

**PUNJAB SKILLS DEVELOPMENT FUND**

**Tender Document**

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# **Hiring of a Creative Company/Firm for PSDF**

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**April, 2019**



**Submission Date for Sealed Bids: 26<sup>th</sup> April before 3:00 PM**

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

## **1- Invitation to Bid:**

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Bidder set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed bids/proposals will be invited from bidders for Hiring of a Creative Company/Firm 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 Creative Agency will be based 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 this 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 Creative Agency services for PSDF.

- a. Evidence of bidding firms/company Registration / Incorporation (Evidence of certificate of incorporation/company registration certificate)
- b. Provide National Tax Number (NTN) and General (GST)/ Provincial Sales Tax (PST), (if applicable) in the name of Organization and provide a copy of registration
- c. Active Tax payer and a copy of last year's tax return is required (2017-2018). (2017-18 tax returns copy required)
- d. Affidavit on stamp paper, declaring that company is not blacklisted by any Government agency/authority. (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. Please mark the supporting documents for Eligibility Criteria Checklist.

### **4- Term of Reference/ Scope of Work**

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

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

#### **I. Brand Guideline:**

- Creative custodian of entire brand manual creation and propose continuous improvement to brand guideline
- Ensure that all creatives are as per the brand guideline
- Ensure message consistency across all platform and create guidelines for visual assets (photography, video) etc.

- Submit design/creatives for Corporate ID Cards, Greeting/ Invitation Cards, Dairy and Desk Planner as and when required by PSDF as per the brand guideline (if requested by PSDF management)
- Create standardized templates for flyers, print ads and streamers to be shared with TSPs for mobilisation of the trainees. To be done once in the term of the contract

## II. **Creative Concept:**

- Corporate Campaign
- Develop an effective 360-degree advertising campaign based on the numbers deduced from PSDF's brand health research and present communication strategy accordingly
- Facilitate the digital agency in concept creation/designing of digital/non-digital banners along with the adaptation of all concepts for all digital platforms as per the guideline (as per the requirement of PSDF)
  - Product Campaign
- In accordance with an agreed written brief, create and submit original advertising design concepts
- Provide ideas and strategies for way forward depending on project at hand. The deliverables and project to be shared by PSDF
  - Internal Communications
- In accordance with an agreed written brief, create and submit original concepts for all internal projects subject to brief shared by PSDF
  - Logo Creation
- In accordance with an agreed written brief, create and submit original logo design/concept for any and all projects communicated by PSDF. This is subject to initiation of the project as communicated by PSDF management to the relevant agency
- The elements in all campaigns may include but not limited to the following:
  - **TV:**
    - Agency to provide concept & copy development for all TVC/Video production as and when required by PSDF subject to management approval and brief
  - **Press Ads:**
    - Ensure creation of original concept/designing of press ads (newspaper, magazine ads) along with adaptations as per the size required by the medium. Translation to be done to local language and conversion from Colour to B&W as and when required by PSDF
    - Creation of supplement ads including the copy, masthead when required by PSDF
  - **Radio:**
    - Develop concept/copy development for all radio commercial as per the requirement of PSDF

- **BTL & Fascia's:**
  - Preparation of concept and designing of all design/merchandizing, design options to be presented by the participating agency as and when required by PSDF
  - Concept development of any BTL activates informed by PSDF and visuals creations for the fabrication of the items as per the vendor's requirement

**III. Design:**

- If required submit annual design/idea for the calendar that is not limited to pocket, desk and wall calendar
- Use images/illustrations/stock-photos to depict the true promise of PSDF
- Provide creatives for Posters, Leaflet, Flyer, OOH, Streamers, Hoarding Backdrops as and when required by PSDF
- Prepare bi annual newsletter and present the concept of annual report along with cover, inside page composition and graph designing as per the requirement of PSDF (content for the annual report to be submitted by PSDF)
- Submit creative/design for any event collateral not limited to backdrop, standee and other items as per the requirement of PSDF
- Submit at least of 2 creative options for items requested by PSDF

**IV. Necessary Approvals:**

- In respect of each communication mentioned above (whether proposed by the agency or requested by PSDF) the agency will:
  - Submit to PSDF for approval of preliminary sketches/copy or other concept work/scripts/story board in accordance to the job/brief shared by PSDF
  - Modify such preliminary work as required by PSDF and then finish artwork/copy/scripts (as appropriate to the communication medium) in accordance with the approved version and submit to PSDF for final approval

**V. Artwork/Media Release:**

- Ensure delivery of correct media to media release agencies/organizations in a format that can be released
- Organizing the dispatch of the artwork (hard or softcopy), prints and all other material to any third parties/suppliers as necessary in timely manner

**VI. Status Report:**

- Prepare at the end of each calendar month a status report itemizing (by task) the status, actions required by, action taken by and due dates of all current, committed and planned activities for PSDF

VII. PSDF reserve the right to obtain / not to obtain the services during the contact period as per the business requirement considering the retainership model.

VIII. The bidder shall be required to provide all creative related services as and when required during the term of the contract

## 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 complete and attach all the relevant documents shall be disqualified. No tender document shall be accepted, **if not properly sealed, marked, signed and stamped.**
- b) PSDF shall enter into a formal contract with the successful Bidder only and reserves the right to terminate the contract, if performance of Bidder is unsatisfactory.
- c) Bidders to ensure that their bid documents are submitted before the closing time and date of the tender. **Bids received after closing time and date will NOT be considered.**
- d) All documents and information received by PSDF from bidders will be treated in strictest confidence. Documents submitted to PSDF will not be returned.
- e) All expenses related to participation in this bidding document shall be borne by the bidder.
- f) Only short-listed bidders fulfilling the eligibility criteria will be considered for technical evaluation.
- g) Documents shall be submitted in hard copies in a sealed envelope marked as “PROPOSAL” as hard copy in a sealed envelope for “**Hiring of a Creative Company/Firm for PSDF.**” The envelope containing hard copies of technical 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](mailto:Procurement@psdf.org.pk) Phone: +92-42-35752408-10, Fax: +92-42-35752190.

- h) Sealed Technical Proposals received after due date & time, will not be accepted.
- i) 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.
- j) Questions about this bidding document can be made only in writing through a letter or E-mail: at [Procurement@psdf.org.pk](mailto:Procurement@psdf.org.pk) and must be asked on COB 20<sup>th</sup> April , 2019.**
- k) 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.

- l) Although adequate thought has been given in the drafting of this document, errors such as typos may occur which the PSDF will not be responsible.

## **6- Form of Contract**

- a) The duration of the contract will be 1 year, If PSDF cancel the contract during the contract period, a notice period of 1 month will apply. Contract may be extended for one year based on the performance of the bidder on same terms & conditions.
- b) Successful Bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order. In case of delay of services, penalty will be imposed agreed mutually while signing the contract with successful bidder.
- c) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- d) The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PSDF shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- e) The PSDF undertakes to pay the valid invoice within thirty (30) days after the delivery of the services. All taxes will be deducted in accordance with the applicable laws.
- f) The bid shall remain valid for the period of **150** days from the date of bid opening.

## **7- Form of Bid:**

Please submit the financials in **Annexure-F**

## **8- Delivery Timelines or Completion Date**

The bidder shall be bound to provide required services within stipulated timelines (as mutually agreed in the contract). Bidder can start the work from the date of signing the contract.

## **9- Performance Security**

- a. Successful bidder will submit a performance guarantee (or any other form of performance security acceptable to PSDF) of 3 % 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 (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. **April 26<sup>th</sup> 2019 at 3:00 PM**. Technical proposals will be publicly opened on the same day i.e. **April 26<sup>th</sup> ,2019 at 3:30 PM** in the presence of bidder’s representatives who wish to attend it. Bid Security

of disqualified bidders will be returned after awarding the business to successful bidder.

### a. Bid Security

Bid Security of Rs. 5,000 (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:		
	Website address:		
7	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

8	Address of organization	
	Phone/s:	
	Mobile:	
	Email:	
	Fax:	

**Annex – B (Eligibility Response Check List)**

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

**Annex – C (Relevant Experience)**

Relevant Experience		
Sr. #	Required Information	Response  (Please provide exact information with organization name, location/s and duration)  Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
2	Start and end dates of providing PR services (For example – Jan 2009 to September 2017)	i.
		ii.
		iii.
		iv.
3	Services provided to Number of companies/firms	i.
		ii.
		iii.
		iv.

**Annex – D (Technical Evaluation Criteria)**

<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>		Copy of last year tax return(2017-2018) / Last year audited report (2017-2018)
	Last year turnover/ revenue is 100 million PKR or more		10	
	Last year turnover/ revenue is 70 Million or greater than 70 Million but less than 100million		5	
<b>2</b>	<b>Experience in providing creative services</b>	<b>15</b>		Documented proof: service order or copy of the contract or recommendation letter or business award letter along with the original content that was developed in the USB or provide link on a letter head to the uploaded content
	Developed creatives for at least 3 or more corporate campaigns		5	
	Developed creatives for at least 7 or more product campaigns		5	
	Developed creatives for at least 3 or more of OOH/BTL campaigns		5	
<b>3</b>	<b>Team Members</b>	<b>20</b>		Furnish CV of the team members
	Creative director and Art director having individual related working experience of 7 years or more		20	
	Copywriter/Account Executive/Visualiser having related individual working experience should be 2 years or more		10	
<b>4</b>	<b>Experience of the firm</b>	<b>20</b>		Contract copy/service orders/ satisfaction performance letter from the client
	Experience of the bidder as a creative agency for 5 years or more		20	
	Experience of the bidder as a creative agency for 3 or more than 3 years but less than 5 years		10	
<b>5</b>	<b>PSDF Marketing Strategy</b>	<b>20</b>		

	Provide one-year plan to support the development and implementation of a marketing and creative strategy of placing PSDF as the best result driven skills development firm of Pakistan		10	Provide a month wise plan for the planned activities
	Provide one-year marketing and creative strategy to ensure that PSDF is considered as the best results driven skills development firm of Pakistan		10	Provide a strategy presentation
<b>6</b>	<b>Client Portfolio</b>	<b>15</b>		Letter/PO/contracts/service orders /client recommendations letters/satisfactory letters provided by the client to validate services.
	The client portfolio consists of at least 7 or more Telco/International/Multinational/ FMCG clients/National/Government or semi government clients		15	
	The client portfolio consists of at least 5 or more but less than 7 Telco/International/Multinational/ FMCG clients/National/Government or semi government clients		10	
	<b>TOTAL</b>	<b>100</b>		

**Annex – E (Key Management Staff of the Company)**

Please attach CVs for your Key Management Staff

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

May like to add more columns

**Annex – F (Financial Proposal)**

<b>S. No.</b>	<b>Description</b>	<b>Amount in PKR (Inclusive of all applicable taxes)</b>
<b>1</b>	<b>Retainer Fee Monthly</b>	
<b>2</b>	<b>Total One Year Cost</b>	

- **Payment Terms**

- Payment is to be made within 30 days after the submission of invoice and service acceptance by the user department on monthly basis
- All payment shall be made in PKR after the applicable taxes.



**Annex – G (Declaration)**

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

- all the information provided in the technical proposal is correct in all manners and respects;
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of "[Click here and type the name of organization]"

Name:-	
Designation:-	
Signatures:-	
Date and Place:-	

**Annex – H (Cover Letter)**

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guide lines]

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

Dear Sir,

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

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

Thank you.

Yours sincerely,

Signature

Name and title of signatory: