

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Below The Line (BTL) Firm / Company for PSDF

June, 2019



Submission Date for Sealed Bids: 08th July 2019 by or before 11:00 AM

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

Phone: +92-42-35752408-10

Fax: +92-42-35752190

Table of Contents

1- Invitation to Bid:	2
2-Instructions to Bidders:	2
3-Conditions for Eligibility	3
4-Scope of Work:	3
5-Condition for Contract /General Guidelines:	14
6-Form of Contract	15
7-Form of Bid:	16
8-Delivery Timelines or Completion Date	16
9-Performance Security	16
10-Technical Evaluation Criteria	16
11-Financial Evaluation Criteria	16
12-Submission of Bids (Technical and Financial Proposal): -	16
a. Bid Security	17
b. Cover Letter for the Submission of Technical Proposal	17
Annexures	18
Annex – A (Organization Information)	18
Annex – B (Eligibility Response Check List)	19
Annex – C (Relevant Experience)	20
Annex – D (Technical Evaluation Criteria)	21
Annex – E (Key Management Staff of the Company)	23
Annex – F (Financial Proposal)	24
Annex – G (Declaration)	27
Annex – H (Cover Letter)	28

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 Appointment of below the line (BTL) firm/company 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 below the line (BTL) firm/company 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 Out of Home 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 GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)
- c. Should be Active Taxpayer and last year's tax return is required (2017-2018 Tax Return 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- Scope of Work:

The following scope of work 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:

PSDF wants to conduct a mobilization campaign in the following districts of Punjab:

1. Mandi Bahaudin
2. Hafizabad
3. Sargodha

Target Audience:

PSDF categorize the target audience of this activity in following:

- **Trainees** – Age 18-29, poor and vulnerable youth, education is intermediate or below

- **TSPs** – Formal Training Institute and Industry
- The defined core target audience is the population living in low income areas; which include individuals and households in urban, semi-urban and rural areas across the 3 identified districts. This core target group comprises literate, semi-literate and illiterate individuals of schooling and working age;
- Formal training institute (FTI) are those institutes that are setup to provide vocational training
- OOH stands for Out of Home advertising

PSDF differentiates between ‘Events’ and ‘Experiences’. Events involve activations that attract/reach 20-30 people or more, whereas ‘Experiences’ involve less one-on-one contact. Both serve to heighten awareness around the PSDF’s offerings/schemes. In addition to existing activations, the successful bidder should be able to motivate for participation/enrolment in PSDF offered courses.

The following activities normally take place at full-blown activations:

- Branding;
- Educating the general public, TSPs and Industry on the PSDF’s offering;
- Raising awareness of potential trainees, TSPs and employers
- Influence perceptions, attitudes and behaviour of employer(s)/organizations towards PSDF graduates through awareness generation in target districts
- Gather data from the target audiences about their preferred courses of training
- Contacting TSPs (formal training institute and industry)
- Distributing PSDF information brochures; and

The successful bidder should:

Develop communication assets including but not limited to:

- Printed Material
- Float Branding
- Community Meetings
- Events
- TSP mobilization/gathering

- The bidder shall be expected to design and implement a campaign that shall achieve PSDF awareness and increase in enrolment using the best mediums according to the experience of the firm/company. Some of the guidelines for the campaign are as follows:
 - The bidder shall develop partnerships with relevant institutions on the ground where required, and exchange and adopt best marketing practices for an effective campaign
 - The bidder shall identify partnerships (private and public) needed to implement the campaign
 - The bidder shall be prepared to go through various iterations of concepts and messages incorporating feedback from pre-testing exercises
 - To develop and implement comprehensive outreach strategy to clearly disseminate information about PSDF and its aspects to key audience.
 - Understand the existing local perception as the starting point for change and improvement within target areas
 - Through a series of campaigns, targeting different set of stakeholders (mentioned above) – create awareness in the village communities, mobilize them to be a part of the scheme/training
 - To establish credibility of message by ensuring value proposition in terms of response driven campaign wherein (number of TSP's and trainees are converted)
 - **Permissions and Approval:**
 - It will be bidder's responsibility to acquire all necessary permissions from all relevant authorities to conduct and ensure smooth execution of the activity
 - **Community Mobilization**
 - Local community linkages: Demonstrate their ability to collaborate with local opinion leaders, national, provincial and local government permissions, and another influential stakeholder. Disseminate localized message through campaign and ensure community mobilization
 - Planning and executing a customized "key influencer program" which will aim at identifying and engaging opinion-makers/ community leaders/ women leaders/ elected representatives/ youth to work as change agents etc.
 - To be able to influence and engage volunteers /key opinion leaders in the area to seek their participation

- To be able to develop cost effective collaterals including but not limited to flip chats/PPT presentations in local language for community mobilization and briefing (Content to be supplied by PSDF)
- To be able to gauge impact and effectiveness of the outreach campaign by appropriate methodologies
- To devise a plan on a low-cost outreach model for engaging citizens at village, tehsil/district level
- Coordinate field interventions and actions
- To ensure that the community mobilization has an appropriate branding not limited to backdrops, standee, posters and flyers etc.
- **Community Meetings:**
 - To conduct pre-publicity/pre-hype campaigns around the target areas to ensure participation from key audience/target group of trainees/influencers
 - Plan, execute and design a district/tehsil wise meeting with the respective opinion leaders to ensure that PSDF's campaign message is delivered to intended target group
 - In addition, events planning and execution in Target areas design, plan and implement advocacy events in mentioned districts of Punjab, and design, plan and implement experiences in all districts of Punjab
 - Developing of protocol guidelines, application forms and support documents for the events
 - Sourcing and securing talent and participants, managing and coordinating participants
 - Site planning in terms of area, location, sitting arrangements, food arrangements (if any), branding of the event and cost for events
 - The bidder should demonstrate creativity in terms of planning and execution of proposed activations (in terms of both events and experiences). Taking into consideration use of different marketing, activations, promotions and media channels
 - To ensure smooth operations at the events

- Mobilize the community to ensure that the message of the PSDF is given to the target audience and their influencers
- Bidder will be responsible for all food arrangements for the event

Community Meetings:

<ul style="list-style-type: none"> ○ Minimum participants of 25 ○ Backdrop of 12X8 pasted on iron frame ○ A projector to present PSDF presentation in Urdu and English (presentation to be made by the firm/company, content will be supplied by PSDF) 	<ul style="list-style-type: none"> ○ 4 internet enabled tablets per event for data gathering ○ Sound (4 speakers), mic, photography ○ Roll up standee (quantity 4)
---	---

• **Float/Rickshaw/ Hi-Roof Van up to 1000CC operations:**

- Develop, fabricate and manage the effective operations of the above mentioned in the heading. Per day cost of each vehicle type to be mentioned in the financials. PSDF reserves the right to choose the vehicle type it deems suitable. The final proposal should include visualization of the branded vehicle
- To use floats in a creative branding campaign in order to raise interest of enrolment for the potential trainee and TSP (FTI & Industry).
- It is expected of the bidder to add items to float activity to ensure that the activity is engaging enough for the audience

Float Activity:

<ul style="list-style-type: none"> ○ Vehicle branding ○ Front lit /Back lit branding of float ○ SMD ○ 6 brand ambassadors (class A category) ○ Generator supporting the electrical load ○ Chairs 	<ul style="list-style-type: none"> ○ LED and parkins light ○ 4 tablets (internet enabled) for data gathering ○ Sound (4 speakers), mic, photography ○ Caps, T-shirts for brand ambassadors
--	--

Hi-Roof Van up to 1000 CC Activity:

<ul style="list-style-type: none"> ○ Vehicle branding ○ 6 brand ambassadors (Class A category) 	<ul style="list-style-type: none"> ○ 4 tablets (internet enabled) for data gathering ○ Portable Sound systems (4 speakers), mic, photography ○ Caps, T-shirts for brand ambassadors
--	--

Rickshaw Activity:

<ul style="list-style-type: none"> ○ Vehicle branding ○ 2 brand ambassadors 	<ul style="list-style-type: none"> ○ 4 tablets (internet enabled) for data gathering ○ Portable Sound systems (4 speakers), mic, photography ○ Caps, T-shirts for brand ambassadors
---	--

- **Door to Door Activity for TSP:**

- A hi-roof van up to 1000 CC branded with PSDF Creatives directed at TSP (creatives to be shared by the firm/company)
- Objective of this activity is to present PSDF business case to the potential formal training institute and Industry
- One male and one female brand ambassador to go to the all potential TSPs and explain about PSDF and ask them to participate in the upcoming programs/schemes initiated by PSDF (information to be provided by PSDF management)
- Once 15 TSPs have agreed to work with PSDF (mutually agreed by the bidder and PSDF) bidder to conduct, manage and execute the event for the participants
- PSDF reserves the right to conduct the event with lesser or increased no of TSPs
- **Following items to be used for TSP mobilization:**

<ul style="list-style-type: none"> ○ Vehicle type: hi-roof van ○ Vehicle branding ○ 2 brand ambassadors (one male and one female) – A class Category 	<ul style="list-style-type: none"> ○ 4 tablets (internet enabled) for data gathering ○ Caps, T-shirts for brand ambassadors
---	---

- Following items to be included in the TSP event and not limited to:

Items	Quantity
SMD Screen for Stage 12x 6 (1)	1
Stage 24' x 20' x 1.5'	1
Sound System	4 Speakers, three cordless Mic and 4 Stage/podium Mic for management
Roll up Stands	4
preferred Registration Desk with 8x8 backdrop	1
Venue Branding 8X8	4
Photography	1

- All food arrangements will be the responsibility of the bidder
- The price of event must be included in the financial
- Share route plan, provide photographic evidence of the activity
- Number of events may vary based on number of TSPs mobilized in the result of this activity

- **List of TSPs working/have worked with PSDF will be provided by PSDF management to ensure that only those FTIs/Industry are approached who are not currently working with PSDF to successful qualified bidder**
- **Creatives**
 - Creatives and install/ fabrications of the Out of Home/Below the line campaign will include but not limited to Billboards, Hoardings, streamers on roads, banners, float advertisement, display panels etc._and ensure that all the installed material is taken off after the agreed time with PSDF
 - Bidder to present the creatives of the activity.
 - Creatives of the events will include but not limit to backdrop, standees, posters, brochures and merchandizes
- **Route Plan:**
 - Devise a route plan in order to reach and tap into each pocket of the district
 - Share route plan, provide photographic evidence of the activity
- **Reporting:**
 - Report format to be approved with PSDF prior to start of the work
 - Devise work plan, impact assessment and time schedules periodically; report achievement accordingly
 - Provide a report within **“three days”** after each event, showing the data collected in terms of application initiated, queries addressed, PSDF information pamphlets distributed and estimated number of people reached during the activation
 - TSP Information to be reported by size of operation, location, courses offered and registration of the organization with government/international bodies
 - Daily reporting for respective field staff to show progress of work in the target areas
 - All information to be readily available for PSDF management through digitally enabled mechanism (mechanism to be shared by the firm/company in the proposal)
 - Bidder to create all data gathering forms and must be approved by PSDF management prior to the start of the activity

- **Data Bank:**
 - Implement a mechanism for maintaining and creating a data bank for all personal who have interacted with BA's on all the approved activities by PSDF not limited to name, CNIC and mobile number etc.
 - TSP data to be segmented as per the following strata's: operation, size and offered trades, courses, government/international registration bodies
- **Execution Plan:**
 - The bidder to present a consolidated district wise execution plan clearly highlighting what will be done for each stakeholder along with the targets of the activity
- **Questionnaire:**
 - Develop a questionnaire to gather data from both TSPs and Trainees but not limited to e.g. personal information, knowledge about TVET sector, interested trade and any other information gathering as per discretion of PSDF. Ensure that data is gathered through a handheld device (internet enabled) to ensure data verification and reporting
 - All data gathered via handheld device (internet enabled) must be visible to PSDF management in the reporting format agreed prior to the activity
 - Questionnaire to be approved by PSDF prior to start of the activity
- **Timelines:**
 - A timeline for the whole activity to be submitted by the firm/company. The timeline should be activity based. PSDF reserves the right to pick the activity as per the need and requirement
- **Strategy Presentation:**
 - A consolidated presentation to be created explaining how the TSPs and trainees will be mobilized to apply for PSDF funding clearly highlighting the channels that will be used and cost attached to the mobilization activity and what platforms to be used when it comes to promoting the activity

- **Return on Investment (ROI):**
 - The strategy presentation must include ROI matrix showcasing the amount spend and expected results achieved in terms of reach of general public and total forms collected in response of the activity
 - The bidder must provide impact on number of applications that will be generated in result of the TSP mobilization
 - Strategy presentation must also include the ROI matrix for the trainee and TSP mobilization and must state the expected total no of target audiences reached in result of this activation
- **Collateral Printing:**
 - The bidder will be responsible for all collateral printing required for a smooth operation of the activity. The printing is not limited to flyers, posters, vehicle branding, banners and any other printing requirement mutually agreed with PSDF and the firm/company
 - Placement of all collateral material will be sole responsibility of the bidder and not limited to posters, banners, flyers etc. It is expected that bidder will suggest creative ways to ensure that information is given to the TG and motivate them to enrol with PSDF (both trainees and TSPs) and add it to the strategy presentation

The successful bidder shall be required to provide the services listed below, such services to be delivered in accordance with instruction issued by the PSDF from time to time. Considering the extensive nature of the assignment and the envisaged relationship with the Bidder, any service, which forms a part of facilities management that is not explicitly mentioned in this RFP as excluded would form part of this RFP, and the Bidder is expected to provide the same at mutually agreed cost to the Company.

The Bidder must envisage all necessary services to be provided and ensure the same is delivered to the Company and if bidder finds anything missing then the same to be written in the Financials and mentioned clearly. The Company will not accept any plea of the Bidder later

for omission of critical services on the pretext that the same was not explicitly mentioned in the RFP.

The services shall include but not limited to the following:

Activations and Promotions

- **Project Management**
 - The successful bidder must have extensive project management skills, which includes but not limited to design, develop / plan and robust implementation
 - The manner and total no of events that will be designed, planed and implemented in the mentioned districts
 - Monitor and track all such campaigns and suggest course corrections. Submit periodic report with evaluation of objectives and timelines. Understand local business challenges and implement appropriate marketing initiatives / programs accordingly
- **Interaction with local Communities in all districts;**
 - An understanding of segments and local communities, behaviours, and access opportunities for brand activation within the segmented communities;
 - An understanding of the PSDF's target audience base and segments;
 - local, regional and national transport patterns, modes and behaviours;
- Preferred and effective modes of communication within the communities where activations will take place;
- Events logistics management
- On-site brand activation (directional signage, merchandising, etc);
- Database and supplier management
- Hospitality, VIP and guest's management
- Local stakeholder management
- Reporting (pre-event, event and post-event)
- Linking PSDF's objectives with the planned events



- Developing customer awareness right through being the first point of contact in relation to PSDF’s offerings
- Float fabrication and operations
- OOH planning, installing and removal
- Brand ambassadors will be sole responsibility of the bidder
- Obtaining NOC and necessary approvals to conduct activations will be sole responsibility of the bidder
- T-shirts and caps will be the responsibility of the vendor
- Food and refreshments will also be sole responsibility of the vendor
- **Video Coverage of the activity:**
 - The successful bidder must provide a video featuring the activity conducted in all districts
 - The video must incorporate the general public reactions
 - The video must be creatively edited and must comply with PSDF brand guidelines
 - Brand guidelines to be shared with the successful bidder

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 “**Below The Line (BTL) firm/company 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) 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.
- k) **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 July 04, 2019.**
- l) To attend pre-bid meeting organization has to get confirmation on the reservation request pre-bid meeting requests should be emailed at E-mail: Procurement@psdf.org.pk on or before **26 June 2019**, any organization joining without email request will not be allowed to participate in the pre-bid meeting. Pre-bid meeting will be held on **27 June 2019 at 11:00 AM** in PSDF Lahore office
- m) 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 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) Successful bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order.
- c) If PSDF cancel the contract during the contract period, a notice period of 1 month will apply.
- d) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- e) 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.
- f) 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.

- g) 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 duration of the contract will be 6 months. Timelines of the delivery shall start once the contract is signed and Purchase /Service is issued. Bidder is bound to complete the execution in 6 months however, duration of the contract can be extended after the mutual consent of both parties to complete the assignment.

The bidder shall be bound to provide required services within stipulated timelines (as mutually agreed in the contract).

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. **08th July**

,2019 at 11:00 AM. Technical proposals will be publicly opened on the same day i.e. – 08th July ,2019 at 11:30 AM 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.25,000 (Twenty-Five 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 Annexure 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:	
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 GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)	(Provide a copy of registration)	<input type="checkbox"/>	<input type="checkbox"/>
3	Should be Active Taxpayer and last year's tax return is required (2017-2018 Tax Return copy required)	(2017-18 tax return 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 Out of Home 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	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	20		
	Working with more than or equal to 10 clients (Telco/ National /Multinational organizations/FMCG/Government departments/International clients) for Out of Home (OOH)/below the line (BTL)/brand activation/brand promotion/community mobilisation		20	Documentary proof (copies of contract or work order or service order or client's service completion letter) should be furnished.
	Working with more than or equal to 7 but less than 10 clients (Telco/ National /Multinational organization /FMCG/Government departments/International clients) for Out of Home (OOH)/below the line (BTL)/brand activation/brand promotion/ community mobilisation		15	
	Working with more than or equal to 5 but less than 7 clients (Telco/ National /Multinational organization /FMCG/Government departments/International clients) for Out of Home (OOH)/below the line (BTL)/brand activation/brand promotion/ community mobilisation		10	
2	Relevant Experience	20		
	Experience of providing below the line advertising (BTL)/ Out of Home (OOH)/Brand Activation/brand promotion/ community mobilisation services more than or equal to 7 years		20	Documentary proof (copies of contract or work order or service order or client's service completion letter) should be furnished.
	Experience of providing below the line advertising (BTL)/ Out of Home (OOH)/Brand Activation/brand promotion/ community mobilisation services more than or equal to 5 years but less than 7 years		10	

	Experience of providing below the line advertising (BTL)/ Out of Home (OOH)/Brand Activation/brand promotion/ community mobilisation services more than or equal to 3 years but less than 5 years		05	
3	Proposed Team	15		Documentary proof (profiles/ resumes of the proposed team, years of experience in project management/community mobilizer/ brand activation/Below the line (BTL)/ Out of Home (OOH)/Float Activity/ Product launches) should be furnished
	Company to provide the CV/Resumes of the following: 1 Project Manager (3- 5 years' experience) 3 Supervisor (2-3 years' experience each)		10	
	More than 15 relevant team members suggested for the activation (1-2-year experience each)		05	
4	Financial Turnover (PKR)	15		Documentary proof required (Tax returns/audited report of 2017-2018)
	More than PKR 100 Million annual financial turnover		15	
	More than PKR 50 Million but less than or equal to PKR 100 Million financial turnover		10	
5	Strategy Presentation	20		A power point presentation submitted both in hard and in soft copy comprising all these elements- Points to be awarded based on the quality/relevance of the information furnished by the bidder
	Channels to be used for activity divided in three phases (pre, during and post activity)		5	
	ROI Matrix		5	
	Route Plan provided		5	
	Timeline of the activity		5	
6	Case Study for BTL Activation	10		Provide a word document illustrating the problem faced by the client, solution proposed by the bidder and the impact/result achieved in result of the activity in the past along with the pictorial evidence of the activity conducted – Case studies to be marked based on the quality of results, creative and activity achieved in outcome of the activity
	Provide 4 or more case studies for clients on how activation has helped the client to achieve objective		10	
	Provide at least 3 case studies for clients on how activation has helped the client to achieve the objective		05	
Total Points Awarded		100		

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

Annex – F (Financial Proposal)

Below are the items expected against each of the items:

Note:

1. PSDF reserve the right to increase or decrease the quantities as per the business needs at the time of awarding the contract.
2. The financials will be evaluated on accumulative cost quoted as per the mentioned items.

Sr. No.	Out of Home (OOH)	Estimated Quantity	Unit Price inclusive of all applicable taxes (PKR)
1)	Float	4	
2)	Bolan	6	
3)	Rickshaw	10	
4)	TSP Event	2	
5)	Community Mobilization event	15	
6)	Collateral printing	As per the below quantities mentioned below	
7)	TSP Mobilization		

Collateral Printing:

- It is firm/company’s responsibility to quote the amount of the collateral printing to successfully achieve the reach and conversion target
- Minimum qty are as following:

Item	Minimum Quantity
Flyers	5,000
Posters	5,000
Banners	500
Standee	16
Backdrop	5

- Below are the specifications of the items to be printed:

Item	Size	Printing	Quality	Language	Quantity
Flyer	A5	4 Color front & back	180 gm with lamination	English/Urdu	To be proposed by the bidder
Poster	18X23	4 Color	150 gm with lamination	English/Urdu	To be proposed by the bidder
Banner	5X10	Color	Cloth	English/Urdu	To be proposed by the bidder
Standee	Roll Up	Color	Flex	English/Urdu	16
Backdrop	8X8	Color	Flex	English/Urdu	Based on the no of events

- **Payment Terms**

- Payment shall be made within 30 days after the submission of the invoice and service acceptance by the user department according to payment milestone.
- All payment shall be made in PKR after the applicable taxes.
- Upon request of bidder 10% advance will only be given against the bank guarantee/pay order made under the name of PSDF of same the amount
- Payment to be released as per the following milestones:

Milestone	Payment
NOCs from the Sargodha district authorities/permission from concerned authorities to conduct the activity	5%
NOCs from the Mandi Bahudin district authorities/permission from concerned authorities to conduct the activity	5%
NOCs from the Hafizabad district authorities/permission from concerned authorities to conduct the activity	5%
Questionnaire and online form development	5%
Fabrication of floats/hi roof van up to 1000 CC /Rickhsaw	10%
Activity completion report for Sargodha	15%
Activity completion report for Mandi bahudin	15%
Activity completion report for Hafizabad	15%
5,000 trainee forms submitted	25%

- Note:
 - NOC from the relevant authorities of the district is the prerequisite of any payment processing of the activities conducted in relevant district
 - If 5,000 forms are not received, payment to be done prorata basis
 - Minimum forms required for payment eligibility is 1,000

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: