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| **Punjab SKills Development Fund** |
| **TENDER DOCUMENT** |
| **“**PROVISION OF DESINING & PRINTING OF COFFEE TABLE BOOK**”** |
|  |
|  |
| **September, 2016** |



**Submission Date for Sealed Bids: 14th October, 2016 (11:00 AM)**

House # 125, Abu Baker Block, New Garden Town, Lahore Pakistan.

Phone: +92-42-35913540-41

Fax: +92-42-35913539

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# Background

Punjab Skill Development Fund (PSDF) is a not-for-profit company set up under the Companies Ordinance 1984 by the Government of the Punjab in collaboration with Department for International Development (DFID), UK. PSDF aims to provide skills and vocational training opportunities to the poor and vulnerable population of Punjab in order to improve their ability to find work or progress in their current employment or develop an enterprise. It also aims to up-skill those in low-skills-low-returns’ jobs and enhance their earning potential. .

# Invitation to bids

Punjab Skills Development Fund (PSDF), a not-for-profit company, invites sealed bids / proposals for the designing and printing of Coffee Table Book, from tax registered and experienced Printing Firms.

# Instructions to Printing Firms

PSDF will follow Punjab Procurement Regulatory Authority (PPRA) Rules for the entire bidding process. The selection of Printing Firm will be based on Quality & Cost Based Selection method. PSDF will adopt single stage two envelopes bidding procedure to call for proposals.

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”. In the first instance, the “Technical Proposal” shall be opened and the envelope marked as “Financial Proposal” shall be retained unopened in the custody of the PSDF. The PSDF shall evaluate the technical proposal in the manner prescribed in the section “Technical Proposal” given in the document, without reference to the price and shall reject any proposal which does not conform to the specified requirements. During the technical evaluation no amendments in the technical proposal shall be permitted. After the evaluation and approval of the technical proposals, the PSDF shall open the financial proposals of the highest ranked technically accepted bids, publically at a time, date and venue announced and communicated to the highest ranked Printing Firm in advance, within the bid validity period. The financial bids found technically nonresponsive shall be returned un-opened to the respective Printing Firms. The technical and financial proposal will be evaluated on the basis of PSDF evaluation criteria as provided in section “Technical Proposal” and “Financial Proposal” of the document.

# Conditions for eligibility

The successful Printing Firm, fulfilling the following criteria, will be considered as eligible Printing Firm for the bidding process of Designing and Printing Services;

1. Must have a legal status i.e. registered with relevant authority.
2. Should have professional team of at least 5 Professionals (Designer, Editor, Content Writer, etc.) with at least 3 years relevant experience\* each.
3. Must have at least five (5) years of local experience, with multinational and national organizations. Demonstrated relevant experience of designing & printing of Coffee Tables/portfolio books/corporate profiles. Experience with government / semi government / autonomous bodies would be an added advantage.(list must be provided)
4. Must have at least 20 clients.
5. Must have NTN and PRA certificate with status of Active Tax Payer, and under the category of “FILER” of taxes.
6. Should have its registered offices in Pakistan (particularly in Lahore, Punjab).
7. Must have turnover of minimum 5 million in the past one year.
8. Must not be blacklisted by any government or bi-lateral/multi-lateral financial institution

*\* “Relevant experience” means experience of designing and printing of coffee table book/portfolio book/corporate profile.*

Kindly fill the following necessary annexures required for the above qualification criteria and attach the supporting documentary evidences as mentioned in each annexure;

Annex – A: Organization Information (Form ‘A’)

Annex – B: Eligibility Response Checklist

Annex – C: Relevant Experience of the Organisation (Form ‘B’)

Annex – D: Key Management Staff of Firm (Form ‘C’)

And also sign the declaration form at the end of document and attach with your other documents.

# Scope of job

1. **Assignment Objective**

The Marketing & Communications Department at PSDF wants to highlight the PSDF accomplishments, attained under the Punjab Economic Opportunity Programme (PEOP)-the umbrella programme under which the PSDF funded these trainings. The idea is to design and print a Coffee Table Book for our esteemed stakeholders including potential Donors, PSDF Board Members, High-ups in the Punjab Government and few prominent Journalists/Analysts. The coffee table book will also be shared with selected guest during the PEOP closure ceremony, to be organized in Bahawalpur in October, 2016. Through the book, we would like to highlight few of our success stories of our funded trainees, present our achievements through info graphics and showcase snapshots of studies that were carried out for knowledge sharing by PSDF. The specifications for the book are provided in the Annexure - H of the document. The department will provide all the necessary information regarding the success stories, PSDF achievements & sector studies to the selected firm.

1. **Deliverables:**

The interested firm is expected to:

1. Develop a Coffee Table Book that would include messages from the Chairman PSDF Board, Chief Executive Officer PSDF, 10 success stories of our trainees, PSDF achievements through info graphics and snapshots of sector studies.
2. The selected firm will send its team to ten different locations for covering stories of our funded trainees. Most of these stories will be covered by visiting our selected trainees in cities of the Punjab such as Lahore, Multan, Bahawalpur and Islamabad. The team will interview the selected trainee and take pictures of the trainee for the book.
3. The selected firm will complete all the content for the book and will closely work with the PSDF Marketing & Communications team.
4. The selected firm will be responsible for designing the entire book. The firm will provide at least three designs (themes) of the book to PSDF for approval.
5. After the approval & final editing, the firm will furnish a digital print copy of the coffee table book for final approval. After approval of digital print copy, the firm will send that book for printing as per the specifications mentioned in the attached annexure - G.
6. **Qualifications**

The interested firm wishing to be considered for the services described herein should have the following qualifications:

1. Designing and printing set up
2. Designers, Content Writers and Editors etc.
3. Professional Photographers
4. **Direct Reporting**

The account manager or the focal person from the selected firm will report and work closely with the Assistant Manager Communications PSDF for queries or help needed during the course of assignment.

1. **Time Frame and Level of Effort**

The successful firm will be required to complete the job with a period of three to four weeks after award of contract or purchase order with mutual agreement of firm and PSDF.

# Terms of Reference

1. The interested firm will be responsible to complete the entire content in every manner. The content will include messages from the CEO PSDF & Chairman PSDF board, ten success stories and snapshots of success stories.
2. The selected firm in partnership with the PSDF Marketing & Communications Department will develop the messages by the Chairman PSDF Board & the CEO PSDF to be printed in the book.
3. The selected firm will send a photographer and a content writer to different places for covering trainees, selected by PSDF Marketing & Communications Department. The photographer & the writer will cover their stories for presenting in the book.
4. The PSDF Marketing & Communications Department will share the achievements with the firm. The selected firm will creatively present these facts through info graphics for readers.
5. The PSDF Marketing & Communications Department will share the snapshots of the sector studies with the firm. The selected firm will creatively present design these snapshots or one-pager for each sector study.
6. The selected firm will be responsible for designing the entire book. The firm will provide at least three designs (themes) of the book to PSDF for approval.
7. After the approval & final editing, the firm will furnish a digital print copy of the coffee table book for final approval. After approval of digital print copy, the firm will send that book for printing as per the specifications mentioned in the attached annexure - G.
8. Payment of services will be made on the satisfactory completion of the Coffee Table in printed form.
9. In case of any dispute regarding services; the decision of the PSDF shall be final & binding.

# Guidelines

1. Only short-listed firms fulfilling the eligibility criteria will be considered for technical and financial proposals. The financial proposal of technically qualified Printing Firm will be opened for further evaluation.
2. All documents and information received by PSDF from applicants will be treated in strict confidence.
3. Documents submitted to PSDF will not be returned.
4. All expenses related to participation in this tender document shall be borne by the applicants.
5. Documents shall be submitted in a separate sealed envelopes marked as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” as hard copy in a sealed envelope for ‘Hiring of Printing Firm’. The envelope containing hard copy of technical proposal and hard copy of financial proposal shall be received on the postal address given below.
6. The closing date and time for receipt of technical proposal and financial proposal is **14th October, 2016 (11:00 AM)** and will be publically opened on same day i.e. **14th October, 2016 (11:30 AM)** in the conference room PSDF Lahore Office, in the presence of the interested Printing Firms or their representatives who may wish to attend.
7. Technical and financial proposals received thereafter will not be accepted.
8. PSDF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of technical proposal, if required.
9. PSDF reserves the right to verify any information provided by the applicants.
10. Prices quoted shall remain valid for a period of 120 days from the closing date of proposal.
11. Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before COB **9th October, 2016**. For any other related information please contact the undersigned.

Postal Address

Assistant Manager Procurement

Punjab Skills Development Fund

125, Abu Bakar Block, New Garden Town, Lahore

E-mail: hashim.hussain@psdf.org.pk

Tel: – 042-35913540-41

Fax: 042-35913539

# Technical Proposal evaluation criteria

This tender document is governed by the procedure approved by PSDF management. The technical proposal of eligible organisations will be evaluated using the scoring guide attached as annexure – E. Score will be awarded on the base of following details;

Technical proposal should contain following and any additional information and the **copies of all required documents** should be attached in technical proposal for evaluation.

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Category** | **Marks** |
| 1 | Experience of the Printing Firm | 50 |
| 2 | Financial Capability | 10 |
| 3 | Operational Capability | 20 |
| 4 | Working Staff | 20 |
| **Total:** | | **100** |

**Note:** *The bidding firms with at least 65 marks in technical evaluation will be considered for financial bid opening.*

# Financial Proposal

Please refer to the annexure titled “Financial Proposal”, attached as annexure – F.

# Financial Evaluation

The financial proposals of only those technically responsive bidders who will obtain minimum sixty five percent marks will be opened. A combined evaluation of the technical and financial proposals will be carried out by weighting and adding the quality and the cost scores. The weight for quality is eighty percent with twenty percent given to cost and the firm obtaining the highest combined score will be invited for negotiations.

# Type of Contract

The type of contract will be Lump Sum contract bound with quality and time that includes but not limited to the scope of job and terms of references and any out of pocket expenses, where required.

# Declaration

Kindly provide the declaration as per format provided below at the end of proposal.

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

|  |  |
| --- | --- |
| Name |  |
| Designation |  |
| Signature |  |
| Date and Place |  |

# Submission of Bids (Technical and Financial Proposal)

Complete bid containing technical and financial proposal along with all required information & documentary evidences may be delivered to **CEO, PSDF, House # 125, Abu Bakar Block, New Garden Town Lahore** and submitted before **11:00 AM on 14th October, 2016**. Technical proposals will be publically opened on the same day i.e. **14th 23rd September, 2016 at 11:30 AM** in the presence of Printing Firm’s representatives who wish to attend the bid opening.

## Cover Letter for the Submission of Technical Proposal and Financial Proposal

[*Firm letterhead*]

[*Date*]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

**Re:** Technical Proposal and Financial 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 and financial proposals 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 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:

**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 Printing Firm, 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 “**BID (TECHNICAL & FINANCIAL PROPOSALS) FOR DESIGNING & PRINTING OF COFFEE TABLE BOOK”**

# Annexures

## Annex – A “Organization Information”

|  |  |  |  |
| --- | --- | --- | --- |
| Form A: Firm Profile | | | |
| **S #** | **Required Information** | **Response** | |
| 1 | Legal name of the organization |  | |
| 2 | Year of Registration / Establishment of the Organisation |  | |
| 3 | National Tax Number |  | |
| 4 | Core business area/s of the organization |  | |
|  | |
| 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 |  |
| 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: |  | |

## Annex – B “Eligibility Response Checklist”

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No.** | **Necessary Eligibility Information** | **Response/Elaboration** | |
| 1 | Mention the name of Registration Authority/s and provide a copy of proof of registration to prove legal identity of your firm. |  | Copies Attached |
|  | Copies Not Attached |
| 2 | Attach profiles/CV of professional team of at least 5(Designer, Editor, Content Writer and Photographer) consultants with at least 3 years relevant experience\* each. |  | Copies Attached |
|  | Copies Not Attached |
| 3 | Printing Firm should have at least five (5) years of experience with national and multinational organizations preferably dealing with government / semi government / autonomous bodies. Attach proof of experience or copies or contracts or work order etc. |  | Copies Attached |
|  | Copies Not Attached |
| 4 | Mention National Tax Number (NTN) and Punjab Revenue Authority (PRA) Number (FTN) in the name of Organization and provide a copy of registration with status of active tax payer | National Tax Number (NTN) |  |
| PRA Number |  |
| 5 | Attached firm profile representing its registered offices in Pakistan (particularly in Lahore, Punjab) or attached declaration of office addresses at signed firm letter head. |  | Copies Attached |
|  | Copies Not Attached |
| 6 | Attach list of 20 clients at least, with their addresses. |  | Attached |
|  | Not Attached |
| 7 | Attach copy of annual financial audit report or last year tax return to show the annual turnover of minimum 5 million in the past one year |  | Copies Attached |
|  | Copies Not Attached |
| 8 | Attached affidavit on legal stamp paper that firm is not blacklisted by any government or bi-lateral/multi-lateral financial institution |  | Yes |
|  | No |

## Annex - C “Relevant Experience”

|  |  |  |  |
| --- | --- | --- | --- |
| **Form ‘B’: Relevant Experience** | | | |
| **Sr. #** | **Required Information** | **Response**  **(Please provide exact information with task title, organization, location/s and duration)** | |
| 1 | Task Title and duration  (The task title means the name of Corporate Portfolio/ Profile Books) |  | |
| 2 | Organization |  | |
| 3 | Duration of task completion |  | |
| 4 | Location/s (districts/tehsils) |  | |
| 5 | In case of skills training related organization or book please check the box | **Relevant** | **Not Relevant** |
|  |  |

## Annex - D “Key Management Staff Information”

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Form ‘C’: Key Management Staff Information (Sheet 1[[1]](#footnote-1))** | | | | | |
| **Sr. #** | **Required Information** | | **Response** | | |
| 1 | | Name |  | | |
| 2 | | Position |  | | |
| 3 | | Firm Name |  | | |
| 4 | | Age |  | | |
| 5 | | Years of association with the firm |  | | |
| 6 | | Core professional area of work |  | | |
| 7 | | Assigned tasks in this firm |  | | |
| 8 | | Please name similar assignment undertaken by the individual |  | | |
| 10 | | Specific role of the individual in this activity |  | | |
| 11 | | **Please provide information on additional experience in HR cases** | | | |
| **Position** | **Employer** | **Duration** | |
| **From** | **To** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| 12 | | **Educational Qualifications** | | | |
| **Degree/Diploma/Certificate** | **Year** | **Institution** | **Speciality** |
|  |  |  |  |
|  |  |  |  |

## Annex – E “Technical Evaluation Criteria”

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. **Experience** | | | | | | | | |
| **Sr. No.** | **Description** | | | **Category Points** | | **Total Points** | **Documents Required** | |
| 1.1 (a) | Experience of designing and printing with national and multinational organizations respectively, if more than 10 years | | | **15** | | - | Copies of contracts or work orders required | |
| 1.1 (b) | If more than more than 7 but less than or equal to 10 years | | | 10 | | - |
| 1.1 (c) | If more than more than 5 but less than or equal to 7 years | | | 5 | |  |
| 1.2 (a) | Experience with government / semi government / autonomous bodies, if more than 3 organizations | | | **5** | | **-** | Copies of contracts or work orders required | |
| 1.2 (b) | If more than 1 but less than or equal to 3 | | | 3 | | **-** |
| 1.3 (a) | Printing Firm should have clients, if more than 30 | | | **10** | |  | List of clients on signed and stamped company letter head is required | |
| 1.3 (b) | If more than 20 but less than or equal to 30 | | | 5 | |  |
| 1.4 (a) | Printing Firm have designed and printed Coffee Table Book/Corporate Portfolio/ Profile Book if more than 5 | | | **20** | |  | Copies of contracts or work orders required | |
| 1.4 (b) | If more than 3 but less than or equal to 5 | | | 15 | |  |
| 1.4 (c) | If more than 1 but less than or equal to 3 | | | 10 | |  |
| **Sub Total** | | | | | | **50** |  | |
| **2. Financial Capability** | | | | | | | | |
| **Sr. No.** | | **Description** | **Category Points** | | **Total Points** | | | **Documents Required** |
| 2.1 (a) | | Firm’s annual turnover, if greater than 10 million | 10 | |  | | | Provide last year tax returns of the firm or audit financial report of last year. |
| 2.1 (b) | | If greater than 7 million but less than or equal to 10 million | 7 | |  | | |
| 2.1 (c) | | If greater than 5 million but less than or equal to 7 million | 5 | |  | | |
| **Sub Total** | | | | | **10** | | |  |
| **3. Operational Capability** | | | | | | | | |
| **Sr. No.** | | **Description** | **Category Points** | | **Total Points** | | | **Documents Required** |
| 3.1 | | Number of printing machines  (1 marks for each machine) | 5 | |  | | | Details on signed and stamped letter head is required |
| 3.2 | | Number of colours of printing machines  (1 marks for each colour) | 5 | |  | | |
| 3.3 | | In house designing section | 5 | |  | | |
| 3.4 | | Die-cut and lamination machines  (1 mark for each machine) | 5 | |  | | |
| **Sub Total** | | | | | **20** | | |  |
| **4. Operational Capability** | | | | | | | | |
| **Sr. No.** | | **Description** | **Category Points** | | **Total Points** | | | **Documents Required** |
| 4.1 | | Professionals (Designer, Editor, Content Writer, etc.) with at least 3 years relevant experience\* each.  If more than 5 professionals with more than 3 years’ experience | 20 | |  | | | Detailed CV’s of professional staff are required |
|  | | If at least 5 professionals with more 3 years’ experience | 15 | |  | | |
|  | | If more than 5 professionals with at least 3 years’ experience | 10 | |  | | |
|  | | If at least 5 professionals with at least 3 years’ experience | 5 | |  | | |
| **Sub Total** | | | | | **20** | | |  |
| **Grand Total** | | | | | **100** | | |  |

## 

## Annex –F “Financial Proposal”

|  |  |  |
| --- | --- | --- |
| Complete Job | Unit cost of designing and printing of Coffee Table Book  (inclusive of all applicable direct and indirect tax) | Cost of designing and printing of 100 Coffee Table Books  (inclusive of all applicable direct and indirect tax) |
| Designing and Printing of Coffee Table Book |  |  |

**Annexure-G**

**Booklet Specification:**

1. 300gm Art card double pasted.
2. 5 Color Printing.
3. Mat Lamination.
4. Spot UV.
5. Size (**14” x** **8.75”**).inches
6. Number of pages 28
7. Quantity required is 100.

1. Please mark the other two sheets as Sheet 2 and Sheet 3 respectively for each individual. [↑](#footnote-ref-1)