

# **PUNJAB SKILLS DEVELOPMENT FUND**

**REQUEST FOR PROPOSAL (RFP)**

**FOR**

**APPOINTMENT OF VISUAL COMMUNICATION CONSULTANT  
FIRM**

**December, 2019**



**Submission Deadline: January 02, 2020 on or before 03:00 PM**

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

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## 1 Background

Punjab Skills Development Fund (PSDF) was established in 2010 as a not-for-profit company set up under the Companies Ordinance 1984 by the Government of Punjab (GOP) in collaboration with UK's Department for International Development (DFID). PSDF intends to invite sealed proposals for Appointment of Visual communication Consultant firm.

## 2 Overview of Proposal

PSDF invites firms having expertise in specialized domains as listed in the scope of work

## 3 Scope of Work

The scope of work includes the following:

- Presentation designing
- Proposal writing
- Report design
- PSDF success story and e-newsletter design template on Mailchimp

### a) Presentation Designing:

- i) Design and transform existing and new presentations made by various PSDF departments using the PSDF brand guidelines into effective power point presentations with animations (where required).
- ii) Quantity: a minimum of 4 – for donors, Corporate (internal), External (TSPs and any other stakeholder identified by PSDF), joint branding and possible mutual branding.

### b) Proposal writing:

- i) Create proposals/pitch presentations that responds to the requirements, understanding the project and how to accomplish it.
- ii) Quantity: as and when required.

### c) Report design:

- i) Create original design for all formal and informal reports not limited to case study informational or analytical/research outcomes /annual report
- ii) his may include but not limited to content creation and designing /outcome document creation and designing along with all related marketing elements as instructed by PSDF management (as and when required by PSDF management)
- iii) Quantity: maximum of 3 reports

d) **Mailchimp design template:**

- i) Develop design template for success story and e-newsletter on MailChimp online software
- ii) Quantity: minimum of 1 template for each

#### 4 Deliverables

The consulting firm will provide monthly progress report to the PSDF management for all the tasks assigned for that specific month.

#### 5 Timeframe

It is anticipated that each round with all activities will be completed in 12 months. The project will commence upon approval of the proposal and signing of an agreement between the third party and PSDF.

#### 6 Instruction & Guidelines

- a) The selection of visual communication consultant firm will be based on **Quality Cost-Based Selection Method through Single Stage Two Envelopes bidding** procedure.
- b) The proposal shall be a single package consisting of two separate envelopes, containing separately Technical Proposal and Financial Proposal. The envelopes shall be marked separately as “Technical Proposal” and “Financial Proposal”.
- c) Proposal containing all required information & documentary evidence must be delivered to Procurement Department, PSDF, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore in a sealed packet and submitted by or before **03:00 PM January 02, 2020**.
- d) The Proposal Documents shall be opened on the same day i.e. **January 02, 2020 at 03:30 PM** by the Procurement Committee in the presence of representatives of interested applicants who desire to attend. The selection process of firm shall be in accordance with prevailing Procurement Rules. No telephonic / e-mail / fax “Request for Proposal” shall be acceptable. In case of incomplete information as required under the “Request for Proposal”, will not be considered and will be rejected.
- e) Please submit complete proposal with supporting documents and Financial Proposal.
- f) PSDF reserves the right to reject any proposal, which does not conform to specified requirements without reference to price and condition.
- g) During the technical evaluation no amendments in Technical Proposal shall be permitted.
- h) A minimum score of **65 marks** is required in technical evaluation to qualify for Financial Bid opening.
- i) PSDF will confirm the date and time to the qualified firms for financial bid opening.
- j) Please mark and attach all the supporting document for the evaluation purpose. In case of any clarification please feel free to email at [proc@psdf.org.pk](mailto:proc@psdf.org.pk) before **05:00 PM, December 30, 2019**.
- k) Bid/proposal shall remain valid for the period of **120 days** from date of bid opening.

- l) PSDF may reserve the rights to prioritize, add or subtract any project under the Scope of Work mentioned in the document according to its business needs and may or may not require to execute the projects mentioned in the Scope of Work or add new assignment mentioned in the RFP.

## 7 Eligibility Criteria

Below are the mandatory qualification / eligibility criteria to qualify for the technical evaluation

1. Evidence of the Firm / Company registration / incorporation is required (provide copy of incorporation / registration certificate)
2. Provide National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization (provide a copy of registration)
3. Must be an Active Taxpayer as per “Active Taxpayer List” of FBR / (Copy of latest Tax Return i.e. FY 2017-18 or FY 2018-19 whichever is applicable)
4. Affidavit on stamp paper declaring that company is not blacklisted by any Government agency/ semi-government / authority / organization (Affidavit on stamp paper original)

Any, failure to provide information as per the above mentioned or fulfilment under the requirement of “Eligibility Criteria Checklist” (**Annexure B**) shall deemed to be or declared to be ineligible for the bidding process and technical evaluation shall not be carried out

## 8 Technical Evaluation Criteria

This document is governed by the procedure/rules approved by PSDF management.

The technical proposal of eligible organizations will be evaluated against requirements specified in “Annexure – C”.

## 9 Financial Evaluation Criteria

The Financial Proposals of only eligible bidders with technically qualified specifications will be opened in the presence of all the bidders. All bids shall be opened publicly in the presence of bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding and person designated for PSDF 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 – D**”.

## 10 Declaration

Kindly provide the declaration as per format provided below.

I, \_\_\_\_\_ hereby declare that:

all the information provided in the Request for Proposal (RFP) is correct in all manners and respects and I am duly authorized by the **Governing body/Board/Management** to submit this on behalf of "[Click here and type the name of organization]"

<b>Name</b>	
<b>Designation</b>	
<b>Signature</b>	
<b>Date and Place</b>	

**Note:** Please attach documentary proof for authorization by the governing body/board/management.

**Annexure-A**

Organizational Information			
Sr. No.	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organization		
3	National Tax Number		
4	General / Provincial 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:		

**Annexure-B**

Qualification / Eligibility Criteria Checklist				
Sr. No.	Eligibility Criteria Details	Evidence/Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Evidence of the Firm / Company registration / incorporation is required	(provide copy of incorporation / registration certificate)	<input type="checkbox"/>	<input type="checkbox"/>
2	Provide National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization	provide a copy of registration	<input type="checkbox"/>	<input type="checkbox"/>
3	Must be an Active Taxpayer as per "Active Taxpayer List" of FBR	Copy of latest Tax Return i.e. FY 2017-18 (or FY 2018-19 whichever is applicable)	<input type="checkbox"/>	<input type="checkbox"/>
4	Affidavit on stamp paper declaring that company is not blacklisted by any Government agency/ semi-government / authority / organization.	Affidavit on stamp paper original	<input type="checkbox"/>	<input type="checkbox"/>



**Annexure-C**

<b>Technical Evaluation Criteria</b>				
<b>S. No.</b>	<b>Descriptions</b>	<b>Total Points</b>	<b>Categorized Points</b>	<b>Remarks</b>
				Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)
<b>1</b>	<b>Financial Capacity</b>	<b>10</b>		
	Last year turnover/ revenue is 5 million PKR or more		10	Copy of tax return (2017-2018) or (2018-2019) or Last year audited report
	Last year turnover/ revenue is greater than 3 Million but less than 5 million PKR		5	
<b>2</b>	<b>Experience in providing services</b>	<b>30</b>		
	Developed creatives and published at least 2 research report for a public sector company		10	Provide hard copy of the report along with PO/service letter/contract copy/client recommendation letter
	Developed at least 5 different presentations for a public sector		10	Provide soft copy of the presentation along with PO/service letter/contract copy/client recommendation letters
	Worked with at least one of donor funded projects		10	Provide PO/service letter/contract copy/client recommendation letters
<b>3</b>	<b>Client Portfolio</b>	<b>20</b>		
	The client portfolio consists of 1 or more public sector/government clients/non-profit organisations in the last two years		10	Letter/PO/contracts/service orders /client recommendations letters/satisfactory letters provided by the client to validate services



	The portfolio consists of equal to or more than 15 clients in last one year		10	
<b>4</b>	<b>Quality Assurance</b>	<b>20</b>		
	Quality of submitted reports design		10	PO/contracts/service orders /client recommendations letters/satisfactory letters provided by the client to validate services (Quality assessment of two reports submitted in the evaluation criteria mentioned in Sr. No 2 i.e. 'Experience in providing services' shall be used)
	Quality of submitted presentation design		10	The documents attached will be judged based on the design aesthetics (Quality assessment of five presentations submitted in the evaluation criteria mentioned in Sr. No 2 i.e. 'Experience in providing services' shall be used)
<b>5</b>	<b>Professional Team</b>	<b>20</b>		
	Project Manager having experience of equal to or more than 10 years of relevant /similar work with master's in business administration from HEC recognized university		10	Provide CVs
	Creative designer having experience of equal to or more than 1 years of relevant/similar work with Bachelor of Arts/fine arts/design from HEC recognized university		5	
	Content writer having experience of equal to or more than 2 years of relevant work with bachelors of arts/fine arts/design from HEC recognized university		5	
	<b>TOTAL</b>	<b>100</b>		



**Annexure-D  
Financial Proposal**

<b>Total Cost</b>	<b>Cost PKR exclusive of Tax</b>	<b>Tax Amount PKR</b>	<b>Cost Inclusive of Tax</b>
Monthly Cost (Retainership)			
Total Cost of 12 months			

**Payment Terms**

- a) Retainership Cost to be paid on monthly basis within 30 days after the receipt of invoice.
- b) Payment shall be made after applying all the applicable taxes.

**Annexure-E**  
**Cover Letter for the Submission of Proposal**

Location: \_\_\_\_\_

Date: \_\_\_\_\_

To:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear Sir,

We, the undersigned, offer to provide the services for **Appointment of Visual Communication Consultant Firm** in accordance with your Request for Proposal dated [date here]. We hereby submit our technical and financial proposals including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it 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.

We understand that the selection process for **Appointment of Visual Communication Consultant Firm** will be in accordance with prevailing Procurement Rules and you are not bound to accept my Request for Proposal.

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name of Engagement Partner: \_\_\_\_\_

Address: \_\_\_\_\_