

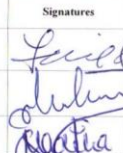
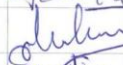

Ref: PROC/P/245

Dated: 23-08-2019

Announcement of Evaluation Report

Description	Details
Name of Procuring Agency:	Punjab Skills Development Fund
Title of Procurement:	Hiring of a Creative Company/Firm for PSDF
Method of Procurement:	Quality and Cost Based Selection (QCBS)
Procedure of Procurement:	Single Stage two Envelope
Date & Time of Bid Closing:	26-Apr-19 at 03:00 PM
Date & Time of Bid Opening	26-Apr-19 at 03:30 PM
No of Bids Received:	Bids Received=8 Eligible for Technical Evaluation=07 Disqualification for Financial Opening=03 Qualified for Financial Opening=04
Evaluation Report:	Cited Below

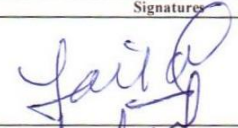


Eligibility:

Hiring of Creative Company/Firm for PSDF									
Eligibility Response for Hiring of Creative Company/Firm for PSDF									
Sr. No.	Eligibility Criteria	Responses from Participating Bidders							Status
		Pirana Advertising	Orient Communication	Time & Space	The Circle Agency	Fourays Advertising	M&Csaatit	Creative Junction	
1	Evidence of bidding Firm's/company Registration / Incorporation (Evidence of certificate of incorporation/company registration certificate)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Disqualified
2	Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax (PST), (if applicable) in the name of Organization and provide a copy of registration	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Disqualified
3	Active Tax payer and a copy of last year's tax return is required (2017-2018). (2017-18 tax returns copy required)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Disqualified
4	Affidavit on stamp paper, declaring that company is not blacklisted by any Government agency/authority. (Original required)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Disqualified
		Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Eligible	Disqualified as Financial was not in Sealed Envelope
Procurement Evaluation Committee		Comments							Signatures
Faisal Rafiq, HOD Procurement		Please proceed with eligible bidders.							  
Muhammad Ahsan, Manager Finance									
Madiha Sarim, HOD Marketing & Communications		Please proceed to next step.							

Technical Evaluation:

Technical Evaluation for " Hiring of a Creative Company/Firm for PSDF"

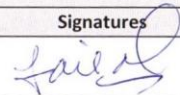

Technical Evaluation Criteria				Fourays	M & Csatchi	Circle Agency	Time & space	Creative Junction	Orient Communication	Pirana Advertising
S. No.	Descriptions	Total Points	Categorized Points	Remarks						
				(Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)						
1	Financial Capacity	10			10	5	10	10	10	10
	Last year turnover/ revenue is 100 million PKR or more		10	Copy of last year tax return(2017-2018) / Last year audited report (2017-2018)	10	0	10	10	10	10
	Last year turnover/ revenue is 70 Million or greater than 70 Million but less than 100million		5		0	5	0	0	0	0
2	Experience in providing creative services	15			5	5	0	5	15	15
	Developed creatives for at least 3 or more corporate campaigns		5	Documented proof: service order or copy of the contract or recommendation letter or business award letter along with the original content that was developed in the USB or provide link on a letter head to the uploaded content	5	0	0	5	5	5
	Developed creatives for at least 7 or more product campaigns		5		0	0	0	5	5	0
	Developed creatives for at least 3 or more of OOH/BTL campaigns		5		0	5	0	5	5	0
3	Team Members	20			20	20	20	10	20	10
	Creative director and Art director having individual related working experience of 7 years or more		20	Furnish CV of the team members	20	20	20	0	20	0
	Copywriter/Account Executive/Visualiser having related individual working experience should be 2 years or more		10		0	0	0	10	0	10
4	Experience of the firm	20			0	20	0	0	10	20
	Experience of the bidder as a creative agency for 5 years or more		20	Contract copy/service orders/ satisfaction performance letter from the client	0	20	0	0	0	20
	Experience of the bidder as a creative agency for 3 or more than 3 years but less than 5 years		10		0	0	0	0	10	0
5	PSDF Marketing Strategy	20			13	15	5	2	12	17
	Provide one-year plan to support the development and implementation of a marketing and creative strategy of placing PSDF as the best result driven skills development firm of Pakistan		10	Provide a month wise plan for the planned activities	10	10	0	0	10	10
	Provide one-year marketing and creative strategy to ensure that PSDF is considered as the best results driven skills development firm of Pakistan		10	Provide a strategy presentation	3	5	5	2	2	7
6	Client Portfolio	15			15	10	15	15	15	15
	The client portfolio consists of at least 7 or more Telco/International/Multinational/ FMCG clients/National/Government or semi government clients		15	Letter/PO/contracts/service Orders/client recommendations letters /satisfactory letters provided by the client to validate services	15	0	15	15	15	15
	The client portfolio consists of at least 5 or more but less than 7 Telco/International/Multinational/ FMCG clients/National/Government or semi government clients		10		0	10	0	0	0	0
	TOTAL	100			63	75	50	42	72	75

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

Financial Evaluation

Financial Result-Hiring of a Creative Company/Firm for PSDF				
Detail of Bid Price	Bid Price in PKR offered by Qualified Bidders			
	M&Csaatchi	Creative Junction	Orient Communications (Pvt) Ltd	Pirana Advertising PAKISTAN (PVT) LTD
Bid Price (PKR) inclusive of taxes	11,344,800	4,800,000	6,804,000	13,200,000

QUALITY COST BASED SELECTION										
Sr #	Bidder Name	Technical Score	Technical weightage	Weighted Technical Score (WTS)	Financial Bid in PKR (Inclusive of all taxes)	Financial Score	Financial Weightage	Weighted Financial Score (WFS)	Total Score	Rank
		Max. 100	As of 80%			Max. 100	As of 20%		WTS+WFS	
1	M&Csaatchi	75	60	60	11,344,800	42	8.5	8.5	68.5	3
2	Creative Junction	72	57.6	57.6	4,800,000	100	20.0	20.0	77.6	2
3	Orient Communications (Pvt) Ltd	87	69.6	69.6	6,804,000	71	14.1	14.1	83.7	1
4	Pirana Advertising PAKISTAN (PVT) LTD	75	60	60	13,200,000	36	7.3	7.3	67.3	4

Procurement Committee			
Sr	Name of member	Comments	Signatures
1	Faisal Rafiq, Head Procurement		
2	Madiha Sarim, Head Marketing & Communication		
3	Muhammad Ahsan, Manager Finance		