

PUNJAB SKILLS DEVELOPMENT FUND



Ref: PROC/HIRING OF A PR COMPANY/FIRM FOR PSDF/19

Dated: 26-06-2019

Announcement of Evaluation Report

Description	Details
Name of Procuring Agency:	Punjab Skills Development Fund
Title of Procurement:	Hiring of a PR Company/Firm for Press and Public Relations Management
Method of Procurement:	Quality Cost Based Selection Method (QCBS)
Procedure of Procurement:	Single Stage -Two Envelope Bidding Procedure
Date & Time of Bid Closing:	20-March-19 at 3:00 PM
Date & Time of Bid Opening	20-March-19 at 3:30 PM
No of EOI Received:	Total Number of Bids Received = 6 Disqualified:2(Financial was not in sealed Envelope) In-eligible =2 Eligible for Technical Evaluation=2 Qualified for Financial Evaluation:2
Evaluation Report:	Cited Below

Eligibility:

Hiring of a PR Company/Firm for Press and Public Relations Management

Eligibility Response for Hiring of a PR Company/Firm for Press and Public Relations Management

Sr. No.	Eligibility Criteria	Responses from Participating Bidders					
		CMC	Syntax	Velocity	Shmarock	Keys Productions	Latitude
1	Evidence of bidding firms/company Registration / Incorporation (Evidence of certificate of incorporation/company registration certificate)	Yes	No	No	Yes		
2	Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax(PST), (if applicable) in the name of Organization .Provide a copy of registration	Yes	Yes	No	Yes		
3	Should be Active Tax payer and last year's tax return is required(2017-2018), (2017-18 tax returns copy required)	Yes	Yes	Yes	Yes	<i>(Disqualified)</i>	
4	Affidavit on stamp paper, declaring that company is not blacklisted by any Government /semi government/autonomous body/agency/authority/organization. (Original required)	Yes	Yes	No	Yes		
Status		Eligible	Ineligible	Ineligible	Eligible	Financial was not in sealed Envelope	Financial was not in sealed Envelope
Procurement Evaluation Committee		Comments				Signatures	
Faisal Rafiq HOD Procurement						<i>Faisal Rafiq</i>	
Muhammad Ahsan, Manager Finance						<i>Muhammad Ahsan</i>	
Madha Sarin HOD Marketing & Communications						<i>Madha Sarin</i>	

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Technical Evaluation:

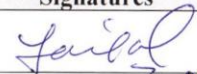

Technical Evaluation for " Hiring of a PR Company/Firm for Press and Public Relations Management"					CMC	Shamrock
Technical Evaluation Criteria						
S. No.	Descriptions	Total Points	Categorized Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)		
1	Financial Capacity	15				
	Turnover/ revenue more than Rs.4 million		15	copy of tax return 2017-2018/audited financial report for the period is required (2017-2018)	15	15
	Turnover/ revenue Rs. 3-4 million		10			
2	Experience in Providing PR Services	15				
	Developed more than 10 articles/blogs		5	Submit hard copy of the content developed and provide the content in the USB or provide a link on the letter head if uploaded on digital (brand/media outlet/firms owned media)	5	5
	Developed 5 or more media interactions/press conferences		5		5	5
	Developed and published 15 or more press releases		5		0	0
3	Team Members	15				
	Content Writer/Publicist and Project Manager having related working experience of more than 3 years		15	Furnish CV of the team members	15	15
	Content Writer/Publicist and Project Manager having related working experience greater than 2 years but should be less than 3 years		10			
4	General Experience of the firm	10				
	Experience of the firm as a PR agency for 5 years or more		10	Copy of PO/SO/ contract or satisfactory performance letter from the clients. (PO/SO/contract or satisfactory performance letter should contain at least 2 years' experience)	10	10
	Experience of the firm as a PR agency for equivalent or more than 3 years and less than 5 years		5			
5	PSDF PR Strategy and PR Plan	25				
	Provide one-year PR Plan with time lines		10	(Marks will be given accordingly) Provide a month wise plan for the planned activities, along with presentation on strategy as an evidence with the bid	10	10
	Provide one-year PR strategy to ensure that PSDF is considered as an organisation that does the most results based and innovative skills development across Pakistan		15		0	10
6	Provided PR Service to number of Clients	20				
	The client portfolio consists of telecom / national /multinational/ FMCG /government /semi government clients (worked with more than 10 clients since inception)		20	Copy of PO/SO, contract or satisfactory performance letter from the clients		20
	The client portfolio consists of telecom /national /multinational/ FMCG /government /semi government clients (worked with minimum 7-10 clients since inception)		10		10	
	TOTAL	100			70	90

Procurement Evaluation Committee	Comments	Signatures
Faisal Rafiq,HOD Procurement		
Muhammad Ahsan, Manager Finance		
Madiha Sarim,HOD Marketing and Communications	Please proceed.	

Financial Evaluation:

Financial Result-Hiring of a PR Company/Firm for Press and Public Relations Management		
Detail of Bid Price	Bid Price in PKR offered by Qualified Bidders	
	Shamrock	CMC
Bid Price (PKR) inclusive of taxes	140,000	300,000

QUALITY COST BASED SELECTION										
Sr. No.	Bidder Name	Technical Score	Technical weighting As of 80%	Weighted Technical Score (WTS)	Financial Bid in PKR (Inclusive of all taxes)	Financial Score	Financial Weighting As of 20%	Weighted Financial Score (WFS)	Total Score	Rank
		Max. 100				Max. 100			WTS+WFS Max. 100	
1	Shamrock	90	72	72	140,000	100	20.0	20.0	92.0	1
2	CMC	70	56	56	300,000	47	9.3	9.3	65.3	2

Consultant Selection Committee		
Sr	Name of member	Signatures
1	Mr. Faisal Rafiq, Head Procurement	
2	Mr. Muhammad Ahsan, Manager Finance	
3	Ms. Madiha Sarim, Head M & C	