

QUALIFICATION CRITERIA FOR AGENCY SELECTION- PRINT MEDIA

Agency selection will be based on a two-stage process. The first stage comprises of scrutiny of documents submitted as cited in the Expression of Interest. Shortlisted Applicant Agencies will then be intimated about the next stage of selection.

The Agencies will be marked out of 60 as per the undermentioned break-up:

SR. NO.	CATEGORY	MARKS
1	STAFF ON ROLL	10 >5 PERSONS : 5 Marks =5-15: 8 Marks <15: 10 Marks
2	NUMBER OF GOVERNMENT CLIENTS	10 0 Govt. Clients : 5 Marks =1-2: 8 Marks <2: 10 Marks
3	TURNOVER	10 5 Crores : 8 Marks above 5 Crores: 10 Marks
4	PRINT CREATIVES MARKING BASED ON THE CREATIVITY QUOTIENT	20
5	PERSONAL INTERACTION/PRESENTATION	10

NOTE: Agencies must obtain minimum 33% to qualify for the selection process. Anyone scoring/obtaining above 33% will qualify for presentation.

Agencies not having upto the mark creatives may not be selected upon discretion of selection committee.