

PUNJAB SKILLS DEVELOPMENT FUND

PRE-QUALIFICATION

OF

COMPANIES/FIRMS FOR VIDEOGRAPHY SERVICES

March 2021



Submission Date for Sealed Application: on or before 03:00 PM, 29th March 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



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1) Introduction:

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit company set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed applications will be invited from the applicants for the pre-qualification of videographer companies/firms. All interested applicants are requested to go through the Pre-qualification document and provide relevant information and supporting documents for the purpose of Pre-qualification.

2) Instruction for the Applicants:

- a) The proposal shall be a single envelope, containing pre-qualification documents. The envelope shall be marked as “**Prequalification application for videography services**”. All information required for prequalification including instructions for preparation and submission of the prequalification documents, evaluation criteria, list of documentary evidence to demonstrate their respective qualifications and any other information that the procuring agency deems necessary for pre-qualification.
- b) The PSDF shall evaluate the application in the manner prescribed in the **Annexure-C** given in the document. During the evaluation no amendments in the prequalification proposal shall be permitted.
- c) After prequalification, only the prequalified companies/firms shall be entitled to participate in the subsequent procurement proceedings.
- d) PSDF at any stage of the procurement proceedings, having credible reasons for, or prima facie evidence of, any defect in the capacity or otherwise of an applicant, whether or not prequalified, may require the applicant to provide such further information concerning the professional, technical, financial, legal or managerial competence as PSDF may decide.
- e) The Applicants must respond to all queries and provide complete information as advised in this document, failing which the PSDF may reject the application.
- f) PSDF shall disqualify an applicant on the ground that he had provided false, fabricated or materially incorrect information.
- g) PSDF shall evaluate Pre-qualification Proposal in a manner prescribed in section–**08** given in the document.
- h) This document has different sections carrying information of eligibility, scope of work, pre-qualification evaluation criteria, general conditions, form of the contract etc. to assist potential applicants to develop their pre-qualification proposals.
- i) Applicant who shall obtain minimum 65 marks or more shall be considered as pre-qualified.

3) Scope of Work for Video Content Development:

Punjab Skills Development Fund is going to develop videos for that the services of videographer's companies/firms are required.

Following are the tasks and responsibilities that the qualifying applicant would be expected to deliver, by working closely with the Marketing & Communications (M&C) department at PSDF for videography Services:

Following are indicative activities to be performed by the prequalified companies/firms:

Videography services including both videography of still or moving objects in real time & animated videography of sketched objects with pre-planning and post-production, in order to package communications material in such a way that helps position PSDF as a leading skills development fund in the province of Punjab:

1. Photography:

- a. The qualifying company/firm will be responsible for taking high-quality photographs – and share short-listed images with PSDF, in accordance with PSDF's specific requirements.
- b. The company/firm will also be responsible for treating and correcting select images for each project, subject and/or activity.
- c. In addition to this, they should also have a creative eye for taking photos from different and unique angles.
- d. It is expected from the photographers to evoke emotional response through their vivid photography skills.
- e. Moreover, the firm should deliver professionally edited and formatted photos via online transfer service or via an external/USB device.

2. Videography Services:

The qualifying company/firm will be responsible for developing high-quality videos, keeping in mind the following:

- a. All videos must be developed using the latest techniques and equipment and must be compatible with various formats.

- b. The videographer must have a creative streak which is reflected in the video angles/video quality.
- c. Any music in the video should be properly licensed.
- d. Script writing may be required keeping in mind the nature of the video clip. Scripts should be tailored according to the type of video content and the guidelines provided by PSDF.
- e. The final version of all videos must be shared in the following two formats: high-end broadcast quality (1920 x 1080); compressed versions which can be easily shared via WhatsApp.
- f. All videos must be prepared in accordance with the branding guidelines and protocols followed by PSDF (to be shared with the qualified company/firm, upon qualifying).
- g. Subtitles must be added for all videos
- h. Potential types of animation:**
 - Broadly looking three type of animation videos:
 - Business rules (simplifying complex business rules for TG)
 - Case studies (information consisting of infographics, typography)
 - Platform explainer (SOP Videos, software usage videos, how to videos)
 - Logo reveal
 - Video intros
 - Program intros
 - Brief and sample for animation video shall be shared by PSDF
 - Preparing the script, creative designing, voice overs, graphics, sub-titles, texturing, editing, captions will be the responsibility of the applicant.

The applicant should be able to deploy shininess, transparency, translucency, reflectivity, texture, rigging & skinning, lighting, special vfx, color wherever required

- Preparing draft / sample videos for approval to PSDF and later finalize them as per the direction provided PSDF
- Provide the videos with Urdu and English subtitles if required by PSDF
- Be able to deliver videos in the format as required by PSDF for its social media platforms (YouTube, LinkedIn, WhatsApp) as well as mobile format along with its original source files after completion of each video. A frame rate of 24 fps is typically acceptable and renders faster than 29.97 fps.

In case of brief changes, the applicant would be required to make creative revisions.

3. Editing and Music:

- a. Present a final version with editing.
- b. Add graphics, motion graphics as per the need of the communication objective set by PSDF management.
- c. Adding music to the final video will be the responsibility of the qualified company/firm.

4. Story boarding:

- a. Provide story boarding for each video before shooting if and when required by PSDF

5. Voice over:

- a. Getting voice over will be the responsibility of the qualified company/firm.
- b. Sample of VO artist must be shared prior to recording and only the approved VO to be recorded for finalisation of video.

The three phases of any production-based assignment may be defined, as follows:

Pre-production:

Pre-production would include narrative development (including, but not limited to - style, format, project length, target audience, featured success stories, etc.), finalise shooting script, interview questions, casting (if necessary), treatment of the project, audio/visual storyboard, along with the road plan for undertaking of a particular project.

Production:

Production phase would include shooting/compiling raw footage in the field, assigned locations or on PSDF premises, finding suitable stock footage (if required), B-roll, and additional images (as and when required).

Post-Production:

Post-production would include editing of the raw footage, voice over (if required), finding suitable background music and animation elements/motion graphics (if required), for a project and as outlined by PSDF. The qualifying company/firm might also be required to edit, and package footage recorded by vendors, on behalf of PSDF, in the past.

6. Travel:

The assigned personnel/teams of the qualifying company/firm will be required to travel across the province of Punjab (specifically, to focus areas/target districts of PSDF).

7. Timelines:

The timelines for the delivery of videos will be mutually decided between the M&C department and the vendor.

Note:

Qualified company/firm must have all below equipment.

- Full frame DSLR with Carl-Zeiss Prime lenses for videography

- Full frame DSLR with dedicated photography lenses for photoshoot
- Drone for Aerial coverage.

4) Conditions for Eligibility

The successful applicants, fulfilling the following criteria, will be considered eligible for the Pre-qualification evaluation process.

- a) Evidence of the applicant 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 proposal (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)

If applicant fails 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 pre-qualification process and its pre-qualification/technical evaluation will not be carried out.

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

5) General Guidelines:

- a) PSDF reserves the right to award or not to award this contract and applicants who fail to submit complete and attach all the relevant documents shall be disqualified. No pre-qualification document shall be accepted, **if not properly sealed, marked, signed and stamped.**
- b) PSDF shall enter into a formal contract with the successful applicant only and reserves the right to terminate the contract, if performance of Applicant is unsatisfactory.
- c) Applicants to ensure that their Pre-qualification documents are submitted before the closing time and date of the Pre-qualification. **Applications received after closing time and date will not be considered.**
- d) All documents and information received by PSDF from applicants will be treated in strictest confidence. Documents submitted to PSDF will not be returned.
- e) All expenses related to participation in this Pre-Qualification document shall be borne by the applicant.
- f) Documents shall be submitted in hard copies in a sealed envelope marked as "PROPOSAL" as hard copy in a sealed envelope for **Pre-qualification of Companies/ Firms for videography Services.** The envelope containing hard copies of pre-qualification 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

- g) PSDF reserves the rights to request submission of additional information from applicants to clarify/further understand aspects of pre-qualification proposal, if required.
- h) PSDF also reserves the right to verify any information provided by the applicants.
- i) Companies/Firms cannot apply by forming a consortium (both local or International firms/Companies).
- j) PSDF has the right to visit business premises to verify the information shared in Pre-qualification documents. Applicant presenting information intentionally incorrectly or fraudulently will be disqualified.

Questions about this Pre-Qualification document can be made only in writing through a letter or E-mail: at Procurement@psdf.org.pk and must be asked before COB 24th March 2021.

****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 pre-qualified companies/firms 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 applicant will sign a contract and will provide the agreed services within the stipulated agreed time mentioned in the RFQ.
- c) The duration of the agreement shall be 1 year; however, it can further be extended up to 1 year based on the satisfactory performance of the applicant, and on the mutual consent of both the parties under the agreement.
- 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 proposals at any time prior to the acceptance of a proposal. PSDF shall upon request communicate to any applicant, the grounds for its rejection of all proposals but shall not be required to justify those grounds.
- g) Applicant understands that RFQ shall only be floated to the pre-qualified applicants, and business shall be awarded based on the evaluation method adopted in the RFQ.

7) Delivery Timelines or Completion Date

RFQ shall be floated only to the pre-qualified applicants and delivery timelines shall be mentioned on the purchase/service order for each assignment as per the scope of work

Timelines of the delivery of services shall start once the Purchase /Service order is issued.

8) Pre-Qualification Evaluation Criteria

The Pre-qualification proposal of eligible applicants will be evaluated against the requirements specified in the “Annexure – C”.

9) Submission of Pre-qualification Proposal: -

Complete proposals containing Pre-qualification proposal with all required information and documentary evidence must be submitted before closing dated i.e. 03:00 PM, 29th March 2021. Pre-qualification proposals will be publicly opened on the same day i.e. 03:30 PM, 29th March 2021 in the presence of applicant’s representatives who wish to attend it.

a) Cover Letter for the Submission of Pre-qualification Proposal

A cover letter as specified in Annexure-F 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 Proposal.

Annexures

Annex – A (Organization Information)

Organization Information			
Sr #	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	
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 Applicant 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 Proposal.	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"/>

Annex – C (Pre-qualification Evaluation Criteria)

Pre-Qualification 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)
	Descriptions			
1	Related Work Experience	15		
	Experience of providing similar nature services for equal to or more than 6 years		15	Documented proof: Contract copy/service/purchase order/satisfaction/completion letter from the clients featuring the similar scope of work
	Experience of providing similar nature services for more than 3 years but less than 6 years		10	
	Experience of providing similar nature services for more than or equal to 2 years but less than or equal to 3 years		5	
2	Client Portfolio	20		
	Worked with more than or equal to 10 clients (Telco/non-telco, local companies/Multinationals Companies /FMCG/Government departments) for similar nature services		20	Documented proof: Purchase/service order/ copy of the contract/ satisfaction/completion letter from the clients featuring the similar scope of work
	Worked with more than or equal to 07 but less than 10 clients (Telco/ non telco, local companies/Multinationals Companies /FMCG/Government departments) for similar nature services		15	
	Worked with more than or equal to 3 but less than 07 clients (Telco/ local companies/Multinationals Companies /FMCG/Government departments) for similar nature services		10	
3	Financial Capability	10		
	Annual turnover/ revenue of the Company is 03 million (PKRs) or above		10	Documentary proof: Required (tax returns or financial audited report from ICAP registered firm/company for the year 2019-20 or the latest tax returns/audited report)
	Annual turnover/revenue of the company is greater than 01 Million (PKRs) but less than 03 Million (PKRs)		5	
4	Team Members	25		

	<i>Videographer having related working experience of 05 or more years</i>		<i>07</i>	Documented proof: Profiles / CVs must be attached that covers your Qualification & Past job experience
	<i>Animator having related working experience of 1 or more years</i>		<i>05</i>	
	<i>Modeler having related working experience of 1 or more years.</i>		<i>03</i>	
	<i>Light and shade & rendering having related working experience of 2 or more years</i>		<i>02</i>	
	<i>Visual effect & postproduction having related working experience of 2 or more years</i>		<i>02</i>	
	<i>Editor having related working experience of 2 or more years</i>		<i>06</i>	
5	Videographer portfolio Assessment	15		
	Quality of editing		<i>03</i>	Documented proof: Submit the work created, in a USB and only those will be marked which are substantiated with proof of work (Purchase/Service order/completion certificate/customer satisfactory/completion letter). The content will be assessed based on the quality of the elements mentioned in the evaluation criteria
	Quality of graphics		<i>03</i>	
	Quality of the animation		<i>03</i>	
	Quality of sound production		<i>03</i>	
	Quality of the cinematography		<i>03</i>	
6	Animation portfolio Assessment	15		
	Quality of editing		<i>03</i>	Documented proof: Submit the work created, in a USB and only those will be marked which are substantiated with proof of
	Quality of light shade and postproduction		<i>03</i>	
	Quality of the animation		<i>03</i>	
	Quality of the visual effects		<i>03</i>	
	Quality of the music and editing		<i>03</i>	

				work (Purchase/Service order/completion certificate/customer satisfactory/completion letter). The content will be assessed based on the quality of the elements mentioned in the evaluation criteria
	Total	100		

Annex – D (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 – E (Declaration)

I, _____ hereby declare that:

- all the information provided in the pre-qualification document 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 – F (Cover Letter)

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guidelines]

Re: Pre-qualification Proposal in respect of [Pre-Qualification of Companies/Firms for videography Services]

Dear Sir,

We offer to provide the services for **Pre-Qualification of Companies/Firms for videography Services** in accordance with your pre-qualification document for Proposal dated [Insert Date of Pre-qualification advertised]. We hereby submit our pre-qualification 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: