

**F.No.13/11/2020-CMU**  
**Government of India**  
**NITI Aayog (National Institution for Transforming India)**  
**Communication Cell**  
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**NITI Bhawan, New Delhi**  
**Date: 17/03/2022**

**NOTICE**

**Subject: RFQ-cum-RFP for selection of a new Digital Amplification, Social Media Management & Website Development/Maintenance Agency for NITI Aayog.**

With reference to Communication Cell's eTender Reference No.13/11/2020-CMU dated 02/02/2022, participation from 12 Bidding Firms was received. The duly constituted Technical Evaluation Committee has evaluated all the 12 bids on the Pre-Qualification Criteria specified in the RfQ-cum-RfP document. After scrutiny of all the bids, the lists of responsive and non-responsive bids are as under:-

<b>List of Responsive Bids</b>		
<b>Sl.No.</b>	<b>Name of the Bidding Firm</b>	
1	M/s Achievex Solutions P. L.	
2	M/s ADG Online Solutions P. L.	
3	M/s Adglobal 360 India P. L.	
4	M/s Avian Media P. L.	
5	M/s Cyfuture India P. L.	
6	M/s Goldmine Advertising Limited	
7	M/s Liqvd Digital India P. L.	
8	M/s Shilpmis Technologies P. L.	
9	M/s Woodapple Interactive P. L. & M/s E2logy Software Solutions P. L.	
10	M/s Yaap Digital P. L.	
<b>List of Non-Responsive Bids</b>		
<b>Sl.No.</b>	<b>Name of the Bidding Firm</b>	<b>Deficiency Observed</b>
1	M/s E-Mind Solutions & M/s Maharashtra Media Services and Public Relations P. L. (Pune)	ISO Certificate of M/s Maharashtra Media Services and PR P. L. not attached.
2	M/s Vermmillion Communication P. L.	ISO Certificate not attached.

2. The creative presentations by the qualified/responsive bidding firms, as indicated above, will be seen and evaluated by the Technical Evaluation Committee on 21/02/2022 from 12:00 Noon. A maximum time of 05 minutes (06 Slides) will be given to each bidding firm for presentation. All the bidders are requested to reach NITI Aayog by 11:00 AM.

  
17/3/22

(Manisha Verma)  
Under Secretary to the Govt of India  
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**For uploading on the website of NITI Aayog and on Central Public Procurement Portal.**