



PUNJAB
Skills Development Fund

PUNJAB SKILLS DEVELOPMENT FUND

Hiring of a Digital Firm

Submission Date for Sealed Bids: 28th August, 2017 (11:00 AM)
21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore –Pakistan

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Hiring of a Digital Firm

SUBJECT: Hiring of a Digital Firm.

1. Punjab Skills Development Fund (PSDF), invites applications from the interested Digital firms registered with income / sales tax department.
2. The documents containing detailed terms and conditions, are available for the interested PR Firms, free of cost, at the PSDF website (<http://www.psd.org.pk>). The tender documents for the **Hiring of a Digital Firm** can also be downloaded from <http://psdf.org.pk/downloads/#procurement>
3. The documents, prepared in accordance with the instructions in the bidding documents, must reach at the office of Punjab Skills Development Fund, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore –Pakistan at or before 11:00 A.M. on 28th August 2017 and will be opened on the same day at 11.30 A.M on August 28th 2017.

SECTION I: INSTRUCTIONS TO DIGITAL FIRMS

Introduction

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 in partnership with Department for International Development (DFID) UK. Punjab Skills Development Fund is governed by an independent Board of Directors.

1.1-INVITATION FOR BIDS

Punjab Skills Development Fund (PSDF), a not for profit company invites sealed bids/ proposals from tax registered and experienced Digital Firms.

1.2-ELIGIBILITY CRITERIA

Digital Agencies / Firms fulfilling criteria, as mentioned below, may participate in the bidding process and send following document's copies along with their bids in technical proposal. Failing to fulfil the following eligibility criteria will not be considered for the further technical or financial evaluation.

1. The Digital Firm, at the time of submission of its proposal, must be legally established in Pakistan and holds a registered office in Lahore.
2. The firm should have minimum 05 years of experience of providing Digital services, associated with various local sectoral bodies and international clients;
3. Currently working with at least 05-10 national and international renown clients handling same nature of job;
4. The minimum number of permanent employees associated with the firm should not be less than 30;
5. Having a turnover of at least Rs. 60 million annually;
6. Sales Tax, NTN and PRA (if applicable) registered company;
7. The firm must not have been suspended or blacklisted by either organization or any government, semi government, autonomous or any institution of Pakistan in the last 2 years.

1.3-SUBMISSION OF BIDS

1. Complete bid containing technical and financial proposal along with CDR of Rs. 5,000 (to be placed in technical proposal); all required information & documentary evidences may be delivered to CEO, PSDF, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore and submitted before 11:00 AM on 28th August, 2017. Both technical and financial proposals must be placed in separate envelopes mentioning the title on both. Punjab Skills

Development Fund invites proposals in sealed envelope (**Single Package containing two separate envelopes** which shall be dually marked separately as "**TECHNICAL PROPOSAL**" **AND "FINANCIAL PROPOSAL"** in one package (hereinafter, referred to as the Tenders) from interested Digital Firms (hereinafter, referred to as the Bidders).

2. Participating Digital Firms must submit the bids that comply with the tender documents. If any term or condition of the participating bidder contradicts/conflicts with the terms and conditions, the terms and conditions of PSDF will be considered valid.

The bids must be delivered at CEO PSDF, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore -Pakistan at or before 11:00 A.M on 28th August 2017 and will be opened on the same day at 11:30 A.M on August 28th 2017 in the conference room PSDF Head Office, Lahore in the presence of the interested bidders or their representatives who may wish to attend.

1. Late receiving bids after due time will be rejected and returned to the bidders unopened.
2. No alteration or amendment will be allowed in any case at the time of bid opening.
3. PSDF will not be responsible for any cost or expenses incurred by bidders in connection with preparation or delivery of bids.
4. All prices must be quoted in Pak Rupees and should include **any Taxes applicable**, such as Punjab Sales Tax, Income Tax, etc. If not specifically mentioned in the Quotation, it will be presumed that the prices include all the taxes. Any subsequent change in tax regime would be adjusted accordingly.
5. The Competent Authority may reject all proposals at any time prior to the acceptance of a bid or proposal. The procuring agency 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.

1.4-BIDDING PROCEDURE

The selection of firm will be based on Quality Cost Based Selection method. PSDF will adopt single stage two envelopes bidding procedure.

In bidding process, separate evaluation of technical bid and financial bid will be carried out. First the technical bid will be opened and the financial bid of only those Digital Firms will be opened who will meet eligibility criteria and qualify in technical bid evaluation. The technical evaluation will be carried out based on the information provided by the Digital Firms as requested in the technical proposal heading. The bidders are advised to go through the technical proposal and financial proposal requirements and provide the complete information as per proposals.

5-TERMS & CONDITIONS

1. Price quoted shall remain valid for a period of 180 days from the closing date of proposal.
2. Price quoted should be in Pak. Rs. inclusive of all applicable taxes (such as Punjab sales tax, Income Tax etc. and are considered final).
3. Income tax and Punjab Sales tax (if applicable) will be deducted in accordance with the provisions of Government Rules amended time to time.
4. In case of any dispute, the decision of the PSDF shall be final & binding.

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5. 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 18th August, 2017. For any other related information please contact the undersigned.

Postal Address

Associate Procurement

Punjab Skills Development Fund

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

E-mail: rizwan.akhtar@psdf.org.pk

Tel: 042-35752408-10

DECLARATION FOR BIDDERS

I/we have read the above terms & conditions and bind myself/ourselves to abide by the terms & conditions.

Name, Designation & Signature of the bidder

Cover Letter for the Submission of Technical Proposal and Financial Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

Re: Technical Proposal and Financial 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 and financial proposals 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.

SECTION II: THE BID DOCUMENTS

2- CONTENT OF BIDDING DOCUMENTS

The Digital Firms are expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the documents or submission of documents not substantially responsive to the bidding documents in every respect will be at the Digital Firm's risk and may result in the rejection of the proposal.

2.1-LANGUAGE OF BID

The bid prepared by the Digital Firms, as well as all correspondence and documents relating to the bid exchanged by Digital Firms and the Procuring Agency shall be written in the English language.

2.2-DOCUMENTS COMPRISING THE BID

The documents prepared by the Digital Firms shall comprise the following components:

(A) Technical Proposal

- Comprising of Company Profile, work experience & Financial Strength and a presentation. The Digital Firms should take into consideration the parameters listed in Technical Evaluation Criteria for submission of Technical Proposal in the Data Sheet and its Annexure.

(B) Financial Evaluation

- The financial proposals of only those firms meeting the eligibility, technically responsive bidders who will obtain minimum sixty-five percent marks will be opened. A combined evaluation of the technical and financial proposals will be carried out by weighting and adding the quality and the cost scores. The weight for quality is eighty percent with twenty percent given to cost and the firm obtaining the highest combined score will be invited for negotiations.

2.3 FORMAT AND SIGNING OF PROPOSAL

- a. The Digital Firms shall prepare the two copies of the proposal, clearly marking each as "ORIGINAL PROPOSAL" and "COPY OF PROPOSAL" as appropriate. In the event of any discrepancy between them, the original shall govern.

- b. The original and the copy or copies of the proposal shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized by Digital Firms.
- c. Any interlineations, erasures, or overwriting shall be valid only if they are initialled by the person or persons signing the proposal.

2.4 DEADLINE FOR SUBMISSION OF BIDS

- a. According to the Rule 27(4), under PSDF Procurement Rules 2016 available at PSDF's website; Proposals must be received by the Procuring agency at the address specified no later than the time and date specified in the bidding document.

2.5 LATE BIDS

- a. The bids submitted after the closing time shall be rejected and returned without being opened.

SECTION III:DATA SHEET

Introduction	
i.	PUNJAB SKILLS DEVELOPMENT FUND
ii	Hiring of a Digital Firm
iii.	28th August, 2017 before 11:00 AM – Last date for submission of bids
iv.	English

Preparation and Submission of Bids	
i.	<p>Eligibility Requirements:</p> <p>The proposal of the bidding Digital Firms shall be evaluated against the attached criteria at Annex 'A'. A minimum score of 65 shall be required to technically qualify for further consideration. For technical qualification and enlistment, the Digital Firms shall be required to demonstrate the following:</p> <ul style="list-style-type: none">a. Complete details of the year of establishment of the Digital Firm and experience till submission of the bids.b. Details i.e. name, address etc. of the clientele of the Digital Firm from the year of establishment till submission of the bids.c. Minimum 05 years of experience of providing Digital services, currently working with at least 05-10 local and international clients handling same nature of workd. The minimum number of permanent employees of the Digital Firm must not be less than 30.e. Relevant experience of the firm, i.e. total projects handled from the year of establishment till date.f. Details / certificates of registration with NTN and Sales Tax.g. Affiliation with local and international clients.h. Minimum turnover of not less than PKR 60 million with audited financial statements of last year with complete report. <p>Note: Digital Firms fulfilling above criteria shall qualify for further processing.</p>

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SECTION IV: SCHEDULE OF REQUIREMENT / TERMS OF REFERENCE

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company, established under the Companies Ordinance 1984 by the Government of the Punjab in partnership with the UK's Department for International Development (DFID) in 2010. PSDF funds vocational trainings and intends to improve income generation capacity of residents of the Punjab through the promotion of a competitive skills training market. PSDF initiated its operations from four of the poorest districts of Southern Punjab (Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh) but later expanded its services to 14 districts of the Punjab followed by another geographical expansion of providing its services to all 36 districts of the Punjab in 2016. Till date PSDF has funded the trainings of more than 152,000 individuals across the Punjab.

Under various schemes of PSDF, training providers are asked to propose vocational trainings in skills that are demanded by the industry and the labor market in order to enhance the prospects of employability (both self-employment and wage) for the vulnerable communities not just in their hometowns but at national and international levels.

PSDF has also steered its approach towards sector-oriented skills development. Rendering to this methodology, the Fund has launched multiple schemes of skills development to support key industrial sectors of the Punjab with the provision of skilled manpower. The schemes are launched after rigorous research to identify the skills deficiencies in a particular sector. The evidence-led interventions enhance the effectiveness of the trainings while enfolding the gap between the TVET (Technical Vocational Education and Training) sector and the industry at large. More than 300 Training Providers are currently binded with PSDF and providing their skills training services in more than 310 different trades.

Terms of References:

To ensure the revamping, promotion and creation of the Corporate Brand Identity for PSDF, the digital agency must undertake the following activities:

Social Media:

- The digital agency / consultant will conduct research on the current standing of all social media platforms of PSDF.
- The digital agency / consultant on board with PSDF will be responsible for creating the digital content of PSDF in a meaningful manner.
- The digital agency / consultant should develop a date-wise content calendar.
- The digital agency / consultant should be able to launch effective online campaigns and have an internal set-up to take up online advertising / boosting on behalf of PSDF.
- The digital agency / consultant must advise on and come up with creative ideas while working on the promotion of new schemes and projects launched by PSDF.
- The digital agency / consultant 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.
- The digital agency / consultant must define the required metrics to measure progress and ROI (Return on Investment).

- The digital agency / consultant will be responsible for developing social media strategies for PSDF inclusive of digital marketing, monitoring and with continuous analysis. The digital agency / consultant must play a keen role in managing PSDF's presence on social media platforms covering Facebook, YouTube and LinkedIn.
- PSDF representatives will remain the owner/admin of all social communities.
- Agency must provide all advertising account's backend access, i.e. Facebook adverts, Google adwords, etc.
- The digital agency / consultant may be later required to engage PSDF's presence on other social media platforms as well.
- The digital agency must post on the LinkedIn as and when the vacancies are announced by PSDF.
- The digital agency / consultant would be required to submit monthly reports – the format for which will be shared by the Marketing & Communications Team - to PSDF identifying impact and reach for the posts.
- All media plans / scheme promotions or any other content to be posted by the company shall first be approved by PSDF.
- *****The scope of work does not include the website.**

Payment Terms:

- The payment shall be made to the digital agency / consultant will be made on a monthly basis, subject to successful completion of tasks assigned by PSDF.

Expiry or Termination:

If the digital agency / consultant does not rectify / modify a failure in the performance of its obligations within seven working days (07) after being notified by PSDF, then PSDF holds the right to terminate the contract immediately. In this case the decision of PSDF shall be superlative and binding.

Annexures

Annex – A “Organization Information”

Form A: Firm Profile			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
	General Sales Tax Number		
	PRA Sales Tax Number		
4	Core business area/s of the organization		
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	
		Partnership Firm	
		Sole Proprietor	
		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:		

Annex – B “Eligibility Response Checklist”

Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	The firm must have local presence. Does your firm have a registered office in Lahore?	Yes	
		No, (then justify how will you manage the project)	
2	Mention National Tax Number (NTN) or General Sales Tax (GST) and Punjab Revenue Authority (PRA) registration in the name of Organization and provide a copy of registration	National Tax Number (NTN)	
		General Sales Tax (GST)	
		PRA Registration	
3	Does your firm have at least five (5) years of experience?		Yes (attach copies of work orders or contract or provide any evidence)
			No
4	Has your firm ever been blacklisted by any government authority or any bi-lateral/multi-lateral financial institution? (MUST attach an undertaking by your firm’s authorised person with this document)		We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.
			Our organization has been blacklisted once or more than once.

Signature: _____

Annex – D Technical criteria evaluation

S. No	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
1	Company Profile		50
1.1	<u>Years of Experience in digital content management:</u>		<u>15</u>
	At least 5 years		10
	> 5 ≤ 8 years		12
	>8 years		15
1.2	<u>Clientele:</u>		<u>15</u>
	At least 5 local & international clients		10
	> 5 ≤ 10 local & international clients		12
	> 10 local & international clients		15
1.4	<u>No. of social media experts, Relevant Qualifications of Management team</u>		<u>20</u>
1.4.1	<u>No. of digital media employees</u>		10
	Number of digital media employees = 30		7
	Number of digital employees > 30 ≤ 40		9
	Number of digital employees >40		10
1.4.2	Relevant Experience of Digital Media Team		10
	Relevant to handling digital platforms with at least 5 years of experience		7
	Relevant to handling digital platforms with experience of >5 ≤ 7 years		9
	Relevant to handling digital platforms with experience of >7 years		10
2	Relevant Projects Handled		10
2.1	No. of Digital Media Projects Handled so far by the		
	≤ 10		7
	≥ 15 ≤ 20		8
	>20		10

2	Creative Portfolio		15
	Work Samples of above mentioned projects mentioned 2.1		0 - 8
	Sample Digital Media Plans, Content Calendars, Strategies, Impact generated for clients, campaigns executed		0 - 7
3	<u>Registration with Income Tax/ Sales Tax and (Mandatory for Technical Qualification)</u>		10
3.1	Registration with Income Tax/Sales tax		10
4.	Financial Strength of The Firm		15
	≥60 million ≤ 65 Million of annual turnover		12
	>65 Million of annual turnover		15
	TOTAL		100

Minimum Passing Marks are 65

Annex – E Financial proposal.

Financial Proposal will be carries out as per the following pattern:

Platform	Cost per month (inclusive of all taxes)	Cost per year (inclusive of all taxes)
All operational activities on Facebook		
All operational activities on YouTube		
All operational activities on LinkedIn		
Each additional digital media platform		