MINUTES OF MEETING OF PROCUREMENT COMMITTEE			
Date of Meeting:	03.11.2025	**Time:**	03:30 PM
Location:	11-A, Upper Mall Mian Meer Road, Lahore.		

Participants

1. Program Director, CMU-PCAP.
2. Program Manager, CMU,PCAP
3. Procurement & Contract Management Specialist, CMU,PCAP.

Background

The procurement committee meeting was convened by the Program Director, CMU-PCAP at 11-A, Upper Mall, Mian Meer Road, Lahore to discuss the following agenda item:

- **Opening and evaluation of received Quotations for hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)**

S/N | **Discussion & Decisions**

01

The Procurement Committee (PC) was briefed that RFQ document was issued to the potential firms on 31.10.2025 and uploaded on the website of PCAP with the closing date of submission of quotation on or before 03.11.2025 at 03:00 PM. In response to RFQ document the following firms participated till closing date and time for **hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)**

i. M/s. Quarks Pvt Ltd.
ii. M/s. Royal Paramount Pvt Ltd.
iii. M/s. Volocity Marketing & Communication Pvt Ltd.

All above mentioned, firms submitted their quotations which were publically, opened and readout the quoted prices by the Procurement Committee in the presence of the representatives of the firms who attended. The detail of quoted prices by the firms are given as under;

Sr. No.	Name of Firm	Quoted Price in PKR (Inclusive Taxes)
1	M/s. Quarks Pvt Ltd.	24,000,000
2	M/s. Volocity Marketing & Communication Pvt Ltd	26,500,000
3	M/s. Royal Paramount Pvt Ltd.	28,500,000

Afterward, the Procurement Committee evaluated the quotations as per eligibility criteria defined in the RFQ document. The detailed Evaluation Report is placed at (**Annex-A)** as per detail given below:

The Procurement Committee evaluated the quotations as per evaluation criteria mentioned in the RFQ document, based on the detailed evaluation, it was concluded that **M/s. Quark Pvt Ltd** has submitted the

S/N	Discussion & Decisions
	lowest evaluated price of PKR. 24,000,000/- (inclusive of all applicable taxes) for **hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference).** Accordingly, the procurement committee recommended the award of contract for procurement of the said services under Coordination & Monitoring Unit, Punjab Clean Air Program (PCAP) after completing all formalities required in the RFQ document. **Decision & Recommendations for Award of Contract.** *The Procurement Committee evaluated and cleared the Quotation Evaluation with* **M/s. Quark Pvt Ltd** *for* **hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)** at a total cost **PKR. 24,000,000** (inclusive of all applicable taxes) *and recommended issuance of Notification of Awards and subsequently signing of the Contract.*

Procurement & Contract Management Specialist
CMU-PCAP

Program Manager
CMU-PCAP

Program Director
CMU-PCAP

Coordination & Monitoring Unit (CMU)
Punjab Clean Air Program
Government of the Punjab

Quotation Evaluation Report

Hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)

Reference number: PK-PCAP CMU-529590-NC-RFQ

Coordination & Monitoring Unit (CMU)
Punjab Clean Air Program (PCAP)

November 03, 2025

1. BACKGROUND

Government of the Punjab has received Credit No. 7735-PK from the International Development Association (IDA) towards the cost of the Punjab Clean Air Program. PCAP is a flagship initiative by the Government of Punjab, supported by the World Bank. It aims to reduce ambient air pollution - especially PM 2.5 - by addressing emission sources in the transport, agriculture, and industrial sectors. PCAP also includes behavioral change programs, capacity building, and regulatory reforms aligned with national climate and environmental strategies

The Coordination & Monitoring Unit, Punjab Clean Air Program (PCAP) invited quotations for the **hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)**

. The procurement was processed through Request for Quotations (RFQs) method in accordance with World Bank Procurement Regulations at a total estimated cost PKR. 24.00 Million (inclusive taxes) USD=85,000.

2. INVITATION FOR QUOTATIONS

The Request for Quotations (RFQs) was issued to three (03) potential firms and uploaded on the website of PCAP on 31.10.2025 with the closing date of 03.11.2025 at 03:00 PM.

3. SUBMISSION OF QUOTATIONS

The date and time for submission of quotations was fixed for **03.11.2025** at **03:30 P.M**. The quotations from the following three (03) firms were received on the fixed date and time in response to Request for Quotation; (receipt record is attached as **Appendix-1**)

Sr#	Description of Procurement	Name of Participated Firm
1	Hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)	i. M/s. Quarks Pvt Ltd.
		ii. M/s. Velocity Marketing & Communication Pvt Ltd
		iii. M/s. Royal Paramount Pvt Ltd.

4. OPENING OF QUOTATIONS

Sealed quotations of above referred participating firms were opened on **03.11.2025 at 03:30 P.M** by the Procurement Committee in committee room of CMU – PCAP, 11, A, Upper Mall, Mian Meer Road, Lahore, in presence of representatives of the firms who attend. The name of firms and their quoted prices were announced and recorded as per detail given below:

Sr. No.	Name of Firm	Quoted Price in PKR (Inclusive Taxes)
1	M/s. Quarks Pvt Ltd.	24,000,000
2	M/s. Velocity Marketing & Communication Pvt Ltd	26,500,000
3	M/s. Royal Paramount Pvt Ltd.	28,500,000

5. QUOTATION EVALUATION CRITERIA

The procurement committee evaluated the quotations based on following parameters as mentioned in the RFQ documents.

1) Firm must have at least three (03) years of experience of supply of similar services. Firm must provide copies of at least three (03) valid purchase orders/contract agreements against the supply of similar services in the last three (03) years to establish the required experience.

2) Firm must be registered with FBR for Income Tax and Sales Tax/PRA. Copy of valid NTN & GST/PRA certificate and Active Tax Payer Status of both Income Tax and Sales Tax.
3) Firm must have not been blacklisted by PPRA.

6. QUALIFICATION OF THE FIRMS.

The qualification of the firms was check as per evaluation criteria defined in the RFQ document

7. ARITHMETIC CHECK AND CORRECTIONS

The bids were checked arithmetically, and corrections have been applied where required. The details of arithmetic corrected bids have been summarized as the status of the firms is given as below.

Sr. No.	Name of Firm	Arithmetic Corrected Price (Inclusive of taxes) in PKR	Status of firm
1	M/s. Quarks Pvt Ltd.	24,000,000	The firm is selected being lowest evaluated and qualified firm
2	M/s. Velocity Marketing & Communication Pvt Ltd	26,500,000	The firm quoted the price which was comparatively higher and ranked 2nd.
3	M/s. Royal Paramount Pvt Ltd.	28,500,000	The firm quoted the price which was comparatively higher and ranked 3rd.

8. PRICE VALIDITY

The price validity period of 45 days from the date of quotation opening was specified in the RFQ document.

9. COMPLIANCE WITH ELIGIBILITY REQUIREMENTS

The firm's compliance as per qualification criteria mentioned in the RFQ document was checked and found in line with the requirements of eligibility for the assignment.

10. COMPARATIVE STATEMENT

The comparative statement of the firms based on technical specifications and quoted prices is placed at **Appendix-2**.

11. CONCLUSIONS AND RECOMMENDATIONS.

Based on the detailed evaluation, it was concluded that **M/s. Quarks Pvt Ltd** has submitted the lowest evaluated price of PKR. **24,000,000/- (inclusive of all applicable taxes)** for **hiring of Non-Consulting Services for Digital Media Campaign for Cop-30**. Accordingly, the procurement committee recommended for the award of the contract under CMU-Punjab Clean Air Program.

Procurement & Contract Management Specialist
CMU-PCAP

Program Manager
CMU-PCAP

Program Director
CMU-PCAP

APPENDIX-1

Receipt of Quotations - hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)	
Sr. No.	**Name of Firm**
1	M/s. Quarks Pvt Ltd.
2	M/s. Velocity Marketing & Communication Pvt Ltd
3	M/s. Royal Paramount Pvt Ltd.

Procurement & Contract Management Specialist
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APPENDIX-2

Comparative Statement - Hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)

Sr.No.	Name of Firm	Total Price
1	M/s. Quarks Pvt Ltd.	24,000,000
2	M/s. Velocity Marketing & Communication Pvt Ltd	26,500,000
3	M/s. Royal Paramount Pvt Ltd.	28,500,000

Note: Based on the detailed evaluation, it is concluded that M/s. Quarks Pvt Ltd.has submitted the lowest evaluated price of PKR. 24,000,000/- (inclusive of all applicable taxes) for **hiring of Non-Consulting Services for Digital Media Campaign for Cop-30 (United Nations Climate Change Conference)**. Accordingly, the procurement committee recommended for the award of the contract to the selected firm.

Procurement & Contract Management Specialist
CMU-PCAP

Program Manager
CMU-PCAP

Program Director
CMU-PCAP