



Government of Pakistan  
Ministry of Planning Development & Special Initiatives  
(Development Communication Project)

## **EXPRESSION OF INTEREST**

Ministry of Planning, Development & Special Initiatives, Development Communication Project, invites Expression of Interest from technically qualified and financially sound digital media / media firms for developing digital / social media content for this Ministry.

The bidding documents have been prepared in accordance with PPRA Rules 2004 (36-d) for procuring services. Detailed RFP can be downloaded from the websites: [www.pc.gov.pk](http://www.pc.gov.pk) and [www.ppra.org.pk](http://www.ppra.org.pk). Hardcopies of (filled-in) forms alongwith proposals must reach at address given below. The deadline for submission of complete bidding document is 15 days from the date of publication of this advertisement. This Ministry reserves the right to reject any application prior to the acceptance on the basis of criteria prescribed by this Ministry. PID(I)4243/20

**Program Officer (Coordination)**  
**Development Communication Project**  
**Ministry of Planning, Development & Special Initiatives**  
**Room No.515, 5<sup>th</sup> Floor, "P" Block, Pak. Secretariat,**  
**Islamabad**

**Request for Proposal for Selection of Firm for  
Development of Content for Digital/Social Media**



**Instructions to  
Bidders & Scope of Work**  
File No. 1(1)DCP/ADV/PD&SI/2020

Government of Pakistan  
Ministry of Planning, Development & Special Initiatives  
P-Block, Pak Secretariat, Islamabad

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## **Disclaimer**

The information contained in this Request for Proposal (hereinafter referred to as "RFP") document is provided to the Bidder(s) by Ministry of Planning, Development & Special Initiatives (hereinafter referred to as "M/o PD&SI"), on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

The purpose of this RFP document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This RFP document does not purport to contain all the information each Bidder may require. This RFP document may not be appropriate for all persons, and it is not possible for the M/o PD&SI, its employees and/or advisors to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this RFP document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and where necessary obtain independent advice from appropriate sources.

M/o PD&SI, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP document. M/o PD&SI may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document without any further notice.

## Definitions

In this document, the following terms shall have the meaning ascribed thereto below:

- a) "**Agreement**" means this Agreement together with attached schedules, which form an integral part of this Agreement.
- b) "**Bid**" means a tender, or an offer, in response to an invitation, by a person, consultant, firm, company or an organization expressing his or its willingness to undertake a specified task at a price;
- c) "**Bidder**" means a person who submits a bid;
- d) "**Contract**" means an agreement enforceable by law;
- e) "**Business Day**" means a day on which the principal commercial banks are open for business during normal banking hours in Islamabad.
- f) "**Day**" means a calendar day of the Gregorian calendar.
- g) "**Digital Media**" means any information that is broadcast through a screen. This includes text, audio, video, and graphics that is transmitted over the internet, for viewing on the internet. It also means any form of media that uses electronic devices for distribution. This form of media can be created, viewed, modified and distributed via electronic devices. Digital media is commonly used through software, video games, videos, websites, social media, and online advertising.
- h) "**Effective Date of Agreement**" means the date of signing of this Agreement by both Parties.
- i) "**Parties**" shall mean the Service Provider and Ministry of Planning, Development and Special Initiatives collectively and "**Party**" shall mean either, The service provider or the Ministry, as the context dictates.
- j) "**Supplier**" means a person, consultant, firm, company or an organization who undertakes to supply goods, services or works
- k) "**Products**" shall mean the items listed in clause 3 hereunder.
- l) "**PKR**" shall mean the lawful currency of Government of Pakistan.
- m) "**Services**" means the services as fully laid out in clause 3 hereunder.
- n) "**Mp3**" means of compressing and storage of digital audio data to enable digital storage and transmission
- o) "**Mp4**" means a multimedia / audio format to store video or audio. The MP4 format allows streaming of the video over the internet
- p) "**Creative Work**" means Innovative / concepts / ideas produced/developed in tangible forms for digital/social media

## **Abbreviations**

RFP	:	Request for Proposals
M/o PD&SI	:	Ministry of Planning Development and Special Initiatives
BG	:	Bank Guarantee
PG	:	Performance Guarantee
Agreement	:	Master Service Agreement
PPRA	:	Pakistan Procurement Regulatory Authority
SECP	:	Securities & Exchange Commission of Pakistan
GoP	:	Government of Pakistan
PEC	:	Proposal Tender Evaluation Committee
PoA	:	Power of Attorney
MoF	:	Ministry of Finance
DCs	:	Development Communication
QCBS	:	Quality and Cost Based Selection
EM	:	Earnest Money Deposit
SLA	:	Service Level Agreement
SoW	:	Scope of work
FBR	:	Federal Board of Revenue
G.S.T	:	General Sales Tax
PSDP	:	Public Sector Development Program
PC	:	Planning Commission
RO	:	Responding Organizations
DDO	:	Drawing & Disbursing Officer
TORs	:	Terms of Reference
CV	:	Curriculum Vitae
LOI	:	Letter of Intent
SoW	:	Statement of Work
HD	:	High Definition
CD	:	Compact Disk
MP3	:	Moving Picture Experts Group Layer-3 Audio
MP4	:	Moving Picture Experts Group Layer-4 Audio

## Fact Sheet

S. No.	Details
1.	The method of selection is: Procurement of Services Two Stage Two Envelope (PPRA 2004, 36(d))
2.	RFP can be Downloaded from <a href="https://www.pc.gov.pk">https://www.pc.gov.pk</a> and <a href="https://www.ppra.org.pk">https://www.ppra.org.pk</a>
3.	Earnest Money of <b>2%</b> of Bid Cost Pay order in favor of “DDO, M/O PD&SI” and payable at Islamabad from any of the nationalized/ scheduled Financial Bank OR Bank Guarantee
4.	<ul style="list-style-type: none"> <li>• A pre-Bid meeting will be held at 17<sup>th</sup> February, 2021 (Wednesday), M/o PD&amp;SI, P-Block Pak Secretariat Islamabad. For the purpose of any clarification the bidders may contact at the following between 10am to 3pm on all working days: <ul style="list-style-type: none"> <li>• Address- Room No. 515, 5<sup>th</sup> floor, M/o PD&amp;SI, P-Block, Pak Secretariat, Islamabad</li> <li>• Phone: 051-9207157</li> <li>• Email: <a href="mailto:devcom.mop@gmail.com">devcom.mop@gmail.com</a></li> </ul> </li> </ul>
5.	Proposals must remain valid for 180 days after the submission date
6.	Bidders must submit: <ul style="list-style-type: none"> <li>• An original and &lt;one&gt; additional copies of each proposal along with &lt;one&gt; copy of non-editable CD each for Prequalification &amp; Technical Proposal respectively</li> <li>• One original copy of the Financial Proposal with &lt;one&gt; copy of non-editable CD for Financial Proposal detailing the calculations of proposal</li> <li>• All the aforementioned to submit in one sealed envelope addressed to the following address specifying date and time of submission.</li> <li>• Bidder should also provide the contact details of bidding organization.</li> </ul>
7.	The proposal submission address is: Program Officer (Coordination) Development Communication Project Ministry of Planning Development & Special Initiatives Room 515, 5th Floor, “P” Block, Pak Secretariat, Islamabad. Tel: +92-51-9207157 Email: <a href="mailto:devcom.mop@gmail.com">devcom.mop@gmail.com</a>  <i><b>Note:</b> M/o PD&amp;SI will not be responsible for the late receipt of bids in the office of PO, M/o PD&amp;SI. Bidder is responsible to ensure that all the required bid documents are submitted in the office of M/o PD&amp;SI before the due date and time of bid submission.</i>
8.	Proposals must be submitted no later than the following date and time at the aforementioned
9.	Venue: Auditorium Date: 26 <sup>th</sup> February, 2021 Time: 3PM Bid Opening will happen at M/o PD&SI, P-Block Pak Secretariat, Islamabad
10.	Demonstration of Proof of Concept and Technical Presentation only by the pre-qualified bidders may be held at M/o PD&SI, P-Block Pak Secretariat Islamabad <b>3<sup>rd</sup> March, 2021</b> . Detailed schedule shall be informed to the pre-qualified bidders.



## Data Sheet:

Bid Selection Method	Procurement of Services Two Stage Two Envelop (PPRA 2004, 36(d)) RFP is available on <a href="https://www.pc.gov.pk">https://www.pc.gov.pk</a> and <a href="https://www.ppra.org.pk">https://www.ppra.org.pk</a>
Deliverables	<ul style="list-style-type: none"><li>• Short Videos</li><li>• Animated videos</li><li>• Info-graphics</li><li>• Content Writing (Script)</li><li>• Video Blog (Vlog)</li></ul> <p><i>Please note that all deliverables must be very creative and attractive to leave lasting impact upon the viewers / listeners.</i></p>
Contact Person	For queries/ clarifications, if any please contact:  Program Officer (Coordination) Development Communication Project Ministry of Planning Development & Special Initiatives Room 515, 5 <sup>th</sup> Floor, “P” Pak Secretariat, Islamabad Tel: +92-51-9207157 Email: <a href="mailto:devcom.mop@gmail.com">devcom.mop@gmail.com</a>
Language	Proposals should be submitted in English language.
Currency	All prices should be quoted in Pak Rupees.
Estimated Time / duration	One year from the award of the contract.
Taxes	The bid price should include all applicable taxes, rates as notified by FBR / GoP.
Proposal Validity	Proposals must remain valid for 180 days after the submission date
Bidder must submit	Two (02) copies of both technical and financial proposals (one original and one photocopy)  A printable and searchable PDF copy in a CD/ USB flash drive of technical proposal. Technical and financial proposals should be submitted in separate envelopes and CD / USB must be part of technical proposal and should be clearly marked.
Proposal Submission Address	Room No.515, Block-P, Pak Secretariat, Islamabad
Submission Date & Time	Both Technical proposal & Financial bid must be submitted in two different sealed envelopes on or before <b>24<sup>th</sup> February, 2021</b>

## 1. Basic Information

- a. M/o PD&SI invites responses (“Proposals”) to this Request for Proposals (“RFP”) from Digital Media / Media firms (“Bidders”) for provision of the creative media services as described in Section 4 of this RFP, “Scope of Work” (“the Services”). M/o PD&SI under GoP is the Prime Firm for procurement of these services.
- b. Any contract that may result from this public procurement process will be issued for a term of One year from the date of signing of contract (“the Term”) unless terminated as per the termination conditions stipulated in this RFP.
- c. The M/o PD&SI reserves the right to extend the Term for a period, as may be convenient to it, with the mutual consent of Bidder before or after the date of termination of this contract; however, such extension shall be on the same terms and conditions.
- d. Proposals must be received not later than time, date and venue mentioned in the Fact Sheet. Proposals that are received after the deadline WILL NOT be considered in this procurement process.

### 1.1 About Development Communication (DC) Project M/o PD&SI

- a. The development portfolio of Federal Government is managed by the Ministry of Planning, Development & Special Initiatives. The PSDP 2020-21 includes 1023 projects, having allocations more than Rs.650 billion. However, the general public is not fully aware of these development initiatives taken by the Government for their socio-economic uplift.
- b. The development discourse is being given very little space in electronic, print, social and digital media in Pakistan. In order to fill the gap, this initiative of DC Project has been launched. The masses should be informed about the PSDP and all the sectors which it caters to such as Infrastructure, Energy, Water, Health, Nutrition, Education, Skill Development, Environment etc. A public well informed and engaged by the government is more likely to fully support and participate in national processes of inclusive economic growth, sustainable development, peace and stability.
- c. The major objectives of the Development Communication Project are:
  - i. To promote Government as a visible, accessible and proactive development actor;
  - ii. To disseminate key information and build awareness on national development processes, policies and initiatives amongst target audiences at national and international level;
  - iii. To initiate two-way dialogue with the citizens for community-based and participatory sustainable development measures;
  - iv. To engage citizens as primary stakeholders and partners in development process;
  - v. To maintain consistent and uniform policy information, messaging and advocacy across all tiers of government, by building synergies where necessary; and
  - vi. To create and manage public knowledge resource and data bank on development sector issues.
  - vii. To increase the worthiness of development and economy related stories.
  - viii. To ensure appropriate media coverage of economic events and development projects of the country.

Official Social and Digital Media links of Ministry of Planning, Development and Special Initiatives:

- i. Website: <http://www.pc.gov.pk/>
- ii. Facebook: [www.fb.com/www.pc.gov.pk](http://www.fb.com/www.pc.gov.pk)
- iii. Twitter: [www.twitter.com/PlanComPakistan](http://www.twitter.com/PlanComPakistan)

- iv. YouTube: [www.youtube.com/channel/UCGAjAkCg8SBBzMaZMySQHHg/videos](http://www.youtube.com/channel/UCGAjAkCg8SBBzMaZMySQHHg/videos)
- v. LinkedIn: [linkedin.com/company/PlanComPakistan](http://linkedin.com/company/PlanComPakistan)

## 1.2 Communication Plan 2021: Operations & Functions

The Government of Pakistan, through Ministry of Planning, Development and Special Initiatives (M/o PD&SI) is investing over Rs.650 billion under Public Sector Development Program (PSDP) during the CFY (2020-21). Around 1000 development projects under PSDP are spread across various parts of the country, and may be grouped into following seven major development clusters:

- Human Development and Youth
- Integrated Regional Development
- Industrialization
- Energy
- Environment
- Water and Agriculture
- Connectivity

Social media is a significant driver towards more open and direct dialogue among different social groups. The virtual environment is also an unregulated environment in which anonymity provides more opportunities than ever to disseminate extreme views and deliberate misinformation. Methods used to shape the opinions of populations are becoming even more sophisticated since the rapid advancement of this form of communication. In the age of Hybrid warfare, it is therefore imperative for governments to have a comprehensive social and digital media communication strategy to educate the masses about the development perspective of the Government and not ignore this vital medium of communication that shapes public opinion.

Ministry of Planning Development and Special Initiatives intend to hire firms / agencies to develop comprehensive and cohesive action plan and content development for Digital / social media.

The applicants should have a strong understanding of design, branding, effective marketing strategies, and communicating the development initiatives to the people keeping them the prime focus as they are the primary recipient of the campaign. It is also desired that collaboration with social media influencers need to be developed. Many influencers are already keen about development processes and aspire to advocate the development initiatives taken by the government.

## 1.3 Target Market

- Age: 18-35
- Gender: Male & Female
- Socio-Economic Classification (SEC): A-D

## **2. Terms and Conditions of RFP**

### **2.1 Instructions to the bidder**

#### **General**

- a. While every effort has been made to provide comprehensive and accurate background information, requirements, and specifications, Bidders must form their own conclusions about the consultancy/legal support required.
- b. All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the M/o PD&SI on the basis of this RFP
- c. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the M/o PD&SI. Any notification of preferred bidder status by the M/o PD&SI shall not give rise to any enforceable rights by the Bidder. The M/o PD&SI may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the M/o PD&SI.
- d. This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

### **2.2 Compliant Proposals / Completeness of Response**

- a. Bidders are advised to study all instructions, forms, requirements, appendices and other information in the RFP documents carefully. Submission of the bid / proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
  - i. Comply with all requirements as set out within this RFP.
  - ii. Submit the forms as specified in this RFP and respond to each element in the order as set out in this RFP
  - iii. Include all supporting documentations specified in this RFP

### **2.3 Pre-Bid Meeting & Clarifications**

#### **Bidder's Queries**

- a. M/o PD&SI shall hold a pre-bid meeting with the prospective bidders at 17<sup>th</sup> February, 2021 (Wednesday), 2021 at 3 PM in M/o PD&SI, P-Block Pak Secretariat, Islamabad
- b. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to M/o PD&SI ([devcom.mop@gmail.com](mailto:devcom.mop@gmail.com)) by email on or before 15<sup>th</sup> February, 2021 at 05:00 PM
- c. The clarifications should necessarily be submitted in the format mentioned in table 1.0
- d. Bidders are encouraged to clarify their doubts through the queries or during the pre-bid conference
- e. M/o PD&SI shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications after the indicated date and time will not be entertained by the Prime Firm.

Table: 1.0

S No.	RFP Document Reference(s) (Section & Page Number(s))	Content of RFP requiring Clarification(s)	Points of Clarification

## 2.4 Responses to Pre-Bid Queries and Issue of Corrigendum

- a. The Prime Officer notified by the M/o PD&SI will endeavor to provide timely response to all queries. However, M/o PD&SI makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does M/o PD&SI undertake to answer all the queries that have been posed by the bidders.
- b. At any time prior to the last date for receipt of bids, M/o PD&SI may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
- c. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the website <https://www.pc.gov.pk> and <https://www.ppra.org.pk>
- d. Any such corrigendum shall be deemed to be incorporated into this RFP.
- e. In order to provide prospective Bidders reasonable time for taking the corrigendum into account, M/o PD&SI may, at its discretion, extend the last date for the receipt of Proposals.

## 2.5 Key Requirements of the Bid

### Right to Terminate the Process

- a. M/o PD&SI may terminate the RFP process at any time and without assigning any reason. M/o PD&SI makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b. This RFP does not constitute an offer by M/o PD&SI. The bidder's participation in this process may result M/o PD&SI selecting the bidder to engage towards execution of the contract.

## 2.6 Earnest Money (EM)

- a. Bidders participated in earlier bidding process for the same subject, are required to extend the validity of their submitted EMs
- b. Other Bidders shall submit, along with their Bids, EM as per the details mentioned in Fact Sheet. EM should be valid for 180 days beyond the final bid validity period.
- c. EM of all unsuccessful bidders would be refunded by M/o PD&SI within 30 days of the bidder being notified as being unsuccessful. The EM, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Guarantee as per the format provided in Annexure 5.
- d. The EM amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.
- e. The bid / proposal submitted without EM, mentioned above, will be summarily rejected.
- f. The EM may be forfeited:
  - i. If a bidder withdraws its bid during the period of bid validity.
  - ii. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

### 3. Submission of Proposals

- a. The bidders should submit their responses as per the format given in this RFP in the following manner
  - i. "Technical Proposal" - (1 Original + 1 Copy + 1 CD) in second envelope
  - ii. "Financial Proposal" - (1 Original + 1 CD with detailed calculations) in third envelope
- b. The Response to Technical Proposal and Financial Proposal (As mentioned in previous paragraph) should be covered in separate sealed envelopes super-scribing "Technical Proposal" and "Financial Proposal" respectively. Each copy of each bid should also be marked as "Original" OR "Copy" as the case may be.
- c. Please Note that Prices should not be indicated in the Technical Proposal but should only be indicated in the Financial Proposal.
- d. The two envelopes containing copies of Technical Proposal, and Financial Proposal should be put in another single sealed envelope clearly marked "Response to RFP for Selection of Digital Media / Media Firm for M/o PD&SI" against <RFP Reference Number> and the wordings "DO NOT OPEN BEFORE <Date and Time> as mentioned in the fact sheet".
- e. Each envelope thus prepared should also indicate clearly the **name, address, telephone number, E-mail ID and fax number of the bidder** to enable the Bid to be returned unopened in case it is declared "Late" or as the case maybe.
- f. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- g. The original proposal/bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
- h. All pages of the bid including the duplicate copies, shall be initialed and stamped by the person or persons who sign the bid.
- i. In case of any discrepancy observed by M/o PD&SI in the contents of the submitted original paper bid documents with respective copies, the information furnished on original paper bid document will prevail over others.
- j. Bidder must ensure that the information furnished by him in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by M/o PD&SI in the contents of the CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.

#### 3.1 Authentication of Bids

A Proposal should be accompanied by a special power-of-attorney prepared specifically for the response against this RFP in the name of the signatory of the Proposal submitted in response to this RFP.

#### 3.2 Preparation and submission of Proposal

##### Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by M/o PD&SI to facilitate the evaluation process,

developing & demonstrating “Proof of Concept and Technical Presentation” and in negotiating a definitive contract or all such activities related to the bid process.

M/o PD&SI will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

### **3.3 Language**

The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

### **3.4 Venue & Deadline for Submission of proposals**

Proposals, in its complete form in all respects as specified in the RFP, must be submitted as per the details provided in Data Sheet of this RFP document.

### **3.5 Amendment of Request for Proposal**

At any time prior to the deadline (or as extended by M/o PD&SI) for submission of bids, M/o PD&SI for any reason, whether at its own initiative or in response to clarifications requested by prospective bidder may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the website, and these will be binding on all the bidders. M/o PD&SI, at its discretion, may extend the deadline for the submission of proposals. M/o PD&SI may change the scope after the submission of technical bids by the Bidders. In this case, M/o PD&SI will release a corrigendum/ clarification and ask the Bidders to resubmit their Financial bids only.

### **3.6 Bid Price**

Financial Bid shall be as per the format provided in this RFP. Bid price for evaluation purpose is inclusive of all applicable taxes, duties, other levies and charges etc. All applicable taxes, duties, other levies and charges etc. shall be required to be mentioned as per the Financial format.

Prices quoted by the Bidder shall remain fixed during the entire contract period and not subject to variation on any account. A bid submitted with an adjustable price quotation or with incomplete details will be treated as non-responsive and may be summarily rejected.

### **3.7 Late Bids**

- a. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- b. The bids submitted by telex/telegram/ fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c. M/o PD&SI shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- d. M/o PD&SI reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

### **3.8 Deviations**

The bidder is required to submit a no deviation and unconditional bid against this RFP. Any bid submitted with deviations/ assumptions which are material in nature or qualify for the deviation of terms & conditions of this RFP may be rejected summarily by the Tender Evaluation Committee.

## **4. Evaluation Procedure**

- a. M/o PD&SI will constitute Tender Evaluation Committee to evaluate the responses of the bidders
- b. The Tender Evaluation Committee s constituted by the M/o PD&SI shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
- c. The decision of the Tender Evaluation Committee s in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the Committees.
- d. The Tender Evaluation Committee (s) may ask for meetings with the Bidders to seek clarifications on their proposals
- e. The Tender Evaluation Committee (s) reserves the right to reject any or all proposals on the basis of any deviations.
- f. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

### **4.1 Tender Opening**

- a. Tender Opening shall happen as per the details provided in Data Sheet in the presence of Tender Opening Committee or any other officer authorized by M/o PD&SI, in the presence of such of those Bidders or their representatives who may be present at the time of opening.
- b. The representatives of the bidders are advised to carry the identity card or a letter of authority from the tendering firms to identify their bonafide for attending the opening of the proposal.

### **4.2 Tender Validity**

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender. However, prices submitted for the selected bidder shall remain valid for the entire duration of the contract.

### **4.3 Tender Evaluation**

- a. Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive. If Proposals:
  - i. Are not submitted in as specified in the RFP document
  - ii. Are found with suppression of details
  - iii. Submitted with incomplete information, subjective, conditional offers and partial offers
  - iv. Submitted without the documents requested in the checklist
  - v. Have non-compliance of any of the clauses stipulated in the RFP
  - vi. With lesser validity period
- b. All responsive Bids will be considered for further processing as mentioned below.
- c. M/o PD&SI will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by the Tender Evaluation Committee according to the Evaluation process define in this RFP document. The decision of the concerned Committee will be final in this regard.



#### **4.4 Consortiums & Sub-Contracting**

Consortiums and sub-contracting are not allowed for this engagement. The bidding entity has to be a single entity duly registered under the applicable laws of country.

#### **4.5 Evaluation Process**

The steps for evaluation are as follows:

##### **4.5.1 Stage 1: Pre-Qualification**

- a. M/o PD&SI shall open Envelope 1 marked “Response to RFP for Selection of Digital Media / Media firms for M/o PD&SI”.
- b. If the contents of the Envelope 1 are as per requirements, M/o PD&SI shall open Envelope 2 marked “Pre-Qualification Proposal”. Each of the Pre-Qualification condition mentioned in is MANDATORY. In case the Bidder does not meet any one of the conditions, the bidder will be disqualified.
- c. Bidders would be informed of their qualification/disqualification based on the Pre-Qualification criteria. The Bid Security amount and the Unopened Technical & Financial Bids will be returned to the respective disqualified Bidders after the submission of Bank Guarantee by the successful Bidder.

##### **4.5.2 Stage 2: Technical Evaluation**

- a. Envelope 3 marked as “Technical Proposal” will be opened only for the bidders who succeed in Stage 1.
- b. M/o PD&SI will review the technical bids of the short-listed bidders to determine whether the technical bids are as per the requirements laid down. Bids that are not in accordance with the requirements are liable to be disqualified at M/o PD&SI’s discretion.
- c. The bidders' technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework. Selected Bidders will be asked to give prepare a video as per the theme and brief given by this Ministry
- d. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get a Technical score of 70% or more will qualify for Financial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid and Bidder.

##### **4.5.3 Stage 3: Financial Evaluation**

- a. All the technically qualified bidders will be notified to participate in Financial Bid opening process.
- b. The Financial bids for the technically qualified bidders will then be opened on the notified date and time in the presence of representatives of qualified bidders and reviewed to determine whether the Financial bids are in accordance with the RFP requirements. Bids that are not substantially responsive are liable to be disqualified at M/o PD&SI’s discretion.
- c. The Normalized Financial score of the technically qualified bidders will be calculated, while considering the Financial quote given by each of the Bidders in the Financial Bid as follows:

**Normalized Financial Score of a Bidder = {Lowest Financial Quote of Bidder / Financial Quote of Bidder under consideration} X 100 (adjusted to 2 decimals)**

Example:

S.No	Bidders	Financial Quote (in Lakhs)	Calculation	Normalized Financial
1.	Bidder 1	110	(110/110)*100	100.00
2.	Bidder 2	140	(110/140)*100	78.57
3.	Bidder 3	160	(110/160)*100	68.75
4.	Bidder 4	130	(110/130)*100	84.61

- d. The bid price will include all taxes and levies and shall be in Pakistan Rupees and mentioned separately.
- e. Any conditional bid would be rejected

#### 4.5.4 Stage 4: Final score calculation through QCBS

- a. The final score will be calculated as per following weight-age:  
 Technical: **70%**  
 Financial: **30%**

**Final Score = (0.70\* Technical Score) + (0.30\* Normalized Financial Score)**

S. No	Bidders	Technical Score	Normalized Financial score	Final Score (70:30)
1.	Bidder 1	92.63	100.0	94.841
2.	Bidder 2	94.73	78.57	89.882
3.	Bidder 3	84.21	68.75	79.572
4.	Bidder 4	89.02	84.61	87.697

- a. The bidder with the highest Final score shall be treated as the Successful bidder. In the above example, Bidder-1 will be treated as successful bidder.
- b. In the event the Final scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.

#### 4.6 Pre-Qualification Criteria

The Bidder's pre-qualification bid will be evaluated as per the following criteria:

#	Parameter	Pre-qualification criteria Description	Evidence required
1.	Legal Entity	Bidder Should be <ul style="list-style-type: none"> <li>○ A company incorporated in Pakistan under the Companies Act 1985, SECP or Company's Registration Laws / Act in Pakistan</li> </ul>	<ul style="list-style-type: none"> <li>○ Copy of Certificate of Incorporation</li> <li>○ Copy of Registration Certificates</li> <li>○ Letter from Company Secretary on bidder's letter head for last five years' operation</li> </ul>

		<ul style="list-style-type: none"> <li>○ Registered with the Service Tax Authorities</li> <li>○ Should have been operating for the last three (3) years in Pakistan.</li> </ul>	<ul style="list-style-type: none"> <li>○ Copy of memorandum and article of association should be enclosed.</li> </ul>
2.	Turnover	<ul style="list-style-type: none"> <li>• Bidder should have had an average turnover of at least PKR 75 Million from the last 3 financial years from Media communication services / creative services /Promotional services</li> <li>• For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.</li> </ul>	<p>Audited financial statements for the last three financial years</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>
3.	Net worth	Bidder should have had a Net worth of at least PKR 20 Million at the close of the preceding financial year.	<p>Audited financial statement for the last three financial years.</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>
4.	Profitability	<p>Bidder should be profit making as per the audited consolidated financial statements in the last 3 financial years.</p> <p>For the purpose of this criterion, profitability of only the bidding entity will be considered. Profitability of any parent, subsidiary, associated or other related entity will not be considered.</p>	<p>Audited financial statement for the last three financial years.</p> <p>Or</p> <p>Certificate from the Statutory Auditor</p>
5.	Experience of Digital / social media campaigns for at least Government client	The Bidder should have the experience of handling three Digital /Social Media campaign / Event Government /Public Sector. Undertaking etc. costing not less than Rs.100.00 lakhs.	Self-Certificate from the authorized signatory for each work
6.	Production Capability	The bidder must have in-house Digital, Creative, Design and Event Production capabilities	Self-certificate letter undertaking to this effort on company's letter head signed by company's authorized signatory
7.	Blacklisting	Bidder must not be blacklisted by Govt. of Pakistan / Province as on the date of submission of the bid	<p>This effect on company's letter head signed by company's authorized signatory.</p> <p>Bidder must disclose any blacklisting and nature thereof and must provide. Blacklisting – revocation letter (if applicable) M/o PD&amp;SI reserves the right to accept or reject the Bidder's supporting proof</p>

8.	Presence in NCR	The Bidder shall have a fully functional Office in Islamabad Pakistan for the least 3 years	Self-Certificate from the authorized signatory mentioning the office details.
9.	Power of Attorney	A special Power of Attorney executed on a non-judicial stamp paper of appropriate value authorizing the representative of the bid to sign the bid against this RFP	Original special Power of Attorney to be submitted
10	Manpower	The Bidder shall have minimum 15 regular professional manpower	Self-Certificate from the authorized signatory mention the availability of the required number. & 10 CV's with relevant experience

All the details that have to be provided against the pre-qualification criteria shall be as per the format provided in Annexure II: Formats for Submission of the Pre-Qualification Bid

#### 4.7 Technical Evaluation Framework

The technical evaluation will involve the following two steps:

##### 4.7.1 Step I

In this part, the technical bid will be analyzed and evaluated based on specific experience of the bidder, competence of key personnel, adequacy of the proposed approach, methodology and understanding of the requirements of the RFP

S. No.	Description	Weightage in Technical Score	Minimum qualification Score
1	<b>Past Experience</b>	30	24
A	<b>Details of involvement and experience with 3 Mega Projects(each):</b> If Project cost of 10 Cr – 12 Cr = 2.5 If Project cost of exceeding above 12cr - 15Cr = 5 If Project cost of exceeding above 15cr - 18Cr = 7.5 If Project cost of more than above 18Cr = 10		
B	<b>Turnover – Average of last 03 years</b> a) Between 75 to 90 Million = 2.5 b) Between 90 to 120 Million = 5 c) Above 120 Million = 10		
C	<b>Revenue – Average of last 03 years</b> a) Between 25 to 30 Million = 2.5 b) Between 30 to 40 Million = 5 c) Above 40 Million = 10		
	<b>In House facility/Technical Tie Up</b>		

2	The company has in house capabilities in Digital/ social media content development and production	20	16
	<b>1) Manpower on role (Overall) – 10 Marks</b> a) Between 15 to 30 = 5 b) Between 30 to 50 = 7.5 c) Above 50 = 10  <b>2) Manpower on role (Digital) – 10 Marks</b> a) Between 10 to 15 = 2.5 b) Above 15 = 7.5		
	<b>Total</b>	<b>50</b>	<b>40</b>

#### 4.7.2 Step II: Evaluation of Creativity and Innovativeness:

The bidder will be required to make a video according to the theme and brief provided by the M/o PD&SI.

The Bidder's technical solution proposed in the Technical Evaluation bid document will be evaluated as per the evaluation criteria mentioned in the following table.

a) Creativity:	15
b) Effectiveness (Human/Emotional Touch)	15
c) Quality	10
d) Original Footage	10
<b>Total</b>	<b>50</b>

#### 4.8 Notification of Award

Prior to the expiration of the validity period, M/o PD&SI will notify the successful bidder in writing that its proposal has been accepted. The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Guarantee (PG), M/o PD&SI will promptly notify each unsuccessful bidder and return their EM/ Bid Security.

#### 4.9 Signing of Contract

After the notification of award, M/o PD&SI will issue Purchase Order (PO)/ Letter of Intent (LoI). The Bidder shall sign and return back to M/o PD&SI duplicate copy of the Purchase Order/LoI as an acceptance of the PO/ LoI within 7 working days from the date of issuance of PO/ LOI along with a Performance Guarantee.

On receipt of the Performance Guarantee M/o PD&SI shall enter into a contract with the successful bidder. M/o PD&SI shall have the right to annul the award in case there is a delay of more than 30 days in signing of contract, from the date of acceptance of PO/LOI, for reasons attributable to the successful bidder and follow Government guidelines for the award of contract to next best value bidder as per evaluation criteria.

#### **4.10 Performance Guarantee (PG)**

The successful Bidder shall at his own expense deposit with M/o PD&SI, within seven (7) working days from the date of issuance of PO/ LoI, an unconditional and irrevocable Performance Guarantee (PG) from any Scheduled Bank to M/o PD&SI, in the format prescribed in payable on demand, for the due performance and fulfilment of the contract by the bidder.

This Performance Guarantee will be for an amount equivalent to 5% total contract value. PG shall be invoked by M/o PD&SI in the event the Bidder:

- i. Fails to perform the responsibilities and obligations as set out in the RFP to the complete satisfaction of M/o PD&SI
- ii. Misrepresentations of facts/information submitted to M/o PD&SI

The Performance Guarantee shall be valid for 180 days' post satisfactory completion of each task engagement/work as stipulated in AGREEMENT. In the event of any amendments to Agreement, the Bidder shall within 15 days of receipt of such amendment furnish the amendment to the Performance Guarantee as required.

The Performance Guarantee may be discharged/returned by M/o PD&SI upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the Performance Guarantee.

In the event of the Bidder being unable to service the contract for whatever reason, M/o PD&SI would invoke the PG. Notwithstanding and without prejudice to any rights whatsoever of M/o PD&SI under the contract in the matter, the proceeds of the PG shall be payable to M/o PD&SI as compensation for any loss resulting from the bidder's failure to perform/comply its obligations under the contract. M/o PD&SI shall notify the bidder in writing of the exercise of its right to receive such compensation within 40 days, indicating the contractual obligation(s) for which the bidder is in default.

M/o PD&SI shall also be entitled to make recoveries from the bidder's bills, Performance Guarantee, or from any other amount due to him, an equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement.

In case the project is delayed beyond the project schedule as mentioned in this RFP, the Performance Guarantee shall be accordingly extended by the Bidder.

#### **4.11 Failure to agree with the Terms & Conditions of the RFP**

Without prejudice to above, failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event M/o PD&SI may award the contract to the next best value bidder or call for proposals.

In such a case, M/o PD&SI shall invoke the PG and forfeit the EM of successful bidder.

## 5. Detailed Scope of Work

The media firms will develop content for digital / social media i.e. twitter, Face book, YouTube, LinkedIn and website pages of the Ministry of Planning Development & Special Initiatives as per following requirements:

<b>SHORT VIDEOS</b>		
S. NO.	DETAILS	DELIVERABLES
1.	Character	Non-Celebrity
2.	Quality / Design	Digital 4K picture / Ultra HD. Digital Stereo Sound
3.	Duration	30, 45, 60, 90 & 120 seconds
4.	Nature of Footage / Graphics	Original shoot
5.	Quantity	12 (one every month)
6.	Objectives / Impact	Human touch / emotional
7.	Creativity	Original thinking / theme / plot
8.	Language	English and Urdu (both)

<b>ANIMATED VIDEOS</b>		
S. NO.	DETAILS	DELIVERABLES
1.	Character	-
2.	Quality / Design	Digital 4K picture / Ultra HD Digital Stereo Sound
3.	Duration	30, 45, 60, 90 & 120 seconds
4.	Nature of Footage / Graphics	Original graphics
5.	Quantity	12 (one every month)
6.	Objectives / Impact	Human touch / emotional
7.	Creativity	Original thinking / theme / plot
8.	Language	English and Urdu (both)

<b>INFO-GRAPHICS</b>		
S. NO.	DETAILS	DELIVERABLES
1.	Character	-
2.	Quality / Design	Data graphics, animated graphics and quote graphics etc
3.	Duration	-
4.	Nature of Footage / Graphics	Original graphics
5.	Quantity	100 in a year (Average 8-10 per month)
6.	Objectives / Impact	Impactful
7.	Creativity	Original thinking / theme / plot
8.	Language	English and Urdu (both)

<b>CONTENT WRITING</b>		
S. NO.	DETAILS	DELIVERABLES
1.	Character	-
2.	Quality / Design	Simple and Direct

3.	Number of Words	Up to 200 words
4.	Nature of Content / Script	Original
5.	Quantity	100 in a year (Average 8-10 per month)
6.	Objectives / Impact	Highly effective
7.	Creativity	Original thinking / theme / plot
8.	Language	English and Urdu (both)

<b>Video Blog (V log)</b>		
S. NO.	DETAILS	DELIVERABLES
1.	Character	-
2.	Quality / Design	Quality: High Resolution / HD
3.	Duration	120 seconds - 240 seconds
4.	Nature of Content / Script	Original
5.	Quantity	24 videos (two per month)
6.	Objectives / Impact	Impactful
7.	Creativity	Original thinking / theme / plot
8.	Language	English and Urdu (both)

## **5.1 Intellectual Property Rights**

M/o PD&SI shall remain the owner of all the content conceptualized, created, and implemented by the selected Firm under this RFP. All intellectual property rights in the content whether in tangible or intangible form shall belong to M/o PD&SI and the selected Firm has no right to assign, license, sell, or use any content conceptualized, created and implemented under this RFP and/or accompanying Agreement to any third party under any circumstances.



## **6. Payment Schedule**

The selected Firm will be required to submit the invoice post completion of each assignment under this engagement successfully (completion duly approved by M/o PD&SI). The rates would be used as per Financials quoted by the selected firm to arrive at the costing of such assignment under the agreed cost. Post completion of each assignment under this engagement, M/o PD&SI will assess the delivery for the approval to selected Firm:

1. The payment for each deliverable shall be made to the selected firm only after successful completion and acceptance by M/o PD&SI
2. The payments are subject to adherence of Agreement and imposition of penalties as mentioned in this document
3. Wherever applicable, taxes shall be deducted at source from the invoice.

## **Annexure-I: Formats for Submission of the Pre-Qualification Bid**

### **Pre-Qualification Bid Covering Letter**

<<On Bidder's Letter head>>

To,

Program Officer (Coordination)  
M/o PD&SI  
Ministry of Planning, Development & Special Initiatives  
P-Block Pak Secretariat Islamabad

***Subject: Submission of the Pre-Qualification Proposal for Selection of Digital / Social Media content development for M/o PD&SI***

Dear Sir,

We, the undersigned, offer to provide digital /social media content development services to M/o PD&SI with reference to your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Pre-qualification proposal.

We hereby declare that all the information and statements made in this Pre-qualification proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

## Bidder's General Information

Following table shall be filled with the details of Bidder.

S. No.	Item	Bidder's Response			
1.	Company Name				
2.	Year Established				
3.	Incorporated in Pakistan (Yes or No)				
4.	Authorized Signatory				
5.	Position				
6.	Address				
7.	Mobile				
8.	Telephone				
9.	Fax Number				
10.	Email Address				
11.	Financial Information		2019-20	2018-19	2021-18
		Turnover (in PKR Million)			
		Profit (in PKR Millions)			

## Bidder's Experience - Pre-Qualification Citations Format

### Format for Experience of Digital / Social Media Content Development

S. No.	Item	Bidder's Response
1.	Name of Bidder entity	
2.	Assignment Name	
3.	Name of Client	
4.	Country	
5.	Contact Details (Contact Name, Address, Telephone Number)	
6.	Approximate Value of the Contract	
7.	Duration of Assignment (months)	
8.	Award Date (month/year)	
9.	Completion Date (month/year)	
10.	Narrative description of the project	<i>Description of the project should specify the objective of the project and results/ outcome, if any of the campaign</i>
11.	Details of Work that defines the scope relevant to the requirement	Content Development for Digital and Social Media

## No Deviation Certificate

<<On Bidder's Letter head>>

This is to certify that our offer is exactly in line with your tender enquiry/RFP (including amendments) no. \_\_\_\_\_ dated \_\_\_\_\_. This is to expressly certify that our offer contains no deviation either Technical (including but not limited to Scope of Work or M/o PD&SI requirements) or Financial in either direct or indirect form.

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

## Format for EM Bank Guarantee

Whereas ----- (hereinafter called 'the Respondent') has submitted its proposal dated ----- in response to the RFP notice for Selection of Digital Media / Media Firm for M/o PD&SI (hereinafter called "the Proposal") to M/o PD&SI, Ministry of Planning, Development & Special Initiatives (M/o PD&SI), Islamabad –

KNOW ALL MEN by these presents that WE ----- of ----- having our registered office at ----- (hereinafter called "the Bank") are bound unto the M/O PD&SI (hereinafter called "the Purchaser") in the sum of ----- for which payment well and truly to be made to the said Purchaser, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this -----day of -----2021.

THE CONDITIONS of this obligation are:

1. If the Respondent withdraws its proposal during the period of validity of the proposal as specified by the respondent on the Notice of Intent to submit proposal in response to RFP Notice or
2. If the Respondent, having been notified of their selection fails or refuses to submit the required Performance Guarantee for anything.

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will specify that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions

This guarantee will remain in force up to and including 180 days after the period of proposal validity, and any demand in respect thereof should reach the Bank not later than the above date.

## LETTER OF INVITATION (LOI)

NO. 6 (44) MMS / PD / 2014

Islamabad, dated the \_\_\_\_\_

[Insert: Name and Address of Consultant]

Dear Mr. / Ms

1. The Ministry of Planning, Development and Special Initiatives (M/O PD&SI) (hereinafter called “Procuring Firm”) now invites proposals to provide the following consulting services:

*Hiring of Firm for content development for Digital / Social Media. More details on the services are provided in the Terms of Reference.*

2. A firm will be selected in accordance with the Pakistan Procurement Regulatory Authority Rules 2004 (36 d). Complete details are in RFP.

3. Please inform us in writing upon receipt, at the following address:

Ministry of Planning Development & Special Initiatives,  
Block - P, Pak Secretariat, Islamabad

- a.) that you received the Letter of Invitation; and
- b.) that you will submit a proposal alone/Sole Proprietor.

Yours sincerely,

Program Officer (Coordination)

## **Annexure II – Formats for submission of Technical Proposal**

### **Technical Bid Covering Letter**

<<On Bidder's Letter head>>

To,  
Program Officer (Coordination)  
M/o PD&SI  
Ministry of Planning, Development & Special Initiatives  
P-Block Pak Secretariat Islamabad

***Subject: Submission of the Technical Proposal for Selection of Digital / Social Media content development Firm for M/o PD&SI***

Dear Sir,

We, the undersigned, offer to provide Digital / social media content development services with reference to your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Technical Proposal as part of this envelope.

We hereby declare that all the information and statements made in this Technical Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of all the volumes of this RFP document. We would hold the terms of our proposal valid for the number of days as stipulated in the RFP document.

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

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:



# Self-Certificate for handling Digital /Social media content development

<<On Bidder's Letter head>>

To Whomsoever It May Concern

This is to certify that we, <<*Name of the Bidding Entity*>> has executed ***Digital /Social media content development*** for Government/ PROVINCE for <<*Name of the client*>>.

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

# Annexure–III Formats for Submission of the Financial Proposal

<<On Bidder's Letter head>>

## Financial Proposal Covering Letter

To:

Program Officer (Coordination)  
M/o PD&SI  
Ministry of Planning, Development & Special Initiatives  
P-Block Pak Secretariat Islamabad

**Subject:** Submission of the Financial Proposal for Selection of Digital / Social Media content development firm for M/o PD&SI

Dear Sir/Madam,

We, the undersigned, offer to provide the Digital / Social Media content development services for M/o PD&SI in accordance with your Request for Proposal dated <<Date>> and our Proposal. Our attached Financial Proposal is for the amount of <<Amount in words and figures>>. This amount is inclusive of all the taxes. Details of taxes are provided in the Financial format.

### 1. PRICE AND VALIDITY

- All the rates mentioned in our bid are in accordance with the terms as specified in the RFP documents. All the rates and other terms and conditions of this Bid are valid for the entire duration of the contract and further extendable for a period as per discretion of M/o PD & SI.
- We hereby confirm that we have mentioned all applicable taxes in this Financial proposal. Taxes shall be paid as applicable at the time of payment.
- We understand that the actual payment would be made as per the existing direct tax rates during the time of payment.

### 2. UNIT RATES

We have indicated in the relevant forms enclosed the unit rates for the purpose of on account of payment. In the event of discrepancy in the unit and total price quoted in this Financial proposal, the unit price shall prevail for calculating the total cost to M/o PD&SI.

### 3. RFP PRICING

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in RFP documents.

### 4. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. We are not submitting any assumptions or conditions with our Financial proposal as it is all

inclusive proposal. M/o PD&SI reserves the right to reject our proposal in case of any discrepancy or conditions found with our Financial proposal.

5. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in all the Volumes of this RFP and Annexure thereto. Our bid prices are mentioned in the submitted Financial Proposal.

6. PERFORMANCE GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Guarantee as specified in this RFP document.

Our Financial Bid shall be binding upon us subject up to expiration of the validity period of the Proposal, i.e., [Date].

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

We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

Thanking you,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

## 7. Financial Proposal

The total Bid Price comprises of prices quoted for component Detailed Costing for Digital / Social media content development services:

### *Detailed Costing for creatives to be used for evaluation*

<b>S. No.</b>	<b>Description of Item</b>	<b>Cost Per Unit (in PKR) –</b>	<b>Total Cost</b>
1.	Video		
2.	Animated Video		
3.	Info-graphics		
4.	Content writing		
5.	Video Blog		

### Note: -

1. Bidders are required to consider all the intermediate costs required for delivering the unit item mentioned in the format above for arriving on the final unit price of item/service.
2. Bidders are advised undertake their due-diligence in estimating the unit prices for creating and delivering the required service/deliverable mentioned in the format above. M/o PD&SI is not liable to make any additional payments to bidder which has not form part of this Financial bid.
3. Under no circumstances any additional assumption shall be considered as part of the financial quote. All financial bids having any assumption shall be summarily rejected.
4. All creative mentioned above including the final deliverables submitted by the selected Firm should be in its final stage to be shared for release or production.
5. This is only an indicative quantity and M/o PD&SI reserves the right to increase or decrease the indicative quantity listed any time during the period of engagement to any extent and there shall be no change in the prices quoted by the bidder.
6. Bidders may add more rows to substantiate their cost for creative, which shall also be used for evaluation, however these should not be inform of any assumptions. Any cost which is not quoted in the Financial proposal for evaluation and later required to deliver the final creative, shall be paid by selected Firm without any claim to M/o PD&SI.