

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

“Hiring of a Creative Agency for PSDF”

2nd February,2018



Submission Date for Sealed Bids: 2nd February,2018

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

Phone: +92-42-35752408-10

Fax: +92-42-35752190

<u>Table of Contents</u>	<u>Page No</u>
1- Background	2
2- Invitation to Bids	2
3- Instruction to Bidders	2
4- Conditions for Eligibility Criteria	3
5- Scope of Job/Work	3
6- Terms of Reference	5
7- Guidelines	6
8- Condition of Tender	
9- Confidentiality	
10-Technical Evaluation Criteria	7
11-Financial Evaluation	7
12- Submission of Bids (Technical and Financial Proposal)	8
12.1 Call Deposit Receipt (CDR)	
12.2 Cover Letter for the submission of Technical Proposal	
Annexures	
Annex - A (Organization Information)	10
Annex - B (Eligibility Response Checklist)	11
Annex - C (Relevant Experience)	12
Annex - D (Technical Evaluation Criteria)	14
Annex - E (Key Management Staff of the Company)	Error! Bookmark not defined.
Annex - F (Financial Proposal)	15
Annex - G (Declaration)	18
Annex - H (Cover Letter)	19

1- Background

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. PSDF's vision is to improve income generation opportunities for the poor and the vulnerable population of Punjab by enabling skills development through promotion of a competitive skills training market.

2- Invitation to Bid

Sealed bids/proposals are invited from Creative Agencies who wish to offer their services to PSDF. All interested and eligible bidders are requested to go through this tender document and provide the required information and supporting documents, requested for.

3- Instructions to Bidders

The selection of the bidder will be based on **Quality and Cost through single-stage**, two envelopes bidding procedure.

- a) The bid shall be a single package consisting of two separate envelopes, containing separately the financial and the technical proposals. The envelopes shall be marked as "Financial Proposal" and "Technical Proposal", with the Technical Proposal submitted in a usb also.
- 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. PSDF shall evaluate technical proposal in a manner prescribed in **section - 9** given in the document, and without reference to the price and condition shall reject any proposal which does not conform to specified requirements.
- c) During the technical evaluation no amendments in technical proposal shall be permitted.
- d) After the evaluation and approval of technical proposals, PSDF shall open the financial proposals of the technically accepted bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.
- e) The financial bids found technically non-responsive shall be returned un-opened to the respective bidders.
- f) The technical and financial proposal will be evaluated based on PSDF evaluation criteria as provided in **section - 9 and 10** of the document.
- g) This document has different sections carrying information of eligibility, technical evaluation and terms of references etc. to assist potential contractors to develop their technical proposals.
- h) Bidders that are found eligible and qualify in technical evaluation will be short-listed for financial bid opening.

- i) Contract shall be awarded on the quality and cost-based selection method with combined evaluation of the technical and financial proposals. The weightage allocated to quality shall be 80% and 20 % to the cost.
- j) Company/organization information shall be submitted as specified in **Annexure A**.

4- Conditions for Eligibility

Only those Creative Agencies/Company, fulfilling the following criteria, will be considered eligible for the bidding process of the tender document, Hiring of a Creative Agency for PSDF.

- a) Evidence of bidding agency/company's registration / incorporation. (Copy required)
- b) Provide National Tax Number (NTN) and General / Punjab Tax Number (GST/ PST if applicable) in the name of the bidding agencies and provide a copy of registration. (Copy required)
- c) The bidding agencies must have local presence, with an office in Pakistan (preferably, in Lahore, Islamabad or Karachi). Bidders must provide company profile, with address, and contact person's information, on signed letter head.
- d) Have an annual financial turnover rate of PKR 500 million. (Copy of last year's financial/audit report should be furnished)
- e) Affidavit on stamp paper, declaring that company is not black listed by any Govt. agency/ authority or multinationals. (Original required)
- f) Currently working with at least five international, FMCG or MNC clients handling same nature of job. (Provide evidence through purchase orders/work contracts, etc.)

Note: Kindly fill annexures (C for relevant experience and E for key management staff) required to meet the above eligibility criteria and attach all supporting evidence, as mentioned in the annexures. Any company/firm failing to provide information as per the aforementioned "Eligibility Criteria" (Annexure B) shall be dis-qualified from the bidding process. Please sign the declaration form (Annexure G) and attach the same with your documents.

5- Scope of Job/Work

Punjab Skills Development Fund (PSDF) wishes to acquire the services of a Creative Agency on retainer basis. As PSDF is in the process of building its corporate brand identity, taking a market competitive Creative Agency onboard is pertinent to give PSDF's corporate image a complete 360 degrees overhaul.

The following section identifies the main tasks and responsibilities that the qualifying Creative Agency would be expected to deliver upon, by working closely with the Marketing & Communications (M&C) department at PSDF.

To begin with, the qualifying agency will be responsible for developing recommendations for a Marketing and Advertising Plan that supports the branding objectives set by the M&C department. The agency would be required to develop a comprehensive plan which will include the strategic direction, creative strategy, brand development and management, an in-depth media plan for all communication touchpoints, when required. The agency would also be required to guide PSDF on how to integrate social media into a brand strategy.

- **Strategic & Campaign Planning:**

Acting as a support function, the agency would be required to provide PSDF with an “insider’s look” during the strategic account planning and campaign development process. The qualifying agency must have a thorough understanding and knowledge of how brands operate in a global marketplace, and the shifting dynamics of how consumers receive and use information today. Using this knowledge, the agency would be required to guide PSDF on how to develop a holistic approach to brand advertising.

- **Concept Development & Production:**

The agency must undertake the development of creative materials and campaign elements (print, online, etc.). Once approved by the M&C department, the agency would be responsible to produce the agreed upon deliverables and bring them to the final form – ready for release, publishing and/or broadcasting.

- **Design Work:**

The agency would be required to fulfil all the design requirements for PSDF, including: press ads, supplements, hoardings, backdrops, vehicle design, brochure, POS designs, banners, leaflets, flyers, poster, branded giveaways, stationery, 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, finalisation and ensuring consistent implementation of branding guidelines, 360-degree corporate brand campaign, undertaking planning & execution for internal and external activities, launching of schemes through print, radio ads.

- **Media Planning & Buying:**

The qualifying agency will be required to guide the process of deciding where, when, and how to purchase media for PSDF-sponsored content. The agency’s execution responsibilities would include signing of advertisement agreements/insertion orders, placement, optimisation, cancellations, billing and payments and auditing.

- **Research & Analytics:**

In addition to the above, the creative agency must also undertake research to determine the competitive landscape of PSDF and generate insights, which would help PSDF in making decisions on how to market the organisation in the future.

• **Expected Deliverables**

Strategic & Campaign Planning	6-12 months plan
Concept Development & Production	Two to three concepts per round
Design Work	3 to 5 design options for each deliverable
Media Planning & Buying	Comprehensive media plan before each release
Research & Analytics	Work closely with a research firm for undertaking a Brand Health & Positioning survey on behalf of PSDF. Once data is collected, analyse and share insights and findings.

6- Terms of Reference

The successful agency shall agree to the following terms of references to provide Services to PSDF:

- a) PSDF shall raise Service Orders (as and when required) against the tender, “Hiring of a Creative Agency for PSDF” to the successful agency. The agency shall be bound to provide the required services within the stipulated timelines.
- b) Bids shall be considered valid after the submission of proposal, for the 90 working days.
- c) If the agency completely fails to deliver the services, within a week, after the prescribed period of service delivery, the CDR will be forfeited, and the Service Order will be considered cancelled.
- d) PSDF reserves the right to increase/decrease the services as per the requirement.
- e) In case of any dispute regarding quality of services and scope of job the decision by PSDF shall be final & binding.
- f) All prices quoted must be inclusive of all taxes.
- g) Income tax and GST/PST (if applicable) will be deducted in accordance with the provisions of Government Rules amended time to time.
- q) The payment shall be made within 30 days after the delivery of services and submission of verified invoice(s) by the user department against the deliverable.

- r) Duration of the contract shall for one year, which can be extended for another year depending upon the performance evaluation but on same terms and conditions.

7- Guidelines

- a) Only short-listed applicants fulfilling the eligibility criteria shall be considered for technical evaluation. The financial proposal shall be called from technically qualifying bidders.
- b) All documents and information received by PSDF from applicants shall be kept confidential.
- c) Documents submitted to PSDF shall not be returned.
- d) All expense related to participation in the bidding process shall be borne by the bidders.
- e) Documents must be submitted as hard copies in a sealed envelope marked as “TECHNICAL PROPOSAL” (with the Technical Proposal to be submitted in a usb also) and “FINANCIAL PROPOSAL” for ‘Services’. **USB should contain only soft copy of Technical Proposal.** The envelope containing hard copies of technical proposal and financial proposal shall be received on the postal address given below:

Postal Address:

Procurement Department

Punjab Skills Development Fund

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

E-mail: Procurement@PSDF.org.pk

Landline: +92-42-35752408-10

Fax: +92-42-35752190

- f) The closing date and time for receipt of the bidding proposal is 2nd February, 2018 at 3:00 PM**
- g) Proposals (even if properly sealed & bind but) received thereafter, will not be accepted.
- h) PSDF reserves the right to request submission of additional information from applicants to clarify/further understand aspects of the technical proposal, if required.
- i) PSDF reserves the right to verify any information provided by the bidders.
- j) Questions about this technical proposal can be made only in writing, a letter or via e-mail and must be asked by or before the date, **25th January 2018**. For any other related information, please contact the Procurement Department.

8- Conditions of Tender

Services of the successful bidder shall be secured in accordance with the PSDF Procurement Policy, subject to the following conditions:

- a) The PSDF reserves the right to award or not award this contract.
- b) Bidders who fail to complete and attach all relevant documents shall be disqualified.
- c) **No bidding document shall be accepted, if not properly sealed, binded and stamped.**

- d) PSDF shall enter into a formal contract with the successful bidder.
- e) PSDF reserves the right to terminate the contract, if the performance of the bidder is unsatisfactory.
- f) PSDF has the right to visit the business premises of the qualifying bidder(s) to verify the information provided in the bidding documents.
- g) It is the responsibility of prospective bidders to ensure that their bid documents are submitted before the closing time and date of the tender.
- h) Bids received after the closing time and date will NOT be considered.
- i) Although adequate thought has been given in the drafting of this document; however, errors such as typos may occur which PSDF will not be held responsible for.
- j) Any change of information provided in the tender document that may affect delivery should be brought to PSDF's attention as soon as possible. Failure to comply may result in the contract being terminated.
- k) Bidder(s) presenting information that is intentionally incorrectly or fraudulent will be disqualified.
- l) Power of attorney document shall be required from qualified bidder at the time of signing the agreement.

9- Technical Evaluation Criteria

This document is governed by the procedure approved by PSDF management. The technical proposal of eligible organisations will be evaluated using the required Service attached in ***annexure – D***.

Note: *Technical qualification status shall be decided based on Pass/Fail basis. The bidder must score at least 65 marks out of 100 for passing.*

10- Financial Evaluation

- a) The Financial Proposals of only eligible bidders with technically qualified specifications will be opened in the presence of all the Bidders, who participated in the tender.
- b) 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 and 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.
- c) All bidders in attendance at the time of opening of the bids shall sign an attendance sheet.

Please provide information regarding Financials in "***Annexure – F***".

Note: Financial bid evaluation will be done on the basis of quality cost for Services given in the Financial Bid Form “**Annexure – F**”.

12- Submission of Bids (Technical and Financial Proposal)

Complete bid containing technical and financial proposal along with CDR, all required information and documentary evidences may be submitted before dated **2th February 2018 at 3:00 PM**. Technical proposals will be publicly opened on the same day i.e. **2th February 2018 at 3:30 PM** in the presence of bidder’s representatives who wish to attend it.

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

11.1 Call Deposit Receipt (CDR)

CDR worth Rs. 50,00 (Five Thousand) must be submitted in favour of Punjab Skills Development Fund. The CDR should be valid for a period not less than 6 months and must be enclosed in the technical proposal.

11.2 Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **Annexure G** shall be submitted with the proposal.

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. The bids should be submitted in sealed envelope clearly mentioned “Hiring of a Creative Agency for PSDF.”

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		
	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'		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
8	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		
	Address of the organization		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

Annex – B (Eligibility Response Check List) (Must be in sequence of Eligibility Criteria mentioned above in Section 3)

Eligibility Response Checklist			
Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	Evidence of companies Registration / Incorporation (Copy required)		Copies Attached
			Copies Not Attached
2	Provide National Tax Number (NTN) and General / Punjab Tax Number (GST, PST) in the name of Organization and provide a copy of registration	National Tax Number (NTN)	
		General / Punjab Sales Tax Number (GST, PST)	
3	The company must have local presence, registered office in Pakistan and an office in Lahore, Islamabad or Karachi		Profile or evidence of letter head is Attached
			Not Attached
4	Must have a financial turnover rate of PKR 500 million		Copy of last financial audit report
5	Declaration that the company is not blacklisted by any government agency/authority.		Affidavit on stamp paper (worth PKR 200)
6	Currently working with at least five international, FMCG or MNC clients handling same nature of job.		(Provide evidence through purchase orders/work contracts, etc.)

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.
		v.
2	Start and end dates of providing Services (For example – Jan 2005 to September 2013)	i.
		ii.
		iii.
		iv.
		v.

List of current business with other organizations including government organizations

Sr. No	Name of Company/Organization	Current Business/Scope of Work	No. of Employees	Annual Contract Volume	Approximate Value of Business
1					
2					
3					
4					
5					

Annex-D (Technical Evaluation Criteria)

Technical Evaluation Criteria				
S. No.	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	Relevant Experience	40		Documentary proof (copies of contract or work order or contact details of clients) should be furnished.
	Years of Experience	20		
	8 years of experience		20	
	Equal to 5 years but less 8 years		10	
	3 to 5 years of experience		5	
	1 or 2 years of experience		0	
	Past Performance	20		
	Provided services of the same nature to above 9 local companies, FMCG or MNC clients to-date		20	
	Provided services of the same nature to greater than 7 but less than 9 local companies, FMCG or MNC clients to-date		10	
	Provided services of the same nature to greater than 5 but less than 7 local companies, FMCG or MNC clients to-date		5	
2	Proposed Team	40		Organogram for the proposed team and their profiles should be furnished (clearly highlighting the number of years of experience).
	Team Strength	20		
	Key account manager for the proposed team possesses 5 or more years of experience in advertising and creative. Remaining team possesses at least three years of relevant experience.		20	
	Key account manager for the proposed team possesses 3 or more years of experience in advertising and creative. Remaining team possesses at least two years of relevant experience.		10	

PUNJAB SKILLS DEVELOPMENT FUND

	Past Projects Handled	20		Team profiles should include a brief introduction of the clients previously served along with details of the campaign executed.
	Proposed team has handled greater than 7 ad campaigns (involving planning, design work and execution) in the last 5 years		20	
	Proposed team has handled more than 5 but less than 7 ad campaigns (involving planning, design work and execution) in the last 5 years		10	
	Proposed team has handled 3 ad campaigns (involving planning, design work and execution) in the last 5 years		5	
3	Affiliations and In-house Capabilities	20		Signed declaration on Company Letterhead (with brief details to support the declaration; for example, in case of international affiliations – the agency should mention the affiliation(s) that it holds) should be furnished.
	Bidding agency holds international affiliation(s)		5	
	Bidding agency has experience in providing services of the same nature to international clients		5	
	Bidding agency has an in-house Media Planning and Buying department		5	
	Bidding agency has an in-house design department		5	
	TOTAL		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

May like to add more columns

Annex-F Financial Proposal

Services Required	Total Price for the Services in PKR (without Taxes)	Total Price for the Services in PKR (with Taxes)
Strategic & Campaign Planning		
Content Development & Production		
Design Work		
Media Planning & Buying		
Research & Analytics		
TOTAL		

Note: At the time of awarding the contract to the qualified bidder a performance guarantee will be required,5% of the contract value.

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 Goods/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 Goods/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: