



OFFICE OF THE EXECUTIVE ENGINEER  
HALKANI TOWN DIVISION, LYARI DEVELOPMENT AUTHORITY  
4<sup>TH</sup> FLOOR, CIVIC CENTER, GULSHAN-E-IQBAK, KARACHI.  
PHONE NO. 021-99230985

No. EE/APIIP/CSC/LDA/2014/141

Dated: 11.07.2014

**NOTIFICATION**

**CONSTITUTION OF CONSULTANT SELECTION COMMITTEE FOR AFFORDABLE PUBLIC HOUSING SCHEME AT HAWKS BAY, SCHEME-42, LDA.**

The Consultant Selection Committee (CSC) has been constituted in accordance with Rule-67 & 71 of Sindh Public Procurement Rules-2010 for the purpose of the subject scheme comprising of the following members :

- |   |            |
|---|------------|
| i. Mr. Tasneem Ahmad, Director, Land Management, LDA (BS-19)        | Chairmen   |
| ii. Mr. Muhammad Qaiser, Executive Engr.,<br>KDA-Wing (BS-18)       | Member     |
| iii. Mr. Ali Abbas, Deputy Director (F&A), LDA (BS-18).             | Member     |
| iv. Syed Zahid Hussain, Exe. Engr., Building, KDA-Wing, KMC (BS-18) | Member     |
| v. Syed Nafees Agha, Exe. Engr., Halkani Div., LDA (BS-18)          | Member     |
|   | /Secretary |

The Consultants Selection Committee shall perform the following functions:

- (1) Approval of Request for Proposal before issuance;
- (2) Shortlisting of consultants, responding to the Request for Expression of Interest, where applicable, in accordance with the criteria mentioned in Request for Expression of Interest;
- (3) Evaluation of technical and financial proposals, according to the selection method and evaluation criteria, mentioned in the Request for Proposal;
- (4) Finalization of recommendation based on evaluation as mentioned at sub-rule (3) above.

The 1<sup>st</sup> meeting of the CSC will be held in the Office of Director (Land Management), LDA, Mashriq Centre, Sir Shah Suleman Road, Karachi on 14-07-2014 at 11 am sharp.

This issue with the approval of the competent authority.

  
Executive Engineer  
Halkani Town Division, LDA

Cc to the following with the request to make it convenient to attend meeting on the date & time to:

1. The Director (F&A), LDA.
2. The Chief Engineer, LDA.
3. All Members of the CSC.
4. The PS to Director General, LDA.

**SUBJECT: MINUTES OF THE 2<sup>ND</sup> MEETING OF THE CONSULTANT SELECTION COMMITTEE FOR EVALUATION OF EOI OF AFFORDABLE PUBLIC HOUSING SCHEME AT HAWKS BAY, SCHEME-42-**

Date : 29<sup>th</sup> August, 2014  
Venue : Office of Director (I.M), LDA  
Participants :

- |  |             |
|--|-------------|
| 1. Mr. Tasneem Ahmad, Director, Land Management, LDA       | Chairmen    |
| 2. Mr. Muhammad Qaiser, Superintending Engr.,<br>KDA-Wing  | Member      |
| 3. Mr. Ali Abbas, Deputy Director (F&A), LDA (BS-18).      | Member      |
| 4. Syed Zahid Hussain, Exc. Engr., Building, KDA-Wing, KMC | Member      |
| 5. Syed Nafees Agha, Exc. Engr, Halkani Town Division, LDA | Member/Sec. |

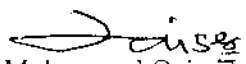
The meeting was started with the recitation of HOLY QURAN. The following were the deliberations and recommendations of the meeting:-

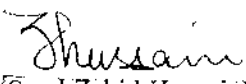
1. Submitted EOI for shortlisting of Firms/Consortium/JV (Marketing Consultants) opened on 18<sup>th</sup> August 2014 by the Consultant Selection Committee (CSC) were evaluated against eligibility and evaluation criteria contained in the EOI-Documents for the purpose:-


- M/s Frontline Communications
- M/s Real Marketing
- M/s Star + G-Marketing + Manhill Advertising & Marketing.
- M/s Xnine Communication (Pvt) Ltd-Value Added Mkt Services (Pvt) Ltd-Jiya Enterprise
- M/s Haider Ali & Co + Hayler Communications + Oktuspus360Media.

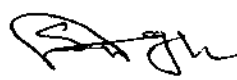
2. M/s Frontline Communications failed to meet the eligibility criteria of having 15-years of experience of marketing of 50 - Nos. housing schemes/projects since they are not a advertising firm on marketing, as required vide para-4 (i) at Page-2 of 8 of EOI-Documents, while M/s Real Marketing EOI was rejected since they failed to submit EOI within scheduled deadline time on the date. Accordingly, their EOI was treated under automatic rejection in pursuance to para-11 at Page-3 of 8 of EOI-Documents. The Firms/Consortiums at Firms/Consortiums at S.No. 1 (iii to v) above therefore recommended for shortlisting.

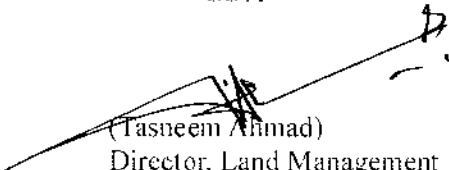
The meeting ended with a vote of thanks from and to the chair.

  
(Muhammad Qaiser)  
Superintending Engr.  
KDA Wing, KMC

  
(Syed Zahid Hussain)  
Exc. Engr, Buildings  
KDA Wing, KMC

  
(Ali Abbas)  
Dy Director (F&A)  
LDA

  
(Syed Nafees Agha)  
Exc. Engr, Hawksbay Division  
LDA

  
(Tasneem Ahmad)  
Director, Land Management  
LDA


Copy to:


- All Participants
- PS to the Director General, LDA


**EVALUATION REPORT OF EOI FOR SHORTLISTING OF CONSULTANTS FOR LAUNCHING, ADVERTISING, MARKETING, C  
BLOCKS OF HAV**

S.NO	DESCRIPTION	FRONTLINE COMMUNICATIONS	REAL MARKETING	
	Firm/Consortium/JV	Firm	Firm	
<b>Basic Eligibility Criteria for shortlisting as per Page-2 of 8 of EOI</b>				<b>Star-VIP Marke</b>
<b>Para-4</b>	<b>Well reputed Firms/Consortium/JV</b>			
<b>i</b>	having minimum 15-years experience in Marketing and have successfully launched atleast 50 housing schemes/projects.	Firm Registration Certificate issued by the Registrar of Firms, Karachi Registration No 99/0531, dated 06-07-1999 & "Deed of Partnership", dated 01-07-1999 confirms the firm bussiness as "ADVERTISING AGENCY OR OTHER RELATED SERVICES" & "ADVERTISING AGENCY" respectively.No list of 50 marketed housing schemes/projects over 15-years is attached.		Firm ventured in the fie marketing some 16-year the name of VIP Mkt., while Star Mkt. stand incorporated with SECI 25-11-2005. The bussie marketing housing sche covered vide S. No. 5, III of the Memorandum Association (MOA). Li marketed and advertise schemes /projects is att
<b>ii</b>	having minimum 05-years of experience in Advertising of real estate housing projects/schemes of public and private sectors.	List of advertised 35-Nos. & 25-Nos. real estate housing projects/schemes over past 20-years & 05-years mentioned projects of 2006 to 2014 & 2011 to 2014 respectively, whereby, the firm has an experienece of 09-years only, however, their brocher shows more than 150-Nos. of real estate projects/schemes on their credit.	EOI-documents submitted late at 12.02 pm, which was contested by M/s Haider Ali & Co, however, M/s Frontline Communications favoured to consider the submission. Firm rep. also stated during EOI opening proceeding that they have also not enclosed original EOI with the submission.	List of 51 marketed and housing schemes /proje attached.
<b>iii</b>	registered with All Pakistan Newspaper Society (APNS). The interested Firms /Consortium/JV shall provide certificate of registrations/fresh letter conforming valid registration from PBA along with EOI. Failur to produce such certificate/letter will make EOI of shortlisting liable under automatic rejection.	APNS has confirm that it is a "Advertising Agency" as per APNS letter No. APNS/2014 /5678, dated 06-08-2014 attached.		No document of APNS registration attached
<b>iv</b>	registered with Pakistan Broadcasting Association (PBA). The interested Firms/Consortium/JV shall provide certificate of registrations/fresh letter conforming valid registration from PBA along with EOI. Failur to produce such certificate/letter will make EOI of shortlisting liable under automatic rejection.	PBA accredited the firm vide letter dated 12-08-2014 attached.		No document of accredit PBA attached.

ii	having minimum 05-years of experience in Advertising of real estate housing projects/schemes of public and private sectors.	List of advertised 35-Nos. & 25-Nos. real estate housing projects/schemes over past 20-years & 05-years mentioned projects of 2006 to 2014 & 2011 to 2014 respectively, whereby, the firm has an experience of 09-years only, however, their brocher shows more than 150-Nos. of real estate projects/schemes on their credit.	EOI-documents submitted late at 12.02 pm, which was contested by M/s Haider Ali & Co, however, M/s Frontline Communications favoured to consider the submission. Firm rep. also stated during EOI opening proceeding that they have also not enclosed original EOI with the submission.	List of 51 marketed and advertised housing schemes /projects attached.
iii	registered with All Pakistan Newspaper Society (APNS). The interested Firms /Consortium/JV shall provide certificate of registrations/fresh letter conforming valid registration from PBA along with EOI. Failure to produce such certificate/letter will make EOI of shortlisting liable under automatic rejection.	APNS has confirm that it is a "Advertising Agency" as per APNS letter No. APNS/2014 /5678, dated 06-08-2014 attached.		No document of APNS registration attached
iv	registered with Pakistan Broadcasting Association (PBA). The interested Firms/Consortium/JV shall provide certificate of registrations/fresh letter conforming valid registration from PBA along with EOI. Failure to produce such certificate/letter will make EOI of shortlisting liable under automatic rejection.	PBA accredited the firm vide letter dated 12-08-2014 attached.		No document of accreditation PBA attached.
	Remarks	Do not have 15-years experience of marketing of 50 -Nos. housing schemes/projects, as required vide para-4 (i) above and at Page-2 of 8 of EOI-Documents.	Failed to make submission within scheduled deadline time on the date. The submission is subjected to automatic rejection under Para-11 at Page-3 of 8 of EOI-Documents.	
	Whether meets Basic Eligibility Criteria and recommended for evaluation as per "Evaluation Criteria for shortlisting" at Page-8 of 8 of EOI-Documents?	No	No	

1.  Mr. Tasneem Ahmed (BPS-19)  
Chairman, CSC/  
Dir. (LM), LDA

2.  Mr. Muhammad Qaiser (BPS-19), Member, CSC/  
Superintending Engr., Gulistan-e-Jauhar, Scheme-36, KDA-Wing,  
KMC

3.  Mr. Ali Abbas (BPS-18)  
Dy. Director (F&A)

**RECOVERY & RECORD KEEPING ETC OF AFFORDABLE PUBLIC HOUSING SCHEME COMPRISING OF HOUSING UNITS ON 120 & 200 SQ Y SCHEME NO. 42, KARACHI PREPARED BASED ON THE DOCUMENTS SUBMITTED ALONG WITH EOI-DOCUMENTS**

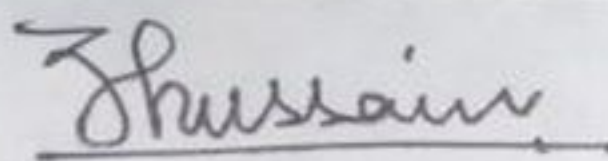
STAR MARKETING		XNINE COMMUNICATIONS (PVT) LTD		
Joint Venture (JV)		Consortium		
G-Marketing	Manhill Advertising & Mkt	Xnine Communication	Value Added Mkt Services (Pvt) Ltd (VAMS)	Jiya Enterprise
Firm has started bussiness in 2013-14. No NTN attached.	Firm is a "Company" as per NTN-2866068-4, dated 20-03-2007 and stand incorporated with SECP on 20-11-2006. List of marketed housing schemes /projects not attached.	FBR "Tax Registration Certificate" attached to the firm "Profile of Five Years of Advertising Excellence" shows NTN as 3599976-4, dated 26-06-2010 with Principal Activity as "ADVERTISING". No list of marketed housing schemes /projects attached.	Firm is a "Company" as per NTN-2548439, dated 30-11-2005 attached, who stand incorporated with SECP on 23-11-2005. MOA is not attached. List of 50-Nos. marketed housing schemes/projects attached.	Engineering firm Licensed as Constructor/Operator with Pakistan Engineering Council . Firm profile shows 48-Nos. marketed projects attached.
List of advertsed 11 real estate housing schemes /projects attached.	List of 20-advertised real estate housing projects/ schemes of private sector attached.	No list of advertised real estate housing projects /schemes attached. Have experience of advertising of financial & general products only as per documents attached.	List of 38-advertised real estate housing projects/ schemes of private sector attached.	No list of advertised real estate housing projects/ schemes attached.
No document of APNS registration attached	APNS confirms firm as a "ADVERTISING AGENCY" as per letter No. APNS /2014 /5867, dated 11-08-2014 attached.	APNS confirms firm as a "ADVERTISING AGENCY" as per letter No. APNS /2014/5697, dated 08-08-2014 attached.	No document of APNS registration attached	No document of APNS registration attached.
No document of accreditation of PBA attached.	PBA accredit the firm vide letter dated 12-08-2014 attached.	PBA accredited the firm vide letter dated 12-08-2014 attached.	No document of accreditation of PBA attached.	No document of accreditation of PBA.

Meet Basic Eligibility Criteria

Jointly meet Basic Eligibility Criteria

st of advertsed 11 real estate housing schemes projects attached.	List of 20-advertised real estate housing projects/ schemes of private sector attached.	No list of advertised real estate housing projects /schemes attached. Have experience of advertising of financial & general products only as per documents attached.	List of 38-advertised real estate housing projects/ schemes of private sector attached.	No list of advertised real estate housing projects/ schemes attached.	No I projc
document of APNS registration attached	APNS confirms firm as a "ADVERTISING AGENCY" as per letter No. APNS /2014 /5867, dated 11-08-2014 attached.	APNS confirms firm as a "ADVERTISING AGENCY" as per letter No. APNS /2014/5697, dated 08-08-2014 attached.	No document of APNS registration attached	No document of APNS registration attached.	No d attach
document of accreditation of PBA attached.	PBA accredit the firm vide letter dated 12-08-2014 attached.	PBA accredited the firm vide letter dated 12-08-2014 attached.	No document of accreditation of PBA attached.	No document of accreditation of PBA.	No do attache
<i>meet Basic Eligibility Criteria</i>		<i>Jointly meet Basic Eligibility Criteria</i>			
Yes	Yes				

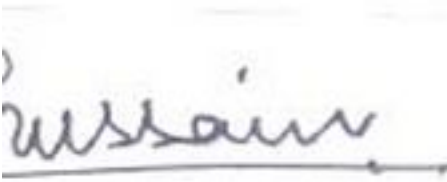
r, CSC/

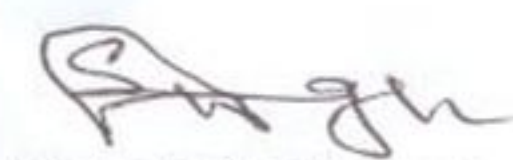
  
 4. Syed Zahid Hussain (BPS-18), Member, CSC/  
 Ex. Engineer (Buildings), KMC

**EMPOWERING OF HOUSING UNITS ON 120 & 200 SQYDS PLOTS (SINGLE & DOUBLE STORIED ETC) TO BE CONSTRUCTED IN EARMARKED AREAS ALONG WITH EOI-DOCUMENTS**

MUNICIPALITY (PVT) LTD		Haider Ali & Co		
Consortium		Joint Venture		
Advertised Mkt Services (Pvt) Ltd (VAMS)	Jiya Enterprise	Haider Ali & Co	Hyderali Coomunications	Oktopus360Media (Pvt)
Company" as per NTN-0287046, dated 30-11-2005 attached, incorporated with SECP on 01-12-2006. MOA is not attached. 48-Nos. marketed housing projects attached.	Engineering firm Licensed as Constructor/Operator with Pakistan Engineering Council . Firm profile shows 48-Nos. marketed projects attached.	FBR "Tax Registration Certificate" shows registration as "Individual" & NTN-0287046 , dated 25-10-1995. List of 127-Nos. & 30-Nos. (more than Rs. 1 billion) marketed housing projects carried during 1974 to 2014 (40-years approx.) attached.	Firm is "Aassociation of Persons" (AOP) as per NTN-2805744-9 , dated 01-12-2006. Not marketed housing schemes/ projects.	Firm Principal Activity is "ADVERTISING" as per NTN-1284695-3, dated 08-08-2001 attached.
Advertised real estate projects/ schemes of private housing attached.	No list of advertised real estate housing projects/ schemes attached.	No list of advertised real estate housing projects/ schemes attached.	List of 20 advertised real estate projects/schemes attached .	No list of advertised housing schemes /projects attached.
Document of APNS registration	No document of APNS registration attached.	No document of APNS registration attached.	APNS has confirm that it is a "ADVERTISING AGENCY" as per letter No. APNS/2014 /5677, dated 06-8-2014 attached	APNS has confirm that it is a "ADVERTISING AGENCY" as per letter No. APNS/2014 /5677, dated 08-08-2014 attached.
Document of accreditation of PBA	No document of accreditation of PBA.	No document of accreditation of PBA attached.	No document of accreditation of PBA attached.	PBA accredited the firm vide letter dated 15-08-2014 attached
<b>Meet Basic Eligibility Criteria</b>		<b>JV jointly meet the Basic Eligibility Criteria</b>		

rtised real estate s/ schemes of private	No list of advertised real estate housing projects/ schemes attached.	No list of advertised real estate housing projects/ schemes attached.	List of 20 advertised real estate projects/schemes attached .	No list of advertised housing schemes /projects attached.
APNS registration	No document of APNS registration attached.	No document of APNS registration attached.	APNS has confirm that it is a "ADVERTISING AGENCY" as per letter No. APNS/2014 /5677, dated 06-8-2014 attached	APNS has confirm that it is a "ADVERTISING AGENCY" as per letter No. APNS/2014 /5697, dated 08-08-2014 attached.
accreditation of PBA	No document of accreditation of PBA.	No document of accreditation of PBA attached.	No document of accreditation of PBA attached.	PBA accredited the firm vide letter dated 15-08-2014 attached
<b>Eligibility Criteria</b>	<b><i>JV jointly meet the Basic Eligibility Criteria</i></b>			
<b>es</b>	<b>Yes</b>			

  
 Hussain (BPS-18), Member, CSC/  
 r (Buildings), KMC


  
 5. Syed Nafees Agha (BPS-18), Member/Secretary, CSC  
 Ex. Engineer, Hawksbay Div., LDA





**EVALUATION STATEMENT OF EOI FOR SHORTLISTING OF CONSULTANTS FOR LAUNCHING OF AFFORDABLE PUBLIC HOUSING SCHEME COMPRISING OF HOUSING UNITS ON 120 & 200 IN EARMARKED BLOCKS OF HAWKS BAY SCHEME-42, KARACHI PREPARED BASED ON THE I**

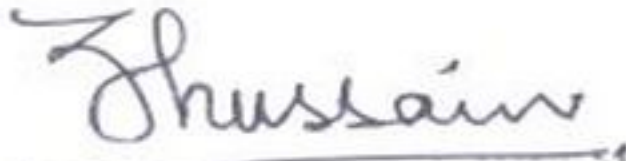
S.NO	Description	Points
<b>B</b>	<b>Detailed Evaluation as per "Evaluation Criteria" at Page-8 of 8 of EOI</b>	
<b>I</b>	<b>SIMILAR NATURE OF SERVICES RENDERED IN LAST 15-YEARS-</b> No. of Public/Private Sector Project(s)/Scheme(s) (Marketing) having value of Rs. 1 Billion and above (03-points /project or scheme)	<b>60</b>
<b>II</b>	<b>SIMILAR NATURE OF SERVICES RENDERED IN LAST 05-YEARS-</b> No. of Public/Private Sector Project(s) /Scheme(s) (Advertising) having value of Rs. 1 Billion and above (03-points /project or scheme)	<b>30</b>
<b>III</b>	<b>PROFESSIONAL STAFFING HAVING RELEVANT EXPERIENCE-</b> List professional and other staff qualification wise in employment with the Firms /Consortium/JV. The criteria for assigning points shall be for holder of following degrees and certificates. Maximum twice the assigned points will be given in case of more than two professionals and/or staff holding same qualification and experience.	<b>80</b>
i	Master Degree	20
ii	Bachelor Degree	20
iii	Computer Operator	16
iv	Intermediate	10
v	Metric	4
vi	Ancillary Staffing	10
<b>IV</b>	<b>INHOUSE FACILITIES</b>	<b>60</b>
i	Creative & Designing work of project(s)/housing scheme(s)	20
ii	BTL (below the line) facility for advertising	20
iii	Audio Visual Production & Editing	20
<b>V</b>	<b>FINANCIAL CAPABILITY</b>	<b>30</b>
	Average Annual Turnover of last 05-years	
1	Rs.100 Million and above	10
i	Below Rs.99.999 Million	5
2	NTN Certificate	0
3	Audited Account for last 05-years	5
4	Banker Certificate (financial soundness & credit worthiness)	10
<b>VI</b>	<b>TOTAL POINTS (I+II+III+IV+V)</b>	<b>260</b>

<b>III</b>	<b>PROFESSIONAL STAFFING HAVING RELEVANT EXPERIENCE-</b> List professional and other staff qualification wise in employment with the Firms /Consortium/JV. The criteria for assigning points shall be for holder of following degrees and certificates. Maximum twice the assigned points will be given in case of more than two professionals and/or staff holding same qualification and experience.	<b>80</b>
i	Master Degree	20
ii	Bachelor Degree	20
iii	Computer Operator	16
iv	Intermediate	10
v	Metric	4
vi	Ancillary Staffing	10
<b>IV</b>	<b>INHOUSE FACILITIES</b>	<b>60</b>
i	Creative & Designing work of project(s)/housing scheme(s)	20
ii	BTL (below the line) facility for advertising	20
iii	Audio Visual Production & Editing	20
<b>V</b>	<b>FINANCIAL CAPABILITY</b>	<b>30</b>
	Average Annual Turnover of last 05-years	
1	Rs.100 Million and above	10
i	Below Rs.99.999 Million	5
2	NTN Certificate	0
3	Audited Account for last 05-years	5
4	Banker Certificate (financial soundness & credit worthiness)	10
<b>VI</b>	<b>TOTAL POINTS (I+II+III+IV+V)</b>	<b>260</b>
	Qualifying criteria for short listing will be 75% of 260-points	<b>195</b>
	Remarks : Whether Qualified?	

  
**Mr. Tasneem Ahmed (BPS-19)**  
 Chairman, CSC/Dir. (LM), LDA

  
**2. Mr. Muhammad Qaiser (BPS-19)**  
 Member, CSC/ Superintending Engineer  
 Gulistan-e-Jauhar, Scheme-36, KDA-Wing, KMC

  
**3. Mr. Ali**  
 Member  
 Dy. Director

  
**Syed Zahid Hussain (BPS-18)**  
 Member, CSC/Ex. Engr. (Buildings), KDA-Wing, KMC

  
**5. Syed Na**  
 Me

**POINTS FOR LAUNCHING, ADVERTISING, MARKETING, COST RECOVERY & RECORD KEEPING ETC UNITS ON 120 & 200 SQYD PLOTS (SINGLE & DOUBLE STORIED ETC) TO BE CONSTRUCTED BASED ON THE DOCUMENTS SUBMITTED ALONG WITH EOI-DOCUMENTS**

	Points	Star-VIP Mkt - G- Mkt- Manhill Adv. & Mkt	Xnine Communication - Value Added Mkt Services (Pvt) Ltd (VAMS) - Jiya Enterprise	Hayder Ali & Co - Hayher Ali Communications - Oktopus360Media (Pvt) Ltd
		JV	JV	JV
Public/Private Units /project or	<b>60</b>	<b>60</b>	<b>54</b>	<b>60</b>
Public/Private Units /project or	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>
Professional and experience for assigning points will	<b>80</b>	<b>69</b>	<b>65</b>	<b>70</b>
	20	20	20	20
	20	20	20	20
	16	6	8	8
	10	5	5	10
	4	4	4	4
	10	8	8	8
	<b>60</b>	<b>44</b>	<b>46</b>	<b>39</b>
	20	18	16	15
	20	14	12	10
	20	12	18	14
	<b>30</b>	<b>17</b>	<b>27</b>	<b>15</b>
	10	0	10	0
	5	5	5	5
	0	0	0	0
	5	5	5	3
	10	7	7	7

professional and  
a for assigning  
ned points will  
l experience.

80	69	65	70
20	20	20	20
20	20	20	20
16	6	8	8
10	5	5	10
4	4	4	4
10	8	8	8
<b>60</b>	<b>44</b>	<b>46</b>	<b>39</b>
20	18	16	15
20	14	12	10
20	12	18	14
<b>30</b>	<b>17</b>	<b>27</b>	<b>15</b>
10	0	10	0
5	5	5	5
0	0	0	0
5	5	5	3
10	7	7	7
<b>260</b>	<b>220</b>	<b>222</b>	<b>214</b>
<b>195</b>	<b>195</b>	<b>195</b>	<b>195</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>



3. Mr. Ali Abbas (BPS-18)  
Member, CSC/  
Dy. Director (F&A), LDA



5. Syed Nafees Agha (BPS-18)  
Member, CSC/Ex. Engr., Hawksbay Div., LDA