



PUNJAB SKILLS DEVELOPMENT FUND

Hiring of a PR Firm for Press and Public Relations Management

Submission Date for Sealed Bids: 7th August, 2017 (11:00 AM)
21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore –Pakistan

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Hiring of a PR Firm for Press and Public Relations Management

SUBJECT: Hiring of a PR Firm for Press and Public Relations Management.

1. Punjab Skills Development Fund (PSDF), invites applications from the interested PR firms registered with income / sales tax department, accredited with All Pakistan Newspaper Society (APNS), Pakistan Broadcasters Association (PBA) and on the panel of DGPR for Hiring on Short Term Consultancy.
2. The documents containing detailed terms and conditions, are available for the interested PR Firms, free of cost, at the PSDF website (<http://www.psdof.org.pk>). The tender documents for the **Hiring of a PR Firm for Press and Public Relations Management** 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 7th August, 2017 and will be opened on the same day at 12.30 P.M on August 7th 2017.

SECTION I: INSTRUCTIONS TO PR 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 PR Firms for onward Press and Public Relations Management.

1.2-ELIGIBILITY CRITERIA

Creative 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 PR 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 PR services, preferably for multinationals, FMCG autonomous bodies/international clients;
3. Currently working with at least 05 international, FMCG and MNC clients handling same nature of job;
4. The minimum number of permanent employees associated with the firm should not be less than 10-25;
5. Having a turnover of more than Rs. 25-30 million annually;
6. Sales Tax, Income Tax and PRA (if applicable) registered company;
7. Accredited by All Pakistan Newspapers Society (APNS) and Pakistan Broadcasters Association (PBA)
8. The firm must not have been suspended or blacklisted by either organization or any government, semi government, autonomous or any financial institution of Pakistan in the last 2 years.

1.3-SUBMISSION OF BIDS

1. 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,

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referred to as the Tenders) from interested PR Firms (hereinafter, referred to as the Bidders).

Kindly ensure that the Financial Bid is separately placed in an envelope, sealed and then placed in main envelop.

2. Participating PR Firms must submit the bids that comply with the tender documents. If any term or condition of the participating bidder contradicts/conflicts with the PSDF procurement rules 2016 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 7th August 2017 and will be opened on the same day at 12:30 P.M on August 7th 2017 in the conference room PSDF Lahore Office, 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 PR 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 PR 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.

1.5-TERMS & CONDITIONS

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1. Consultancy fee quoted shall remain valid for a period of 180 days from the closing date of proposal.
2. Consultancy fee 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 regarding quantity, quality and specification, the decision of the PSDF shall be final & binding.
5. The Consultancy fee / charges for each item should be valid for 180 days starting from the date of the signing of the contract.
6. In case of any dispute regarding quality and specification, the decision of the PSDF shall be final & binding.
7. 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 27th July, 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 PR 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 PR Firm's risk and may result in the rejection of the proposal.

2.1-LANGUAGE OF BID

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

2.2-DOCUMENTS COMPRISING THE BID

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

(A) Technical Proposal

- Comprising of Company Profile, work experience & Financial Strength and a presentation. The PR 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 seventy-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 PR 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 PR 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 PR Firm for Press and Public Relations Management
iii.	07th August , 2017 before 11:30 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 PR Firms shall be evaluated against the attached criteria at Annex 'A'. A minimum score of 75 shall be required to technically qualify for further consideration. For technical qualification and enlistment, the PR 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 PR Firm and experience till submission of the bids.b. Details i.e. name, address etc. of the clientele of the PR Firm from the year of establishment till submission of the bids.c. Minimum 05 years of experience of providing PR services, currently working with at least 05 international, FMCG and/or MNC clients handling same nature of jobd. The minimum number of employees of the PR Firm must not be less than 10-25.e. Relevant experience of the firm, i.e. total projects handled from the year of establishment till date.f. Details / certificates of registration with Income Tax, Sales Tax, and APNS.g. Affiliation with international agencies.h. Minimum turnover of not less than PKR 25-30 million with audited financial statements of last year with complete report. <p>Note: PR Firms fulfilling above criteria shall qualify for further processing.</p>

SECTION IV: SCHEDULE OF REQUIREMENT / 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:

- PR related to events and milestones;
- Overall consistent PR for PSDF;
- 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:

- 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;
- **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 which will be shared by the PSDF team.

- **Media Space:** The PR firm will secure and/or schedule print 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 reputability/image of PSDF at that specific point in time);
- **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.
- **Daily and Monthly Media Monitoring:** The PR firm will undertake daily media monitoring on sectors, areas of interest for PSDF, media coverage (online, print 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;
- **Media Awareness Sessions:** The firm will be responsible for arranging media awareness sessions (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.);
- **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;
- **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;
- **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.

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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 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 press and public relations management:</u>		<u>10</u>
	≤ 5 years		
	≥ 5 ≤ 8 years		
	≥ 8 ≤ 10 years		
1.2	<u>Clientele:</u>		<u>15</u>
	≥ 1 ≤ 3 MNCs /FMCG or local firms in any trade		
	≥ 4 ≤ 5 MNCs /FMCG or local firms in any trade		
	< 5 MNCs /FMCG or local firms in any trade		
1.3	<u>Experience of handling PR for international firms:</u>		<u>05</u>
1.4	<u>No. of employees, Relevant Qualifications of Mgmt and team</u>		<u>20</u>
1.4.1	Number of employees		5
	Number of employees ≤10		
	Number of employees ≥25		
1.4.2	Relevant Qualifications of Mgmt and Team		15
	Not related to public relations & press management but		
	Relevant to public relations & press management with ≥5 years of experience in the field		
	Relevant to public relations & press management with ≤5 years of experience in the field		
2	Relevant Experience		10
2.1	PR Projects Handled So Far		
	≤ 10		
	≥ 15 ≤ 20		
	≥21		
3	<u>Registration with Income Tax/ Sales Tax and APNS Accreditation (Mandatory for Technical Qualification)</u>		15
3.1	Registration with Income Tax		
3.2	Registration with Sales Tax		
3.3	APNS Accreditation		

4	International Affiliation		05
5.	Financial Strength of The Firm		10
	≤ 25 ≥ 30 Million of annual turnover		
	≤30 Million of annual turnover		
	TOTAL		100

Minimum Passing Marks are 75

Annex – E Financial proposal.

- Kindly ensure that Financial Bid is separately placed in an envelope sealed and placed in main envelop

NOTE: the fee will be paid on monthly basis after signing of agreement & mutual Agreed on deliverables