

PUNJAB SKILLS DEVELOPMENT FUND

TENDER DOCUMENT

HIRING OF A PR COMPANY/FIRM

FOR

PRESS AND PUBLIC RELATIONS MANAGEMENT

December 2020



Submission Date for Sealed Bids: on or before 04:00 PM, 30th December 2020

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

UAN: 042-111-11-PSDF (7733) | Toll Free:0800-48627 (HUNAR) | Website: psdf.org.pk

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1) Invitation to Bid:

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

2) Instructions to Bidders:

The selection of PR company/firm will be based on **Quality and Cost Based 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-8 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-08 and 09 of the document.
- h) This document has different sections carrying information of eligibility, technical evaluation, Scope of work, conditions of tender and form of contract etc. to assist potential bidders to develop their Technical Proposals. The bidders found eligible and those that qualify in the 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) Minimum passing marks are 65 in technical evaluation, a bidder who shall obtain minimum 65 marks or more shall be marked as technically qualified and shall be considered for financial bid opening.

3) Conditions for Eligibility:

The bidders, fulfilling the following criteria, will be considered eligible for the bidding process.

- a) Evidence of the bidding firm/company's registration/Incorporation is required (Copy 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 on the date of submitting the bid. (Status report must be provided)
- d) Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization. (Original required)

If bidder fails to provide information as per the above mentioned or does not fulfil the requirement of the "Eligibility Criteria Checklist" (Annexure B), they 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 identifies the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing and Communications Department of PSDF:

Objective/Goal: Conduct a SWOT analysis of PSDF brand in terms of PR and formulate strategy that plays to strengths, identifies promising opportunities, and mitigates threats

Deliverables:

- ❖ PR strategy formulated for the entire year
- ❖ PR rollout plan with month-wise detailed activities proposed every quarter
- ❖ PR support in crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan as and when required
- ❖ List of top tier relevant media outlets including newspapers, television channels, and upcoming magazines and publications, compiled to be targeted through the year

Objective/Goal: Garner media attention for PSDF work and impact; programs and schemes launched or completed, partnerships or MoU's signed, showcasing impact both quantitatively and qualitatively (storytelling)

Deliverables:

- ❖ Preparation and Dissemination of press release to trade/business publications/organizations/general news outlets on major initiatives/achievements/programme/events by PSDF as per requirement.
- ❖ 4 articles/opinion pieces/stories on current and relevant topics to be published in top tier media outlets
- ❖ At least 2 interviews by senior Journalists/Editors/Influencers with PSDF team organized

Objective/Goal: Generate brand awareness and recall for PSDF and work, by helping organize and support events

Deliverables:

- ❖ Planning and organizing press conferences and media meets for national and local/regional media
- ❖ Media management of various seminars, workshops, exhibitions and events organized by PSDF (if requested by PSDF management)
- ❖ Round-table discussion of top journalists and thought-leaders with PSDF top management once in a year
- ❖ Develop a segment on skills development featuring PSDF CEO on television and radio (for example morning shows, talk shows, panel discussions) at least one a year

Objective/Goal: Monitor and report all media coverage of PSDF and related topics

Deliverables:

- ❖ Daily monitoring report reflecting key interest topics for PSDF (topics will be selected with mutual agreement of PSDF management and the vendor)
- ❖ Media Tracking- Print and digital (blogs, social media, news outlets, articles) wherever PSDF is mentioned
- ❖ Complete impact analysis and compiled reports of all published pieces (press releases, articles) and activities (events, press conferences)

Objective/Goal: Communicate effectively with existing stakeholders and explore potential partnerships for mutual benefit

Deliverables:

- ❖ Suggest activities and ideas to maintain and enhance relations with existing primary and secondary stakeholders (trainees, training service providers, employers, donors) as part of the quarterly rollout plan
- ❖ Annual PR strategy to include plan for targeting potential partnerships (with industry, corporations, other relevant entities, and organizations)

Deliverables

Sr. No	Deliverables	Frequency
1	PR strategy	Once in a year
2	PR rollout plan with month-wise activities proposed	Once every quarter
3	PR support in crisis and other emergent situations: countering situations and negative news and incidents with approval from PSDF	As and when required
4	List of top tier relevant media outlets including newspapers, television channels, and upcoming magazines and publications	Once in a year/ to be updated regularly
5	Press releases in English/Urdu to be published in regional and national approved publications (print and digital)	As and when required
6	Articles/opinion pieces/stories relevant to PSDF to be published in approved tier 1 media outlets	At least 4 per year
7	Interviews by senior Journalists/Editors/Influencers with PSDF team organized and published	At least 2 per year
8	Planning and organizing press conferences and media meets for national and local media	As and when required
9	Round-table discussion of top journalists/thought-leaders with PSDF management	Once in a year
10	Develop a segment on skills development featuring PSDF CEO on television and radio (for example morning shows, talk shows, panel discussions)	Once in a year
11	Daily monitoring report reflecting approved key interest topics for PSDF	Daily
12	Media tracking if and when PSDF is mentioned in newspapers (print and digital), digital blogs and TV	As and when it happens (real time reporting)
13	Impact analysis and compiled reports of all published pieces (press releases, articles etc.) and activities (events, press conferences etc.). Reporting format to be approved by PSDF	After every publication/activity

- PSDF reserves the right to obtain/not to obtain the services during the contract period as per the business requirement considering the retainership model

5) General or Special Conditions of Contract

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 be entered 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**” 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
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 Email: at Procurement@psdf.org.pk and must be asked before **COB December 28, 2020.**
- k) Although adequate thought has been given in the drafting of this document, errors such as typos may occur for which 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) The duration of the contract shall be 1 year; however, it can further be extended up to 2 years on the satisfactory performance of the bidder with the mutual consent of both parties on the same terms & conditions.
- d) If PSDF cancel the contract during the contract period, a notice period of 1 month will apply.
- e) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- f) 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.
- g) All taxes will be deducted in accordance with the applicable laws.
- h) The bid shall remain valid for the period of **120 days** from the date of bid opening
- i) In case the selected bidder fails to deliver the project as per the agreed timelines, bank guarantee of the bidder will be forfeited, and the contract may be terminated.

7) Delivery Timelines or Completion Date

Timelines of the delivery of services shall start once the contract is signed/ issuance of Purchase/Service Order and remain valid till the expiry of the contract.

8) Technical Evaluation Criteria

This document is governed by the procedure approved by PSDF management. The technical proposal of eligible organizations will be evaluated against the requirements specified in the “Annexure – D”.

9) Financial Evaluation Criteria

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.

Please provide information regarding Financials in **Annexure – F”**.

10) Performance Security

- a) Successful bidder will submit a performance security in the form of bank guarantee of 2 % of total contract value at the time of signing the contract which will be returned after completion of contract.
- b) Any delay in delivery of the services as per mutually agreed time frame and deliverables will be subject to a penalty @0.5% per day, up to maximum 8% of the total contract value

11) Submission of Bids (Technical and Financial Proposal): -

Complete bid containing Technical and Financial proposal along with Bid Security with all the required information and documentary evidences must be submitted before closing dated i.e. 04:00 PM, 30th December 2020. Technical proposals will be publicly opened on the same day i.e. 04:30 PM, 30th December 2020 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.

b) COVER LETTER FOR THE SUBMISSION OF TECHNICAL PROPOSAL

A cover letter as specified in **Annexure H** 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 Organization	
3	National Tax Number	
4	General / Punjab Sales Tax Number	
5	What is the legal status of your organization? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organization
		Section 42 Company
		Public Ltd. Company
		Private Ltd. Company
		Private Partnership Firm
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 the bidding firm/company's registration/Incorporation is required	Copy of certificate of incorporation/company registration certificate is required	<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	<input type="checkbox"/>	<input type="checkbox"/>
3	Should be active taxpayer on the date of submitting the bid.	Status report must be provided	<input type="checkbox"/>	<input type="checkbox"/>
4	Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization.	Affidavit on stamp paper original signed & stamped	<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 July 2019)	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 #	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	15		
	Worked with more than 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		15	Documentary proof (copies of contract or purchase/service order with contact details of clients) should be furnished.
	Worked with more than 7 and less than or equal to 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		10	
	Worked with more than 4 and less than or equal to 7 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		05	
2	Experience in Providing PR Services	15		
	Experience for more than or equal to 07 years of press and public relations management to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		15	Documentary proof (copies of contract or purchase/service order with contact details of clients including published website links) should be furnished.
	Experience for less than 07 years but more than or equal to 05 years of press and public relations management to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		10	

	Experience for less than 05 years but more than or equal to 02 years of press and public relations management to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		05	
3	Specific PR Services Experience	15		
	Developed more than 10 articles/blogs		5	Provide the developed content in the USB or provide a link on the letter head if uploaded on digital (brand/media outlet/firms owned media)
	Developed 5 or more media interactions/press conferences		5	
	Developed and published 15 or more press releases		5	
4	PSDF PR Strategy and PR Plan	25		
	One-year month wise PR Plan in a Gantt Chart	10		Printed copy of presentation should be furnished along with the proposal (Strategy Presentation will be rated based on the quality of work)
	One-year PR strategy presentation to ensure that PSDF is considered as an organization that does the most results based and innovative skills development across Pakistan	15		
5	Team Structure	15		
	Content writer, Publicist & Project Manager having related working experience of 5 years or more than 5 years.	15		Profiles / CVs must be attached
	<i>Content writer having related working experience of 5 years or more than 5 years</i>		4	
	<i>Publicist having related working experience of 5 years or more than 5 years.</i>		4	
	<i>Project manager having related working experience of 5 years or more than 5 years.</i>		7	
	Content writer, Publicist and Project manager having related working experience of less than 5 years but greater than 2 years	10		
	<i>Content writer having related working experience of less than 5 years but greater than 2 years</i>		3	
	<i>Publicist having related working experience of less than 5 years but greater than 2 years</i>		3	

	<i>Project manager having related working experience of less than 5 years but greater than 2 years</i>		4	
6	International Affiliation	5		
	Has an international affiliation with a PR agency/company/firm		5	Provide letter of affiliation as an evidence
7	Financial Turnover	10		
	Annual turnover /revenue of the company is greater than or equal to 05 Million (PKRs)		10	Documentary proof required (tax returns or financial audited report from ICAP registered firm/company for the year 2018-19)
	Annual turnover /revenue of the company is less than 05 Million (PKRs) but greater than or equal to 02 million (PKRs)		05	
Total Technical Evaluation Score		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)

Firm shall be paid as consideration for the provisioning of services under this contract as per the below mentioned table

SR #	Description	Amount in Pakistan Rupees (without applicable taxes)	Applicable PST %	Total Amount in Pakistan Rupees (inclusive of all applicable taxes)
1	Monthly Retainership Fee			
2	Yearly Retainership Fee for 12 months			

Business Award:

Business will be awarded based on the following

- Financial Component (FC) = Retainership Fee in PKR for 12 months (inclusive of all applicable taxes)
- Technical Component (TC) = Total Technical Evaluation Score
- Total Evaluation Score = 80% x (TC) + 20% x (FC)

Payment Terms:

- Payment will be made within 30 days after the submission of invoice and service acceptance by the user department.
- All payments 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 authorized 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 Guidelines]

Re: Technical Proposal in respect of [Insert title of assignment]

Dear Sir,

We offer to provide the Services for **Hiring of a PR company/firm for Press and Public Relations Management** 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: