

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Appointment of a Company / Firm for Execution of Government Higher Secondary Schools Campaign in Punjab

November, 2018



Submission Date for Sealed Bids: November 16, 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



Skills For Success

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1- Invitation to Bids

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed bids/proposals will be invited from established Organisations/companies/firms for Execution of Government Higher Secondary Schools Campaign in Punjab (hereafter called as bidders) to PSDF. All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned in this tender document.

2- Instruction to Bidders

The selection of bidder will be based on **Quality Cost** based Selection (QCBS)/bidding procedure.

- a) The bid shall be a single package consisting of two separate envelopes, containing separately Technical and Financial proposals. The envelopes shall be marked as “Technical Proposal” and “Financial Proposal”.
- b) The bidders shall submit completed standard documentation appended as Annexures to this document along with specific documents required by PSDF.
- c) 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. PSDF shall evaluate Technical Proposal in a manner prescribed in the document, without reference to the price and condition shall be entitled to reject any proposal which does not conform to specified requirements. During the technical evaluation no amendments in Technical Proposal shall be permitted.
- d) After the evaluation and approval of technical proposals, PSDF shall open financial proposals of the technically accepted bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.
- e) The financial bids of the organisations found technically non-responsive shall be returned unopened to the respective bidders. The technical and financial proposal will be evaluated based on PSDF evaluation criteria as provided in this document.
- f) 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 contractors to develop their technical proposals. Financial bids will only be opened for bids that have been technically accepted at predetermined time, venue and date communicated to the bidders
- g) Contract shall be awarded on quality and cost-based method with combined evaluation of the Technical and Financial Proposals. *The weightage of quality shall be 80% and 20 % weightage shall be given to cost. At least 65 marks* requires in technical evaluation to qualify for Financial Bid opening.

3- Conditions for Eligibility

The successful bidder, fulfilling the following criteria, will be considered as an eligible bidder for the evaluation process;

- a) Evidence of company's/firm's registration / incorporation (Copy of Registration is required)
- b) Provide copy of tax returns of last year 2016-2017 and must have a status of active tax payer (Evidence of Last year tax return is Required,2016-2017)

- c) NTN and General Sales Tax/Provincial Sales Tax (if applicable) registration (Registration Copy required)
- d) Affidavit on stamp paper, declaring that the company is not black listed by any Govt. agency / authority (Original required)

Any, failure to provide information as per the above mentioned or fulfilment under the requirement of, "Eligibility Criteria Checklist" (**Annexure B**) shall deemed to be or declared ineligible for the bidding process and its technical evaluation will not be carried out.

Please mark/flag the supporting documents for Eligibility Criteria Checklist.

4- Terms of Reference/Scope of Work

For terms of reference /scope of work, please refer to annexure-E.

5- General or Special Conditions of Contract

- a) PSDF reserves the right to award or not to award the contract and Bidders who fail to complete and attach all the relevant documents shall deemed to be or declared to be ineligible
- b) No tender document shall be accepted, if not **properly sealed, marked, signed and stamped.**
- 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 accepted.**
- d) All documents and information received by PSDF from applicants 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) 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 Execution of Government Higher Secondary Schools Campaign in Punjab.**" The envelope containing hard copies of technical proposal and financial 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 Phone: +92-42-35752408-10, Fax: +92-42-35752190.
- g) PSDF also reserves the right to verify any information provided by the applicants or may visit business premises to verify the information shared in tender documents.
- h) Bidder presenting information intentionally incorrectly or fraudulently will be disqualified.
- i) Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before Nov 12, 2018. For any other related information please contact the undersigned.
- j) 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.
- k) PSDF reserve the rights to increase and decrease the number of activations considering the business needs at the time of awarding the contract or during the course of the contract.

*** Although adequate thought has been given in the drafting of this document, errors such as typos may occur without any responsibility on PSDF's part.

6- Form of Contract

- a) The successful bidder shall sign and execute the standard contract of PSDF including any general conditions on the terms and conditions specified therein. Any amendment to the standard contract shall be made with mutual consent of both parties.
- b) The duration of the contract shall be for one year from the date of signing the agreement and may be extended agreed mutually for one year to complete the work after the performance review. If PSDF chooses to cancel the contract during the contract period, a notice period of one month will apply.
- c) Successful company will sign a contract and shall provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order. (as applicable)
- d) Penalty shall be imposed to successful bidder, if he fails to deliver the services (as applicable) on agreed terms & conditions mentioned in the bidding document and contract.
- e) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- f) The PSDF 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 company the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- g) The PSDF undertakes to pay the valid and complete invoice based on the successful performance of the successful bidders within thirty (30) days.
- h) All taxes will be deducted in accordance with applicable laws.
- i) The bid shall remain valid for the period of **150 days** from the date of opening.

7- Form of Bid

The Bidders shall follow the Form of Bid specified in Annexure F.

8- Delivery Timelines or Completion Date

Unless agreed otherwise, PSDF shall provide the “Higher Secondary School campaign in 100 Government Higher Secondary Schools of Punjab” Services from the date of execution of the contract. The duration of the contract shall be one year and may be extended for one more year to complete the work after the performance review on the same terms & conditions.

9- Performance Security

- a) Successful bidder will submit a performance guarantee (or any other form of performance security acceptable to PSDF) of 2% 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 @ .05% 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 requirements specified in the in “Annexure – D”.

11- Financial Evaluation Criteria

The Financial Proposals of only eligible bidders with technically qualified specifications will be opened in the presence of all the bidders. All bids shall be opened publicly in the presence of bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding and person designated for PSDF 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. 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.-Nov 16, 2018 at 3.00 PM-. Technical proposals will be publicly opened on the same day i.e. – Nov 16, 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 with financial bid.

b. Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **Annexure I** shall be submitted with the proposal.

Annexures

Annex – A Organisational Information

Organisation Information			
Sr. #	Required Information	Response	
1	Legal name of the Organisation		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
	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 Organisation'		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of Organisation:		
	Website address:		
8	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

Annex – B Eligibility Response Checklist

Eligibility Check List				
Sr. No	Eligibility Criteria Details	Response/Elaboration/ Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Evidence of company's registration / incorporation	(Copy of Registration is required)	<input type="checkbox"/>	<input type="checkbox"/>
2	Provide copy of tax returns of last year 2016-2017 and must have a status of active tax payer	(Evidence of Last year tax return is Required,2016-2017)	<input type="checkbox"/>	<input type="checkbox"/>
3	NTN and General Sales Tax/Provincial Sales Tax (if applicable) registration	(Registration Copy required)	<input type="checkbox"/>	<input type="checkbox"/>
4	Affidavit on stamp paper, declaring that the company is not black listed by any Govt. agency / authority	Declaration required on stamp paper (Original required)	<input type="checkbox"/>	<input type="checkbox"/>

**Annex – C Relevant
Experience**

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

Annex – D Technical Evaluation Criteria				
S. No.	Descriptions	Total Points	Categorized Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance no mark will be awarded)
1	Experience	10		Documentary proof (copies of contract or work order /service Orders) should be furnished.
	07 or More than 07 years of experience of conducting different campaigns with national and multinational Organisations, Telecom / FMCGs / government / semi government / autonomous bodies		10	
	05 years or More than 05 years' but less than 07 years' of experience of conducting different campaigns with national and multinational Organisations, Telecom / FMCGs / government / semi government / autonomous bodies		8	
	Three or more than 03 years' but less than 05 years' of experience of conducting different campaigns with national and multinational Organisations, Telecom / FMCGs / government / semi government / autonomous bodies		6	
2	Campaign Related Projects	30		Documentary proof i.e. PO/SO /Contract/Deliverables/ Scope of Work, etc. related to the campaign) should be furnished.
	Share 03 executed project documents related to campaigns consisting of their overall TORs/ deliverables/ scope of work, etc.		10 each	
3	Work Experience	20		Documentary proof (Profiles/CV of Project Manager, Coordinator and Master of Ceremony/Presenter)
	CV of Project Manager at least 05 years and above experience		10	
	CV of Coordinator at least 03 years and above experience		05	
	CV of Master of Ceremony/Presenter at least 03 to 05 years experience		05	

5	Financial Capability	10		
	Company/Firm's annual turnover/revenue is 50 or greater than 50 million		10	Last year's audit report 2016-17 / Last year's tax returns 2016-17
	Company/Firm's annual turnover/revenue is 30 or greater than 30 million but less than 50 million		07	
	Company/Firm's annual turnover/revenue is greater than 20 and less than 30 million		06	
6	Execution Plan	30		
	a) Submit a detailed execution plan and understanding of the brief. A detailed document highlighting idea of activation to tackle the situation of Brand Awareness among the students – provide on Letterhead		10	Provide a word document for understanding of the brief and presentation for execution plan
	b) A detailed presentation submitted by the firm justifying the specific components used in the activation. This should also include the complete road mapped strategy outlined with dates and timelines of the overall campaign execution with a district-wise plan		20	
Total Points Awarded		100		

Note: Please mark/flag the supporting documents for Technical Evaluation Criteria.

Annex- E Scope of Work

- a. The Government Higher Secondary School (GHSS) campaign will be carried out in the target districts of the Punjab - Bahawalnagar, Bahawalpur, Bhakkar, Chakwal, Gujrat, Jhelum, Kasur, Khushab, Mandi Bahuddin, Okara, Rahim Yar Khan, Sahiwal and Sialkot.
- b. For activity in the targeted 13 districts as mentioned above, the company/firm shall be responsible for obtaining the permissions / NOC from the relevant institutions / authorities for smooth execution of the campaign. PSDF will facilitate where possible.
- c. All the activities related to the GHSS campaign that includes the distribution of course lists, flyers, training vouchers, presentation delivery, showcasing poster on noticeboard, getting bio-data information with complete setup of a stall within college premises of all selected districts will be carried out by the company/firm. A complete itinerary plan must be shared by the selected company/firm with PSDF.
- d. The company/firm must have a booth installed at each school. The booth must have a TV installed with audio output on audible speakers to ensure that videos (provided by PSDF) are displayed constantly throughout the activity
- e. District-wise course list data will be provided by PSDF. However, the company/firm will have to design the course list as per the branding guidelines of PSDF.
- f. Brand ambassadors (graduate trainees of the undergoing districts) will be accompanied at the GHSS during the visit which will be arranged by PSDF.
- g. The company/firm shall develop a conversion mechanism of training vouchers distributed to the students who later opt for PSDF's training which will be a measure to the ROI (Return on Investment) and the effectiveness of 'Call to Action' of the overall campaign.
- h. The key objective of this campaign is maximum data gathering of students into PSDF-funded programs and voucher conversions is the only way to gauge it.
- i. At least 03 designs for the course list, flyer and poster will be shared by the selected company/firm for approval from PSDF. The company/firm is required to complete every design in every aspect before sharing.
- j. Upon successful approval of the final designs from PSDF, the company/firm will send the collateral for printing with quantities as per the quantities mentioned in the Annexure E of the tender document. Approval on quotation shall be shared with PSDF before any collateral printing of these three items (course lists, flyer and poster) as they will be subject to head count appearance at each HSS. The student strength can be determined during pre-hype visits at each HSS before the actual presentation. The cost of printing shall be charged separately from this project. *PSDF reserves the right to get these printed from some other vendor if the cost quoted from the qualified vendor for this campaign is higher than expected*
- k. If the selected company/firm completely fails to provide the services within prescribed period of service delivery and doesn't comply with the reminders, the case of interested company/firm may be put to relevant authorities to declare the company/firm as "Black Listed".

- l. Payment of services will be made on the satisfactory completion of each Higher Secondary School.
- m. In case of any dispute regarding services; the decision of the PSDF shall be final & binding
- n. All collaterals designed by the company/firm will be approved by PSDF.
- o. Company/firm will provide the design of kiosk and appropriate branding at the school.
- p. Company/firm will be responsible to recruit a local MOC (Master of Ceremony) to ensure clear communication with the students, MOC to be finalised by PSDF by conducting an interview. PSDF reserves the right to change the MOC.
- q. Company/firm to provide photo coverage and video of one school activity of each respective district.

List of Higher Secondary Schools	
Bahawalnagar	
S. No	Higher Secondary School
1	JAND WALA
2	DAHRANWALA
3	207/M
4	CHAK NO 202 M
5	DAHRAN WALA
6	CHAK NO.185-7.R
7	FAQIR WALI
8	132/6-R
9	CHAK 123/6R
Bahawalpur	
S. No	Higher Secondary School
1	GHSS MUBARAK PUR
2	GGHSS MUBARAKPUR
3	GHSS ABBASIA BAHAWALPUR
4	GGHSS SATELLITE TOWN BAHAWALPUR
5	GGHSS CHAH FATEH KHAN BAHAWALPUR
6	GHSS LAL SOHANRA
7	GGHSS YAZMAN
8	GGHSS NOORPUR NAURANGA
9	GHSS CHAK NO.68/DB
10	GHSS CHAK NO.188/M
Bhakkar	
S. No	Higher Secondary School
1	GHSS DHANDLAH
2	GHSS ASHRAF WALA
3	GHSS HAIDER ABAD
4	GHSS GOHAR WALA
5	GHSS CHAK NO.67/ML
6	GGHSS CHHINA
7	GGHSS KIRARRI KOT
8	GGHSS RODDI
Chakwal	
S. No	Higher Secondary School
1	GHSS PADSHAHAN

2	GHSS BHAGWAL
3	GHSS SAIGOLABAD CHAKWAL
4	GHSS DHEEDWAL
5	GGHSS KALAS
6	GGHSS KHAN PUR
Gujrat	
S. No	Higher Secondary School
1	GHSS PUBLIC KUNJAH
2	GHSS KATHALA CHENAB
3	GGHSS MODEL GHARIB PURA GUJRAT
4	GGHSS KATHALA CHINAB
5	GGHSS SOHAL KHURD
6	GGHSS DEONA
Jhelum	
S. No	Higher Secondary School
1	GHSS DINA
2	GGHSS MODEL DINA
3	GHSS MC ISLAMIA JHELUM
4	GHSS JALAL PUR SHARIF
5	GHSS LILLA
6	GHSS DOMELI
7	GGHSS SOHAWA
8	GGHSS ISLAMIA JEHLUM
Kasur	
S. No	Higher Secondary School
1	GHSS KHUDIAN KHAS DEPALPUR ROAD
2	GGHSS HUSSAIN KHAN WALA CHAK NO 8
3	GGHSS MUSTAFA ABAD
4	GGHSS BHEDIAN KALAN
5	GGHSS AMRAO ALI KHAN ROSHAN BHEELA
6	GHSS KANGAN PUR
7	GGHSS RAJA JANG KASUR
8	GHSS NAWAZ AHMED ROSHAN BHEELA
9	GHSS WAN RADHA RAM PATTOKI
Khushab	
S. No	Higher Secondary School
1	GHSS GIROTE
2	GHSS KHALIQ ABAD
3	GHSS KHUSHAB
4	GHSS NARI
5	GGHSS MITHA TIWANA
6	GHSS KATHA SAGHRAL
7	GHSS MITHA TIWNA
8	GGHSS KHUSHAB GEROTE ROAD
9	GHSS ADHI KOT
Mandi Bahuddin	
S. No	Higher Secondary School

1	GHSS SOHAWA BOLANI
2	GGHSS MONG
3	GGHSS CHALIANWALA
4	GGHSS NAI ABADI RASUL
5	GGHSS MIANA GONDAL
6	GHSS BHIKHI SHARIF
Okara	
S. No	Higher Secondary School
1	GHSS 40/3.R OKARA
2	GHSS ISLAMIA NEW CAMPUS
3	GGHSS RENALA KHURD
4	GHSS MANDI AHAMD ABAD
5	GHSS BAMA BALA
6	GHSS RENALA KHURD
Rahim Yar Khan	
S. No	Higher Secondary School
1	GHSS CHOK BAHADAR PUR
2	GGHSS CANAL COLONY
3	GGHSS OLD SADIQ ABAD
4	GHSS JAMAL DIN WALI
5	GHSS TAJ GARH
Sahiwal	
S. No	Higher Secondary School
1	GHSS IQBAL NAGAR
2	GHSS 58-A/GD
3	GHSS 45/12-L
4	GGHSS GAOU SHALA
5	GGHSS 45/12-L
6	GGHSS FARID TOWN SAHIWAL
7	GHSS 96/12-L
8	GHSS 4/14-L KASSOWAL
9	GHSS NOOR SHAH
Sialkot	
S. No	Higher Secondary School
1	GHSS GHUINKE
2	GHSS CHRISTIAN SIALKOT CANTT.
3	GHSS IQBAL MEMORIAL GOHAD PUR
4	GHSS KOTLI LOHARAN
5	GHSS UGGOKI
6	GGHSS SIALKOT CANTT.
7	GGHSS MODEL TOWN SIALKOT
8	GGHSS DHAROWAL
9	GGHSS MURAD PUR SIALKOT

Total Higher Secondary School locations across all targeted districts = 100



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***PSDF reserves the right to change/add HSS school within the same districts to complete the target of 100 HSS.**

Technical Specifications for Poster

Quantity = 300 (i.e, 3 for each HSS)

Size = To be shared by the agency

Pages = 128gm Art Paper

Printing: 5 Colours

Technical Specifications for Flyer

Quantity = Subject to head count appearing at each HSS (This shall be determined during pre-hype visits at each HSS before the actual presentation)

Size= To be shared by the agency

Pages = 135gm Art paper

Printing: 5 Colours

Technical Specifications for Course Lists

Quantity = Subject to head count appearing at each HSS (This shall be determined during pre-hype visits at each HSS before the actual presentation)

Size= To be shared by the agency

Orientation=Landscape

Pages = 135gm Art paper

Printing: 5 Colours

Annex - F Financial Proposal

Form of Bid/ Financial Proposal for Accumulative Cost

Description	Unit Price without Applicable Taxes	Unit Price with all Applicable Taxes	Total Price with Applicable Taxes
100 HSS Activities			

District wise cost Breakup:

Sr. No.	District wise Name	Unit Price without Applicable Taxes	Unit Price with all Applicable Taxes	Total Price with Applicable Taxes

Payment Terms:

- Payments shall be made within 30 days after the submission of invoice on monthly basis with regards to the number of schools completed in that particular month.
- Accumulative cost for entire project shall be considered for ranking on Quality Cost method. However, breakup of the cost of District wise must be shared while quoting the price which will be used for monthly payment methodology.

Reporting:

- Organisation to submit an activity report of all attendees which includes the complete bio data and three courses selected from the provided list

Annex - G Key Management Staff

Key Management Staff of Company				
Sr #	Name of Management Staff	Designation	Area of Expertise	Number of Years with the Company
1				
2				
3				
4				

Annex- H Declaration

Declaration

Kindly provide the declaration as per format provided below at the end of proposal.

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	
Signature	
Date and Place	

Cover Letter for the Submission of Technical Proposal

[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 Goods/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 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: