Evaluation Criteria

<u>3. Evaluation Criteria</u>
SMEDA will evaluate proposals using a Quality and Cost Based Selection (QCBS) method. Criteria, sub-criteria, and point system for the evaluation of the Simplified Technical Proposal is as under:

Total Points for Technical Proposal: 100
Minimum Technical Qualification Points: 70 (i.e. 70%)

Division of Technical scores is given below:

3.1 Technical Evaluation Summary

Sr. No.	Criteria	Marks	Evaluation Context
1.	Understanding of SME Context and Assignment Objectives	15	Semi-quantitative
2.	Technical Solution & Architecture	20	Semi-quantitative
3.	Relevant Experience and Past Performance	20	Quantitative
4.	Advisory Model Strength	15	Quantitative
5.	Training & Content Design	10	Quantitative
6.	Data Systems and M&E	10	Quantitative
7.	Key Experts and Organizational Capacity	10	Quantitative
	Total	**100**	

3.2 Detailed Technical Evaluation Criteria

3.2.1 Understanding of SME Context and Assignment Objectives (15 Marks)

Sr. No.	Criteria	Scoring Basis	Marks
1.	Understanding of SME ecosystem and barriers (access, mobility, digital gap), including women entrepreneurs.	Excellent = 80%-100% Very Good = 50%-70% Satisfactory = 20%-40%	5
2.	Clarity in linking challenges to proposed solutions.		5
3.	Alignment with assignment objectives and expected outcomes.		5
	Total		**15**

3.2.2 Technical Solution and Architecture (20 Marks)

Sr. No.	Criteria	Scoring Basis	Marks
1.	Integrated platform (IVR + SMS + chatbot + dashboard)	Fragmented = 0; Partial = 3; Fully integrated = 5	5

2.	Telecom integration (Mobile Network Organization partnerships)	None = 0; Proposed = 3; Existing agreements = 5	5
3.	System uptime commitment	0 = Not stated; 3 = ≥95%; 5 = ≥99%	5
4.	Data security and hosting (Pakistan compliance)	Weak = 1; Basic = 3; Strong + local hosting = 5	5
	Total		**20**

3.2.3 Relevant Experience and Past Performance in last 5 years (20 Marks)

Sr. No.	Criteria	Scoring Basis	Marks
1.	Number of similar digital outreach projects (>100,000 users)	1 Project = 2 Marks Maximum up to 3 Projects	6
2.	Experience with IVR/SMS systems at scale (>500,000 users)	None = 0; Partial = 2; Full deployment = 4	4
3.	Experience in International Market (Minimum Project Cost USD 500,000)	1 Project = 3 Marks Maxi. (Maximum 02 Projects)	**6**
4.	Experience in Pakistan (Minimum Project cost PKR. 50 Million)	None = 0; One project = 2 Marks	**2**
5.	Women-focused SME programs (Minimum Project Cost PKR 20 Million)	None = 0; One project = 2 Marks	**2**
	Total		**20**

3.2.4 Advisory Model Strength (15 Marks)

Sr. No.	Criteria	Scoring Basis	Marks
1.	Tiered advisory model (Auto + Assisted + Expert)	Absent = 0; Partial = 3; Full model = 5	5
2.	Defined advisory workflows and decision trees	None = 0; Partial = 2; Detailed = 4	4
3.	Advisory coverage (all required thematic areas)	Not provided = 0; Partial = 2; Full = 3	3
4.	Advisory conversion tracking (IVR → advisory)	None = 0; Basic = 1; Strong = 3	3
	Total		**15**

3.2.5 Training & Content Design (10 Marks)

Sr. No.	Criteria	Scoring Basis	Marks
1.	IVR-based structured training modules	Not provided = 0;	4

		Partially covered = 2; Fully structured = 4	
2.	Interactivity (quizzes, gamification, etc.)	None = 0; Limited = 1; Strong = 3	3
3.	Localization (Urdu + regional languages)	None = 0; Partial = 1; Strong = 3	3
	Total		**10**

3.2.6 Data Systems and M&E (10 Marks)

Sr. No.	Criteria	Scoring Basis	Marks
1.	Approach to baseline and endline surveys	Not provided = 0; Partially covered = 1; Fully structured = 3	3
2.	Monitoring systems for outreach, engagement, and training outcomes	None = 0; Limited = 1; Strong = 3	3
3.	Data security and privacy protocols	Not provided = 0; Provided = 2	2
4.	Use of dashboards and analytics for reporting and learning	Not provided = 0; Provided = 2	2
	Total		**10**

3.2.7 Key Experts & Organizational Capacity (10 Marks)

The firm is required to propose up to **5 Key Experts**. The total marks will be distributed equally, with **each expert carrying a maximum of 2 Marks**.

Sr. No.	Criteria	Marks
1.	Relevant qualifications and domain expertise	0.5
2.	Relevant experience in similar assignments	0.5
3.	Experience in digital, SME, or gender-focused programming	0.5
4.	Role clarity and relevance to assignment	0.5
	Total	**2**

Evaluators will assign scores within the mark range for each sub-criterion.

4. Financial Evaluation

Financial proposals will be evaluated only for bidders, who are technically qualified i.e. 70% marks in the Technical Evaluation.

The lowest evaluated financial proposal will receive the maximum score, and other proposals will be scored proportionately.

5. Final Ranking

The final ranking of the firms will be based on the following criteria.

Technical Proposal: 80% Marks
Financial Proposal: 20% Marks

Final Score = (Technical Score × 0.80) + (Financial Score × 0.20)