

Announcement of Evaluation Report

Description	Details
Name of Procuring Agency:	Punjab Skills Development Fund
Title of Procurement:	Hiring of Digital Firm/Company
Method of Procurement:	Quality and Cost Based Selection (QCBS)
Procedure of Procurement:	Single Stage two Envelope
Date & Time of Bid Closing:	20-March-2020 at 03:00 PM
Date & Time of Bid Opening	20-March-2020 at 03:30 PM
No of Bid Received:	Bids Received=10 Disqualified as financial bid was found open at the time of bid opening =01 Ineligible Bidders =06 Eligible for Technical Evaluation=03 Qualified for Financial Opening=03 Non-Conformed Financial bid=01 Conformed financial bids=02
Evaluation Report:	Cited Below

Eligibility:

Eligibility Criteria Details	Evidence/Proof Required	Happa Studios	Inventor Engineering Consult	Orient Communication	Creative Junction	Blitz Advertising	Message Communications	M Communications (Pvt) Ltd	Incision Films	Research and Solutions	Digital Street (Pvt) Ltd
Minimum 1-year proven experience of providing digital media & brand marketing services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization).	Documentary proof (copies of contract or Purchase order or service order with contact details of clients)	Yes	Only letter of recommendations are provided. Purchase order/service order/copies of the contract not shared	Yes	Yes	Yes	Yes	Financial proposal was not sealed.	Yes	Only MoUs were provided and none of them had mentioned duration or start/end date (Purchase order/service order/copies of the	Yes
Evidence of the bidding firm/company's registration/incorporation is required (Copy of certificate of incorporation/company registration certificate is required)	Copy of certificate of incorporation/company registration certificate is required	No certificate submitted only FBR inquiry report shared that shows, registered as an individual (which is not allowed as per the bidding document)	Form C document provided but not readable	Yes	Yes	Yes	No certificate submitted only FBR inquiry report shared that shows, registered as an individual (which is not allowed as per the bidding document)		Yes	Yes	Yes
Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)	(Provide a copy of registration)	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes
Should be Active Taxpayer and last year's tax return is required (2017-2018 Tax Return copy required)	(2017-18 tax return copy required)	Yes	Yes	Yes	Return for 2017 to 2018 not shared, only audited shared	Yes	Yes		Not available	Provided	Yes
Affidavit on stamp paper, declaring that company is not blacklisted by any Government /semi government/autonomous body/firm/company/authority/organization. (Original required)	We solemnly declare that our organization or any member of consortium has never been suspended/obared or blacklisted	Yes	Black listing statement is not mentioned on Affidavit	Yes	Yes	Yes	Yes		Affidavit provided but not signed & stamped	Yes	Yes
		Ineligible	Ineligible	Eligible	Ineligible	Eligible	Ineligible	Disqualified	Ineligible	Ineligible	Eligible

Technical Evaluation:

Technical Evaluation Criteria for Hiring of Digital Firm							
SR #	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)	Orient Communication	Biltz Advertising	Digital Street (Pvt) Ltd
	Descriptions						
1	Client Portfolio	15					
	Worked with more than 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		15	Documentary proof (copies of contract or work order or purchase order with contact details of clients) should be furnished.		15	15
	Worked with more than 7 but less than or equal to 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		10		10		
	Worked with more than 4 but less than or equal to 7 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		5				
Total Marks (Client Portfolio)					10	15	15
2	International Experience	10					
	Worked with more than or equal to 3 clients outside Pakistan (International Clients)		10	Documentary proof (copies of contract or work order or purchase order with contact details of clients) should be furnished.			10
	Worked with 02 but not less than 1 client outside Pakistan (International Clients)		5				
Total Marks (International Experience)					0	0	10
3	Relevant Experience	15					
	Experience of providing digital media & brand marketing services for more than or equal to 4 years		15	Documentary proof (copies of contract or work order or purchase order with contact details of clients) should be furnished.		15	15
	Experience of providing digital media & brand marketing services for less than 4 years but more than or equal to 2 years		10		10		
Total Marks (Relevant Experience)					10	15	15
4	Quality Control	15					
	Digital Firm has won 1 or more international awards for marketing and branding.		5	Documentary proof (certificate or picture or PR link) should be furnished.	5	0	5
	At least 1 team member must have internationally issued certificate in digital marketing or social media from reputable issuers		5		5	5	5
	Executed a campaign for NGO or nonprofit organisation or section 42 organisation.		5		5	5	5
Total Marks (Quality Control)					15	10	15
5	Digital Strategy*: Prepare and submit 3-months digital strategy for PSDF.	30					
	Content Strategy		10	Printed copy of presentation should be furnished.	10	5	10
	Campaign idea/s and creatives		10		0	7	10
	Media Strategy		10		5	5	8
Total Marks (Digital Strategy)					15	17	28
6	Monthly infographics design	5					
	Prepare and share a monthly infographics design. (infographics will be shared with all PSDF employees through email)		5	Attach the design copy	5	5	5
Total Marks (Monthly infographics design)					5	5	5
7	Financial Turnover	10					
	Annual turnover /revenue of company is greater than or equal to 03 Million (PKR)		10	Documentary proof required (tax returns or financial audited report for the year 2017-18 or 2018-19)	10	10	0
Total Marks (Financial Turnover)					10	10	0
Grand Total		100			65	72	88

Financial Evaluation

Financial Results for Hiring of Digital Firm/Company for PSDF													
Bid Price in PKR offered by Qualified Bidders													
Detail of Bid Price	Firm Name	Financial Component (A)			Financial Component (B)							Financial Component (FC)	Conformed Financial Bid
		Financial value (PKR) for retainership fee inclusive all applicable taxes per month	Financial weightage for retainership fee as per the bidding document	Financial value (PKR) of retainership fee after weightage	Media Commission Percentage (%) for all paid advertisement (including foreign transaction fee) without applicable taxes	Applicable PST %	Media Commission Percentage (%) for all paid advertisement (including foreign transaction fee) with applicable taxes	** The value 500,000 (PKR) is used as a media spent just for the evaluation purpose to convert the % of media commission into numeric figures (Already mentioned in the bidding document)	Media Commission Converted into Value for Evaluation purpose	Media Commission weightage as per the bidding document	Media Commission Value after weightage (PKR)	50% Retainership Fee + 50% Media Commission (PKR)	
	Orient Communications	171,471	50%	85,736	10	Not Provided	As the Tax % has not been mentioned by the bidder, so therefore the rest calculations cannot be done						Disqualified due to incomplete Financial Bid
	Blitz Advertising	178,751	50%	89,376	8	16	9.28	500,000	46,400	50%	23,200	112,576	Qualified
	Digital Street (Pvt) Ltd	156,500	50%	78,250	9.5	16	11.02	500,000	55,100	50%	27,550	105,800	Qualified

QUALITY COST BASED SELECTION											
Sr. No.	Bidder Name	Technical Score	Technical weighting	Weighted Technical Score (WTS)	Financial Component (FC) in PKR	Financial Score	Financial Weighting	Weighted Financial Score (WFS)	Total Score	Rank	
		Max. 100	As of 80%			Max. 100	As of 20%		WTS+WFS		
		Max. 100	As of 80%			Max. 100	As of 20%		Max. 100		
1	Blitz Advertising	72	57.60	57.60	112,576	93.98	18.80	18.80	76.40	2	
2	Digital Street (Pvt) Ltd	88	70.40	70.40	105,800	100.00	20.00	20.00	90.40	1	

The Contract shall be awarded to Digital Street (Pvt) Limited

Mujahid Khan Lodhi

Procurement Department PSDF