



National Rural Support Programme

Final Technical Marks of Media Houses/Firms for Development and Implementation of Media Strategy (RQ-1375)

Sr#	Description	TECHNICAL EVALUATION (Average)	PRESENTATION EVALUATION (Average)	Total
	Name of Firm	80 Marks	20 Marks	100 Marks
1	Digital Time Communications	56	13.2	69.20
2	Digital Pak Private Limited	56	13.8	69.80
3	Ravaile Communication	69.4	17.7	87.10



National Rural Support Programme

Date: Tuesday, October 3, 2023

Financial Evaluation of Media Houses/Firms for Development and Implementation of Media Strategy (RQ-1375)

Sr#	Description	Total Cost	Financial Marks (100)
	Name of Firm		
1	Digital Time Communications	5,715,000	100.00
2	Digital Pak Private Limited	6,083,500	93.94
3	Ravaile Communication	6,090,700	93.83



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Final Evaluation of Media Houses/Firms for Development and Implementation of Media Strategy (RQ-1375)

Sr#	Description	TECHNICAL EVALUATION	Technical Weightage 80%	FINANCIAL EVALUATION	Financial Weightage 20%	Total
	Name of Firm	100 Marks		100 Marks		100 Marks
1	Digital Time Communications	69.2	55.36	100.00	20.00	75.36
2	Digital Pak Private Limited	69.8	55.84	93.94	18.79	74.628
3	Ravaile Communication	87.1	69.68	93.83	18.77	88.446

Recommendation:

- 1 Recommended to hire M/s Ravaile Communication for development & implementation of Media Strategy as they have scored the maximum marks in final evaluation & their financial proposal is within the available budget.