

**GOVERNMENT OF MANIPUR
DIRECTORATE OF TOURISM**

NOTIFICATION ON TECHNICALLY SHORTLISTED AGENCIES

No. 1/423/2017-DTSM. As per the **NIT Tender Specification No. "DOT, MANIPUR/RFP-PC/MSF-2017 "Promotional Campaign in Important State Capital other cities of the Country for Manipur Sangai Festival (MSF) - 2017 and "DOT, MANIPUR/RFP-MA/MSF-2017." Marketing activities for Manipur Sangai Festival (MSF) - 2017** dated 26.08.2017 and subsequent amendments dated 13.09.2017, technical bids were opened on 20.09.2017, the bids of the following firms were accepted as valid bids.


Name of the firm	Validity of the bid	Remarks
Seven Sisters Holidays	Yes	Technical and Financial bids in different envelopes
Youth Street News	Yes	Technical and Financial bids in different envelopes
Flourescence Comm. Pvt. Ltd	Yes	Technical and Financial bids in different envelopes
Insight Brandcom Pvt. Ltd	Yes	Technical and Financial bids in different envelopes
M/S Sainath Marketing Services	Yes	Technical and Financial bids in different envelopes
Motion Magik Studio Pvt. Ltd	Yes	Technical and Financial bids in different envelopes

2. After opening the technical bid, bidders made the presentation on 23.09.2017. Subsequently, technical evaluation was undertaken based on the following criteria: Past experience - experience in Media Advertising at National level (no. of Years), Quality of past works, similar assignment (Advertising & Media) executed by the agency for the Ministry of Tourism (GOI) and / or other State Tourism Department/Board, Tourism experience in Manipur, Manpower, Proposal Presentation (Documentation, Photographs etc.).

3. As per the NIT, the agencies should score atleast 80% marks in Technical Proposal Evaluation to be considered responsive for Financial Evaluation.

4. After technical evaluation for both the tenders, it is found that for Promotional Campaign only one (1) firm - Fluorescence Comm. Pvt. Ltd. stands qualified for opening financial bid. It has scored 81 out of 100 in the technical evaluation. Others have scored less than 80 under technical evaluation. Similarly for Marketing Activities, no firm has scored greater than or equal to 80 points in technical evaluation.

5. Therefore, it is hereby notified that Financial bid of Fluorescence Comm Pvt. Ltd. shall be opened at 5:30 PM in the office of Principal Secretary (Tourism). It will be followed by Techno Commercial evaluation based on QCBS at 6:00 PM at the same venue.

Yours faithfully,

(R. Sudhan)
Director (Tourism)