

## Contract Award Notice

a	Name & Address of Employer	Punjab Human Capital Investment Project (PHCIP) - Punjab Social Protection Authority (PSPA) 78-79, New Muslim Town, Wahdat Road, Lahore											
b	Name and Reference Number of the Contract being awarded, and the Selection Method used;	<b>Name of Contract:</b> Hiring of Creative Communication Firm  <b>Reference Number:</b> PK-PSPA-185560-CS-QCBS  <b>Selection Method:</b> Quality Cost Based Selection (QCBS) Method as specified in the World Bank's "Procurement Regulations for IPF Borrowers -" July 2016 (Revised November 2017 & August 2018) ("Procurement Regulations"),											
c	Names of the consultants that submitted proposals, and their proposal prices as read out at financial proposal opening, and as evaluated	<table><tr><th>S.N</th><th>Names of Firms that submitted Proposal</th><th>Proposal Price as read out/evaluated, Incl. all applicable taxes</th></tr><tr><td>1.</td><td>M/s Spectrum Communications (Pvt.) Ltd.</td><td>PKR- 24,063,004/-</td></tr><tr><td>2.</td><td>M/s Enhancerz Communications (Pvt) Ltd.</td><td>PKR- 52,281,860/-</td></tr></table>			S.N	Names of Firms that submitted Proposal	Proposal Price as read out/evaluated, Incl. all applicable taxes	1.	M/s Spectrum Communications (Pvt.) Ltd.	PKR- 24,063,004/-	2.	M/s Enhancerz Communications (Pvt) Ltd.	PKR- 52,281,860/-
S.N	Names of Firms that submitted Proposal	Proposal Price as read out/evaluated, Incl. all applicable taxes											
1.	M/s Spectrum Communications (Pvt.) Ltd.	PKR- 24,063,004/-											
2.	M/s Enhancerz Communications (Pvt) Ltd.	PKR- 52,281,860/-											
d	Name of Firms whose proposals were rejected and the reasons for their rejection;	N/A											
e	Name of the Successful Firm, the final total Contract Price, the Contract Duration and a Summary of its Scope	<b>M/s Spectrum Communications (Pvt.) Ltd.</b>  <b>Total contract amount is PKR 24,063,004/- (incl. all applicable taxes).</b>  <b>Duration:</b> Thirty (30) Months  <b>Summary of Scope:</b> The objective of the consulting services ("the Services") is to extend creative communications support to all project components, working as the technical arm to provide a) mainstream communications design support and b) advisory inputs to facilitate review and implementation of a nuanced ' <b>Communications, Outreach and Social Mobilization Strategy (COSMOS)</b> ' designed and developed by PSPA to complement delivery of project-wide activities.  The overarching role of the CCF is to ensure technical support in creative conceptualization and design of key messages (as envisioned and prescribed by technical teams) of respective components and agreed in the COSMOS, delivering a collection of targeted tools and IEC materials.  The CCF will support implementation of <b>strategic communications</b> as well as provide technical support in the creative and communication design of Public Information Campaign and IEC materials to enable the Punjab Social Protection Authority (PSPA) in carrying out community outreach, social mobilization and											

		<p>beneficiary engagement through field-based teams of relevant health and education departments.</p> <p>The CCF will also provide technical support in realization of the project-wide individual components of the PHCIP through creative communications design and delivery of awareness campaigns, relevant audio-visual tools and IEC materials.</p>
f	Successful Consultant's Beneficial Ownership Disclosure Form	Attached

  
**PROJECT DIRECTOR**  
 Punjab Human Capital Investment Project

26. 11. 2021

## Beneficial Ownership Disclosure Form

**Request for Proposal reference No.:** [PK-PSPA-185560-CS-QCBS]

Name of the Assignment: [Hiring of Creative Communications Firm (CCF)  
under "Punjab Human Capital Investment Project"]

**To:** [Punjab Human Capital Investment Project - PSPA]

In response to your notification of award dated [insert date of notification of award] to furnish additional information on beneficial ownership: [select one option as applicable and delete the options that are not applicable]

(i) we hereby provide the following beneficial ownership information.

### Details of beneficial ownership

Identity of Beneficial Owner	Directly or indirectly holding 25% or more of the shares (Yes / No)	Directly or indirectly holding 25 % or more of the Voting Rights (Yes / No)	Directly or indirectly having the right to appoint a majority of the board of the directors or an equivalent governing body of the Consultant (Yes / No)
Shahnoor Ahmed, nationality : Pakistani,  Country of residence : Pakistan	Yes	Yes	Yes

**OR**

(ii) We declare that there is no Beneficial Owner meeting one or more of the following conditions:

- directly or indirectly holding 25% or more of the shares
- directly or indirectly holding 25% or more of the voting rights
- directly or indirectly having the right to appoint a majority of the board of directors or equivalent governing body of the Consultant

**OR**

(iii) We declare that we are unable to identify any Beneficial Owner meeting one or more of the following conditions. [If this option is selected, the Consultant shall provide explanation on why it is unable to identify any Beneficial Owner]

- directly or indirectly holding 25% or more of the shares
- directly or indirectly holding 25% or more of the voting rights
- directly or indirectly having the right to appoint a majority of the board of directors or equivalent governing body of the Consultant]"

**Name of the Consultant:** \*[Spectrum Communications (Pvt.) Ltd.]

**Name of the person duly authorized to sign the Proposal on behalf of the Consultant:**

\*\*[Syed Asif Manzoor Rizvi]

**Title of the person signing the Proposal:** [Senior Account Director]

**Signature of the person named above:** [

**Date signed** [29<sup>th</sup>] day of [November], [2021]

\* In the case of the Proposal submitted by a Joint Venture specify the name of the Joint Venture as Consultant. In the event that the Consultant is a joint venture, each reference to "Consultant" in the Beneficial Ownership Disclosure Form (including this Introduction thereto) shall be read to refer to the joint venture member.

\*\* Person signing the Proposal shall have the power of attorney given by the Consultant. The power of attorney shall be attached with the Proposal Schedules.