

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Hiring of a PR Company / Firm for Press and Public Relations Management for PSDF

March, 2019



Submission Date for Sealed Bids: 20th March 2019 before 3:00 PM

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1- Invitation to Bid:

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Bidder set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed bids/proposals will be invited from bidders for Hiring of a PR Company/Firm for Press and Public Relations Management for PSDF. All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned.

2- Instructions to Bidders:

The selection of PR agency will base on **Quality and Cost Method** through **Single Stage Two Envelopes** bidding procedure.

- a) The bid shall be a single package consisting of two separate envelopes, containing separately financial and technical proposals. The envelopes shall be marked as “Financial Proposal” and “Technical Proposal”.
- b) 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.
- c) PSDF shall evaluate Technical Proposal in a manner prescribed in section – **10** given in the document, without reference to the price and condition shall reject any proposal which does not conform to specified requirements.
- d) During the technical evaluation no amendments in Technical Proposal shall be permitted.
- e) After the evaluation and approval of the technical proposals, the fund shall open the financial proposals of the technically responsive bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.
- f) The financial bids found technically non-responsive shall be returned un-opened to respective bidders.
- g) The Technical and Financial Proposal will be evaluated based on PSDF’s evaluation criteria as provided in section – **10** and **11** of document.
- h) 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 bidders to develop their Technical Proposals. Bidders those found eligible and qualify in technical evaluation will be short-listed for financial bid opening.

- i) Contract shall be awarded on quality and cost-based method with combined evaluation of the Technical and Financial Proposals. ***The weight of quality shall be 80% and 20 % weightage shall be given to cost.***
- j) Passing criteria for Technical Evaluation shall be minimum 65 marks.

3- Conditions for Eligibility

The Successful bidders, fulfilling the following criteria, will be considered eligible for the bidding process for PR services for PSDF.

- a. Evidence of bidding firms/company Registration / Incorporation (Evidence of certificate of incorporation/company registration certificate is required)
- b. Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax (PST), (if applicable) in the name of Organization (Provide a copy of registration)
- c. Should be Active Tax Payer and last year's tax return is required (2017-2018) (2017-2018 Tax Returns copy required)
- d. Affidavit on stamp paper, declaring that company is not blacklisted by any Government /semi government/autonomous body /agency/authority/organization. (Original required)

If bidder fail to provide information as per the above mentioned or does not fulfil the requirement of, "Eligibility Criteria Checklist" (Annexure B) shall be dis-qualified and declared ineligible from the bidding process and its technical evaluation will not be carried out.

Note (Please mark the supporting documents for Eligibility Criteria Checklist)

4- Term of Reference/ Scope of Work

The following terms of reference identify the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing & Communications (M&C) department at PSDF:

The scope of work for selected PR agency includes the following activities;

- Preparation of PR strategy for raising the profile and media presence of PSDF
- Planning and organizing press conferences and media meets for national and local/regional media (if requested by PSDF management)
- Preparing of English/Urdu press release (as and when required)
- Dissemination of press release to trade/business publications/organizations/general news outlets on major initiatives/achievements/programme/events by PSDF as per requirement. (list of the events to be shared by PSDF management)
- Media management of various seminars/workshops/exhibitions/events organized by PSDF (as and if required by PSDF)
- PR agency will help to counter any adverse publicity in any media/news crisis, if any

- Media Tracking- Print (in the case of Press release) and digital (in case PSDF is mentioned on digital media not limited to blogs, social media, news outlets, articles etc.). Submission of compiled reports with impact analysis as and when published
- Daily monitoring report reflecting key interest topics for PSDF
- Vetting of media inquiries, as well as facilitation and coordination of valuable media opportunities, interviews for PSDF management, if any.
- Coordinate with electronic/print/digital media to showcase success stories on the respective mediums (subject to PSDF approval, PSDF to provide success stories)
- Ensure effective crisis management if there is any for PSDF
- **The bidder shall be required to provide all PR related services as and when required during the term of the contract.**

Deliverables

Sr. No	Deliverables	Frequency
1	PR rollout plan with month wise activities proposed	Quarterly
2	Mapping of target media and stakeholders and develop a local / national media list	Once in a year and to be updated regularly
3	Press releases in Urdu / English and based on new initiatives, activities if organized/instructed by PSDF	As and when required by PSDF
4	Story generation based on PSDF's marketing goals and activities	At least 2 stories in a year to be shared and published in the media
6	PR support in crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As per requirement of the PSDF
7	Pitch for interviews by senior Journalists/Editors/Influencers with PSDF team	Arrange at least 2 such interview in a year
8	Daily monitoring report with hard/soft copy	Everyday
9	Submission of news clips highlighting PSDF	With each occurrence of media presence/press release in newspaper or digital
10	Publication of news/information articles in the newspapers/digital assets	4 articles to be published in a year agreed by the PSDF

5- Condition for Contract /General Guidelines:

The successful bidder shall agree to the following terms of references to provide Services to PSDF:

- a) PSDF reserves the right to award or not to award this contract and Bidders who fail to submit complete and attach all the relevant documents shall be disqualified. No tender document shall be accepted, **if not properly sealed, marked, signed and stamped.**
- b) 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.
- 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 considered.**
- d) All documents and information received by PSDF from bidders 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) Only short-listed bidders fulfilling the eligibility criteria will be considered for technical evaluation.
- g) Documents shall be submitted in hard copies in a sealed envelope marked as “PROPOSAL” as hard copy in a sealed envelope for **“Hiring of a PR Company/Firm for Press and Public Relations Management for PSDF.”** The envelope containing separate hard copies of technical 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

- h) 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.
- i) 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.
- j) **Questions about this bidding document can be made only in writing through a letter or E-mail: at Procurement@psdf.org.pk and must be asked on COB March 11, 2019.**
- k) Although adequate thought has been given in the drafting of this document, errors such as typos may occur which the PSDF will not be responsible.

6- Form of Contract

- a) The duration of the contract will be 1 year, If PSDF 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.

- b) Successful Bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order. In case of delay of services, penalty will be imposed agreed mutually while signing the contract with successful bidder.
- c) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- d) 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.
- e) The PSDF undertakes to pay the valid invoice within thirty (30) days after the delivery of the services. All taxes will be deducted in accordance with the applicable laws.
- f) The bid shall remain valid for the period of **150** days from the date of bid opening.

7- Form of Bid:

Please submit the financial proposal as per the **Annexure-F**

8- Delivery Timelines or Completion Date

The bidder shall be bound to provide required services within stipulated timelines (as mutually agreed in the contract). Timelines of the delivery shall start once the contract is signed/Purchase /Service Order is issued 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) 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 @0.5% 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 the requirements specified in the “Annexure – D”.

11- Financial Evaluation Criteria

- a) The Financial Proposals of only eligible bidders with technically responsive (scoring minimum 65 marks) will be opened in the presence of all the bidders participated in the tender. All bids shall be opened by the evaluation committee publicly in the presence of the bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding. Chairperson or member of the evaluation committee 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.

b) 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. **20th March ,2019 at 3:00 PM**. Technical proposals will be publicly opened on the same day i.e. **20th March,2019 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. 10,000 (Ten 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 in financial bid.

b. Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **annexure G** shall be submitted with the proposal.

Note: Please provide the required information/response to all Annexures mentioned in this document and mark them while submitting the bid.

Annexures

Annex – A (Organization Information)

Organization Information			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
4	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'		
	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
7	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		
8	Address of organization		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

Annex – B (Eligibility Response Check List)

Eligibility Check List				
Sr. No.	Eligibility Criteria Details	Evidence/Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Evidence of bidding firms/company Registration / Incorporation	Evidence of certificate of incorporation/company registration certificate	<input type="checkbox"/>	<input type="checkbox"/>
2	Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax (PST), (if applicable) in the name of Organization.	(Provide a copy of registration)	<input type="checkbox"/>	<input type="checkbox"/>
3	Should be Active Tax Payer and last year's tax return is required (2017-2018).	(2017-18 tax returns copy required)	<input type="checkbox"/>	<input type="checkbox"/>
4	Affidavit on stamp paper, declaring that company is not blacklisted by any Government /semi government/autonomous body /agency/authority/organization. (Original required)	We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.	<input type="checkbox"/>	<input type="checkbox"/>

Annex – C (Relevant Experience)

Relevant Experience		
Sr. #	Required Information	Response (Please provide exact information with organization name, location/s and duration) Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
2	Start and end dates of providing PR 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				
Sr. No.	Descriptions	Total Points	Break up of points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)
1	Financial Capacity	15		Copy of tax return (2017-2018)/ audited financial report for the period is required (2017-2018)
	Turnover/ revenue more than Rs. 4 million		15	
	Turnover/ revenue Rs. 3-4 million		10	
2	Experience in Providing PR Services	15		Submit hard copy of the content developed and provide the content in the USB or provide a link on the letter head if uploaded on digital (brand/media outlet/firms owned media)
a	Developed more than 10 articles/blogs		5	
b	Developed 5 or more media interactions/press conferences		5	
c	Developed and published 15 or more press releases		5	
3	Team Members	15		Furnish CV of the team members
	Content Writer/Publicist and Project Manager having related working experience of more than 3 years		15	
	Content Writer/Publicist and Project Manager having related working experience greater than 2 years but should be less than 3 years		10	
4	General Experience of the firm	10		Copy of PO/SO/ contract or satisfactory performance letter from the clients. (PO/SO/contract or satisfactory performance letter should contain at least 2 years' experience)
	Experience of the firm as a PR agency for 5 years or more		10	
	Experience of the firm as a PR agency for equivalent or more than 3 years and less than 5 years		5	
5	PSDF PR Strategy and PR Plan	25		(Marks will be given accordingly) Provide a month wise plan for the planned activities, along with presentation on strategy as an evidence with the bid
	Provide one-year PR Plan with time lines		10	
	Provide one-year PR strategy to ensure that PSDF is considered as an organisation that does the most results based and innovative skills development across Pakistan		15	
6	Provided PR Service to number of Clients	20		Copy of PO/SO, contract or satisfactory performance letter from the clients
	The client portfolio consists of telecom / national /multinational/ FMCG /government /semi government clients (worked with more than 10 clients since inception)		20	
	The client portfolio consists of telecom /national /multinational/ FMCG /government /semi government clients (worked with minimum 7-10 clients since inception)		10	

	TOTAL	100		
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Annex – E (Key Management Staff of the Company)

Please attach CVs for your Key Management Staff

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

May like to add more columns

Annex – F (Financial Proposal)

Sr. No.	Description	Amount in PKR (Inclusive of all applicable taxes)
1	Retainer Fee Monthly	

- **Payment Terms**
 - Payment will be made within 30 days after the submission of invoice and service acceptance by the user department.
 - All payment shall be made in PKR after the applicable taxes.

Annex – G (Declaration)

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: -	
Signatures: -	
Date and Place: -	

Annex – H (Cover Letter)

[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 delivery of 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: