

## Evaluation Report

(As per PPRA Rules 2004, 36-d Two Stage Two Envelop Procedure)

1.	Name of the Procuring Agency	<u>M/o Planning, Development &amp; Special Initiatives (Development Communication project)</u>
2.	Method of Procurement	PPRA rules 2004, 36-d Two Stage Two Envelop Procedure
3.	Title of Procurement	Request for Proposal for Selection of Firm for Development of Content for Digital/Social Media
4.	Tender Inquiry Number	PID(I)4243/20
5.	PPRA Ref. No (TSE)	TS443566
6.	Date & Time of Bid Closing	26 <sup>th</sup> February, 2021 (Friday)
7.	Date & Time of Bid Opening	4 <sup>th</sup> March, 2021 (Thursday) 3:00PM
8.	No. of Bids Received	07 (Seven)
9.	Criteria for Bid Evaluation	Terms & Conditions mentioned in the tender advertised on PPRA website
10.	Details of Bid (s) Evaluation	Comparative Statements as follows:

### PRE-QUALIFICATION OF FIRMS-COMPARATIVE STATEMENT

#	Parameter	Pre-qualification criteria Description	Evidence required	M/s Orient Comm.	M/s Enhancerz Comm.	M/s Brain Child Comm.	M/s Interlink Advertising	M/s Time & Space	M/s HA Technologies	M/s Devspot (Pvt) Ltd.
1.	Legal Entity	Bidder Should be ○ A company incorporated in Pakistan under the Companies Act 1985, SECP or Company's Registration Laws / Act in Pakistan ○ Registered with the Service Tax Authorities ○ Should have been operating for the last three (3) years in Pakistan.	○ Copy of Certificate of Incorporation	√	√	√	√	√	√	√
			○ Copy of Registration Certificates	√	√	√	√	√	√	√
			○ Letter from Company Secretary on bidder's letter head for last five years' operation	√	√	√	√	√	√	√
			○ Copy of memorandum and article of association should be enclosed.	√	√	√	X	√	X	√

2.	Turnover	<ul style="list-style-type: none"> <li>Bidder should have had an average turnover of at least PKR 75 Million from the last 3 financial years from Media communication services / creative services /Promotional services</li> <li>For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.</li> </ul>	Audited financial statements for the last three financial years	√	X	√	X	√	X	X
			Or Certificate from the Statutory Auditor							
3.	Net worth	Bidder should have had a Net worth of at least PKR 20 Million at the close of the preceding financial year.	Audited financial statement for the last three financial years.	√	√	√	X	√	X	X
			Or Certificate from the Statutory Auditor							
4.	Profitability	<p>Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years.</p> <p>For the purpose of this criterion, profitability of only the bidding entity will be considered. Profitability of any parent, subsidiary, associated or other</p>	Audited financial statement for the last three financial years.	√	X	√	X	√	X	√
			Or Certificate from the Statutory Auditor							

		related entity will not be considered.								
5.	Experience of Digital / social media campaigns for at least Government client	The Bidder should have the experience of handling three Digital /Social Media campaign / Event Government /Public Sector. Undertaking etc. costing not less than Rs.100.00 lakhs.	Self-Certificate from the authorized signatory for each work	√	X	√	√	√	X	X
6.	Production Capability	The bidder must have in-house Digital, Creative, Design and Event Production capabilities	Self-certificate letter undertaking to this effort on company's letter head signed by company's authorized signatory	√	X	√	√	√	√	X
7.	Blacklisting	Bidder must not be blacklisted by Govt. of Pakistan / Province as on the date of submission of the bid	This effect on company's letter head signed by company's authorized signatory.  Bidder must disclose any blacklisting and nature thereof and must provide. Blacklisting – revocation letter (if applicable) M/o PD&SI reserves the right to accept or reject the Bidder's supporting proof	√	√	√	√	√	√	√

8.	Presence in NCR	The Bidder shall have a fully functional Office in Islamabad Pakistan for the least 3 years	Self-Certificate from the authorized signatory mentioning the office details.	√	√	√	√	√	√	√
9.	Power of Attorney	A special Power of Attorney executed on a non-judicial stamp paper of appropriate value authorizing the representative of the bid to sign the bid against this RFP	Original special Power of Attorney to be submitted	√	X	√	√	√	√	√
10.	Manpower	The Bidder shall have minimum 15 regular professional manpower	Self-Certificate from the authorized signatory mention the availability of the required number. &	√	√	√	√	√	√	X
			10 CV's with relevant experience	√	X	√	X	√	√	X

11. Seven (7) Firms participated in bidding and the following three (3) firm succeeded in the prequalification as per comparative statements given above: -

S.No.	Name of Firm
1	M/s Orient Communications
2	M/s Brain Child Communications
3	M/s Time & Space

**Technical Evaluation Part-I Based on Evaluation of Documents Part – I**

#	Description	M/s Orient Comm.	M/s Brain Child	M/s Time & Space
<b>1</b>	<b>Past Experience (30)</b>			
<b>a</b>	<b>Details of involvement and experience with 3 Mega Projects(each):</b>			
	If Project cost of Rs.100 Million – Rs.120 Million = 2.5			
	If Project cost of exceeding above Rs.120 Million - Rs.150 Million = 5			
	If Project cost of exceeding above Rs.150 Million - Rs.180 Million = 7.5			
	If Project cost of more than above Rs.180 Million = 10	10	10	10
<b>b</b>	<b>Revenue – Average of last 03 years</b>			
	a) Between Rs.75 to Rs.90 Millions = 2.5			
	b) Between Rs.90 to Rs.120 Millions = 5			
	c) Above Rs.120 Millions = 10	10	10	10

<b>c</b>	<b>Turnover – Average of last 03 years</b>			
	a) Between Rs.25 to Rs.30 Millions = 2.5			
	b) Between Rs.30 to Rs.40 Millions = 5			5
	c) Above Rs.40 Millions = 10	10	10	
<b>2</b>	<b>In House facility/Technical Tie Up (20)</b>			
	The company has in house capabilities in Digital/ social media content development and production			
	Below the line, Creative, Event Production etc.			
<b>i)</b>	<b>Manpower on role (Overall) – 10 Marks</b>			
	a) Between 15 to 30 = 5			
	b) Between 30 to 50 = 7.5			
	c) Above 50 = 10	10	10	10
<b>ii)</b>	<b>Manpower on role (Digital) – 10 Marks</b>			
	a) Between 10 to 15 = 2.5			
	b) Above 15 = 10	10	10	10
	<b>Total</b>	<b>50</b>	<b>50</b>	<b>45</b>

**Technical Evaluation Part-II Average Score Based on Evaluation of Video**

Name of Firm	Creativity (15 Marks)	Effectiveness (Human / Emotional Touch) (15 Marks)	Quality (10 Marks)	Original Footage (10 Marks)	Total Marks
M/s Orient Communications (Pvt) Ltd, Islamabad	11	10	8	7	34
M/s Brainchild Communications (Pvt) Ltd, Islamabad	12	12	8	9	41
M/s Time & Space Media (Pvt) Ltd, Islamabad	6	7	5	5	23

**Weighted Scores:**

The final weighted scores obtained by the three firms are given in the table below:

**Technical Evaluation Part (I) and Part (II)**

Name of Firm	Part-I	Part-II	Total Score	Weightage (70%)	Remarks
M/s Orient Communications (Pvt) Ltd, Islamabad	50	36	86	60.20 / 100	Two parts of the technical evaluation have been summed up and then 70% weightage has been calculated for the total score
M/s Brainchild Communications (Pvt) Ltd, Islamabad	50	44	94	65.80 / 100	
M/s Time & Space Media (Pvt) Ltd, Islamabad	45	23	68	47.60 / 100	

**Financial Evaluation**

Name of Firm	Bid Amount	Weightage (30%)	Remarks
M/s Orient Communications (Pvt) Ltd, Islamabad	Rs.36,368,320/-	9.26 / 100	Sf (Financial score of a firm = 100 x Fm / F where Fm = the lowest financial proposals F = the financial cost of the proposal under consideration
M/s Brainchild Communications (Pvt) Ltd, Islamabad	Rs.11,232,000/-	30 / 100	
M/s Time & Space Media (Pvt) Ltd, Islamabad	Rs.13,600,000/-	24.77 / 100	

**Final Total Weightage Score**

Name of Firm	Technical Weightage (70%)	Financial Weightage (30%)	Total Weightage (100%)	Remarks
M/s Orient Communications (Pvt) Ltd, Islamabad	60.20	9.26	69.46 / 100	Technical Score weightage + Financial Score weightage
<b>M/s Brainchild Communications (Pvt) Ltd, Islamabad</b>	<b>65.80</b>	<b>30</b>	<b>95.80 / 100</b>	
M/s Time & Space Media (Pvt) Ltd, Islamabad	48	24.77	72.37 / 100	

12. The most advantages basis was M/s Brainchild Communications (Pvt), Ltd, Islamabad.

Signature:

Official Stamp: