

Evaluation Criteria

2. Evaluation Criteria

Criteria, sub-criteria, and point system for the evaluation of the Simplified Technical Proposal is as under:

Total Marks: 100 Marks

Minimum required Technical Marks to Qualify: 70 Marks

Division of Technical Marks is given below:

2.1 Applicant (firm) Profile (5 marks)

The marks will be awarded as per scoring criteria explained below:

(i) General Experience of the Consultant (Company/Firm/Eligible Company (Public) Limited/State Owned Enterprises (Private Limited)/NGO/NPO) - 5 marks

- Length of Incorporation as a Legal Entity in Pakistan
- More than or equal to 10 Years: 5 marks
- Less than 10 Years: Relative marking will apply based on years of experience.

NOTE: Please provide documentary proof of Registration as a legal entity in Pakistan

2.2 Specific Experience of the Consultant (Firm) (35 marks)

The Applicant firm shall have demonstrated experience in software development, dashboard development and monitoring & evaluation framework development. Experience of Applicants in relevant fields shall be gauged on below mentioned criteria.

Sub-Criteria	Description	Marks
Experience in Web-based Dashboard Development & IT Solutions, including M&E Framework, Progress Monitoring, user interface and Application dashboard.	Demonstrated experience in development of web-based dashboards solutions and software development including M&E framework, User Interface, Progress Monitoring and Application Dashboard. 05 relevant completed projects with financial value of Rs. 15 million each or above in last 5 years, maximum 7 marks for each project.	35
Total		35

NOTE: submission requirement as per Annexure-A (Continued) – Specific Experience of the Consultant (as a firm / company) relevant to the Assignment.

2.3 Clients of the Consultant (10 Marks)

The Applicant firm shall provide a list of key clients served, demonstrating relevant consultancy experience. A total of five (05) clients will be evaluated, with **2 marks allocated per client**, subject to submission of verifiable documentary evidence (award letter / contract agreement / completion certificate / recommendation letter). Out of these, at least **three (03) clients must be from the Government sector** (Federal / Provincial / Regional), and **two (02) clients**

from the Development sector (e.g., UN agencies, JICA, WB, ITC or similar organizations). Only relevant engagements duly supported by signed / stamped documentary evidence and duly supported engagements will be considered for scoring.

2.4 Adequacy and quality of the proposed approach, methodology and work plan in response to the Terms of Reference: (25 Points)

The Procuring Agency will assess whether the applicant firm have the comprehensive understanding of the assignment, the proposed methodology is clear, responds to the TORs, work plan is realistic and implementable etc. SMEDA may invite the bidder to give a presentation.

Sub-Criteria	Description	Marks
Understanding of Assignment	Clarity on purpose of Dashboard development and its functions	10
Technical Approach	M&E Framework design methodology, platform recommendation rationale, data entry approach, and dashboard architecture quality	10
Work Plan	Detailed work plan for performing the assignment.	05
Total		25

2.5 Proposed Key Experts Qualifications and Competence for the Assignment: (25 marks)

The firm is required to propose up to **4 key experts**, who would be deployed for the assignment, including a Team Lead. Out of 25 marks, 10 Marks are for Team Lead and 15 marks are distributed equally among the **3 Key Experts**, with each expert getting maximum **5 marks**. Details of expertise required along with the score assigned for each expert are illustrated below;

Sr. No	Designation	Number(s)	Marks
1	Lead Expert - Team Leader	01	10
2	Key Expert – M&E Specialist	01	5
3	Key Expert – IT and Dashboard Analyst	01	5
4	Key Expert – Implementation Support Expert	01	5

The key experts' field of qualification and expertise should be as per the areas given below. Scores will be awarded to key experts as per following criteria:

Key Experts – Qualification, Experience & Scoring Criteria

General Requirement (Applicable to All Key Experts):

All proposed Key Experts shall possess a minimum of sixteen (16) years of education in relevant disciplines. Detailed CVs (TECH-6) must be provided, clearly indicating qualifications, post-qualification experience, assignments, and roles. Only relevant experience will be considered.

Lead Expert (Team Leader)

- Advanced degree (Master's or higher) in MIS / Computer Sciences, or a closely related discipline.
- Minimum seven (7) years of progressive experience in M&E framework design, performance management systems, rollout planning, and monitoring for government,

semi-government, development or corporate / private sector organizations.

- Demonstrated experience leading complex multi-stakeholder assignments involving government institutions, development partners, and private sector entities.
- Strong understanding of dashboard development, project activities implementation tracking, and development program monitoring in the Pakistani or comparable regional context.
- Demonstrated experience with at least three comparable dashboard or MIS implementation projects for organizations managing multi-project portfolios. Maximum marks for 3 or more projects and relative marking for others.

Please clearly mention experience for the above-mentioned domains and projects in the CV (TECH-6).

M&E Specialist

- Advanced degree in Statistics, Social Sciences, Economics or a related discipline.
- Minimum five (05) years of experience in research, monitoring and evaluation, and program performance assessment for government, semi-government, or large-scale development programs.
- Demonstrated expertise in designing Logical Frameworks, Results Frameworks, KPI hierarchies, and performance indicator frameworks for multi-theme program portfolios.
- Extensive experience in development of M&E frameworks and tools aligned with international standards including those of multilateral development banks and bilateral donors.
- Experience in application or web-based data collection design, including questionnaire design, enumerator training protocols, and data quality assurance procedures.

Please clearly mention experience for the above-mentioned domains / projects in the CV (TECH-6). Maximum marks for most relevant experience and relative marking for others.

IT and Dashboard Developer

- Minimum 16 years of education in Computer Science, Information Technology, Software Engineering, Information Systems, or a related discipline from a recognized institution. Relevant professional certifications in software development, database management, business intelligence, data analytics, or dashboard development will be considered an added advantage.
- Minimum five (05) years of demonstrated experience in the design, development, deployment, and maintenance of web-based applications, management information systems (MIS), dashboards, and digital platforms for government, semi-government, development sector, or private sector organizations.
- Expertise in developing and managing interactive dashboards, web portals, and digital solutions using modern development frameworks, programming languages, and business intelligence tools.
- Experience in designing and managing large-scale databases, including relational database architecture, automated reporting pipelines, and real-time data synchronization.
- Experience in integrating digital data collection tools with central dashboard platforms.

- Portfolio of web-based dashboard deployments for government ministries, public sector institutions, or large development programs.

Please clearly mention experience for the above-mentioned domains / projects in the CV (TECH-6). Maximum marks for most relevant experience and relative marking for others.

Implementation Support Expert

- Minimum 16 years of education in Computer Science, Information Technology, Software Engineering, Information Systems, Data Science, Business Analytics, or a related discipline from a recognized institution.
- Minimum five (05) years of demonstrated experience and sound understanding of institutional, governance, and organizational frameworks within public sector, development sector, and donor-funded programmes, including practical experience in the design and implementation of Monitoring & Evaluation (M&E) systems, performance management frameworks, digital dashboards, Management Information Systems (MIS), web-based reporting tools, and data visualization solutions.
- Expertise in data management, data analysis, and administration of database systems and performance dashboards.
- Experience supporting end-user training, stakeholder coordination, and change management for technology adoption in institutional settings.
- Ability to serve as the primary interface between the firm's technical team and SMEDA's project management teams throughout implementation and post-deployment support.

Please clearly mention experience for the above-mentioned domains / projects in the CV (TECH-6). Maximum marks for most relevant experience and relative marking for others.

3. Marking Criteria for Team Leader:

Experience Level	Marks (Per Expert)
More than 15 years of relevant experience	10 Marks
More than 10, up to 15 years of relevant experience	5 Marks
More than 7, up to 10 years of relevant experience	1 Mark

Marking Criteria for Key Experts:

Experience Level	Marks (Per Expert)
More than 10 years of relevant experience	5 Marks
More than 7, up to 10 years of relevant experience	3 Marks
More than 5, up to 7 years of relevant experience	1 Mark