

*HIRING OF MEDIA OUTREACH  
AND WEBSITE MANAGEMENT  
SERVICES FOR OPF*



*Request for Proposal*  
**OVERSEAS PAKISTANIS FOUNDATION**

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# Request for Proposal (RFP) Document

**Title:** Hiring of Media Outreach and Website Management Services for OPF

**Procurement Method:** Single Stage – Two Envelope Procedure

**Contract Type:** Time-Based Contract

**Selection Method:** Quality and Cost-Based Selection (QCBS)

## Section I – Letter of Invitation

**Overseas Pakistanis Foundation (OPF)**

Ministry of Overseas Pakistanis & HRD, Government of Pakistan

**Subject:** Request for Proposals – Hiring of Media Outreach and Website Management Services for OPF

OPF invites proposals from eligible and experienced Agency/media firms registered FBR for comprehensive media and website management services. These include the planning, production, and management of all digital, print, and electronic media content, event coverage, podcasting, ad campaigns, and outreach activities targeting national and international audiences, especially the Pakistani diaspora.

The agency shall be selected under the Quality and Cost-Based Selection (QCBS) method through the Single Stage – Two Envelope Procedure in accordance with the Public Procurement Rules, 2004 and Procurement of Consultancy Services Regulations 2010.

The RFP includes:

- √ Instructions to Bidding Agencies & Data Sheet
- √ Terms of Reference (TORs)
- √ Technical Proposal Forms
- √ Financial Proposal Forms
- √ Draft Contract (Time-Based)
- √ Data Protection & Privacy

**Proposal Submission Deadline:** 30.03.2026

**Submission Address:** OPF Head Office, Islamabad

**Contact for Clarifications:** 051-9048375

Yours sincerely,

**Director (P&MC)/Director (MIS)**

Overseas Pakistanis Foundation

## A. Eligibility of Bidders & Cost of Bidding

### 1. Eligible Bidders

- I. This Invitation for Bids is open to Income Tax / GST registered firms.
- II. Bidders must not be under a declaration of blacklisting by any Government / Semi-government department or the Public Procurement Regulatory Authority (PPRA).

### 2. Cost of Bidding

- I. The Bidder shall bear all costs associated with the preparation and submission of its bid. OPF shall not be responsible for these costs.

## B. RFP Documents

### 1. Content of RFP Documents

- I. The RFP documents include:
  - √ Instructions to Bidders (ITB)
  - √ Schedule of Requirements
  - √ Bid Submission Form
  - √ Price Schedule
  - √ Conditions of Contract
- II. Bidders are expected to review all instructions and forms. Incomplete or non-responsive bids will be rejected.

### 2. Clarification of RFP Documents

- I. Prospective bidders may request clarification from the Director (P&MC)/Director (MIS), OPF Head Office, Islamabad in writing or by email at least three (3) days before bid submission deadline.

### 3. Amendment in RFP Documents

- I. OPF may amend the documents before the submission deadline.
- II. All recipients will be notified of amendments in writing/email.
- III. OPF may extend the bid deadline to accommodate changes.

## C. Preparation and Submission of Bids

### 1. Language of Bid

- I. All bid documents and correspondence shall be in English or Urdu.

### 2. Preparation & Submission of Bids

- I. Submit one sealed package containing separate "Technical" and "Financial" Proposals. The firm name and procurement subject must be clearly marked.

### **3. Required Documents**

- I. *Attach the following documents:*
  - √ *Agency/sole proprietorship/media registration with FBR.*
  - √ *Valid Income Tax/Sales Tax registration certificates*
  - √ *Affidavit of non-blacklisting*
  - √ *Minimum five years of relevant experience*
  - √ *At least three performance certificates or client references*
  - √ *Properly filled Bid Submission and Price Schedule forms*
  - √ *Earnest Money (amount as specified) in the form of Pay Order/Bank Draft in favor of OPF.*
  - √ *Technical Proposal Submission Form – Section VI*
  - √ *Financial Proposal Forms – Section VII*
  - √ *All mandatory forms and documents to be submitted by the bidders*

### **4. Earnest Money**

- I. *To protect OPF against the risk of non-performance*
- II. *2% of quoted amount of one year including taxes in the form of CDR, Demand Draft or Pay Order in favour of Overseas Pakistanis Foundation (OPF), Islamabad valid for 30 days beyond validity.*
- III. *Returned after final award or contract execution*
- IV. *Forfeited in case of bid withdrawal, non-compliance, or failure to execute contract*

### **5. Deadline for Submission**

- I. *Bids must be received by 30.03.2026, 11:00 AM at OPF Head Office, Islamabad. Late bids will be rejected.*

### **6. Modification & Withdrawal of Bids**

- I. *Bids may be modified/withdrawn in writing before the submission deadline. No modifications or withdrawals allowed afterward.*

### **7. Bid Currency**

- I. *All prices must be quoted in Pakistani Rupees (PKR).*

### **8. Validity of Bids**

- I. *Bids must remain valid for 90 days. OPF may request an extension. Bidders may accept or reject such requests.*

## ***D. Opening and Evaluation of Bids***

### **1. Opening of Bids**

- I. *Bids will be opened publicly in presence of bidders or their representatives.*

### **2. Evaluation of Bids**

- I. *Evaluation will be based on completeness and responsiveness.*
- II. *Incomplete bids will be rejected outright.*
- III. *Bids not meeting technical specifications will be disqualified.*
- IV. *Financial Proposals of technically qualified bids will be opened.*
- V. *Arithmetical errors will be corrected. In case of discrepancy between words and figures, words will prevail.*
- VI. *Clarifications may be sought without permitting changes in price or substance.*
- VII. *The most advantageous bid will be selected.*

### 3. Bid Evaluation Report

- I. Bid Evaluation Report shall be published 15 days before award as per PPRA Rule 35.

### 4. Redressal of Grievances

- I. Aggrieved bidders may submit a grievance to the OPF Grievance Committee within 15 days of the evaluation report publication.

## E. Award of Work

### 1. Award Criteria

- I. Contract will be awarded to the most suitable evaluated responsive bidder.

### 2. Right to Vary Quantities

- I. OPF reserves the right to vary service quantities or contract duration without changing unit rates.

### 3. Right to Accept or Reject Bids

- I. OPF may reject all bids or cancel the bidding process without assigning reasons.

### 4. Corrupt or Fraudulent Practices

- I. Bidders must observe high ethical standards:
- II. Corrupt practices include offering inducements to influence officials
- III. Fraudulent practices involve misrepresentation
- IV. Collusive practices include manipulation of pricing

OPF will reject any bid where such practices are identified

## Invitation to Bidder/Consultant

### Section III – Proposal Data Sheet (PDS)

<b>Description</b>
Procuring Agency: Overseas Pakistanis Foundation
Selection Method: QCBS; Procedure: Single Stage – Two Envelope
Proposal Type: Full Technical Proposal (FTP)
Proposal Validity: 90 Days
Clarifications up to 3 calendar days before submission deadline
Technical Proposal Format: FTP

<b>Description</b>
Electronic Submission: Not permitted
One (1) original and two (2) hard copies of Technical Proposal
Evaluation Formula: $S = S_t \times 0.7 + S_f \times 0.3$ (70:30)  $S_f = 100 \times F_m / F$  Where $S_f$ =Financial Score, $F_m$ =Lowest Price & $F$ =Price of Proposal under consideration.
Minimum Technical Passing Score: 60%
Contract Award Info will be published on: <a href="http://www.opf.org.pk/">www.opf.org.pk/</a> <a href="http://www.ppra.gov.pk">/www.ppra.gov.pk</a>
Expected Commencement Date: 04.05.2026

#### Section IV – Terms of Reference (TORs)

**Assignment Title:** Comprehensive Media Outreach and Website Management Consultancy for OPF

##### A. Background

OPF is a government organization under the Ministry of Overseas Pakistanis & HRD. It provides welfare and facilitation services to Overseas Pakistanis and their families in Pakistan. To improve outreach and public awareness on national and international level OPF is seeking a media Agency /firm to manage its full spectrum of media activities.

##### B. Objectives

To enhance OPF's image, visibility, and trust among stakeholders through professional-grade content creation, strategic communication, social and mainstream media engagement, event coverage, and performance analytics regarding all current and future core services of OPF.

##### C. Scope of Work for Media Management

###### 1. Content Creation & Branding

- I. Redesign OPF's visual identity on national and international level in print, electronic and digital platforms.
- II. Design & produce social media posts, brochures, newsletters, flyers, banners, standees, video content back drops, vibrant media campaigns.
- III. Prepare press releases, media kits, stakeholder speeches, event reporting.
- IV. Create ideas for social/digital media.
- V. Any other media related assignments.

## **2. Digital & Social Media Management**

- I. Manage OPF accounts on Facebook, X, Instagram, LinkedIn, YouTube, WhatsApp channel.*
- II. Run campaigns and retargeting across Meta, YouTube, LinkedIn for organic outreach.*
- III. Focused outreach to overseas Pakistanis heavy regions.*
- IV. Develop and execute strategies leading to monetization within 6 months.*
- V. Moderate and respond to queries in real time on social media/digital forums.*
- VI. Create ideas for events, social media and magazine/newsletter and advertising strategies forums.*

## **3. Podcast & Video Production**

- I. Setup, record, and edit monthly podcasts featuring notable Overseas Pakistanis.*
- II. Produce high-quality videos per month (reels, explainers, success stories).*
- III. Record testimonial and event videos.*

## **4. Traditional Media Outreach**

- I. Arrange interviews/media talks of OPF leadership on print and electronic media including podcasts.*
- II. Coordinate with newspapers, digital magazines, and TV networks for coverage.*
- III. Publish advertorials and service notices in leading Urdu/English dailies on regular basis.*

## **5. Event Coverage**

- I. Photography, videography, and live nationwide coverage of events/ indoor, outdoor.*
- II. Prepare post-event reports and media highlights.*
- III. Deploy and ensure 24/7 availability of at least 1 x Cameraman and 1 x Reporter/Content writer at OPF to cover nationwide events/services of OPF.*
- IV. Support coordination with news channels/Newspaper.*
- V. Experience on X (Twitter) handler expert in community engagement.*

## **6. Monitoring & Reporting**

- I. Weekly content calendars & campaign plans.*
- II. Monthly analytics report with actionable recommendations.*
- III. Track performance KPIs on engagement, reach, and ROI.*

## **7. Innovation & Tech Integration**

- I. Use AI tools for smart posting, comment management, and performance insights.*
- II. Suggest creative formats and trends to enhance outreach.*
- III. Professional Team who work or create ideas.*

## **8. Data Protection & privacy**

- i. Data Security Measures*
- ii. Data Handling Practices*
- iii. Confidentiality & Non-Disclosure*
- iv. Data Subject rights*
- v. Responsibilities of Data Processors*
- vi. International Data Transfer*
- vii. Data Return or Deletion upon termination of agreement*
- viii. Other Considerations*

## D. Scope of Work for Website Management

### 1. Website Development, Optimization and OPF membership drive

- I. Revamping of OPF websites & portals especially OPF Membership portal to align with modern design trends, state of art and according to user needs.
- II. Integrate a responsive and AI-enabled chatbot to address OPs' queries.
- III. Curate and regularly update Frequently Asked Questions (FAQs) related to OPF services and scoring/ranking.
- IV. Ensure search engine optimization (SEO) for better discoverability of OPF services.
- V. Strengthen website security and user data protection measures.
- VI. Introduce a unified single sign-on feature to allow Overseas Pakistanis to access all OPF digital services seamlessly.
- VII. Strategically design, develop a secure, scalable, and user-friendly **Membership Portal** utilizing modern technologies and tools. The portal will serve as a central hub for user registration, subscription management, content access, and member communication. It must also support **integration with One Link** for streamlined access and unified user experience. Membership portal with card printing and run OPF membership drives targeting both OPs and their dependents
- VIII. Development and maintenance of CRM system
- IX. 24/7 support required for websites and portals regarding their upgradations / updation of CMS.
- X. Two software developers to work 24/7 on sight office at OPF Head Office or at the company premises.

## E. Execution Deliverables (Monthly)

Area	Minimum Monthly Outputs
Creative Content	On need basis
Video/Podcast	On need basis
Events	Full coverage of events indoor & outdoor
Ads	Ad campaigns
Analytics	comprehensive reports

## F. Duration of Contract

Initial term of **1 year including 3 months trial period**, extendable upto additional two years subject to performance and OPF's discretion.

**Section V – Technical Evaluation Criteria**

<b>Criteria</b>	<b>Points</b>
General Experience (years registered + past clients)	10
Relevant Experience (govt, diaspora, campaigns)	15
Methodology & Execution Plan based on presentation and demonstration.	30
Quality of Creative Portfolio	10
Team Strength & Expertise (videographer, designer, strategist, media managers, Urdu/English writers)	25
International Certifications	5
Knowledge Transfer & Training Capability	5
<b>Total</b>	<b>100</b>

Minimum qualifying score: **60**

Detailed methodology for technical evaluation is at Annex-A

**Section VI – Technical Proposal Submission Forms**

**Form TECH-1: Technical Proposal Submission Form**

[Location, Date]

To: [Name and address of Client]

Dear Sir,

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed in a separate envelope.

We understand you are not bound to accept any Proposal you receive.

Sincerely,

Authorized Signature: \_\_\_\_\_  
Name and Title of Signatory: \_\_\_\_\_  
Name of Firm: \_\_\_\_\_  
Address: \_\_\_\_\_

**Form TECH-2: Bidding Agency and Experience**

**A – Bidding Agency**

[Provide a brief description of the background and organization of your firm/entity. Include ownership/legal status, registration documentation, and key business lines.]

**B – Bidding Agency Experience**

[Using the format below, provide information on each assignment for which your firm was legally contracted. Only include assignments for the last 5 years.]

Assignment Name	Client	Duration	Location	Description of Services Provided
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**Form TECH-3: Comments and Suggestions on the Terms of Reference**

**A – On the Terms of Reference**

[Comment here on the TOR if any improvements can be made, or if interpretations are necessary.]

**B – On Counterpart Staff and Facilities**

[Comment on facilities or data, if any, to be provided by the client.]

**Form TECH-4: Description of Approach, Methodology and Work Plan**

[Provide a detailed description of how you will deliver the scope of work: the approach, methodology, work plan, and timeline. Include Gantt chart or phasing plan if applicable.]

**Form TECH-5: Team Composition and Task Assignments**

[Provide a chart or table listing all team members, their roles, responsibilities, and estimated person-days.]

Name	Position	Tasks Assigned	Relevant Experience
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**Form TECH-6: Curriculum Vitae (CV) for Proposed Staff**

[Provide detailed CVs for all key personnel including education, experience, certifications, and recent projects. Each CV must be signed by the individual and authorized signatory.]

**Section VII – Financial Proposal Forms**

**Form FIN-1: Financial Proposal Submission Form**

[Location, Date]

To: [Name and address of Client]

Dear Sir,

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your RFP and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures].

Our Financial Proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Proposal.

Sincerely,

Authorized Signature: \_\_\_\_\_  
Name and Title of Signatory: \_\_\_\_\_  
Name of Firm: \_\_\_\_\_  
Address: \_\_\_\_\_

**Form FIN-2: Summary of Costs**

Description	Amount (PKR)
Remuneration	
Reimbursable Expenses	
Taxes	
<b>Total Cost</b>	

**Form FIN-3: Breakdown of Remuneration**

[Insert Table with details for each staff member, their rate, and total cost.]

Staff Name	Position	Monthly Rate (PKR)	Duration	Total Cost
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**Form FIN-4: Reimbursable Expenses**

[Insert list of reimbursable expenses and their estimated costs.]

Expense Type	Unit Cost (PKR)	Quantity	Total Cost
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**Conditions of Contract**

The Procurement Contract ("Contract") shall become effective upon the issuance of a Purchase Order / Work Order to the successful bidder ("Contractor"). The following conditions will govern the contract:

**1. Specifications / Standards**

- I. All services rendered and goods delivered under this contract shall strictly conform to the specifications outlined in the Schedule of Requirements/Scope of Work and the Contractor's proposal. The contract should be 1 year (including 3 months trial period) extended upto additional two years.

**2. Earnest Money**

- I. The Earnest Money submitted with the bid shall be released to the Contractor upon final payment, subject to a written request for release.

**3. Sample Submissions (If Applicable)**

- I. The Contractor may be required to submit initial samples for OPF's approval. In case of any deficiencies, revised samples must be submitted.

**4. Taxes and Duties**

- I. The Contractor is solely responsible for all applicable taxes, duties, carriage, and handling charges up to final delivery. No additional payment shall be made beyond the agreed price.

**5. Data Protection and Privacy**

**i. Data Security Measures:**

- **Safeguards:**  
Parties must implement and maintain reasonable administrative, technical, and physical safeguards to protect personal data.
- **Compliance:**  
These safeguards should meet or exceed industry standards and comply with all applicable laws and regulations.
- **Examples:**  
This may include encryption, access controls, data loss prevention measures, and regular security audits.
- **Notification:**  
Parties should be obligated to notify the other party of any data breaches without undue delay.
- **Assistance:**  
Parties should assist each other in investigating and remediating data breaches.

**ii. Data Handling Practices:**

- **Purpose Limitation:**  
Personal data should only be collected and used for specified, legitimate purposes.

- **Lawfulness:**  
*Data collection and processing should be based on a lawful basis, such as consent, contractual necessity, or legal obligation.*
  - **Transparency:**  
*Data processing should be fair and transparent, with clear information provided to individuals about how their data is being used.*
  - **Data Minimization:**  
*Data should be kept only as long as necessary for the stated purpose.*
  - **Accuracy:**  
*Personal data should be accurate and up-to-date, with mechanisms for correction of inaccuracies.*
- iii. **Confidentiality and Non-Disclosure:**
- *Parties must treat personal data as confidential and not disclose it to third parties without authorization.*
  - **Sub-processors:**  
*Prior consent from the other party may be required before engaging sub-processors who will handle personal data.*
  - **Exceptions:**  
*Disclosure may be permitted if required by law, but the disclosing party should inform the other party of the requirement and provide an opportunity to object.*
- iv. **Data Subject Rights:**
- **Access, Rectification, Erasure:**  
*Parties should respect data subject rights, such as the right to access, rectify, or erase their personal data.*
  - **Data Portability:**  
*Clauses may also address the right to data portability, allowing individuals to move their data to another service.*
- v. **Responsibilities of Data Processors:**
- **GDPR Compliance:** *Data processors have specific responsibilities under data protection laws like GDPR, including maintaining adequate information security and cooperating with authorities.*
  - **Audits:** *Data processors may need to allow audits to demonstrate compliance.*
  - **Breach Notification:** *They must report data breaches to the data controller without undue delay.*
- vi. **International Data Transfers:**
- **Safeguards:**  
*If data is transferred internationally, appropriate safeguards must be in place to protect the data during transfer.*
  - **Standard Contractual Clauses:**  
*Standard data protection clauses may be used to ensure adequate protection during international transfers.*

**vii. Termination:**

- **Data Return or Deletion**

*Upon termination of the agreement, personal data should be returned or deleted, as requested.*

- **Ongoing Obligations:**

*Certain confidentiality or data protection obligations may continue even after termination.*

**viii. Other Considerations:**

- **Data Protection Officer:**

*Parties may need to appoint a data protection officer to oversee compliance.*

- **Compliance Assistance:**

*Parties should assist each other in meeting their obligations under data protection laws.*

- **Changes in Legislation:**

*Parties should notify each other of any changes in data protection legislation that may affect the agreement.*

**6. Prices**

- I. *Contract prices shall remain fixed and in accordance with those quoted in the bid.*

**7. Warranty**

- I. *The Contractor warrants that all services provided are exclusive and free from defects. Any issues during the warranty period must be rectified or replaced at the Contractor's expense.*

**8. Timely Delivery**

- I. *Deliverables must be completed according to the schedule defined in the 'Schedule of Requirements'.*
- II. *In case of expected delays, the Contractor must notify OPF in writing. OPF may grant an extension after due assessment.*

**9. Liquidated Damages**

- I. *In case of delayed delivery or incomplete execution without prior approval, OPF may impose penalties up to 10% of the total contract value as per the following:*

- 1st Week: 0.50%
- 2nd Week: 1.00%
- 4th Week: 2.00%
- 6th Week: 3.00%
- 8th Week: 4.00%
- 10th Week: 5.00%
- 12th Week: 6.00%
- 14th Week: 7.00%
- 16th Week: 8.00%
- 18th Week: 9.00%
- 20th Week: 10.00%

**10. Arbitration**

- I. *In case of a dispute not resolved amicably, the matter will be referred to the Managing Director, OPF, whose decision shall be final and binding.*

Evaluation Methodology**Technical Proposal Evaluation Scoring Sheet****Assignment Title:** Hiring of Media Outreach and Website Management Services for OPF**Procurement Method:** Single Stage – Two Envelope**Selection Method:** QCBS (70:30 Technical: Financial Ratio)**Total Technical Score Required to Qualify:** 60 out of 100**Firm Identification**

Sr. No	Name of Media Agency	Bid Opening Date	Evaluation Date	Evaluator's Name & Designation

**Evaluation Criteria & Scoring Grid**

#	Criteria	Max Score	Evaluator's Score	Remarks
1	<b>General Experience</b> (Years registered + clients served)	10		
2	<b>Relevant Experience</b> (Government, diaspora, media campaigns)	15		
3	<b>Methodology &amp; Execution Plan</b> (Approach, creativity, alignment with TORs) based on presentation/demonstration	30		
4	<b>Quality of Creative Portfolio</b> (Videos, social posts, event coverage, branding)	10		
5	<b>Team Strength &amp; Expertise</b> (Designers, videographers, media coordinators, content writers)	25		
6	<b>International Certifications</b>	5		
7	<b>Knowledge Transfer &amp; Capacity Building</b> (Workshops, training plans, reporting structure)	5		
<b>Total</b>		<b>100</b>		

**Evaluator's Summary**

- **Total Marks Awarded:** \_\_\_\_\_ / 100
- **Status:**  Technically Qualified  Technically Disqualified
- **Comments (if any):**

<b>Point Scoring Table for Technical Evaluation Criteria</b>		
<b>Criteria</b>	<b>Max Score</b>	<b>Scoring Guidelines</b>
<b>1. General Experience</b>	<b>10</b>	Based on years of registration & breadth of operations: 10+ years = 10, 7–9 years = 8, 5–6 years = 6 Below 5 years = 0
<b>2. Relevant Experience</b>	<b>15</b>	Based on number & type of similar projects (govt/NGO/expat/digital media): - 8+ relevant projects = 15, 5–7 projects = 12, 3–4 projects = 8, 1–2 projects = 5
<b>3. Methodology &amp; Execution Plan</b>	<b>30</b>	Based on detail, feasibility, innovation, clarity & alignment with TORs: - Excellent (comprehensive, creative, feasible) = 30- Good (clear but needs some improvement) = 25- Average (lacks depth/strategy) = 15- Poor/Non-specific = 5, based on presentation and demonstration
<b>4. Creative Portfolio</b>	<b>10</b>	Based on originality, diversity, and visual communication impact: - Excellent quality across formats = 10- Good samples with moderate innovation = 7- Limited or average quality = 5- Poor or missing = 0
<b>5. Team Strength &amp; Expertise</b>	<b>25</b>	Based on proposed roles, qualifications & CVs: - Full team with 15+ experts including strategists, editors, designers = 25- Team with 10–15 skilled staff = 20 - Basic team with 5–10 generalists = 15- Poorly staffed/underqualified below 5 = 0
<b>6. International Certifications</b>	<b>5</b>	Based on use of automation, chatbot, data analytics, AI posting tools: Clearly defined AI strategy = 5- Some use of tech tools = 3- No mention = 2
<b>7. Knowledge Transfer / Training</b>	<b>5</b>	Based on proposals to transfer knowledge or capacity building: - Proper plan for training/reporting = 5- General intent to share knowledge = 3- No plan = 0