 - (iv) Production of Corporate / documentary film/ spots/radio jingles (Telecast of films/ audio/ radio jingles etc. will not be considered).

5. The Committee evaluated the proposals received from above agencies to assess the qualifying criteria. After examining the documents uploaded by the advertising agencies, the Committee found that the following four agencies meet the eligibility criteria:

S. No.	Proposal No.	Name of the Advertising Agency
(i)	1/06	M/s Pamm Advertising & Marketing
(ii)	2/06	M/s Alaknanda Advertising
(iii)	3/06	M/s Dot Communications & Marketing Pvt. Ltd.
(iv)	4/06	M/s Deepak Advertising Agency

6. The following two agencies did not meet the qualifying criteria for the reasons mentioned against each.

S. No.	Proposal No.	Name of the Advertising Agency	Reason for not meeting eligibility criteria

[Handwritten signatures and initials]

(i)	5/06	M/s Disha Communications Pvt. Ltd.	Not having GST registration in Madhya Pradesh as on last date of submission of proposal. Not submitted complete Power of Attorney for signing of bids.
(ii)	6/06	M/s Essence	Not fully Accredited with INS for last three consecutive years. CA certificate is not as per format as per appendix 'A' to Form 'II' of the Offer Document. Not submitted proof of having office in Jabalpur for last five years as per para 3 of Form II of offer document. Not submitted any supporting documents of having executed the job of designing and printing of display advertisement, designing and printing, exhibition stall/ pavilion, production of film/ video spots.

7. Committee noted that only 04 No. of agencies meet the eligibility criteria for empanelment with RO Jabalpur. The Committee, therefore, recommended to empanel all the 04 agencies listed at para 5 above who meet the eligibility criteria and, hence, no further detailed evaluation as per Annexure 'I' of evaluation criteria was done.

8. The agencies recommended for empanelment are subject to their full INS accreditation for last three consecutive years and valid as on last date of submission of proposals, to be sought from Indian Newspaper Society.

9. This empanelment is on the basis of the information/ documents furnished by the agencies. However, in case at any point of time, if any discrepancy is found w.r.t. false information and fake or tempered documents or suppression of facts by the aforementioned agencies the empanelment of such agency will be deemed cancelled.

10. The result may be uploaded on e-tender portal and the agencies may be given Seven (07) working days' time to represent, in case of any objection.

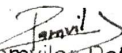
11. The meeting ended with a vote of thanks to the chair.



Sanjay Kumar Sahu
(Member)
F&A Head,
FARO-Jabalpur



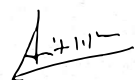
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