

# PUNJAB SKILLS DEVELOPMENT FUND

## TENDER DOCUMENT

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### HIRING A CREATIVE COMPANY/FIRM FOR PSDF

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January 2021



**Submission Date for Sealed Bids: on or before 03:00 PM, 01<sup>st</sup> February 2021**

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](http://psdf.org.pk)

<b>Table of Contents</b>	<b>Page</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) Scope of Work:</b>	<b>3</b>
<b>5) General or Special Conditions of Contract</b>	<b>6</b>
<b>6) Form of Contract</b>	<b>7</b>
<b>7) Delivery Timelines or Completion Date</b>	<b>8</b>
<b>8) Technical Evaluation Criteria</b>	<b>8</b>
<b>9) Financial Evaluation Criteria</b>	<b>8</b>
<b>10) Performance Security</b>	<b>8</b>
<b>11) Submission of Bids (Technical and Financial Proposal): -</b>	<b>8</b>
<b>a) Bid Security</b>	<b>8</b>
<b>b) Cover Letter for the Submission of Technical Proposal</b>	<b>8</b>
<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)	15
Annex – F (Financial Proposal)	16
Annex – G (Declaration)	17
Annex – H (Cover Letter)	18

## 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 a Creative Company/Firm for PSDF**. All interested and eligible bidders are requested to go through the Tender document and provide relevant information and supporting documents mentioned in this document.

## 2) Instructions to Bidders:

The selection of a creative 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. (Affidavit on stamp paper original signed & stamped)
- e) Minimum 1 years proven experience of providing creative services to local or international or multinational clients i.e. Telco/FMCG/autonomous body/government/semi government or any organization. (Copy of contract or purchase/services order from the client must be provided as an evidence)

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:

#### Marketing Objectives:

- 1) PSDF to be seen as the pioneer in moving away from conventional learning methods and be a front runner in bringing online and hybrid possibilities to target group
- 2) Drive Technical and Vocational Education and Training (TVET) as a new go to in place of traditional education for a successful career (self and formal employment) in Pakistan and beyond and promote PSDFs best in class demand driven trainings
- 3) Grow brand awareness amongst potential trainees, TSPs and employers showcasing PSDF as "The Skills Expert" and an organization that understands the skills need of today and offers innovating ways to learn and earn to the youth of Punjab

Below is the list of services that is required by PSDF:

#### Brand Guidelines:

- ❖ Custodian of entire brand manual creation
- ❖ Ensure that all creatives are as per the brand guideline and propose continuous improvement to brand guidelines (PSDF corporate brand and sub brands)
- ❖ To ensure message consistency across all platform and create guidelines for visual assets (photography, video) etc.

- ❖ Provide improvements/additions to the brand guidelines to ensure effectiveness on all platforms
- ❖ Develop brand guidelines for PSDF sub brands
- ❖ Develop, maintain, and enhance PSDF photo bank for all brands

**Concept:**

- ❖ In accordance with an agreed written brief create and submit original marketing concepts, provide ideas and strategies for way forward depending on project at hand
- ❖ Develop and adapt the concepts into 360-degree advertising campaigns for the projects suitable for the medium
- ❖ Facilitate the digital agency in concept creation/designing of digital/non-digital banners
- ❖ Television Commercial (TVC) / Digital Video Commercial (DVC):
  - Agency to provide concept & copy development, assistance in TVC/DVC production/TVC adaptation/ Re-editing of TVC/DVC/audio production (VO/Jingle/music etc.) for all TVC/DVC production as and when required by PSDF subject to management approval
- ❖ **Press Ads:**
  - Ensure creation of original concept/designing of press ads (newspaper, magazine ads) and ear panels along with adaptations as per the size required by the medium. Translation to be done to local language and conversion from Color to B&W or vice versa when instructed by PSDF
  - Creation of supplement ads including the copy, mast head and financial/detail page
- ❖ **Radio:**
  - Develop concept/service, copy development for all radio commercial as per the requirement of PSDF
- ❖ **BTL & Fascia's:**
  - Preparation of concept and designing of all merchandizing if required by PSDF
  - Concept development of any BTL activations informed by PSDF and visual creations for the fabrication of the items as per the vendor's requirement

**Creative and design:**

- ❖ If required submit annual design/idea for the calendar that includes pocket, desk and wall calendar
- ❖ Use Images/illustrations/stock-photos that depict the true promise of PSDF

- ❖ Provide creatives not limited to Posters, Leaflet, Flyer, OOH, Streamers, Backdrops, emailers, website banners and any other marketing collateral required by PSDF
- ❖ Prepare quarterly newsletter and present the concept of annual report along with cover, inside page composition and graph designing as per the requirement of PSDF
- ❖ Submit creative/design for any event collateral including backdrop, standee, and other items as per the requirement of PSDF
- ❖ Submit design/creatives for Logo Design, Corporate ID Cards, Greeting/ Invitation Cards, Dairy and Desk Planner as and when required by PSDF as per the brand guideline
- ❖ Submit at least 3 creative options for all items requested by PSDF

#### **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 and story board
  - Modify such preliminary work as required to by PSDF and then finished artwork/copy/scripts (as appropriate to the communication medium) in accordance with the approved version and submit to PSDF for final approval

#### **Media Buying:**

- ❖ Agency to share an effective media plan to ensure the maximum coverage as per the PSDF requirements
- ❖ Agency to ensure placement of all the press ads, coordination with DGPR and status report for both SPL and IPL (if accredited with PSDF from DGPR)

#### **Artwork/Media Release:**

- ❖ Ensure delivery of correct media to media release agencies 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

#### **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

#### **PSDF Communication Strategy:**

- ❖ Develop communications strategy to reach and persuade the target beneficiaries of PSDF for admission and must be mapped to the stakeholder journey and admission cycle. The strategy must be segmented in the following:
  - How to create awareness of PSDF and its sub-brands (sub-brands presentation will be shared on request)
  - Identifying the target audience for the brand pillars and creating customer persona for each
  - Determining the role of advertising in the promotional mix explaining strategically where each of the communications items falls within the brand funnel with the rationale for touch points
  - Setting advertising objectives and budget size
  - Selecting the creative strategy
  - Implementing the advertising program
  - Measuring its effectiveness in collaboration with third party

#### **Assisting Vendors:**

- ❖ Agency will mobilize at least three quality vendors for any job assigned to the agency.
- ❖ Vendor finalization will be done by PSDF Procurement department following PSDF Procurement rules, and payment to the selected vendor will only be made by PSDF after the agency's confirmation.
- ❖ Agency will coordinate with the vendor to get the final project delivered as per the quality standards expected by PSDF management
- ❖ Assist and guide the contracted vendors for any marketing related to task and ensure that the quality of deliverable is as per the desired standard of PSDF
- ❖ Final responsibility will lie at the agency's end to ensure that the project is error free and up to the standards elaborated by PSDF management

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

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

#### **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 Creative Company/Firm 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  
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](mailto:Procurement@psdf.org.pk) and must be asked on **COB January 28, 2021.**
- 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**

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.

**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 evidence must be submitted before closing dated i.e., 03:00 PM, 01<sup>st</sup> February 2021. Technical proposals will be publicly opened on the same day i.e., 03:30 PM 01<sup>st</sup> February 2021 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.

**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"/>
5	Minimum 1 years proven experience of providing creative services to local or international or multinational clients i.e. Telco/FMCG/autonomous body/government/semi government or any organization.	Copy of contract or purchase/services order from the client must be provided as an evidence	<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 Creative 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	Category Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance no mark will be awarded)
<b>1</b>	<b>Client Portfolio</b>	<b>10</b>		
	Worked with more than 6 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		10	Documentary proof (copies of contract or purchase/service order with details of the clients) should be furnished.
	Worked with more than 4 and less than or equal to 06 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		05	
<b>2</b>	<b>Experience in Providing Creative Services</b>	<b>10</b>		
	Experience of more than or equal to 04 years for Creative services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		10	Documentary proof (Purchase/Service order/ copies of contract with contract details of clients including published website links) should be furnished.
	Experience of more than 01 year but less than 04 years for Creative services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		05	
<b>3</b>	<b>Portfolio Assessment</b>	<b>15</b>		
	Developed creatives for at least 3 or more corporate campaigns		5	Provide the developed content in hard copy. Only that work will be assessed for the work is substantiated through Purchase/Service order/ copies of contract with contract details
	Developed creatives for at least 7 or more product/service campaigns		5	
	Developed creatives for at least 3 or more of OOH/BTL campaigns		5	

<b>4</b>	<b>PSDF Communication Strategy and Plan (Creative pitch)</b>	<b>35</b>		
	Understanding the mission, target audience, brief and job at hand		5	Printed copy of presentation should be furnished along with the proposal (Strategy Presentation will be rated based on the quality of work)
	Plan of action highlighting what needs to be done achieve PSDF marketing objectives and what communication channels to use		15	
	Creatives and designs developed to achieve the strategy (tonality, content, use of imagery etc.)		15	
<b>5</b>	<b>Team Structure</b>	<b>10</b>		
	Creative director having individual working experience 7 years or more		02	Profiles / CVs must be attached that covers your Qualification & Past job Experience
	Art director having individual working experience 7 years or more		02	
	Head of strategy having individual work experience of at least 5 years or more		02	
	Copywriter having related individual working experience of at least 2 years in the field of marketing/advertising/national or any development sector company/firm		02	
	Nominated account manager having related individual working experience of at least 5 years in the field of marketing/advertising/national or any development sector company/firm		02	
<b>6</b>	<b>International Affiliation</b>	<b>5</b>		
	Has an international affiliation with advertising agency/company/firm		5	Provide letter of affiliation as an evidence
<b>7</b>	<b>Working experience of development sector</b>	<b>5</b>		
	Has worked in the capacity of a creative agency/strategy partner within a development sector in the last 2 years		5	Purchase /Service order/ copies of the Contract /client recommendations letters /satisfactory letters to be provided by the client to validate services.
<b>8</b>	<b>Financial Turnover</b>	<b>10</b>		
	Annual turnover /revenue of the company is greater than or equal to 50 Million (PKRs)		10	Documentary proof required (tax returns or financial



Skills For Success

Annual turnover /revenue of the company is less than 50 Million (PKRs) but greater than or equal to 25 million (PKRs)		05	audited report from <b>ICAP</b> registered firm/company for the year 2018-19)
<b>Total Technical Evaluation Score</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>

**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 of Deliverables	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 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 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 a Creative Company/Firm for PSDF** 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: