

Technical Evaluation Report of (EOI) for Communication Firm Hiring for KP-HCIP Health

SR#	Evaluation Criteria for Shortlisting	Maximum Points	M/S Smart Way		M/S Fastrack		M/S Protribes JV with OKTOPUS		M/S EHSAR		M/S PHC Global	
			M/S Smart Way	Remarks	M/S Fastrack	Remarks	M/S Protribes JV with OKTOPUS	Remarks	M/S EHSAR	Remarks	M/S PHC Global	Remarks
	Experiences: Only Firm having Five years of relevant experience are eligible. Non provision of the same shall lead to disqualification of firm.	Mandatory	1. Date of establishment: 2015	Eligible	1. Date of Incorporation: 2012	Eligible	1. Date of Incorporation: Oct 2013	Eligible	1. Date of Incorporation : August 2007 (M/S Ehsar)	Eligible	1. Date of Incorporation : February 23rd 2018	Eligible
1	Should have completed at least one similar projects or ongoing projects of comparable scale and complexity (project completion certificates required)		Name of Project: Outdoor Media Campaign pf Naya Pakistan Focusing on Health Card Date: 18 Feb 2022	Eligible	Name of Project: DGINF (PR) Govt of Kp (Insaf Education Card) Date: 23 Sept 2022	Eligible	Name of Project: Marketing Partner (Earth factor) Date: Nov 2020	Eligible	1. Media & communication component of the project Duration : 1 June 2022 to 31 May 2023 2. Documentary on "Early Age marriage & its consequences on girls" for raising awareness about the serious implications & womens health risks of early marriages Duration : 01 March 2021 to 31 December 2021	Eligible	1. Organizations' outcomes(Hubs) Managing regional innovation Networks for responsible artificial intelligence to improve sexual, Reproductive & maternal health(SRMH) Outcomes Duration : Feb 2023 to Apr 2026 2. Selmas public engagement stories of immigrant workers concept for online & physical exhibition Duration : Oct 2021 to Dec 2021	Eligible
	All bidders are required to be registered with the Khyber Pakhtunkhwa Revenue Authority, established under the Khyber Pakhtunkhwa Finance Act, 2013.		KPRA : K7135322-5 Date of Registration: 19 Dec 2018	Eligible	KPRA : K7135322-5 Date of Registration: 19 Dec 2018	Eligible	KPRA : Protribes (private) Limited Date of Registration: K1220723-1 KPRA : OKTOPUS 360 Media (Private) Limited Date of Registration: K1284695-3	Eligible	KPRA : K4147418-0 Date of Registration: 19 Jun 2013	Eligible	KPRA : K8939828-2 Date of Registration: 13 Jun 2018	Eligible
	Number of health-related projects		Project Detail	Numbers	Project Detail	Numbers	Project Detail	Numbers	Project Detail	Numbers	Project Detail	Numbers
2	Total number of similar nature related projects completed in the last five years along with Copies of latest annual reports/evaluation reports. Each project will be scored as under: I. For project providing comprehensive scope as per our ToR's covering 80% of our scope- 10 II. For project providing comprehensive scope as per our ToR's covering 50% of our scope- 7 III. For project providing comprehensive scope as per our ToR's covering 30% of our scope- 5 Marks for each project will be added to come to the final score in the category.	50	Project 1 Name of Project: Outdoor Media Campaign pf Naya Pakistan Focusing on Health Card Approved Letter Scope covering as Per TOR : 30% Project 2 International Literacy Day event coverage through print media PO Letter Scope covering as Per TOR : 30% Project 3 Name of Project: Intemation media advertisement of construction of Hyderabad Sukkur 6 lane motorway under public-private partnership on BOT basis Release letter Scope covering as Per TOR : 30% Project 4 Name of Project: Advertisement for Attock Release order copy scope covering as Per TOR :30 % Project 5 Name of Project: Advertisement through SMS Release order copy scope covering as Per TOR :30 %	25	Project 1 Name of Project: DGINF (PR) Govt of Kp (Insaf Education Card) Approved Letter Scope covering as Per TOR : 50% Project 2 Peshawar Electric Supply Company (PESCO) purchase order Scope covering as Per TOR : 50% Project 3 Name of Project: Building Resilient Communities trough media mobilization in newly merged districts. Scope covering as Per TOR : 50%	21 Only projects were in the last 5 years	Project 1 Name of Project: Marketing Partner (Energy & Services group) Purchase order Scope covering as Per TOR : 50% Project 2 Name of Project: Media Partner of All Pakistan Textile Mills Association purchase order Scope covering as Per TOR : 50% Project 3 Name of Project: SM Management & Webpage Development (Hire Solutions) Purchase order Scope covering as Per TOR : 50% Project 4 Name of Project: SM Management (Nonsee Steel) purchase order Scope covering as Per TOR : 50% Project 5 Name of Project: Marketing Partner (Earth factor) purchase order Scope covering as Per TOR : 80%	38	Project 1 Name of Project: Media & communication component of the project Duration: 01 Years Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 50% Project 2 Name of Project: Early Age marriage & its consequences on girls" for raising awareness about the serious implications & womens health risks of early marriages Duration: 10 Months Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 30% Project 3 Name of Project: Religious Tourism insight (Potential in Pakistan) Duration: 04 Months Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 30% Project 4 Name of Project: Document & Reporting Consultancy- TCV campaign Duration: 04 Months Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 30% Project 5 Name of Project: Covid-19 Waste Management & Communication support to Govt of Pakistan Duration: 04 Months Copies of Annual/ Evaluation Report :	17	Project 1 Name of Project: Organizations' outcomes(Hubs) Managing regional innovation Networks for responsible artificial intelligence to improve sexual, Reproductive & maternal health(SRMH) Outcomes Duration: 3 Years Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 50% Project 2 Name of Project: Selmas public engagement stories of immigrant workers concept for online & physical exhibition Duration: 3 Months Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 30% Project 3 Name of Project: Document & Reporting Consultancy- TCV campaign Duration: 04 Months Copies of Annual/ Evaluation Report : Scope covering as Per TOR : 30% Project 4 Name of Project: Covid-19 Waste Management & Communication support to Govt of Pakistan Duration: 04 Months Copies of Annual/ Evaluation Report :	22
	Funds Management capacity: Fund managed by the firm in a project scored at serial No 2: Rs. 1,000,000 = 1 mark Rs. 5,000,000 = 3 marks / Rs. 20,000,000 = 5 marks / Rs. 20,000,000 onwards = 5 marks /	20	Project 1: Name of Project: Name of Project: Outdoor Media Campaign pf Naya Pakistan Focusing on Health Card Value of Contract in Million : 2022: 21615000 Marks Awarded: 5 Project 2: Name of Project: Intemational Literacy Day event coverage through print media	11	Project 1: Name of Project: DGINF (PR) Govt of Kp (Insaf Education Card) Value of Contract in Million : 2022: 17 Million Marks Awarded: 3 Project 2: Name of Project: Peshawar Electric Supply Company (PESCO) Value of Contract in Million : 2020: 6.7 Million	9	Project 1: Name of Project: Marketing Partner (Energy & Services group) Value of Contract in Million : 2023: 7 Million Marks Awarded: 3 Project 2: Name of Project: Media Partner of All Pakistan Textile Mills Association Value of Contract in Million : 2023: 20 Million	16	1: Name of Project : Media & communication component of the	11	1: Name of Project : Organizations' outcomes(Hubs) Managing regional innovation Networks for responsible artificial intelligence to improve sexual, Reproductive &	12
4	Financial capacity Turnover in Millions of Last one year (Attached Audit Report) Rs. 100 million onwards =18 marks Rs. 50 million to Less than 99 M = 15 marks Rs. 20 Million to Less than 49 million =7 marks	18	Financial Audit Report Year : 2022 Annual Turn Over : 72072545	15	Financial Audit Report Year : 2023 Annual Turn Over : 56.499 Million	15	Financial Audit Report Year : 2023 Annual Turn Over : 24.996 Million	7	Financial Audit Report Year : 2022 Annual Turn Over : 453,222,367	18	Financial Audit Report Year : 2023 Annual Turn Over : 391,635,522	18
	Firm Management Capacity (2 marks will be given for each specialist)											
5	1. Communications Specialist / Team Lead 2. Content Developer /Creative Writer 3. Graphic Designer /Visualizer 4. Public Relations /Media Specialist 5. Web Developer /Social Media Expert 6. Photographer / Animator/ Video Editor	12	Name of Person : Liaqat Lajj Qualification : MBA Marketing Experience : 26 years Name of Person : Naveed Rasheed Qualification : Master in English Lit Experience : 22 Years Name of Person : Naveed Alam Qualification : Graduation Experience : 22 Years Name of Person : S.KSami Qualification : MS Communication & Media Experience: 22 Years Name of Person : Abdullah Qualification : Master Experience : 12 years Name of Person : Kharan Shehzad Qualification : Graduation Experience : 17 years	12	Name of Person : Rehan Khan Qualification : MBA Experience : 17 years Name of Person : Nabeel Imtiaz Qualification : EMBA Experience : 22 Years Name of Person : Muhammad Adnan Qualification : BS Computer Science Experience : 12 years Name of Person : Yasir Masood Afaq Qualification : MS Clinical Psychology Experience: 20 Years Name of Person : Syed Musab Afridi Qualification : MBA Experience : 11 years Name of Person : Naveed Ur-Rohman Qualification : BS Computer Science Experience : 20 years	12	Name of Person : Ahmad Javad Qualification : MBA Marketing Experience : 17 years Name of Person : Sadia Ali Qualification : EMBA Experience : 10 Years Name of Person : Adnan Ahmad Qualification : Intermediate with graphic diploma Experience : 26 Years Name of Person : Waqas Iqbal Qualification : not mentioned Experience : 6 Years Name of Person : Syed Muhammad Saqib Qualification : BS Physics Experience : 11 years Name of Person : Tabir Sattar Chaudary Qualification : MS Project Management Experience : 8 years	12	Name of Person : Rashida Shoab Qualification : (M.Phil) & (MSc) Experience : Years not Mention Name of Person : Fahad Ferooz Bajwa Qualification : MSc Economics Experience : 9 Years NA Name of Person : Muhammad Shouab Nizami Qualification : M.Sc Experience : 12 Years Name of Person : Muhammad Zahid Alan Qualification : B. Com Experience : 20 Years	10	Name of Person : Inran Khan Qualification : Master in International Relations Experience : 18 years Name of Person :Malha Fatima Qualification : Master in Environmental Science Experience : 10 Years Name of Person : Ms Bhawna Lohani Qualification : Ba (Honours) Communication & Design Experience : 4 Years & 5 Months Name of Person : Ms Simran Singh Qualification : Ba (Honours) Communication & Design Experience : 8 Years & 5 Months Name of Person : Zainab Farid Qualification :Bachelor in Computer Science Experience : 3 years Name of Person : Asif Azeem Qualification : Bachelor in Communication & Design Experience : 2 Years & 5 Months	12
			Total Marks:	63	Total Marks:	57	Total Marks:	73	Total Marks:	56	Total Marks:	64