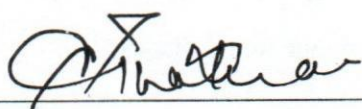


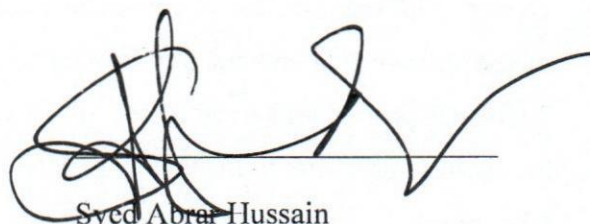
Combined Technical Score Card

The RFP to hire Consultant to provide Media/ Communications services was floated on May 18, 2022 through advertisement in three newspapers (Business Recorder, The News and Roznama Dunya) with the last date of bid submission closing on June 6, 2022. Also, a committee comprising of the following members was formed to carry-out evaluation of the proposals submitted by the interested parties and oversee the procurement process in accordance with the applicable laws. Following table summarizes the results of the evaluation undertaken by the members of the Committee:

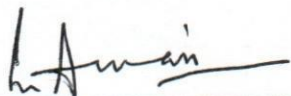
Committee Member	Test	Orient McCann (OMC)	Passage PR (PPR)	Media Matters Comms (MMC)
Mr. Talha Aziz Khan	Responsive?	Yes	No	No
	Technical Score	87	83	52
	Qualified?	Yes	No	No
Muhammad Awais	Responsive?	Yes	No	No
	Technical Score	89	80	54
	Qualified?	Yes	No	No
Saba Siraj	Responsive?	Yes	No	No
	Technical Score	98	93.5	54
	Qualified?	Yes	No	No
Mr. Abrar Syed	Responsive?	Yes	No	No
	Technical Score	90	89	55
	Qualified?	Yes	No	No
Average Score	Technical	91	86.4	54



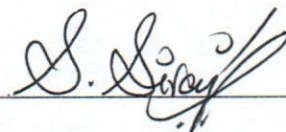
Talha Aziz Khan
Chief Financial Officer/ Head Projects



Syed Abrar Hussain
Head Corporate Affairs



Muhammad Awais
Head Legal Affairs



Saba Siraj(Mgr Comms)

Technical Bid Evaluation Report (the Report) for ‘Hiring Consultant to provide Media/ Communications Services (the Consultant)’

Public Private Partnership Authority (P3A), floated Request for Proposal (RFP) to hire Media/ Communications Consultant to assist P3A, to form, among other things, an effective communications strategy and increase its outreach to the relevant stakeholders within Pakistan and globally.

In response to the RFP issued on May 18, 2022 (with last date for bid submission falling due on June 6, 2022) P3A received bids from the following parties:

1. M/s. Orient Communications (Private) Limited ‘Orient McCann (OMC)’
2. M/s. The Passage PR ‘PPR’; and
3. M/s. Media Matters Communications (Private) Limited ‘MMC’,

The bids were opened on the last date of bids submission as aforesaid. As provided in the RFP, the evaluation of the Technical Proposals started on the same date and the bidder(s) securing at least 75 marks in their Technical Proposals and their Proposals be responsive was/ were invited for the opening of their financial proposal(s). The bidder securing the highest weighted marks has been declared as the ‘most advantageous bidder’. The Minutes of the meeting of ‘Technical Proposals Opening’ along with the list of the attendees is attached as Annex-A.

Following table summarizes the evaluation of the Technical Proposals. The detailed evaluation against each ‘Responsiveness’ and ‘Technical Criterion’ is given in Annex-B.

Evaluation	Orient McCann (OMC)	Passage PR (PPR)	Media Matters Comms (MMC)
Responsive Proposal?	Yes	No	No
Brief reason for proposal being ‘Non-responsive’	N/A	Not an artificial person as mentioned in the RFP	Formed in 2019

Evaluation	Orient McCann (OMC)	Passage PR (PPR)	Media Matters Comms (MMC)
Technical Marks/ Score	91	86.4	54
Responsive Proposal and at least 75 Technical score?	Yes	No	No

Therefore, only M/s OMC was 'eligible' for the opening of its Financial Proposal. Subject to the endorsement of the Report by the committee and its approval by Chief Executive Officer (CEO)-P3A, the bidder will be invited for the opening of its Financial Proposal.

Evaluation of the Technical Proposals of the Bidders

S. No.	Responsiveness Condition	Orient McCann (OMC)	Passage PR (PPR)
1	The bidder must be an artificial person (a registered firm, a registered Association of the Persons or a company registered with Securities & Exchange Commission of Pakistan)	Yes; it is an artificial person; a private limited company registered with the SECP.	No, the bidder is not an artificial person per the RFP requirements.
2	It must be on the Active Taxpayer List (ATL) of the Federal Board of Revenue as of the date of submission of the Proposals	Yes, it has Active Status as on June 21, 2022.	No, the bidder's name (M/s PR Passage's name) is not on the ATL.
3	It must have at least 5 years successful track record and experience of managing communications; increasing public outreach through establishing brand and knowledge management systems; video and graphic design, development & editing; proof-reading and copy-editing; and social media & content management	The bidder is existent since 2007 and it has mentioned its vast experience in managing media/ marketing/ communication activities for a large no. of local and multi-national clients based in Pakistan. Therefore, it is Yes for the bidder.	The representative of the bidder has SRB registration effective from October 13, 2016, which means in terms of no. of years it has more than 5 years' experience. The bidder's proposal demonstrates its experience of carrying-out media publicity, crisis management, soft image promotion, lobbying for a wide array of clients. However, specifically the proposal has not mentioned if it has done social media & content management etc.
4	It must not be barred from doing business by any government agency or involved in any litigation with any government agency/ department	The bidder has mentioned on the Stamp Paper and elsewhere in the proposal that it is not blacklisted by any government agency; therefore, it is Yes for the bidder.	The proposal does not mention this nor ;'' does the proposal include any undertaking in this regard.
5	It must have an office located in Islamabad	Yes; it has an office located in Islamabad.	Yes; the proposal mentions it has branch office located in Islamabad.
6	It must be able to demonstrate experience of working with the clients operating in various socio-economic infrastructure development sectors and proven track-record of building relationships with the various stakeholders (including government, private sector investors, operators, advisors etc.)	Yes; the bidder has listed no. of clients including prestigious government entities such as SECP, NHA, NADRA etc. to which the bidder has provided variety of the marketing/ communications services.	Yes; the proposal demonstrates this very well.
7	Have a track record and capacity in terms of content development, media access, acceptability and success	From the look of the sample advertisements, publicity material etc. and given the bidder's existence in the market since 2007, the bidder has been able to demonstrate its successful track record and ability of generating quality content; having adequate access to media and holding fair acceptability rate.	Yes; as aforesaid in 6 above.
8	Excellent verbal and written communications skills and demonstrated experience of working with a wide array of stakeholders, including senior government officials, donor agencies, multi-lateral institutions, journalists, editors, policy-makers, regulators, consultants and academics	As aforesaid the bidder's clientele is diversified in terms of prestigious public and private sector entities; and each of the bidder's public and private sector client operating in different economic or social sector environment.	Yes; as aforesaid in 6 above.
9	Excellent abilities in the use of Information & Communications Technology (ICT)	The wide array of the services the bidder has mentioned would involve significant use of the ICT; therefore, it is Yes for the bidder.	Although the proposal does not specifically mention this but the it mentions the team member who holds MIS degree from PAF-KIET Karachi and given the mention of the work in the proposal, it may be safely assumed that the it would be able to make

S. No.	Responsiveness Condition	Orient McCann (OMC)	Passage PR (PPR)
			adequate use of ICT knowledge and usage know-how.
10	Fluency in English and Urdu	From the sample publicity material produced by the bidder in the Proposal and the Proposal itself (except for a very few typos), the bidder seems to be fluent in both English and Urdu languages given the choice of the words/ vocabulary used in the sample publicity material.	The sample publications produced in by the bidder and the bidder's compilation of the proposal demonstrate that the bidder has adequate fluency in both English and Urdu languages.
11	Confirmation of availability of adequate resources for the Assignment to carry-out public relations, advertising and content development	The bidder has adequate no. of staff and resources to undertake the Assignment. In Islamabad office alone, the bidder has 29 staff strength in multi-dimensional media and ex-media fields; therefore, it is Yes for the bidder.	The bidder has mentioned a team with wide array of media expertise/ skills; it can be reasonably assumed that adequate resources will be available to perform the Assignment; and given bidder's illustration of the success stories of the past it can be assumed that bidder will deploy team of experts addressing all the requirements of the Assignment.
Conclusion		Responsive	Not Responsive in terms of the RFP requirements

S. No.	Responsiveness Condition	Media Matters Comms (MMC)
1	The bidder must be an artificial person (a registered firm, a registered Association of the Persons or a company registered with Securities & Exchange Commission of Pakistan)	Yes; the full name clearly mentions that it is a private limited company; however, no document found in this regard such as Certificate of Incorporation.
2	It must be on the Active Taxpayer List (ATL) of the Federal Board of Revenue as of the date of submission of the Proposals	Yes, it has Active Status as on June 21, 2022.
3	It must have at least 5 years successful track record and experience of managing communications; increasing public outreach through establishing brand and knowledge management systems; video and graphic design, development & editing; proof-reading and copy-editing; and social media & content management	The company was incorporated in November 2019; therefore, the bidder will not be able to meet this criterion. However, the team members have experience of more than 5 years. At one place in the Proposal the bidder has mentioned that the Media Matters won some award in 2018; perhaps it was not operating as a company. This may need to be clarified from the bidder.
4	It must not be barred from doing business by any government agency or involved in any litigation with any government agency/ department	Neither the bidder has mentioned nor has attached any stamp paper to this effect; therefore, cannot be verified.
5	It must have an office located in Islamabad	Yes; the Proposal mentions office is located in Islamabad
6	It must be able to demonstrate experience of working with the clients operating in various socio-economic infrastructure development sectors and proven track-record of building relationships with the various stakeholders (including government, private sector investors, operators, advisors etc.)	Yes; the bidder has very well demonstrated its experience of Media & Crisis Management, Public Relationship Campaigns, Media Relation and Advocacy & Lobbying for various public and private sector enterprises. The bidder appears to be capable of fulfilling the objectives of the Assignment.
7	Have a track record and capacity in terms of content development, media access, acceptability and success	Yes; as aforesaid, the examples quoted by the bidder clearly feature bidder's capability of producing adequate content, control damage, good relationships with media and success rate.
8	Excellent verbal and written communications skills and demonstrated experience of working with a wide array of stakeholders, including senior government officials, donor agencies, multi-lateral institutions, journalists, editors, policy-makers, regulators, consultants and academics	Yes; as aforesaid from the list of clientele produced by the bidder and the examples quoted as aforesaid, the bidder appears to have worked with both state-owned and private sector clients including multi-nationals and Not-for-Profit entities.
9	Excellent abilities in the use of Information & Communications Technology (ICT)	The bidder has mentioned nowhere in the Proposal its experience/ expertise in using ICT.
10	Fluency in English and Urdu	Yes; from the examples quoted/ testimonials produced by the bidder.
11	Confirmation of availability of adequate resources for the Assignment to carry-out public relations, advertising and content development	The bidder has mentioned team of only 7 people in its Strategic Unit and bidder has 3 offices located each in Islamabad, Lahore and Karachi. Not sure, how much human resource strength Islamabad office would have, along with other resources that the bidder will deploy to make use of ICT, Sought clarification, the bidder has adequate staff for the Islamabad office.
Conclusion		Not Responsive in terms of the RFP requirements

Technical Proposal			Orient McCann (OMC)	Passage PR (PPR)
Criteria	Sub-criteria	Marks		
No. of similar assignments	More than 8	25	The bidder has managed and has been managing no. of similar assignments including but not limited to the media management, content development, creative & design, AV productions for a number of clients. The no. of the assignment goes beyond 8; therefore, it is 25 marks to the bidder.	The proposal mentions having undertaken numerous assignments encompassing range of media services including but not limited to increasing publicity, advocacy & lobbying, promoting/ preventing soft/ brand image etc. It is 25 marks to the bidder.
	> 5 and up to 8	20		
	> 3 and up to 5	15		
	Up to 3	10		
	< 3	0		
No. of communication strategies developed and implemented	More than 8	20	The bidder has mentioned that for the various projects/ assignments it has undertaken, it carried-out planning/ building (communication) strategies to ensure the objectives of the assignments/ campaigns were achieved. The bidder is able to quote more than 8 such assignments. It is 20 marks to the bidder.	It is 20 marks as each of above illustration provided represents developing an adequate communication strategy and successfully implemented to achieve the desires results.
	> 5 and up to 8	15		
	> 3 and up to 5	10		
	Up to 3	7		
	< 3	0		
Relevant experience years [2]	More than 12	20	The bidder has relevant experience of more than 12 years and the bidder's existence dates back to 2007; therefore, it is 20 marks to the bidder.	Though we did not find any documentary evidence proving bidder's existence pre-2016; however, the proposal mentions list of the clientele along with the year since the services had been provided (the oldest dates back to the year 2000); therefore, it is 20 marks to the bidder.
	From 10 to 12	15		
	From 5 to 9	10		
	<5	0		
Team Profile	Communications/ Marketing Team Lead		Mr. Ahmad Javad, Area Director Islamabad has more than 10 years' experience and holds MBA Marketing from Hamdard University Islamabad; therefore, it is 10 marks to the bidder.	Although the proposal mentions that the proposed staff possess experience well the above minimum requirement; however, there is only staff person who holds MBA Marketing degree .It is full marks to the here but only 2.5 marks in the next criterion.
	Qualification:			
	MBA Marketing/Masters in Communication field or a related field or equivalent	5		
	Experience:			
	Overall experience of 10 years	5		
	Communications/ Marketing Team – minimum 1 other member with the Team Lead			
Qualifications:	2.5			

Technical Proposal			Orient McCann (OMC)	Passage PR (PPR)
Criteria	Sub-criteria	Marks		
	MBA Marketing/Masters in Communication field or equivalent Experience: Overall experience of 5 years	2.5	the bidder.	
	Network Access: Demonstrable working relationships with individuals and firms in the Media Industry and other relevant stakeholders	5	The bidder has quoted that it was able to engage some renowned celebrities for carrying-out marketing campaign for its one of the assignments/ projects. Besides, bidder's engagement with a number of public sector & other clients reasonably demonstrates bidder's strong network access; therefore, it is 5 marks to the bidder.	Given the success stories quoted in the proposal that outline achieving desired outcome by effectively lobbying at the policy and the list of clientele provided, having strong network access can be reasonably assumed. It is, therefore, 5 marks here.
Work Plan & Methodology	Bidder's understanding of the Assignment; approach towards undertaking the Assignment and step-by-step procedures/activities for completing the tasks	10	The bidder has comprehensively covered the methodology/ plan it would deploy to achieve overall objectives of the Assignment. The roadmap of the activities provided by the bidder appear to cover four-corner expectations of the P3A from the Assignment. Therefore, it is 8 marks to the bidder.	The proposal describes strategy/ methodology/ plan for approaching towards the Assignment in a very simple and plan manner, showcasing almost all the areas/ platforms/ tools that would be put into use to ensure P3A achieves its desired objectives from the Assignment. It is 6 marks to the bidder.
Total			91	86.4
Qualified for opening of financial proposals?		100	Yes	No, on account of non-responsive proposal

Technical Proposal			Media Matters Comms (MMC)
Criteria	Sub-criteria	Marks	
No. of similar assignments	More than 8	25	<p>The bidder has quoted more than 8 assignments which are related to Crisis Management, Public Relationship Campaigns, Media Relations and Advocacy & Lobbying.</p> <p>However, the bidder has mentioned only a couple of assignments which would have related to increasing outreach of the entity through social media or other platform, helping some client in improving its website or preparing Annual Report or Periodic New Letters, though they are also major activities of the Consultant's TORs.</p> <p>It is 10 marks to the bidder.</p>
	> 5 and up to 8	20	
	> 3 and up to 5	15	
	Up to 3	10	
	< 3	0	
No. of communication strategies developed and implemented	More than 8	20	<p>Presumably the communication strategy in each of the examples quoted by the bidder was developed and implemented; the count is more than 8; therefore, it is 20 marks to the bidder.</p>
	> 5 and up to 8	15	
	> 3 and up to 5	10	
	Up to 3	7	
	< 3	0	
<u>Relevant experience years [2]</u>	More than 12	20	<p>The proposal says the MMC was incorporated in 2019 which means bidder (MMC) carries experience of almost 3 years only; therefore, there is no marks to the bidder.</p>
	From 10 to 12	15	
	From 5 to 9	10	
	<5	0	
Team Profile	Communications/ Marketing Team Lead		<p>M. Alamgir Khan who is the Account Manager for the Islamabad Office is an MBA with 14 years of experience, though the Proposal does not provide any details of his experience. The two requirements appear to be satisfied; therefore, it is 10 marks to the bidder.</p>
	Qualification:		
	MBA Marketing/Masters in Communication field or a related field or equivalent	5	
	Experience:		
	Overall experience of 10 years	5	
	Communications/ Marketing Team – minimum 1 other member with the Team Lead		
Qualifications:	2.5	<p>The other team members also hold MBA qualification and experience of more than 5 years; therefore, it is 5 marks to the bidder.</p>	

Technical Proposal			Media Matters Comms (MMC)
Criteria	Sub-criteria	Marks	
	MBA Marketing/Masters in Communication field or equivalent Experience: Overall experience of 5 years	2.5	
	Network Access: Demonstrable working relationships with individuals and firms in the Media Industry and other relevant stakeholders	5	The bidder, through its quoted examples, has demonstrated its good network access within the media houses and in some instances the bidder was too able to even change/ conceal the true facts of the news; this shows either strong network access, lobbying or a combination of two or other factors. It is 5 marks to the bidder for this.
Work Plan & Methodology	Bidder's understanding of the Assignment; approach towards undertaking the Assignment and step-by-step procedures/activities for completing the tasks	10	The bidder has mentioned in a few points what it would do to help P3A; however, the bidder has not outlined/ highlighted the ways & means/ tools/ resources it would put into use to help P3A in achieving overall objectives of the Assignment. It is 4 marks to the bidder.
Total			54
Qualified for opening of financial proposals?		100	No.

ORIENTTMMcCANN

PAKISTAN

Orient Communications (Pvt) Ltd

Summary of Direct and Indirect Costs

Basis ONE Calendar Year

Direct & Indirect Costs are inclusive of all taxes, perks, allowances, commissions

	Direct Cost	Indirect Cost	Total PKR
Cost	3,869,340	386,934	4,256,274
Agency Commission 10%	386,934	-	386,934
Total	4,256,274	386,934	4,643,208

Grand Total Fee + Incentive 4,643,208

Monthly Fee + Incentive (Exclusive of taxes) 386,934
Add: Sales Tax @ 16% 61,909
Total Amount Monthly 448,843

Notes:

The above mentioned retainer does not include any traveling, boarding/lodging of OmM resources.

For AV shoots, meeting or anything with requires traveling of OmM resources, traveling, boarding and lodging cost will be charged to P3A as per actual.

OmM will facilitate P3A to finalise the production houses, directors and costing for AV productions or any other vendor, if required .

In case of Production of TVCs-DVCs-Short Films or Documentary, 10% of the production cost will be charged by the OmM.




Annex-B