

## Procurement of Consultancy Services for the Development and Implement of Awareness Campaign and Community Awareness Activities of the PDMA Balochistan

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| 1. | Name of Procurement Agency | PDMA Balochistan through BDMP Project  |
| 2. | Method of Procurement      | Consultant Qualification Based Selection   |
| 3. | Title of Procurement       | <b>Development and Implement of Awareness Campaign and Community Awareness Activities.</b> |
| 4. | Time period                | Twelve months (12).  |
| 5. | Procurement Method         | Selection Based on Consultants Qualifications  |

### 2.0 PARTICIPATION BY FIRMS

The Expression of Interest documents from prospective consultants were sought through advertisement in Daily Jang, DAWN and Mashriq on 12<sup>th</sup>, June 2013. In response the following 03 firms submitted their pre-qualification documents.

S.No	Name of Lead Firm	Other Consortium/ Joint Venture Members
1	M/S CDSB	N.W Enterprises and Dotani Group
2	M/S HBS Communication	---
3	Cameos Consultant	Youth Organization

### 4.0 EVALUATION

The responsiveness of the consultants was checked with reference to the different eligibility requirements as per pre qualification documents. Additional information and/or clarification were sought from the contractors to facilitate the evaluation process.

The following table gives the results of the evaluation.

S. No	Name of Applicant	Score
1	HBS COMMUNICATION	82
2	CDSB ENTERPRISES, NW, & DOTANI Group	52
3	CAMEOS CONSULTANT	38.6

### 5.0 RECOMMENDATIONS

As a result of detailed evaluation top ranked Consultant M/S HBS Communication should be call for Technical and Financial Proposal.

#### STRENGTHS AND WEAKNESSES OF THE PROPOSAL

Strengths: The following strengthen has found in the Expression of interest and Technical Financial Proposal.

- (a) The Terms of reference has been addressed properly.
- (b) Having Good Past experience

Weaknesses: The following weakness has found in the Expression of interest and Technical Financial Proposal.

- a) Over Budgeting.
- b) Management Staff and Management Cost Proposed on higher side.

- c) Over costing of the Designer and Translator.
- d) Workshop costs are proposed on higher site.

### **Detail of Negotiations**

The Consultants agreed to reduce the professional fee for the Development & implement of Awareness Campaign and community Awareness Activities fee Rs. 16,292,390/- with taxes.

- Cost include the cost of Leaflets/Brochures (Size 6"x12") (135 gram paper) 10000 Qty and Poster (Size 17"x22") (135 gram paper) 10000 Qty.
- Cost of media buying and production of TVC's, Radio, Print and other communication Will be given later based on exact dates of release and time.
- The Following proposed deliverables has been changed with following comparison.
- Inception Report from week 12 to end of 08<sup>th</sup> week.
- Work Plan from week 12 to end of 08<sup>th</sup> week.