

TECHNICAL EVALUATION REPORT

(As per Rule 35 of PP Rules, 2004)

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|--------------------------------|---|
| 1. Name of Procuring Agency | <u>IGNITE National Technology Fund</u> |
| 2. Method of Procurement | <u>RFP</u> |
| 3. Title of Procurement | <u>MARKETING SERVICES FOR DIGITAL PAKISTAN CYBERSECURITY HACKATHON</u> |
| 4. Tender Inquiry No | <u>Ignite/MKTS-DPCH/2024-25/0030/Proc</u> |
| 5. PPRA Ref. No. (TSE) | <u>TS541716E</u> |
| 6. Date & Time of Bid Closing | <u>July 02 2024, 1500 Hrs</u> |
| 7. Date & Time of Bid Opening | <u>July 02 2024, 1530 Hrs</u> |
| 8. No. of Bids Received | <u>05</u> |
| 9. Criteria for Bid Evaluation | Attached as Annex – 1 |
| 10. Details of Bid Evaluation | Received proposals were evaluated w.r.t evaluation criteria as published in RFP document. |

| Name of Bidder | Marks | Percentage | Basis of Technical Rejection/Acceptance as per Rule 35 of PP Rules, 2004 |
|-----------------------|------------|------------|---|
| | Technical* | % | |
| M/s. EC Services | 54 | 54 | Did not qualify for Financial bid opening as marks obtained in technical evaluation are less than 60% |
| M/s. Marcom | 68 | 68 | Qualified for Financial bid opening by scoring more than 60% marks. |
| M/s. MIDAS | 71 | 71 | Qualified for Financial bid opening by scoring more than 60% marks. |
| M/s. Oktopus | 51 | 51 | Did not qualify for Financial bid opening as marks obtained in technical evaluation are less than 60% |
| M/s. M Communications | - | - | Did not fulfill mandatory requirement of EPADs therefore bid was not accepted. |

Minimum Qualification Score was 60%

Signature:

Official Stamp:



Criteria for BID Evaluation

Annexure – I

| S No. | Technical Evaluation Criteria | Sub Marks | Total Marks |
|---|--|---|-------------|
| I. | Firm/Bidder Profile (Registered age, and Financial position) –(Form C2) 1. Registered Age (Lead Bidder) a. 7 and Above Years (10 Marks) b. 4+ to Less than 7 Years (7 Marks) c. 2+ to Less than 4 years – (4 Marks) d. Less than 2 Years – (0 Marks) 2. Financial Position of the Lead Bidder | 10 10 | 20 |
| II. | Relevant Experience of the Firm/Bidder - (Form C3) Experience of managing marketing campaigns commensurate with scale mentioned in the scope of work of this RFP for tech industry events of national level such as exhibitions, hackathons & award ceremonies: a. Branding, Promotional Collateral, Videography & Photography (Form C3-A) b. Print Media/PR Campaign (Form C3-B) c. Electronic Media Campaign on Radio (Form C3-C) d. Electronic Media Campaign on TV (Form C3-D) e. Social/Digital Media Campaign (Form C3-E) | 8 8 8 8 8 | 40 |
| III. | Proposed Activities Plan, Methodology & Execution Timeline for Marketing Campaigns (Form C4) a. Branding, Promotional Collateral, Videography & Photography (Form C4-A) b. Print Media/PR Campaign (Form C4-B) c. Electronic Media Campaign on Radio (Form C4-C) d. Electronic Media Campaign on TV (Form C4-D) e. Social/Digital Media Campaign (Form C4-E) | 8 8 8 8 8 | 40 |
| Total Marks | | | 100 |
| Minimum Qualification Marks Required | | | 60 |

