

# PUNJAB SKILLS DEVELOPMENT FUND

## Tender Document

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“Hiring of a PR Firm for Press and Public Relations  
Management for PSDF”



**Submission Date for Sealed Bids: 23<sup>rd</sup> November, 2017 (11:00 am)**

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

Phone: +92-42-35752408-10

Fax: +92-42-35752190

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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 PR Firms (hereafter called as bidders) for Press and Public Relations management on behalf of PSDF. All interested and eligible bidders are requested to go through the complete document and provide the required information and documents mentioned in this document.

## **2- Instruction to bidders**

The selection of the bidding PR Firms will base on **Quality Cost Based Selection Method**. PSDF will adopt single stage two envelopes bidding procedure.

The bid shall be a single package consisting of two separate envelopes, containing separately the financial and the technical proposals. The envelopes shall be marked as “Financial Proposal” and “Technical Proposal”. In the first instance, the “Technical Proposal” shall be opened and the envelope marked as “Financial Proposal” shall be retained unopened in the custody of the PSDF. The PSDF shall evaluate the technical proposal in the manner prescribed in the section - 7 given in the document, without reference to the price and shall reject any proposal which does not conform to the specified requirements. During the technical evaluation no amendments in the technical proposal shall be permitted. After the evaluation and approval of the technical proposals, the PSDF shall open the financial proposals of the technically accepted bids, publically at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period. The financial bids found technically nonresponsive shall be returned un-opened to the respective bidders. The technical and financial proposal will be evaluated on the basis of PSDF evaluation criteria as provided in section 7 and 8 of the document.

This document has different sections carrying information of eligibility, technical evaluation and terms of references to assist potential bidders to develop their technical proposals. Bidders those will found eligible and qualify in technical evaluation will be short-listed for financial bids.

The scope of activities set the basis of technical approach to be adopted by the potential bidders. The bidders who will get at least 65 % marks in technical evaluation will be called 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) The PR Firm must have local presence with an office in Pakistan, preferably in Lahore. (office address on signed letter head)
- b) The firm (at the time of the submission of this proposal) must be in business of providing PR services (as elaborated in Section Four – Terms of Reference) to at least 05 international, FMCG or MNC clients. Documentary proof (copies of contract or work order by clients or delivery receipts) should be furnished.
- c) Evidence of company’s registration / incorporation (Copy required)

- d) Affidavit on stamp paper, declaring that the company is not black listed by any Govt. agency / authority (Original required)
- e) Income Tax, GST, PST (if applicable) registration (Copy required)
- f) Have an annual financial turnover rate of PKR 25-30 million- (tax return evidence Required)
- g) The company must have core business of Press and Public Relations Management.(Evidence Required)

Kindly fill all annexures required for the above qualification criteria and attach the supporting documentary evidences as mentioned in each annexure;

And also sign the declaration form at the end of document and attach with your other documents.

#### **4- Terms of Reference**

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

##### **1. Identification of Needs Analysis**

As PSDF is in the process of building its corporate brand identity, there is a vital need to ensure comprehensive media coverage for all its events and important milestones. By engaging a PR firm, PSDF wishes to disseminate information to a wider audience and help position PSDF as a leading skills development organization, with the following primary focuses:

- a) PR related to events and milestones;
- b) Overall consistent PR for PSDF;
- c) Leveraging maximum media coverage on television, radio and print outlets.

##### **2. Public Relations and Media Coverage**

In order to achieve the above mentioned objectives, the PR firm will be expected to undertake the following activities:

- a) The PR firm will work in close coordination with the designed point of contact at PSDF to manage and project PSDF's image through press releases and well-maintained media relations;
- b) **Effective Coverage:** The PR firm will ensure timely press and photo releases by working effectively with the media to gain maximum positive media exposure for PSDF across all business sectors. The firm will also ensure publishing of informational articles and features in prominent English, Urdu and regional newspapers, magazines, electronic magazines, blogs,

and other widely-circulated publications. After each release, the PR firm will provide a compilation of news clippings and links to all video(s) and online blogs to cover that particular release. The firm will also provide an impact assessment sheet on the media coverage received for each release, the format for which will be shared by the PSDF team.

- c) **Media Space:** The PR firm will secure and/or schedule print, digital and electronic media interviews for PSDF management and/or other representatives (the PR firm must also advise on the best way forward strategy and the touch points considering the reputе/image of PSDF at that specific point in time);
- d) **Act as a Support Function:** The firm will be expected to counsel PSDF on best PR practices and assist the Marketing & Communications department in developing a comprehensive media coverage plan, media policy and guidelines.
- e) **Daily and Monthly Media Monitoring:** The PR firm will undertake daily media monitoring on sectors, areas of interest for PSDF, media coverage (print, digital and electronic) received by PSDF. The PR firm will then compile this information into a monthly monitoring and archiving report to share with the Marketing & Communications department at PSDF;
- f) **Comparison Reports / Analytics:** The PR firm will undertake regular monitoring of print, digital and electronic media to gauge the competitive environment for PSDF. Based on the data collected, the PR firm will then share quarterly reports with the M&C team, complete with analytics. The details on the information required for this report would be shared later by the M&C team.
- g) **Media Awareness Sessions / Meet-ups:** The firm will be responsible for arranging media awareness sessions / meet-ups (as and when communicated by the Marketing & Communications department) to increase media awareness about PSDF’s work and achievements. The firm will develop the brief and plan for these sessions (in consultation with the Marketing & Communications department), including detailed agenda, list of media attendees, press kits (with FAQs), and a template for post event assessment report. The PR firm will also be responsible for sending out invitations and following-up for confirmations (for which the firm will later share phone calls log, courier receipts, etc.);
- h) **Media Trainings:** The PR firm will also be responsible for organising / arranging media trainings programs for all PSDF’s spokespeople, in order to prepare them to be able to respond to media queries and/or other requirements adequately;
- i) **Crisis Management:** In situation of crisis or issues, the PR firm will manage and resolve all issues and crises on behalf of PSDF, ensuring that the situation at hand is dealt with in the most professional manner;
- j) **Other Services:** The PR firm will offer top-notch research and writing services (including, articles, blogs, feature stories, etc.) to enhance and project PSDF’s public image. Also, secure

the most suitable positioning for this content to gain maximum mileage with the most relevant touch-points/mediums.

## 5- Guidelines

- a) Only short-listed applicants fulfilling the eligibility criteria will be considered for technical evaluation. The financial proposal will be called from technically qualified bidders.
- b) All documents and information received by PSDF from applicants will be treated in strictest confidence.
- c) Documents submitted to PSDF will not be returned.
- d) All expenses related to participation in this bidding document shall be borne by the applicants.
- e) Documents shall be submitted in **hard & blind copies** in a sealed envelope marked as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” for “Hiring of PR Firm for Press and Public Relations Management.” The envelope containing hard copies of technical proposal and financial proposal shall be received on the postal address given below.
- f) The closing date and time for receipt of bidding proposal is **23<sup>rd</sup> November, 2017 (11:00 AM)**.
- g) Sealed proposals received thereafter will not be accepted.
- h) PSDF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of technical proposal, if required.
- i) PSDF 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 **13<sup>th</sup> November, 2017**. For any other related information please contact the undersigned.

### Postal Address

#### **Head of Procurement**

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

## 6- 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 section, Terms of Reference (attached as annexure – C).

## 7- Financial Evaluation

The financial proposals of only eligible bidders with technically qualified specifications will be opened. Financial bid evaluation will be done on the basis of lowest offered bid for PR services, given in Financial Bid Form “annexure – F”.

## 8- 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	

## 9- Submission of Bids (Technical and Financial Proposal)

Complete bid containing technical and financial proposal along with CDR; all required information and documentary evidences may be submitted before **11:00 AM on 23<sup>rd</sup> November, 2017**. Technical proposals will be publically opened on the same day i.e. **23<sup>rd</sup> November, 2017 at 12:30 PM** in the presence of bidder’s representatives who wish to attend it. CDRs of disqualified bidders will be returned after award of contract.

### Call Deposit Receipt (CDR)

CDR twenty-Five thousand Pakistani Rupees **(25,000)** in the form of pay order or demand draft favouring Punjab Skills Development Fund. The CDR should be valid for a period not less than 6 months and enclosed in financial bid. CDR must be enclosed in financial proposal.

**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 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:

**Important Note:** 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. The bids should be submitted in sealed envelope clearly mentioned **“TECHNICAL AND FINANCIAL PROPOSALS FOR HIRING OF A PR FIRM FOR PRESS AND PUBLIC RELATIOS MANAGEMENT FOR PSDF”**

**Annexures**

**Annex – A**

<b>Organization Information</b>			
<b>S #</b>	<b>Required Information</b>	<b>Response</b>	
1	Legal name of the organization		
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 Organization'		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
8	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		
	Address of printing set up		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

**Annex – B**

<b>Eligibility Response Checklist</b>			
Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	The PR Firm must have local presence with an office in Pakistan, preferably in Lahore. (office address on singed letter head)		Copies Attached
			Copies Not Attached
2	The firm (at the time of the submission of this proposal) must be in business of providing PR services (as elaborated in Section Four – Terms of Reference) to at least 05 international, FMCG or MNC clients. Documentary proof (copies of contract or work order by clients or delivery receipts) should be furnished.		Evidence Copies Attached
			Evidence Copies Not Attached
3	Mention National Tax Number (NTN) or General / Punjab Tax Number (GST, PST) in the name of Organization and provide a copy of registration	National Tax Number (NTN)	
		General / Punjab Sales Tax Number (GST, PST)	
4	Evidence of company’s registration / incorporation (Copy required)		Profile or evidence of letter head is Attached
			Not Attached
5	Have an annual financial turnover rate of PKR 25-30 million		Evidence Copies Attached
			Evidence Copies not Attached
6	The company must have core business of Press and Public Relations Management		<b>Evidence required attached</b>
			<b>Not Attached</b>

**Annex – C**

<b>Relevant Experience</b>		
<b>Sr. #</b>	<b>Required Information</b>	<b>Response</b> <b>(Please provide exact information with organization name, location/s and duration)</b>  Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
		v.
2	Start and end dates of providing Servers (For example – Jan 2005 to September 2013)	i.
		ii.
		iii.
		iv.
		v.
3	Number of Servers items provided	i.
		ii.
		iii.
		iv.
		v.

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List of current business with other organizations, including government organizations:

Sr. No	Name of Company/Organization	Current Business/Scope of Work	No of Employee	Annual Contract Volume	Approximate value of Business
1					
2					
3					
4					
5					

**Annex D**

<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>Relevant Experience</b>	<b>15</b>		Documentary proof (copies of contract or work order or contact details of clients) should be furnished.
	Experience of providing PR services for 05 or more than 05 years		15	
	Experience of providing PR services for 03 or more years		8	
	Experience of providing PR services for less than 03 years		0	
	<b>Media Space</b>	<b>15</b>		Documentary proof (copies of contract or work order and case studies) should be furnished.
	Proven experience of successfully securing paid and non-paid media space for its client portfolio for 05 or more than 05 years		15	
	Proven experience of successfully securing paid and non-paid media space for its client portfolio for 03 or less than 03 years		8	
	No proven experience furnished		0	
	<b>Media Coverage Plans, Policy &amp; Guidelines</b>	<b>10</b>		Documentary proof (copies of contract or work order and case studies) should be furnished.
	Proven experience of developing and effectively executing comprehensive media coverage plans, media policy and guidelines for 05 or more than 05 years		10	
	Proven experience of developing and effectively executing comprehensive media coverage plans, media policy and guidelines for 03 or less than 03 years		5	
	No proven experience furnished		0	
	<b>Media &amp; PR Events</b>	<b>10</b>		Documentary proof (copies of contract or work order and case studies) should be furnished.
	Proven experience of successfully organising media awareness sessions, press conferences, and media trainings for 05 or more than 05 years		10	

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	Proven experience of successfully organising media awareness sessions, press conferences, and media trainings for 03 or less than 03 years		5	Documentary proof (copies of contract or work order and case studies) should be furnished.
	No proven experience furnished		0	
	<b>Crisis Management</b>	<b>15</b>		
	Proven experience of successfully managing and resolving crisis situations for its client portfolio for 05 or more than 05 years		15	
	Proven experience of successfully managing and resolving crisis situations for its client portfolio for 03 or less than 03 years		8	
	No proven experience furnished		0	
<b>2</b>	<b>Current Contracts</b>	<b>15</b>		Documentary proof (copies of contract or work order or contact details of clients) should be furnished.
	Currently providing PR services to at least 03 or more than 03 local corporate firms, multinationals, FMCG autonomous bodies or international clients		15	
	Currently providing PR services to less than 03 local corporate firms, multinationals, FMCG autonomous bodies or international clients		10	
	Currently providing PR services to one or more local corporate firms, multinationals, FMCG autonomous bodies or international clients		5	
	If currently no contract with any client		0	
<b>3</b>	<b>In-house capabilities of the Firm</b>	<b>20</b>		Documentary proof (affidavits with undertaking or descriptions of the specified mechanisms) should be furnished.
	<b>Research &amp; Development</b>	<b>10</b>		
	The firm has an in-house research and content development cell		10	
	The firm does not have an in-house research and content development cell		0	
	<b>Monitoring &amp; Planning</b>	<b>10</b>		
	The firm has a well-established and systematic in-house media monitoring and planning cell		10	
	The firm does not have a well-established and systematic in-house media monitoring and planning cell		0	



**Financial Proposal**

<b>Services Required</b>	<b>Total Price for the Services (without Taxes)</b>	<b>Total Price for the Services (with all applicable Taxes)</b>
Effective Coverage/ Securing Media Space		
Daily and Monthly Media Monitoring		
Develop Content / Comparison Reports /Analytics		
Conduct Media Trainings for PSDF Staff		
Organise Media Awareness Sessions / Meet-ups		
Crisis Management		
<b>TOTAL</b>		