

# EVALUATION REPORT

<b>1. Name of Procuring Agency</b>	Agriculture Supply & Price Department, Govt. of Sindh			
<b>2. Name of Project</b>	Sindh Irrigated Agriculture Productivity Enhancement Project (SIAPEP) with the financial Assistance of the World Bank under IDA Credit No. CR – 5604			
<b>3. Method of Procurement:</b>	Shopping Method as per procurement of goods and works and non-consulting services under IBRD loan IBA Credit & Grants by World Bank borrowers.			
<b>4. Title of Procurement:</b>	Procurement for the services of Digital Marketing, Cable Network & FM Radio Regarding The Publicity /Awareness Of SIAPEP Components.			
<b>5. RFQ No</b>	PK-SIAPEP-CP-DM&CN&FM-RFQ-2021/29			
<b>6. Date of the issuance of RFQ</b>	February 03, 2021.			
<b>7. Date &amp; Time of Quotation Closing</b>	February 16, 2021. 12:30 PM			
<b>8. No of Quotes Received</b>	Four (04)			
<b>9. Name of Bidders &amp; Bid Prices as read out at bid opening</b>	M/s 99 Mega Pixel Productions, Hyderabad.	M/s The Image Production, Hyderabad.	M/s Twilight Productions, Islamabad	M/s AIMS Solution, Hyderabad
	12,090,965/= (Inclusive of Income Tax)	16,782,000/= (Inclusive of Income Tax)	15,407,000/= (Inclusive of Income Tax)	13,976,000/= (Inclusive of Income Tax)
<b>10. Name of Bidders whose bids were either rejected as nonresponsive or not meeting qualification criteria, or not evaluated.</b>	Nil			
<b>11. Criteria for Bid Evaluation</b>	LEAST COST AMONGST THE RESPONSIVE BIDDERS			



12.Details of Quotation(s) Evaluation	AS TABULATED BELOW
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Description of Deliverable Services Component / Scope of work / duration	Firms Evaluated Prices			
	M/s 99 Mega Pixel Productions, Hyderabad. (All Prices in PKR)	M/s The Image Production, Hyderabad. (All Prices in PKR)	M/s Twilight Productions, Islamabad (All Prices in PKR)	M/s AIMS Solution, Hyderabad (All Prices in PKR)
Providing the services of Digital Marketing, Cable Network & FM Radio Regarding the Publicity/ Awareness of SIAPEP Components for the period of March 2021 to November 2021.	12,090,965/= (Inclusive of Income Tax)	16,782,000/= (Inclusive of Income Tax)	15,407,000/= (Inclusive of Income Tax)	13,976,000/= (Inclusive of Income Tax)
Ranking	1 <sup>st</sup>	4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>

Contract Duration	Nine 09 Months (March 2021 to November 2021)
Summary of Scope of Works	<ol style="list-style-type: none"> <li>Digital Marketing Deliverables in which 16 different Graphics designing for a month posting, with rich content writing for Facebook &amp; Instagram. 16 videos per month (Duration 1 to 2 min) for Farmers through YouTube &amp; Facebook platform. Celebrity messages (2 Messages) per month with rich content writing.</li> <li>Videos/Commercials Deliverables in which Nine (09) video commercials of 10 – 30 seconds in Urdu &amp; Sindhi regarding SIAPEP components &amp; project benefits and 25 Lacs Commercials per months will reaches on Facebook &amp; YouTube.</li> <li>Cable Network Promotion Deliverables in which Publicity Tickers will run two (02) times in an hour of (30 second durations) on cable network channels across the cities and towns of all over Sindh.</li> <li>Videos/Documentaries Deliverables in which Two (02) video/ Documentaries of 3 – 5 minutes in Urdu/Sindhi /English regarding SIAPEP components and its activities.</li> <li>FM Channels Promotion Deliverables in which Publicity and promotional material run on FM Radio Channels network in across the all over Sindh cities and towns.</li> </ol>





6. SIAPEP Website Maintenance and Upgradation in which content updating on daily basis, Website design modification to improve UI/UX. Provide supporting graphics, Website security maintenance. Website technical maintenance periodic updating.

**Lowest Evaluated Firm:**

<b><u>Recommendations for Award</u></b>	<b>M/s 99 Mega Pixel Productions</b> Bungalow # 173/A, Block C, Unit No 06, Latifabad, Hyderabad 0300-9229849
Total Value of the contract (Inclusive of Income Tax Only)	<b>12,090,965/=</b> (Twelve Million Ninety Thousand Nine Hundred Sixty-Five only)

Signature: .....

**PROJECT DIRECTOR**  
Kandam Irrigated Agriculture Productivity  
Enhancement Project (SIAPEP)  
Hyderabad