



PUNJAB SKILLS DEVELOPMENT FUND

Tender Document March 2018

Hiring of Digital Firm/Company

Submission Date for Sealed Bids: 26th of March 18, by 3.00 PM

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

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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 Digital Company/ Firm (hereafter called as bidders) for Digital Services on behalf of PSDF. All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned in this document.

2- Instruction to Bidders

The selection of Digital Agency Services will be based on **Quality and Cost through Single Stage Two Envelopes** 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 this document without reference to the price and condition and shall be entitled to reject any proposal which does not conform to specified requirements.
- 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) Minimum 3 years of proven experience of providing digital services, preferably to local, multinationals, FMCG, or autonomous bodies/international clients. (copies of contract or work order by clients should be furnished).
- b) The company must have registered office in Pakistan preferably in Lahore. (office address on signed letter head)
- c) Digital Firm/ company should be duly pre-qualified with Directorate General Public Relations (DGPR), Punjab and must meet below criteria: (Evidence required)
 - o Advertisements shall be released through firm/ company which have been operational for minimum of 02 years (evidence required)
 - o Digital Firm/ company should have released online business of at least Rupees Two Million (2 Million) during past 06 months. (Evidence required)

- d) Evidence of company's registration / incorporation (Copy required)
- e) Affidavit on stamp paper, declaring that the company is not black listed by any Govt. agency / authority (Original required)
- f) NTN & GST/ PST (if applicable) registration (Copy required)
- g) At least Rs.30 million turnover in last year

Any failure to provide information or fulfilment under the requirement of, "Eligibility Criteria Checklist" (**Annexure B**) shall be deemed to be or declared ineligible for the bidding process and the technical evaluation will not be carried out. **Please mark/flag the supporting documents for Eligibility Criteria Checklist.**

4- Terms of Reference/Scope of Work Objective

Punjab Skills Development Fund (PSDF) wishes to acquire the services of a Digital Firm on retainer basis. The selection procedure will be based only on the technical and financial evaluation of the Digital Firms on PSDF. The terms of reference identify the main tasks and responsibilities that the winning Digital Firm would be expected to deliver upon:

- Detailed Scope of work is attached as annexure-E

5- Condition for Contract/General guidelines

- 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 be deemed to be or declared to be ineligible. No tender document shall be accepted, if not **properly sealed, marked, signed and stamped**.
- b) PSDF shall enter into a contract with the successful Bidder only and reserves the right to terminate the contract, if performance of Bidder is unsatisfactory.
- c) 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.
- d) Bidders to ensure that their bid documents are submitted before the closing time and date of the tender. **Sealed bids received after closing time and date will NOT be considered.**
- e) 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.
- f) All documents and information received by PSDF from applicants will be treated with strict confidentiality. Documents submitted to PSDF will not be returned unless the Bidder does not qualify technically, in which case the Financial Proposal shall be returned unopened.
- g) All expenses related to participation in this bidding document shall be borne by the bidder.
- h) Documents shall be submitted in hard copies in a sealed envelope marked as "PROPOSAL" as hard copy in a sealed envelope for "Hiring of Digital Firm." The envelopes containing hard copies of technical proposal and financial proposals 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.

- 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 technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before COB 19th March 2018. For any other related information please contact the undersigned.

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 will be 1 year, If PSDF chooses to 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.
- c) Successful company will sign a contract and will provide the agreed services within the stipulated agreed in the contract.
- d) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- e) 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 firm, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- f) The PSDF undertakes to pay the valid and complete invoice within thirty (30) days after the delivery of services. All taxes will be deducted in accordance with applicable laws.
- g) The bid shall remain valid for the period of **120 days** from the date of financial bid opening unless PSDF requests the bidders for extension of bids.

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, company/firm shall provide the Digital Services immediately from the date of execution of the contract for the period of one year.

9- Performance Security

- a) Successful bidder will submit a performance guarantee (or any other form of performance security acceptable to PSDF) 2% of contract value at the time of signing the contract which will be returned or adjusted after successful completion of contract.
- b) Any delay in delivery of Services as per agreed time frame will be subject to a penalty @1% 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.-**March 26, 2018 at 3:00 PM**-. Technical proposals will be publicly opened on the same day i.e. - **March 26, 2018 at 3.30**

PM--in the presence of bidder's representatives who wish to attend it. Bid securities of disqualified bidders will be returned after awarding the business to successful bidder.

a. Bid Security

Bid Security of PKR 5,000 (Five Thousand) in the form of pay order or demand draft favouring Punjab Skills Development Fund shall be submitted along with the proposals. 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 I*** shall be submitted with the proposal.

Annexures

Annex – A Organisational Information

Organisation Information		
S #	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 Response Checklist			
Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	Minimum 3 years of proven experience of providing digital services, preferably to local, multinationals, FMCG, or autonomous bodies/international clients.	Copies of contract or work order Attached	Copy Attached
			Not Attached
2	The company must have registered office in Pakistan preferably in Lahore.	Office address on signed letter head Attached	Copy Attached
			Not Attached
3	Digital Firm/ company should be duly pre-qualified with Directorate General Public Relations (DGPR), Punjab and must meet below criteria:	Evidence required	Copy Attached
			Copy Not Attached
	<ul style="list-style-type: none"> Advertisements shall be released through firm/ company which have been operational for minimum of 02 years 	Past 2 years online media spent invoices/service order/contract copies	Copies Attached
			Copies Not Attached
	<ul style="list-style-type: none"> Digital Firm/ company should have released online business of at least Rupees Two Million (2 Million) during past 06 months. 	Online media spent invoices/service order/contract copies required which shows spending of 2million or more than 2 million in the past 6 months.	Copies Attached
			Copies Not Attached
4	Evidence of company's registration / incorporation	Registration/Incorporation Certificate proof/copy required	Copy Attached
			Not Attached
5	Affidavit on stamp paper, declaring that the company is not black listed by any Govt. agency / authority	<ul style="list-style-type: none"> We solemnly declare that our Organisation or any member of consortium has never been suspended/debarred or blacklisted. Our Organisation has been blacklisted once or more than once. 	Original Affidavit Attached
			Affidavit Not Attached
6	NTN & GST/ PST (if applicable) registration	Proof/Copy required	Copy Attached
			Not Attached

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7	At least Rs.30 million turnover in last year.	Documentary proof required (last year tax returns or signed & stamped audited report for the last year)	Copy Attached
			Not Attached

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 Digital 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

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	Client Portfolio	25		Documentary proof (copies of contract or work order or contact details of clients) should be furnished.
	Working with more than 10 clients (local, multinationals, FMCG, or autonomous bodies/international clients)		25	
	Working with more than 7 and less than 10 clients (local, multinationals, FMCG, or autonomous bodies/international clients)		20	
	Working with minimum 5 & less than 7 clients (local, multinationals, FMCG, or autonomous bodies/international clients)		15	
2	Relevant Experience	25		Documentary proof (copies of contract or work order or contact details of clients) should be furnished.
	Experience of providing Digital services more than 5		25	
	Experience of providing Digital services more than 3 but less than 5 years		15	
3	Digital Firm Performance	10		
	Number of Google AdWords Certified employees 3 or more than 3		10	
	Number of Google AdWords Certified employees more than 1 and less than 3		5	
4	Quality Control	25		Documentary proof (profiles/ resumes of the proposed team, years of experience in Content Writing, Media Buying, Graphic designing/visualizer and details of relevant projects handled
	Proposed team have at least 3 to 5 years of experience.		25	
	Proposed team have at least 2 to 3 years of experience.		15	
4	Turnover	15		Documentary proof required (last year tax returns or Audited report for the last year)
	More than Rs.50 Million annual turnover in last year		15	

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	More than Rs.30 Million and less than Rs.50 Million annual turnover in last year		10	
Total Points Awarded		100		

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

Annex- E Scope of Work

Scope of work is classified in to below area's:

a. Digital Platforms

The Digital Firm will be responsible for handing following digital forums.

- Facebook
- Twitter
- YouTube
- LinkedIn

Content Creation	<ul style="list-style-type: none"> • Concept, copy, designing (coming up with new ideas) • Adapt shared KV as per digital guidelines.
Community Management	<ul style="list-style-type: none"> • Posting/ publishing content on above mentioned platforms. • Respond to all the comment, incoming inbox queries, reviews, etc. In a respectful and timely manner.

b. Digital Strategy

- a. Develop quarterly digital strategy, in line with Organisation`s business objectives and communication touch point.

c. Content Creation

- a. Digital Firm on board with PSDF will be responsible for coming up with creative ideas while working on the promotion of new schemes and projects launched by PSDF.
- b. Creating the digital content and it`s adapts, including but not limited to posts, banners, canvas, lead gen, carousel, etc.
- c. Digital Firm should develop a date-wise content calendar.
- d. Digital Firm will be responsible for designing and publishing two animated gifs per month.
- e. Any design adaption/ resize of the provided KV
- f. Total 15 to 20 posts (including animated gifs) per month will be developed by the Digital Firm excluding adaption of the same. Frequency of updates will be adjusted with mutual consent.
- g. One new cover photo per month for all social platforms
- h. All the content along with its caption copy will first be approved by the PSDF representative; prior going live. A weekly content bucket/ plan will be shared for approval.

d. Community Management

- a. The Digital Firm must respond to queries at all social media platforms in consultation with PSDF, similarly, standard set of responses must also be developed against a series of questions prior to responding.
- b. Identification of right KPIs (Service level / communication tone / language / approach etc.)
- c. The Digital Firm will engage with the fans, build community and create an overall positive WOM.
- d. Management and filtering of on-page interactions.
- e. Below matrix must be followed for all PSDF social assets;

70% response rate & less than 30mins response time	During PSDF office hours
70% response rate & 24 hours response time	On weekends

e. Event Coverages

The Digital Firm will be responsible for the coverage of 1 to 2 events per month

- Capturing hi-res images and publish them on PSDF social assets.
- Digital Firm must be fully capable of broadcasting via Facebook Live feature without taking any support from the PSDF.

f. Media Buying/ Promotion

- a. Digital Firm or its Partner Media Firm should be able to launch effective online campaigns.
- b. Digital Firm or its Partner Media Firm must be registered under DGPR panel and must follow DGPR advertising guidelines.
- c. Any media/ promotion plan will first be approved by the PSDF representatives prior going live.
- d. Monthly billing cycle and 30 days payment recovery period will be followed.
- e. Weekly media monitoring report will be shared by the Digital Firm. (Format of the report will be mutually decided)

g. Administration/ Ownership Rights

- a. PSDF representatives will remain the owner/admin of all social assets/ communities.
- b. Digital Firm or its Partner Media Firm must provide all advertising account's backend access, i.e. Facebook Adverts, Google AdWords, etc. to the PSDF representative/s.

h. Research

- a. The Digital Firm conduct quarterly exercise where fake pages of PSDF will be reported in order to remove them.
- b. Conduct research on the current standing of all social media platforms of PSDF and share insights/ recommendation (i.e. current trending topics, trending hashtags, competitor analysis, etc.)

i. Reporting & Monitoring

- a. The Digital Firm would be required to submit Monthly Performance Reports – the format for which will be shared by the Marketing & Communications Team - to PSDF identifying impact and reach for the posts.
- b. Following details must be a part of the performance report
 - i. Analysis with actionable insights to measure ROI of Social Media
 - ii. Competition Analysis
 - iii. Sentiment Analysis
- c. Other than the Monthly Performance Report the Digital Firm has to submit weekly report for all the paid campaigns.
- d. The Digital Agency will have to share monthly infographics (graphical representation of the data) which should contain an overview of the all PSDF digital assets.

Form of Bid/ Financial Proposal

Description	Unit Price without Applicable Taxes	Unit Price with all Applicable Taxes
Total Retainer Fee (PKR)		
Media Commission in terms of percentage (%) for all paid advertisement		

Annex - G Key Management Staff

Key Management Staff of Company				
Sr #	Name of Management Staff	Designation	Area of Expertise	Number of years with company

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	

Annex- I Cover Letter

Cover Letter for the Submission of Technical Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guide lines]

Re: 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 Proposal including the Technical Proposal, Financial Proposal and 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:

Note: Kindly fill all the above relevant annexures and attach with the proposal.