

# **PUNJAB SKILLS DEVELOPMENT FUND**

## **Tender Document**

---

### **Appointment of a Company/Firm for Developing Communications Material for PSDF**

---

**September, 2018**



**Submission Date for Sealed Bids: 7<sup>th</sup> September 2018 before 3:00 PM**

21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore, Pakistan

Phone: +92-42-35752408-10

Fax: +92-42-35752190

## **Table of Contents**

<b>1-Invitation to Bid:</b>	<b>2</b>
<b>2-Instructions to Bidders:</b>	<b>2</b>
<b>3-Conditions for Eligibility</b>	<b>3</b>
<b>4-Term of Reference/ Scope of Work</b>	<b>3</b>
<b>5-Condition for Contract /General Guidelines:</b>	<b>4</b>
<b>6-Form of Contract</b>	<b>5</b>
<b>7-Form of Bid:</b>	<b>6</b>
<b>8-Delivery Timelines or Completion Date</b>	<b>6</b>
<b>9-Performance Security</b>	<b>6</b>
<b>10-Technical Evaluation Criteria</b>	<b>6</b>
<b>11-Financial Evaluation Criteria</b>	<b>6</b>
<b>12-Submission of Bids (Technical and Financial Proposal): -</b>	<b>7</b>
a. Bid Security	7
b. Cover Letter for the Submission of Technical Proposal	7
<b>Annexures</b>	<b>8</b>
Annex – A (Organization Information)	8
Annex – B (Eligibility Response Check List)	9
Annex – C (Relevant Experience)	10
Annex – D (Technical Evaluation Criteria)	11
Annex – E (Key Management Staff of the Company)	12
Annex – F (Financial Proposal)	13
Annex – G (Declaration)	14
Annex – H (Cover Letter)	15

## 1- Invitation to Bid:

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Bidder set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed bids/proposals will be invited from bidders for Appointment of a Company/ Firm for Developing Communications Material on behalf of PSDF. All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned.

## 2- Instructions to Bidders:

The selection of firm/company for Developing Communications Material will base on **Quality and Cost Method** through **Single Stage Two Envelopes** bidding procedure.

- a) The bid shall be a single package consisting of two separate envelopes, containing separately financial and technical proposals. The envelopes shall be marked as “Financial Proposal” and “Technical Proposal”.
- b) In the first instance, the “Technical Proposal” shall be opened and envelope marked as “Financial Proposal” shall be retained unopened in the custody of PSDF.
- c) PSDF shall evaluate Technical Proposal in a manner prescribed in section – **10** given in the document, without reference to the price and condition shall reject any proposal which does not conform to specified requirements.
- d) During the technical evaluation no amendments in Technical Proposal shall be permitted.
- e) After the evaluation and approval of the technical proposals, the fund shall open the financial proposals of the technically responsive bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.
- f) The financial bids found technically non-responsive shall be returned un-opened to respective bidders.
- g) The Technical and Financial Proposal will be evaluated based on PSDF evaluation criteria as provided in section – **10** and **11** of this document.
- h) This document has different sections carrying information of eligibility, technical evaluation and terms of references, conditions of tender, type of contract etc. to assist potential bidders to develop their Technical Proposals. Bidders those found eligible and qualify in technical evaluation will be short-listed for financial bid opening.

- i) Contract shall be awarded on quality and cost-based method with combined evaluation of the Technical and Financial Proposals. ***The weight of quality shall be 80% and 20 % weightage shall be given to cost.***
- j) Passing criteria for Technical Evaluation shall be minimum 65 marks.

### 3- Conditions for Eligibility

The Successful bidders, fulfilling the following criteria, will be considered eligible for the bidding process for developing Communications Material for PSDF.

- a. Evidence of bidding firms/company Registration / Incorporation (Copy of certificate of incorporation is required)
- b. Provide National Tax Number (NTN) and General / Punjab Tax Number GST/PST, (if applicable) in the name of Organization and provide a copy of registration
- c. The bidding firms/company having an office in Lahore, Pakistan. (Profile or evidence with address and contact persons information on signed letter head is required)
- d. The Bidder must hold at least one year of experience in developing communications material. (Documentary proof; work order/ service order or reference letter or business award letter or recommendation letter should be furnished.)
- e. Regular tax payer copy of last year tax return is required. (2016-17 tax returns copy required)
- f. Affidavit on stamp paper, declaring that company is not blacklisted by any Government agency/authority. (Original required)

If bidder fail to provide information as per the above mentioned or does not fulfil the requirement of, “Eligibility Criteria Checklist” (Annexure B) shall be dis-qualified and declared ineligible from the bidding process and its technical evaluation will not be carried out. Please mark the supporting documents for Eligibility Criteria Checklist.

### 4- Term of Reference/ Scope of Work

By engaging one Bidder, PSDF wishes to procure top-quality photography and videography services (including pre-planning and post-production), in order to package communications material in such a way that helps position PSDF as a leading skills development fund in the province of Punjab. The following terms of reference identify the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing & Communications (M&C) department at PSDF:

1. **Photography:** The qualifying bidder will be responsible for taking high-quality photographs – and share short-listed images with PSDF, in accordance with PSDF’s specific requirements. The

company/firm will also be responsible for treating and correcting select images for each project, subject and/or activity.

2. **Videography:** The qualifying bidder will be responsible for developing high-quality videos; keeping in mind the following:
  - a. All videos must be developed using the latest techniques and equipment and must be compatible with various formats;
  - b. The final version of all videos must be shared in the following two formats: high-end broadcast quality (1920 x 1080); compressed versions which can be easily shared via WhatsApp (with subtitles);
  - c. All videos must be prepared in accordance with the branding guidelines and protocols followed by PSDF (to be shared with the bidder, upon qualifying).
  - d. The three phases of any production-based assignment may be defined, as follows:
    - i) **Pre-production:** Pre-production would include narrative development (including, but not limited to - style, format, project length, target audience, featured success stories, etc.), finalise shooting script, interview questions, casting (if necessary), treatment of the project, audio/visual storyboard, along with the road plan for undertaking of a particular project.
    - ii) **Production:** Production phase would include shooting/compiling raw footage in the field, assigned locations or on PSDF premises, finding suitable stock footage (if required), B-roll, and additional images (as and when required).
    - iii) **Post-Production:** Post-production would include editing of the raw footage, voice over (if required), finding suitable background music and animation elements/motion graphics (if required), for a project and as outlined by PSDF. The qualifying bidder might also be required to edit, and package footage recorded by vendors, on behalf of PSDF, in the past.
3. **Travel:** The assigned personnel/teams of the qualifying bidder will be required to travel across the province of Punjab (specifically, to focus areas/target districts of PSDF).

**Timelines:** The timelines for videos will be mutually decided between the M&C department and will be mentioned in the agreement.

**Note:**

Bidders must have all below equipment

- Full frame DSLR with Carl-Zeiss Prime lenses for videography
- Full frame DSLR with dedicated photography lenses for photoshoot
- Drone for Aerial coverage

## 5- Condition for Contract /General Guidelines:

The successful bidder shall agree to the following terms of references to provide Services to PSDF:

- a) PSDF reserves the right to award or not to award this contract and Bidders who fail to complete and attach all the relevant documents shall be disqualified. No tender document shall be accepted, **if not properly sealed, marked, signed and stamped.**

- b) PSDF shall enter into a formal contract with the successful Bidder only and reserves the right to terminate the contract, if performance of Bidder is unsatisfactory.
- c) Bidders to ensure that their bid documents are submitted before the closing time and date of the tender. **Bids received after closing time and date will NOT be considered.**
- d) All documents and information received by PSDF from bidders will be treated in strictest confidence. Documents submitted to PSDF will not be returned.
- e) All expenses related to participation in this bidding document shall be borne by the bidder.
- f) Only short-listed bidders fulfilling the eligibility criteria will be considered for technical evaluation.
- g) Documents shall be submitted in hard copies in a sealed envelope marked as “PROPOSAL” as hard copy in a sealed envelope for “**Appointment of a Company/Firm for Developing Communications Material for PSDF.**” The envelope containing hard copies of technical proposal shall be received on the postal address given below.

**Procurement Department**

Punjab Skills Development Fund, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore  
E-mail: [Procurement@psdf.org.pk](mailto:Procurement@psdf.org.pk) Phone: +92-42-35752408-10, Fax: +92-42-35752190.

- h) Sealed Technical Proposals received after due date & time, will not be accepted.
- i) PSDF reserves the rights to request submission of additional information from applicants to clarify/further understand aspects of technical proposal, if required. PSDF also reserves the right to verify any information provided by the applicants.
- j) **Questions about this bidding document can be made only in writing through a letter or E-mail: at [Procurement@psdf.org.pk](mailto:Procurement@psdf.org.pk) and must be asked by or before COB August 28, 2018.**
- k) PSDF has the right to visit business premises to verify the information shared in tender documents. Bidder presenting information intentionally incorrectly or fraudulently will be disqualified.
- l) Although adequate thought has been given in the drafting of this document, errors such as typos may occur which the PSDF will not be responsible.

**6- Form of Contract**

- a) The duration of the contract will be 1 year, If PSDF cancel the contract during the contract period, a notice period of 1 month will apply. Contract may be extended for one year based on the performance of the bidder on same terms & conditions.
- b) Successful Bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order. In case of delay of

services, penalty will be imposed agreed mutually while signing the contract with successful bidder.

- c) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- d) The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PSDF shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- e) The PSDF undertakes to pay the valid invoice within thirty (30) days after the delivery of the services. All taxes will be deducted in accordance with the applicable laws.
- f) The bid shall remain valid for the period of **150** days from the date of bid opening.

#### **7- Form of Bid:**

Please submit the financials in **Annexure-F**

#### **8- Delivery Timelines or Completion Date**

The bidder shall be bound to provide required services within stipulated timelines (as mutually agreed in the contract).

#### **9- Performance Security**

- a. Successful bidder will submit a performance guarantee (or any other form of performance security acceptable to PSDF) of 1 % of contract value at the time of signing the contract which will be returned after completion of contract.
- b. Any delay in delivery of Services as per agreed time frame will be subject to a penalty @0.5% per day, up to maximum 10% of the total contract value.

#### **10- Technical Evaluation Criteria**

This document is governed by the procedure approved by PSDF management. The technical proposal of eligible organisations will be evaluated against the requirements specified in the "Annexure – D".

#### **11- Financial Evaluation Criteria**

- a) The Financial Proposals of only eligible bidders with technically responsive (minimum 65 marks) will be opened in the presence of all the bidders participated in the tender. All bids shall be opened by the evaluation committee publicly in the presence of the bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding. Chairperson or member of the evaluation committee shall read aloud the unit

price as well as the bid amount and shall record the minutes of the bid opening. All bidders shall sign an attendance sheet at the time of bid opening.

b) Please provide information regarding Financials in Annexure – F”.

## **12- Submission of Bids (Technical and Financial Proposal): -**

Complete bid containing Technical and Financial proposal along with Bid Security, all required information and documentary evidences must be submitted before closing dated i.e. **September 07, 2018 at 3:00 PM**-. Technical proposals will be publicly opened on the same day i.e. – **September 07, 2018 at 3:30 PM** in the presence of bidder’s representatives who wish to attend it. Bid Security of disqualified bidders will be returned after awarding the business to successful bidder.

### **a. Bid Security**

Bid Security of Rs. 5,000 (Five Thousand) in the form of pay order or demand draft favouring Punjab Skills Development Fund shall be submitted along with the proposal. The Bid Security should be valid for a period not less than 6 months and must be enclosed in financial bid.

### **b. Cover Letter for the Submission of Technical Proposal**

A cover letter as specified in **annexure G** shall be submitted with the proposal.

**Note: Please provide the required information/Response to all Annexure mentioned in this document and mark them while submitting the bid.**

**Annexures**

**Annex – A (Organization Information)**

Organization Information		
S #	Required Information	Response
1	Legal name of the organization	
2	Year of Registration / Establishment of the Organisation	
3	National Tax Number	
4	General / Punjab Sales Tax Number	
5	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organisation
		Section 42 Company
		Public Ltd. Company
		Private Ltd. Company
		Private Partnership Firm
	Others (Please specify)	
6	Name and designation of 'Head of Organization'	
	Mobile:	
	Phone/s:	
	Email:	
	Fax:	
	Address of organization:	
7	Name and designation of 'Contact Person':	
	Phone/s:	
	Mobile:	
	Email:	
	Fax:	
8	Address of organization	
	Phone/s:	
	Mobile:	
	Email:	
	Fax:	

**Annex – B (Eligibility Response Check List)**

Eligibility Check List				
Sr. No.	Eligibility Criteria Details	Evidence/Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Evidence of bidding firms/company Registration / Incorporation (Copy of certificate of incorporation is required)	Evidence of certificate of incorporation	<input type="checkbox"/>	<input type="checkbox"/>
2	Provide National Tax Number (NTN) and General / Punjab Tax Number GST/PST, (if applicable) in the name of Organization and provide a copy of registration	Registration Copy required	<input type="checkbox"/>	<input type="checkbox"/>
3	The bidding firms/company having an office in Lahore, Pakistan.	Profile or evidence with address and contact persons information on signed letter head is required.	<input type="checkbox"/>	<input type="checkbox"/>
4	The Bidder must hold at least one year of experience in developing communications material.	Documentary proof (work order/ service order or reference letter or business award letter or recommendation letter) should be furnished.	<input type="checkbox"/>	<input type="checkbox"/>
5	Regular tax payer copy of last year tax return is required. (2016-17)	(2016-17 tax returns copy required)	<input type="checkbox"/>	<input type="checkbox"/>
6	Affidavit on stamp paper, declaring that company is not blacklisted by any Government agency/authority. (Original required)	We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.	<input type="checkbox"/>	<input type="checkbox"/>

**Annex – C (Relevant Experience)**

Relevant Experience		
Sr. #	Required Information	Response  (Please provide exact information with organization name, location/s and duration)  Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
2	Start and end dates of providing Photography/ Videography services (For example – Jan 2009 to September 2017)	i.
		ii.
		iii.
		iv.
3	Services provided to Number of companies/firms	i.
		ii.
		iii.
		iv.

**Annex – D (Technical Evaluation Criteria)**

<b>Technical Evaluation Criteria</b>				
<b>S. No.</b>	<b>Descriptions</b>	<b>Total Points</b>	<b>Categorized Points</b>	<b>Remarks</b> (Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)
<b>1</b>	<b>Financial Capacity</b>	<b>10</b>		Copy of last year bank statement/ financial statement/ 2016-17 tax return
	Last year turnover/ revenue should be 2 million or more		10	
	Last year turnover/ revenue should be less than 2 million (but not less than 1 million)		5	
<b>1</b>	<b>Experience in providing videography services</b>	<b>25</b>		Documented proof (work order/ service order or reference letter or recommendation letter or business award letter) should be furnished.
	Provided videography services to 5 or more than 5 clients in the last year.		25	
	Provided videography services to less than 5 clients in the last year.		15	
<b>2</b>	<b>Core Team Member</b>	<b>15</b>		CV required on letterhead with stamp
	Videographer having working experience of 7 years or more than 7 years.		15	
	Videographer having working experience of less than 7 years.		10	
<b>3</b>	<b>Equipment for Photography Videography</b>	<b>20</b>		Details of Equipment should be furnished on letterhead, signed and stamped (PSDF team might visit to check the equipment/s mentioned in the letterhead)
	Bidders must have all three below equipment, committee will score the bidders who have all three equipment, for this clause. <ul style="list-style-type: none"> <li>• Full frame DSLR with Carl-Zeiss Prime lenses for videography</li> <li>• Full frame DSLR with dedicated photography lenses for photoshoot</li> <li>• Drone for Aerial coverage</li> </ul>		20	
<b>4</b>	<b>Accessories (lenses, lights etc.)</b>	<b>20</b>		
	Etiquette equipment for video coverage (LED Lights, Tripods, reflectors/cutters and sound recording devices (shotgun/ collar mic device)		20	
<b>5</b>	<b>Post Production Suites</b>	<b>10</b>		List of editing suites on letterhead, signed and stamped (PSDF team might visit to check the equipment/s mentioned in the letterhead)
	MAC Environment (2 or more than 2 Apple MAC pro machine/s)		10	
	IBM Environment (2 or more than 2 IBM machine/s)		5	
	<b>TOTAL</b>	<b>100</b>		

**Annex – E (Key Management Staff of the Company)**

Please attach CVs for your Key Management Staff

<b>Key Management Staff of Company</b>				
<b>Sr. #</b>	<b>Name of Management Staff</b>	<b>Designation</b>	<b>Area of Expertise</b>	<b>Number of years in company</b>

May like to add more columns

## Annex – F (Financial Proposal)

Success Stories (60 second testimonials/ interviews videos and still photography of the same) in PSDF specified cities within Punjab only.

Description	Cost without Taxes (PKR)	Total cost with all applicable Taxes (PKR)
Per Video Cost		

- **Note:**
  - At least 20 videos will be development during the contract period of 1 year.
  - Quantity required for videos may increase as per the business need therefore we have requested to please quote the price of per video.
- **Payment Terms**
  - Payment is to be made within 30 days after the submission of the invoice and service acceptance by the user department.
  - Invoices can be raised on a monthly basis (based on the completion of the videos)
- Traveling and accommodation will be provided by PSDF out of Lahore only, based on the below table

Travelling	Borne by PSDF (will only accommodate 2 person and will be accompanied by PSDF representatives).
Accommodation	Will be borne by PSDF (not more than PKR 8,000 per night for the whole crew) if night stay is involved.

**Annex – G (Declaration)**

I, \_\_\_\_\_ hereby declare that:

- all the information provided in the technical proposal is correct in all manners and respects;
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of "[Click here and type the name of organization]"

Name:-	
Designation:-	
Signatures:-	
Date and Place:-	

**Annex – H (Cover Letter)**

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guide lines]

**Re:** Technical Proposal in respect of [Insert title of assignment]

Dear Sir,

We offer to provide the /Services for [Insert title of assignment] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the delivery of /Services as per the client's request, if our proposal is accepted. We understand that you are not bound to accept any or all proposals you receive.

Thank you.

Yours sincerely,

Signature

Name and title of signatory: