

TECHNICAL EVALUATION REPORT FOR THE TENDER OF MEDIA CONSULTANCY

S #	Mandatory Requirement	AP Tech
1.	Registration of the Organization as a firm/company/Sole proprietor and copy of CNIC for Individual Consultant	✓
2.	ATL Certificate for NTN	✓
3.	ATL certificate for GST/KPRA	✓
4.	Compliance to the ToRs	✓
5.	Undertaking on notarized judicial stamp paper of Rs: 100/- that (a) Firm/Individual is not blacklisted nor terminated due to illegality (b) (b) CDR (as per advertisement) is attached (c) Non-Shareholder Certificate, that no employee of ATH is partner in the firm's business	✓

TECHNICAL SCORING

S#	Parameters	Detail Description	Max Marks	Marks Obtained
1	Experience	Years in operation in Media Consultancy (02 marks per year)	10	6
2	Projects Completed	Projects completed in last 5 years (02 marks per project)	10	8
3	Projects in Hand	02 marks per project	10	10
4	Financial Strength	Annual Financial Turnover of last 03 fiscal years (Audited reports): Turnover less than 10.00 mil 03 marks Turnover less than 20.00 mil 06 marks Turnover above 20.00 mil 10 marks	10	10
5	Human Resources	Qualification & experience of Team Leader (15 marks) Qualification & experience of Content Writers (05 marks) Qualification & experience of Printing Specialists (05 marks) Qualification & experience of Digital Media Experts (05 marks)	30	30
Total Marks			70	<u>64</u> Qualified/ Responsive

Mr. Malik Saifullah
Media Manager ATH
Technical Expert/Member

Mr. Zeeshan Gul
Account Officer ATH
(Member)

Wg Cdr (R) Asghar Khan
Senior Manager Material Management ATH
(Member)

Dr. Jamil Akbar
PMO-ATH
(Chairman Technical Evaluation Committee)