



# PUNJAB SKILLS DEVELOPMENT FUND

**Hiring of a Creative Agency for Short Term Consultancy**

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**Submission Date for Sealed Bids: 30<sup>th</sup> June, 2017 (11:00 AM)**  
21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore –Pakistan

Phone: +92-42-35752408-10  
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**Hiring of a Creative Agency for Short Term Consultancy**

**SUBJECT: Hiring of a Creative Agency for Short Term Consultancy.**

1. Punjab Skills Development Fund (PSDF), invites applications from the interested creative firms registered with income / sales tax department, accredited with All Pakistan Newspaper Society (APNS), Pakistan Broadcasters Association (PBA) and on the panel of DGPR for Hiring on Short Term Consultancy.
2. The documents containing detailed terms and conditions, are available for the interested Creative Agencies / Firms free of cost, at the PSDF website (<http://www.psd.org.pk>). The Tender documents for the **Hiring of a Creative Agency for Short Term Consultancy** can also be downloaded from <http://psdf.org.pk/downloads/#procurement>
3. The documents, prepared in accordance with the instructions in the bidding documents, must reach at the office of Punjab Skills Development Fund, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore –Pakistan at or before 11:00 A.M. on 30<sup>th</sup> June 2017 and will be opened on the same day at 11.30 A.M on June 30<sup>th</sup> 2017.

## SECTION I: INSTRUCTIONS TO CREATIVE AGENCIES/FIRMS

### Introduction

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company set up under the Companies Ordinance 1984 by the Government of the Punjab in partnership with Department for International Development (DFID) UK. Punjab Skills Development Fund is governed by an independent Board of Directors.

#### 1.1-INVITATION FOR BIDS

Punjab Skills Development Fund (PSDF), a not for profit company invites sealed bids/ proposals from tax registered and experienced Creative Agencies / Firms for short term consultancy for a period of 6 months.

#### 1.2-ELIGIBILITY CRITERIA

Creative Agencies / Firms fulfilling criteria, as mentioned below, may participate in the bidding process and send following document's copies along with their bids in technical proposal. Failing to fulfil the following eligibility criteria will not be considered for the further technical or financial evaluation.

1. The evidence of Creative Agencies / Firms, at the time of submission of its proposal, is legally established in Pakistan and a registered office in Lahore. Minimum 05 years of experience of providing Creative services preferably with multinationals, FMCG autonomous bodies/international clients
2. Currently working with at least 08 international, FMCG and MNC clients handling same nature of job
3. Having turnover of more than Rs. 500 million annually
4. Sales Tax, Income Tax and PRA (if applicable) registered company
5. Accredited by All Pakistan Newspapers Society (APNS) and Pakistan Broadcasters Association (PBA) and have not been suspended or blacklisted by either organization in the last 2 years.

#### 1.3-SUBMISSION OF BIDS

1. Punjab Skills Development Fund invites proposals in sealed envelope (**Single Package containing two separate envelopes** which shall be dually marked separately as **"TECHNICAL PROPOSAL" AND "FINANCIAL PROPOSAL"** in one package (hereinafter

referred to as the Tenders) from interested Creative Agency (hereinafter referred to as the Bidders). **Kindly ensure that Financial Bid is separately placed in an envelope sealed and placed in main envelop.**

2. Participating Creative Agencies / Firms must submit the bids that comply with the tender documents. If any term or condition of the participating bidder contradicts/conflicts with the PSDF procurement rules 2016 terms and conditions, the terms and conditions of PSDF will be considered valid.

The bids must be delivered at CEO PSDF, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore -Pakistan at or before 11:00 A.M on 30th June 2017 and will be opened on the same day at 11.30 A.M on June 30th 2017 in the conference room PSDF Lahore Office, in the presence of the interested bidders or their representatives who may wish to attend.

1. Late receiving bids after due time will be rejected and returned to the bidders unopened.
2. No alteration or amendment will be allowed in any case at the time of bid opening.
3. PSDF will not be responsible for any cost or expenses incurred by bidders in connection with preparation or delivery of bids.
4. All prices must be quoted in Pak Rupees and should include any Taxes applicable, such as Punjab Sales Tax, Income Tax, etc. If not specifically mentioned in the Quotation, it will be presumed that the prices include all the taxes. Any subsequent change in tax regime would be adjusted accordingly.
5. The competent authority may reject all proposals at any time prior to the acceptance of a bid or proposal. The procuring agency shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals, but shall not be required to justify those grounds.

#### **1.4-BIDDING PROCEDURE**

The selection of firm will base on Quality Cost Based Selection method. PSDF will adopt single stage two envelopes bidding procedure.

In bidding process, separate evaluation of technical bid and financial bid will be carried out. First the technical bid will be opened and the financial bid of only those Creative Agencies / firms will be opened who will qualify in technical bid evaluation and meeting the eligibility criteria. The technical evaluation will be carried out based on the information provided by the Creative Agencies / firms as requested in technical proposal heading. The Creative Agencies / firms providers are advised to go through the technical proposal and financial proposal requirements and provide the complete information as per proposals.

#### **1.5-TERMS & CONDITIONS**

1. Consultancy fee quoted shall remain valid for a period of 180 days from the closing date of proposal.
2. Consultancy fee quoted should be in Pak. Rs. inclusive of all applicable taxes (such as Punjab sales tax, Income Tax etc. and are considered final).

3. Income tax and Punjab Sales tax (if applicable) will be deducted in accordance with the provisions of Government Rules amended time to time.
4. In case of any dispute regarding quantity, quality and specification, the decision of the PSDF shall be final & binding.
5. The Consultancy fee / charges for each item should be valid for 180 days starting from the date of the signing of the contract.
6. In case of any dispute regarding quality and specification, the decision of the PSDF shall be final & binding.
7. Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before COB 28<sup>th</sup> June, 2017. For any other related information please contact the undersigned.

Postal Address

Associate Procurement

Punjab Skills Development Fund

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

E-mail: [rizwan.akhtar@psdf.org.pk](mailto:rizwan.akhtar@psdf.org.pk)

Tel: 042-35752408-10

## **DECLARATION FOR BIDDERS**

I/we have read the above terms & conditions and bind myself/ourselves to abide by the terms & conditions.

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Name, Designation & Signature of the bidder

## Cover Letter for the Submission of Technical Proposal and Financial Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

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

Dear Sir,

We offer to provide the Services for [Insert title of assignment] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal and financial proposals including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the services as per the client's request if our proposal is accepted. We understand that you are not bound to accept any or all proposals you receive.

Thank you.

Yours sincerely,

Signature

Name and title of signatory:

**Important Note:** The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PSDF shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals, but shall not be required to justify those grounds.

## **SECTION II: THE BID DOCUMENTS**

### **2- CONTENT OF BIDDING DOCUMENTS**

The Creative Agencies / Firms are expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the documents or submission of documents not substantially responsive to the bidding documents in every respect will be at the Creative Agency / Firm's risk and may result in the rejection of the proposal.

#### **2.1-LANGUAGE OF BID**

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

#### **2.2-DOCUMENTS COMPRISING THE BID**

The documents prepared by the Creative Agencies / Firms shall comprise the following components:

##### (A) Technical Proposal

- Comprising of Company Profile, work experience & Financial Strength and a presentation. The Creative Agencies / Firms should take into consideration the parameters listed in Technical Evaluation Criteria for submission of Technical Proposal in the Data Sheet and its Annexure.

##### (B) Financial Evaluation

- The financial proposals of only those firms meeting the eligibility, technically responsive bidders who will obtain minimum seventy-five percent marks will be opened. A combined evaluation of the technical and financial proposals will be carried out by weighting and adding the quality and the cost scores. The weight for quality is eighty percent with twenty percent given to cost and the firm obtaining the highest combined score will be invited for negotiations.

#### **2.3 FORMAT AND SIGNING OF PROPOSAL**

- a. The Creative Agencies / Firms shall prepare an original and the two copies of the proposal, clearly marking each "ORIGINAL PROPOSAL" and "COPY OF PROPOSAL" as appropriate. In the event of any discrepancy between them, the original shall govern.

- b. The original and the copy or copies of the proposal shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized by Creative Agencies / Firms.
- c. Any interlineations, erasures, or overwriting shall be valid only if they are initialled by the person or persons signing the proposal.

#### **2.4 DEADLINE FOR SUBMISSION OF BIDS**

- a. According to the Rule 27(4), under PSDF Procurement Rules 2016 available at PSDF's website Proposals must be received by the Procuring agency at the address specified no later than the time and date specified in the bidding document.

#### **2.5 LATE BIDS**

- a. The bids submitted after the closing time shall be rejected and returned without being opened.



## SECTION III:DATA SHEET

<b>Introduction</b>	
<b>i.</b>	PUNJAB SKILLS DEVELOPMENT FUND
<b>ii</b>	<b>Hiring of a Creative Agency for Short Term Consultancy</b>
<b>iii.</b>	<b>30th June 2017 before 11:30 AM – Last date for submission of bids</b>
<b>iv.</b>	<b>English</b>

<b>Preparation and Submission of Bids</b>	
<b>i.</b>	<p><b>Technical Qualification Requirements:</b></p> <p>The proposal of the Creative Agencies / Firms firm shall be evaluated against the attached criteria at Annex 'A'. A minimum score of 75 shall be required to technically qualify for further consideration. For technical qualification and enlistment, the Creative Agencies / Firms shall be required to demonstrate the following:</p> <ul style="list-style-type: none"><li>a. Complete details of the year of establishment of the Creative agency and experience till submission of the bids.</li><li>b. Details i.e. name, address etc. of the clientele of the Creative agency from the year of establishment till submission of the bids.</li><li>c. Minimum of 8 National / International clients.</li><li>d. Working for minimum of 5 MNC or FMCG</li><li>e. The minimum number of employees of the Creative Agency / firm must not be less than 100.</li><li>f. Relevant experience of the agency i.e. total projects handled from the year of establishment till date.</li><li>g. Details / certificates of registration with Income Tax, Sales Tax, and APNS.</li><li>h. Affiliation with international agencies.</li><li>i. Minimum turnover of not less than PKR 500 million with audited financial statements of last year with complete report.</li></ul>

***Note: Creative Agencies / Firms fulfilling above criteria shall qualify for further processing.***

## **SECTION IV: SCHEDULE OF REQUIREMENT / TERMS OF REFERENCE**

- The selection procedure will be based only on the technical and financial evaluation of the Creative Agencies / Firms on PSDF.
- The hired Creative Agencies / Firms will be required to make press ads, supplements, hoardings, backdrops, vehicle design, brochure, POS designs, banners, leaflets, flyers, poster, branded giveaways, stationery, even design signs, shop designs, merchandising, concept development, annual reports, table calendar, corporate diaries, desk planners, newsletters, radio commercials, language adaptations and translations, packaging and miscellaneous. Development of Branding Guidelines, 360-degree Corporate Brand Campaign, revamp PSDF's brand identity, undertaking planning & execution for internal and external activities, launching of schemes through print, radio ads.
- .
- The hired Creative Agencies / Firms will also carry out the designing of the relevant advertisements of PSDF free of cost.
- The hired Creative Agencies / Firms will depute their one representative to be based at PSDF for proper coordination of the mentioned activities.
- The Creative Agencies / Firms will be hired on the PSDF panel for a period of six months.
- The deliverables shall be mutually decided between PSDF and creative agency and payments shall be made to the creative agency subject to acceptance of mutually decided deliverables.

## Annexures

### Annex – A “Organization Information”

Form A: Firm Profile			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
	General Sales Tax Number		
	PRA Sales Tax Number		
4	Core business area/s of the organization		
5	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organisation	
		Section 42 Company	
		Public Ltd. Company	
		Private Ltd. Company	
		Partnership Firm	
		Sole Proprietor	
		Others (Please specify)	
6	Name and designation of ‘Head of Organization’		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
8	Name and designation of ‘Contact Person’:		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

## Annex – B “Eligibility Response Checklist”

Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	The firm must have local presence. Has your firm a registered office in Lahore?	Yes	
		No, (then justify how will you manage the project)	
2	Mention National Tax Number (NTN) or General Sales Tax (GST) and Punjab Revenue Authority (PRA) registration in the name of Organization and provide a copy of registration	National Tax Number (NTN)	
		General Sales Tax (GST)	
		PRA Registration	
3	Has your firm five (5) years of experience		Yes (attach copies of work orders or contract or provide any evidence )
			No
4	Has your firm ever blacklisted by any government authority or any bi-lateral/multi-lateral financial institution? (MUST attach an undertaking by your firm’s authorised person with this document)		We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.
			Our organization has been blacklisted once or more than once.

Signature: \_\_\_\_\_

**Annex - C “Relevant Experience”**

<b>Relevant Experience</b>		
<b>Name of clients</b>	<b>Specs</b>	<b>Duration</b>

Signature: \_\_\_\_\_

## Annex – D Technical criteria evaluation

S. No	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
<b>1</b>	<b>Company Profile</b>		<b>50</b>
1.1	<u>Years of Experience in advertising &amp; designing works:</u>		<u>10</u>
	≤ 2 year		
	≥ 2 ≤ 4 years		
	≥ 5 ≤ 7 years		
	≥ 8 years		
1.2	<u>Clientele:</u>		<u>15</u>
	≥ 1 ≤ 3 MNCs /FMCG or local firms in any trade		
	≥ 4 ≤ 5 MNCs /FMCG or local firms in any trade		
	MNCs /FMCG or local firms in any trade		
1.3	<u>Experience of international advertising:</u>		<u>05</u>
1.4	<u>No. of employees, Relevant Qualifications of Mgmt and team</u>		<u>20</u>
1.4.1	Number of employees		5
	Number of employees ≤70		
	Number of employees >80		
1.4.2	Relevant Qualifications of Mgmt and Team		15
	Not related to advertising & designing but experienced		
	Relevant to advertising & designing with ≤3 years experience in the field		
	Relevant to advertising & designing with > 3 years experience in the field		
<b>2</b>	<b>Relevant Experience</b>		<b>10</b>
2.1	Advertising & designing Projects Handled So Far		
	≤ 10		
	≥ 15 ≤ 20		
	≥21		
<b>3</b>	<b><u>Registration with Income Tax/ Sales Tax and APNS Accreditation (Mandatory for Technical Qualification)</u></b>		<b>15</b>
<b>3.1</b>	Registration with Income Tax		
<b>3.2</b>	Registration with Sales Tax		
<b>3.3</b>	APNS Accreditation		

<b>4</b>	<b>International Affiliation</b>		<b>05</b>
5.	<b>Financial Strength of The Firm</b>		<b>10</b>
	≥ 150 ≤ 200 Million of annual turnover		
	≥200 Million of annual turnover		
	TOTAL		<b>100</b>

***Minimum Passing Marks are 75***

**Annex – E Financial proposal.**

- Kindly ensure that Financial Bid is separately placed in an envelope sealed and placed in main envelop
- Lump sum fee for short term Consultancy inclusive of all taxes & Levies for Six months

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