

Ref: PROC/P/323

Dated: 02-10-2019

## Announcement of Evaluation Report


Description	Details
Name of Procuring Agency:	Punjab Skills Development Fund
Title of Procurement:	Below the Line (BTL) Firm/Company for PSDF
Method of Procurement:	Quality and Cost Based Selection (QCBS)
Procedure of Procurement:	Single Stage two Envelope
Date & Time of Bid Closing:	08-July-19 at 11:00 AM
Date & Time of Bid Opening	08-July-19 at 11:30 AM
No of Bid Received:	Bids Received=04 Disqualified (financial opened bid) =01 Eligible for Technical Evaluation=03 Qualified for Financial Opening=02 Conformed financial bid=01 Non-Conformed financial bid=01
Evaluation Report:	Cited Below

**Eligibility:**

**Eligibility-Below The Line (BTL) Firm / Company for PSDF**

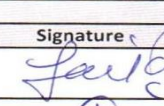


Eligibility Criteria		360 Degree Creative Solutions (PVT) LTD	RESTART	EVENEMENT	Helium Pvt Ltd
1	Evidence of bidding firms/company Registration / Incorporation (Evidence of certificate of incorporation/company registration certificate )	YES	YES	YES	Disqualified
2	Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)	YES	YES	YES	
3	Should be Active Taxpayer and last year's tax return is required (2017-2018 Tax Return copy required)	YES	YES	YES	
4	Affidavit on stamp paper, declaring that company is not blacklisted by any Government /semi government/autonomous body /agency/authority/organization. (Original required) (We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.)	YES	YES	YES	

Declaration		Eligible	Eligible	Eligible	Disqualified (Financial was not in a sealed Envelope)
		Eligible	Eligible	Eligible	Disqualified (Financial was not in a sealed Envelope)

Procurement Committee			
Sr	Name of member	Comments	Signature
1	Mr. Faisal Rafiq , Head Procurement	ok - Proceed with eligible organization	
2	Madiha Sarim, HOD Marketing & Communication	Please proceed to next step.	
3	Muhammad Ahsan, Manager Finance	ok for next step	

**Technical Evaluation:**


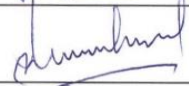
Technical Evaluation-Below The Line (BTL) Firm / Company for PSDF					
Technical Evaluation Sheet			360 Degree Creative	Evenement	Restart
<b>Client Portfolio (20)</b>					
1	Working with more than or equal to 10 clients (Telco/ National /Multinational organizations/FMCG/Government departments/International clients) for Out of Home (OOH)/below the line (BTL)/brand activation/brand promotion/community mobilisation	Documentary proof (copies of contract or work order or service order or client's service completion letter) should be furnished.	20	20	
	Working with more than or equal to 7 but less than 10 clients (Telco/ National /Multinational organization /FMCG/Government departments/International clients) for Out of Home (OOH)/below the line (BTL)/brand activation/brand promotion/ community mobilisation		15		15
	Working with more than or equal to 5 but less than 7 clients (Telco/ National /Multinational organization /FMCG/Government departments/International clients) for Out of Home (OOH)/below the line (BTL)/brand activation/brand promotion/ community mobilisation		10		10
<b>Total Marks (Client Portfolio)</b>			<b>20</b>	<b>10</b>	<b>15</b>
<b>Relevant Experience (20)</b>					
2	Experience of providing below the line advertising (BTL)/ Out of Home (OOH)/Brand Activation/brand promotion/ community mobilisation services more than or equal to 7 years	Documentary proof (copies of contract or work order or service order or client's service completion letter) should be furnished.	20		
	Experience of providing below the line advertising (BTL)/ Out of Home (OOH)/Brand Activation/brand promotion/ community mobilisation services more than or equal to 5 years but less than 7 years		10	10	10
	Experience of providing below the line advertising (BTL)/ Out of Home (OOH)/Brand Activation/brand promotion/ community mobilisation services more than or equal to 3 years but less than 5 years		5		5
<b>Total Marks (Relevant Experience)</b>			<b>10</b>	<b>10</b>	<b>5</b>
<b>Proposed Team (15)</b>					
3	Company to provide the CV/Resumes of the following: 1 Project Manager (3- 5 years' experience) 3 Supervisor (2-3 years' experience each)	Documentary proof (profiles/ resumes of the proposed team, years of experience in project management/community mobilizer/ brand activation/Below the line (BTL)/ Out of Home (OOH)/Float Activity/ Product launches) should be furnished	10	5	6.66
	More than 15 relevant team members suggested for the activation (1-2-year experience each)		5	5	5
<b>Total Marks (Proposed Team)</b>			<b>10</b>	<b>11.66</b>	<b>15</b>
<b>Financial Turnover (PKR) (15)</b>					
4	More than PKR 100 Million annual financial turnover	Documentary proof required (Tax returns/audited report of 2017-2018)	15		
	More than PKR 50 Million but less than or equal to PKR 100 Million financial turnover		10	10	10
<b>Total Marks (Financial Turnover)</b>			<b>10</b>	<b>10</b>	<b>0</b>
<b>Strategy Presentation (20)</b>					
5	Channels to be used for activity divided in three phases (pre, during and post activity)	A power point presentation submitted both in hard and in soft copy comprising all these elements- Points to be awarded based on the quality/relevance of the information furnished by the bidder	5	5	5
	ROI Matrix		5	5	0
	Route Plan provided		5	5	5
	Timeline of the activity		5	5	5
<b>Total Marks (Strategy Presentation)</b>			<b>20</b>	<b>15</b>	<b>20</b>
<b>Case Study for BTL Activation (10)</b>					
6	Provide 4 or more case studies for clients on how activation has helped the client to achieve objective	Provide a word document illustrating the problem faced by the client, solution proposed by the bidder and the impact/result achieved in result of the activity in the past along with the pictorial evidence of the activity conducted - Case studies to be marked based on the quality of results, creative and activity achieved in outcome of the activity	10	10	
	Provide at least 3 case studies for clients on how activation has helped the client to achieve the objective		5		5
<b>Total Marks (Case Study for BTL Activation )</b>			<b>10</b>	<b>5</b>	<b>10</b>
<b>Grand Total</b>			<b>100</b>	<b>80</b>	<b>61.66</b>

Procurement Committee			
Sr	Name of member	Comments	Signature
1	Mr. Faisal Rafiq , Head Procurement	ok	
2	Madiha Sarim, HOD M&C	Please proceed.	
3	Mr. Muhammad Ahsan , Manager Finance - Budgeting, Forecasting and Reporting	ok to proceed	

Financial Evaluation

Financial Result-Below the Line (BTL) Firm/Company for PSDF	
Bidder Name	360 Degree Creative Solutions (Private) Limited
Bid Price (PKR) inclusive of taxes	49,854,692

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 WTS+WFS	Rank
		Max 100	80%			Max 100	20%		Max 100	
1	360 Degree Creative Solutions (Private) Limited	80	64	64	49,854,692	100	20.0	20.0	84.0	1

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