

Reference No.: IN-SIDBI-151148-CS-CQS

Assignment Title: Development of various marketing & promotional products like video etc.

Clarification: The parameters of evaluation at page no. 3 of the above referred REoI document to be read as below:

Parameters of Evaluation

The proposals will be evaluated on the following parameters:

S. N.	Parameter	Desired requirement	Marks	Total
1	Audio Video film making	The firm must have completed at least 3 audio video films related to energy sector preferably of Energy Efficiency projects	For 3 audio video films of energy sector: 9 marks	35
			Or For 3 audio video films of energy efficiency projects: 15 marks	
			For every additional audio video – 2 mark up to a max. of 20 marks	
2	Publication of booklet/ brochure etc.	Have designed and published at least 3 booklets/ brochures etc. with texts and graphics	For 3 publications: 3 marks	5
			For every additional article – 1 mark up to a max. of 2 marks	
3	Project Director	Having at least 10 years of experience, producing/ directing at least 10 videos on related topic	For 10 years of experience of producing/ directing 10 videos: 10 marks	15
			For every additional experience (years and videos) – 1 mark up to a max. of 5 marks	
4	Executive Producer	Having at least 5 years of experience, playing a leading role as producer in at least for 5 videos on related topic	For 5 years of experience producing 5 videos of energy sector projects: 5	10
			For every additional experience (years and videos) – 1 mark up to a max. of 5 marks	
5	Camera Person	Having at least 5 years of experience shooting at least for 10 videos on related topic	For 5 years of experience in camera work of 5 videos of similar nature: 5 marks	10
			For every additional experience (years and videos) – 1 mark up to a max. of 5 marks	
6	Editor	Having at least 5 years of experience editing at least for 10 videos on related topic	For 5 years of experience in editing 5 videos of similar nature: 5 marks	10
			For every additional experience (years and videos) – 1 mark up to a max. of 5 marks	
7	Energy Expert	Having At least 5 years of working experience in the field of energy efficiency / energy audits etc.	For 5 years of experience: 10 marks	15
			For every additional experience – 1 mark up to a max. of 5 marks	
	TOTAL			100

Note: Marks will be awarded on fulfillment of both the criteria's i.e. no. of years of experience and no. of videos completed.