

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Hiring of Digital Firm/Company for PSDF

March 2020



Submission Date for Sealed Bids: on or before 03:00 PM, 20th March 2020

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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 Digital Firm/Company for PSDF. 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 Digital firm/company will base on **Quality and Cost based selection 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–**09** 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-**09** and **10** of document respectively.
- 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. 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 bidders, fulfilling the following criteria, will be considered eligible for the bidding process.

- a) Minimum 01-year proven experience of providing Digital media & brand marketing services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization). Documentary proof (copies of contract or Purchase order or service order with contact details of clients)
- b) Evidence of the bidding firm/company's registration/Incorporation is required (Copy of certificate of incorporation/company registration certificate is required)
- c) Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)
- d) Should be Active Taxpayer and last year's tax return is required (2017-2018 Tax Return copy required)
- e) 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 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.

Note (Please mark the supporting documents for Eligibility Criteria Checklist)

4) Scope of Work:

The following scope of work identify 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:

Digital media & brand marketing services refer to the strategy, design, delivery, management, performance and evaluation of digital media marketing assets, campaigns and community engagement on internet-enabled mass media tools and platforms, including social media assets & streaming sites, owned and 3rd party websites, among other digital assets that may become popular or useful over time to further the brand & its strategic objectives.

Scope of work is further classified into below areas:

a) **Digital Platforms**

The Digital Firm will be responsible for handing the following digital forums.

- i) Facebook
- ii) Twitter
- iii) YouTube
- iv) LinkedIn
- v) Instagram

Content Creation	Concept, copy, designing (coming up with new ideas) Adapt shared KV as per digital guidelines.
Community Management	Posting/ publishing content on above mentioned platforms. Respond to all the comments, incoming inbox queries, reviews, etc. In a respectful and timely manner.

b) **Digital Strategy**

Develop quarterly digital strategy to be shared with brand team, in line with the organisation's business objectives and communication touch points.

c) **Content Creation**

- i) Digital Firm on board with PSDF will be responsible for coming up with creative ideas while working on the promotion of new schemes and projects launched by PSDF.
- ii) Creating the digital content and its adaptations, including but not limited to social media posts, website banners, canvas ads, lead generation campaigns, carousel ads, etc.
- iii) Digital Firm should develop a date-wise content calendar
- iv) Digital Firm will be responsible for designing and publishing two animated gifs per month.
- v) Any design adaption/ resize of the provided KV
- vi) Total 15 to 20 posts (including static content, animated videos and gifs) per month will be developed by the Digital Firm. Frequency of updates will be adjusted with mutual consent.
- vii) One new cover photo per month for all social platforms

viii) All the content along with its caption copy will first be approved by the PSDF representative; prior going live. A fortnightly content bucket/ plan will be shared for approval.

d) Community Management

- i) The Digital Firm must respond to queries at all social media platforms in consultation with PSDF, similarly, standard set of responses must also be developed against an approved series of questions and statements, prior to responding
- ii) Identification of right KPIs (Service level / communication tone / language / approach etc.)
- iii) The Digital Firm will engage with the fans, build community and create an overall positive WOM.
- iv) Management and filtering of on-page interactions

Below Digital Customer Service matrix must be followed for all PSDF social assets:

100% response rate & less than 1-hour response time	During PSDF office hours
100% response rate & 24 hours response time	On weekends

e) Media Buying/ Promotion

- i) Digital Firm should be able to launch effective online campaigns.
- ii) Any media / promotion plan will first be approved by the PSDF representative(s) prior going live.
- iii) Campaign wise billing cycle and 30 days payment recovery period will be followed.
- iv) Campaign performance report will be shared by the Digital Firm. (Format of the report will be mutually decided)

f) Administration/ Ownership Rights

- i) PSDF representatives will remain the owner/admin of all social assets/ communities.
- ii) Digital Firm or its Partner Media Firm will create separate ad account for all PSDF media spending and must provide access to PSDF representatives. i.e. Facebook Adverts, Google Ads, etc.

iii) In case of any kind of termination, all the administrative rights will be handed over to PSDF immediately. This includes but is not limited to all account's logins, emails, passwords, etc.

g) **Reporting & Monitoring**

i) The Digital Firm would be required to submit Monthly Performance Reports; identifying the impact and reach for the posts.

Following details must be a part of the performance report

(1) Analysis with actionable insights to measure ROI of Social Media

(2) Content Performance (Best, worst)

(3) Analytical Insights with learning and way forward

(4) Performance of relevant hashtags, branded or otherwise

(5) Community management insights

(6) Social Media Monitoring (Social Listening). Which includes Sentiment Analysis and Word Cloud.

ii) Other than the monthly performance report the Digital Firm has to submit the weekly report for all paid digital campaigns.

iii) The Digital Firm/company will have to share monthly infographics (graphical representation of the data) which should contain an overview of all PSDF digital assets.

h) **Deliverables:**

i) **Quarterly Activities:**

i) Digital Firm will present the quarterly strategy to Marketing & Communications team.

j) **Monthly Activities:**

i) Digital Firm will produce at least 15 posts per month.

ii) Digital Firm will have to share monthly infographics.

Following details must be a part of the Monthly Performance Report.

- Analysis with actionable insights to measure ROI of Social Media
- Content Performance (Best, worst)
- Analytical Insights with learning and way forward
- Performance of relevant hashtags, branded or otherwise
- Community management insights

- Social Media Monitoring (Social Listening). Which includes Sentiment Analysis and Word Cloud.

Below Digital Customer Service matrix must be followed for all PSDF social assets:

100% response rate & less than 1-hour response time	During PSDF office hours
100% response rate & 24 hours response time	On weekends

k) **PSDF Dependent Activities**

Media buying will be done as and when required. And weekly paid media report will be shared accordingly.

*PSDF management might request the firm to present the proposed Digital Strategy.

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 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) Firms/Companies can also apply by forming a consortium (both local or International firms/Companies), having experience of providing digital media & brand marketing services, and the experience of both firms/companies will be considered, however the financial capacity of leading firm/Company shall be considered.
 - i) A declaration or MoU on Stamp Paper must be provided, which should clearly state local firm as a lead.
 - ii) Both the companies must provide the documents requested under Annexure A, B, C and D.
- h) Documents shall be submitted in hard copies in a sealed envelope marked as “PROPOSAL” as hard copy in a sealed envelope for **“Hiring of Digital Firm.”** 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

E-mail: Procurement@psdf.org.pk Phone: +92-42-35752408-10, Fax: +92-42-35752190

- 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) 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.
- k) **Questions about this bidding document can be made only in writing through a letter or E-mail: at Procurement@psdf.org.pk and must be asked before 05:00 PM, 16th March 2020.**
- 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 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 based on the satisfactory performance of the bidder with the mutual consent of both parties.
- 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 **150 days** from the date of bid opening
- i) Any delay in delivery of services as per agreed time frame mentioned in the scope of work and deliverables will be subject to a penalty @1% per day, up to maximum 10% of the total Contract Value.

7) Delivery Timelines or Completion Date

Timelines of the delivery of services shall start once the contract is signed 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 organisations 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 guarantee (or any other form of performance security acceptable to PSDF) of 2 % of annual retainership 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 evidences must be submitted before closing dated i.e. 03:00 PM, 20th March 2020. Technical proposals will be publicly opened on the same day i.e. 03:30 PM 20th March 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 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 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 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), should not be a sole proprietor		
6	Name and designation of 'Head of Organization'		
	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
7	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		
8	Address of organization		
	Phone/s:		
	Mobile:		



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	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	Minimum 1-year proven experience of providing digital media & brand marketing services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization).	Documentary proof (copies of contract or Purchase order or service order with contact details of clients)	<input type="checkbox"/>	<input type="checkbox"/>
2	Evidence of the bidding firm/company's registration/Incorporation is required (Copy of certificate of incorporation/company registration certificate is required)	(Copy of certificate of incorporation/company registration certificate is required)	<input type="checkbox"/>	<input type="checkbox"/>
3	Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)	(Provide a copy of registration)	<input type="checkbox"/>	<input type="checkbox"/>
4	Should be Active Taxpayer and last year's tax return is required (2017-2018 Tax Return copy required)	(2017-18 tax return copy required)	<input type="checkbox"/>	<input type="checkbox"/>
5	Affidavit on stamp paper, declaring that company is not blacklisted by any Government /semi government/autonomous body /firm/company/authority/organization. (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 Digital Firm/company 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)		15	Documentary proof (copies of contract or work order or purchase order with contact details of clients) should be furnished.
	Worked with more than 7 but less than or equal to 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		10	
	Worked with more than 4 but less than or equal to 7 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		5	
2	International Experience	10		
	Worked with more than or equal to 3 clients outside Pakistan (International Clients)		10	Documentary proof (copies of contract or work order or purchase order with contact details of clients) should be furnished.
	Worked with 02 but not less than 1 client outside Pakistan (International Clients)		5	
3	Relevant Experience	15		

	Experience of providing digital media & brand marketing services for more than or equal to 4 years		15	Documentary proof (copies of contract or work order or purchase order with contact details of clients) should be furnished.
	Experience of providing digital media & brand marketing services for less than 4 years but more than or equal to 2 years		10	
4	Quality Control	15		
	Digital Firm has won 1 or more international awards for marketing and branding.		5	Documentary proof (certificate or picture or PR link) should be furnished.
	At least 1 team member must have internationally issued certificate in digital marketing or social media from reputable issuers.		5	Documentary proof (certificate copy) should be furnished.
	Executed a campaign for NGO or non-profit organisation or section 42 organisation.		5	Documentary proof (certificate copies) should be furnished.
5	Digital Strategy*: Prepare and submit 3-months digital strategy for PSDF.	30		
	Content Strategy		10	Printed copy of presentation should be furnished.
	Campaign idea/s and creatives		10	
	Media Strategy		10	
6	Monthly infographics design	5		
	Prepare and share a monthly infographics design. (infographics will be shared with all PSDF employees through email)		5	Attach the design copy
7	Financial Turnover	10		
	Annual turnover /revenue of company is greater than or equal to 03 Million (PKRs)		10	Documentary proof required (tax returns or financial audited report for the year 2017-18 or 2018-19)
Total Technical 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)

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

SR #	Description	Monthly retainership fee with all applicable Taxes (PKR)	
A	Retainership Fee		
SR #	Description	Media Commission Percentage (%) for all paid advertisement (including foreign transaction fee) without applicable taxes	Applicable PST %
B	Media Commission in terms of percentage (%) for all paid advertisement (including foreign transaction fee)		

Business award:

Business will be awarded based on the following

- Financial Component (FC) = Monthly Retainer Fee (50% weightage) + Media Commission 50% weightage (including PST)
- Technical Component (TC) = Total Technical Evaluation Score
- Total Evaluation Score = 80% x (TC) + 20% x (FC)

*** The value 500,000 (PKR) will be used as a media spent just for the evaluation purpose to convert the % of media commission into numeric figures.*

Payment Terms

- Payment shall be subject to the satisfactory provisioning of the services.
- All out of pocket expenses, such as digital applications designing/development, printing & production, rentals, video & photography, travel & accommodations and event management will be billed separately after obtaining approval from PSDF.
- Digital firm/company will be engaged in media buying as and when required
- Digital firm/company will raise an estimate based on the PSDF requirement.

- TT selling rate (State Bank of Pakistan) will be used for dollar conversion rate to make the payment of media buying on the day of making the payment.
- PSDF (M&C Department) will approve the estimate via email.
- Digital Firm/company will raise the invoice after completion of the campaign, invoice must clearly mention actual spend occurred for media buying, agency commission on media buying with all applicable taxes.
- Invoice must accompany actual screen shot of the backend panel.
- 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 Guidelines]

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: