

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Hiring of a PR company/ Firm for Press and Public Relations Management

JANUARY 2022



Submission Date: January 26, 2022, on or before 03:00 PM

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) Invitation to Bids

Punjab Skills Development Fund (PSDF) is the largest skills development fund in Pakistan. PSDF was established in 2010 as a not-for-profit company set up under the Companies Ordinance 1984 by the Government of Punjab (GoPb). PSDF offers quality demand driven skills training to vulnerable and poor youth of Punjab helping them to create sustainable income generation opportunities in Pakistan and beyond.

Bids/ Proposals are invited from established firms/companies for “Press & Public Relations Management” (hereafter called as bidders) to PSDF. All interested and eligible bidders are requested to go through the Tender document and provide relevant information along with supporting documents mentioned in this tender document.

2) Instruction to Bidders

The selection of Bidder will be based on **Least Cost Selection Method** through **Single Stage Two Envelopes** bidding procedure.

- a) The bid shall be submitted through E-tendering portal under Qualification (Eligibility), Technical and Financial/Commercial envelopes with all the supporting documentary evidence.
- b) In the first instance, qualification/technical envelope shall be opened on the E tender portal, and the envelope marked as “Financial Proposal” shall be retained unopened
- c) PSDF shall evaluate Technical Proposals in a manner prescribed in section– **03 and 09** (Qualification and Technical Envelope) available on the portal, without reference to the price and shall reject any proposal which does not conform to specified requirements.
- d) During the technical evaluation, no amendments to Technical Proposal shall be permitted.
- e) After the evaluation and approval of the technical proposals, the financial/commercial envelope (on E-tender portal) shall be opened for technically responsive bids, publicly at a time, date and venue announced and communicated to the bidders in advance, with in the bid validity period.
- f) The financial bids found technically non-responsive shall be rejected.
- g) Financial (Commercial Envelope) Proposal shall be evaluated based on PSDF’s evaluation criteria as provided in section **10** of the bidding document and envelopes available on portal.
- h) Minimum passing marks are 65, a bidder who obtains a minimum of 65 marks or more shall be marked as technically qualified and shall be considered for financial bid opening.
- i) The financial proposal of the bids found technically non-responsive shall be retained unopened and shall be returned on the expiry of the grievance period or the decision of the complaint, if any, filed by the non-responsive bidder, whichever is later: provided that the

procuring agency may return the sealed financial proposal earlier if the disqualified or non-responsive bidder, contractor or consultant submits an affidavit, through an authorized representative, to the effect that he is satisfied with the proceedings of the procuring agency

- j) The lowest evaluated bid shall be awarded the contract
- k) This document has different sections carrying information on eligibility, technical evaluation, Scope of work, conditions of tender and form of contract, etc. to assist potential bidders to develop their Technical Proposals.

3) Conditions for Eligibility (Qualification Envelope)

The bidders, fulfilling the following criteria, shall be considered eligible for the bidding process.

1. Must be an Active taxpayer in FBR and registered for General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of the company/ firm (Please attach proof to ascertain that company/ firm is on active taxpayer list of FBR and proof for registration for GST/PST (if applicable) in the name of the company/ firm is also required.)
2. Affidavit on stamp paper, declaring that the company/ firm is not blacklisted by any autonomous body/government/semi-government or any organization. (Please attach scanned copy of Affidavit on stamp paper, declaring that the company is not blacklisted.)
3. Evidence of the bidding firm/company's registration/Incorporation is required (Please attach Copy of certificate of incorporation/company registration certificate.)

If the bidder fails to provide information as per the above-mentioned or does not fulfill the requirement of, "Eligibility Criteria Checklist" (Annex B) shall be disqualified and declared ineligible from the bidding process and its technical evaluation will not be carried out.

4) Scope of Work

The following scope of work identifies the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing and Communications Department of PSDF.

Objectives of PR:

- Building Product Awareness: When introducing a new product or relaunching an existing use PR element to generate consumer attention and awareness through media placements
- Providing Information: To provide customers with more in depth information about products and services

- Reinforcing the Brand: Reinforce PSDF as skills expert by maintaining positive relationships with key audiences, and thereby aiding in building a strong image of PSDF as an innovative, transparent and future driven company
-

The selected company/ firm is required to develop and perform at minimum, but not limited to, following:

1. Conduct a SWOT analysis: The company/ Firm is required to Conduct a SWOT analysis of PSDF brand in terms of PR and formulate strategy that plays to its strengths, identifies promising opportunities, and mitigates threats. The key deliverables are:

- PR strategy formulated for the entire year
- PR rollout plan with month-wise detailed activities proposed every quarter
- PR support in crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan as and when required
- List of top tier relevant media outlets including newspapers, television channels, and upcoming magazines and publications, compiled to be targeted through the year
- Online media/ blogger (YouTube, Instagram, and Facebook) engagement strategy plan for the entire year

2. Gain Media Attention for PSDF: The company/ firm will work on ensuring that both digital and print media is utilized to highlight the impact of PSDF's work; including the programs and schemes launched or completed, partnerships or MoU's signed and showcase the impact both quantitatively and qualitatively (storytelling). The key deliverables are:

- Preparation and Dissemination of press release to trade/business publications/organizations/general news outlets on major initiatives/achievements/programme/events by PSDF as per requirement.
- 4 articles/opinion pieces/stories on current and relevant topics to be published in top tier media outlets
- At least 2 interviews by senior Journalists/Editors/Influencers with PSDF team organized

3. Generate Brand Awareness: The company/ firm will work on creating brand awareness and recall values for PSDF and its work and help to organize and support events. The key deliverables are:

- Planning and organizing press conferences and media meets for national and local/regional

media

- Media management of various seminars, workshops, exhibitions, and events organized by PSDF (if requested by PSDF management)
- Round-table discussion of top journalists and thought-leaders with PSDF top management once a year
- Develop a segment on skills development featuring PSDF CEO on television /radio (for example morning shows, talk shows, panel discussions) at least one a year

4. Monitor and Report Media Coverage: The company/ firm will report all media coverage of PSDF and related topics. The key deliverables are:

- Daily monitoring report reflecting key interest topics for PSDF (topics will be selected with mutual agreement of PSDF management and the vendor)
- Media Tracking- Print and digital (blogs, social media, news outlets, articles) wherever PSDF is mentioned
- Complete impact analysis and compiled reports of all published pieces (press releases, articles) and activities (events, press conferences)

5. Maintain and Create Partnerships: The Company/ Firm will work on maintaining effective communication with existing stakeholders and explore potential partnerships for mutual benefits. They key deliverables are:

- Suggest activities and ideas to maintain and enhance relations with existing primary and secondary stakeholders (trainees, training service providers, employers, donors) as part of the quarterly rollout plan
- Annual PR strategy to include plan for targeting potential partnerships (with industry, corporations, other relevant entities, and organizations).

6. Deliverables

Sr. No	Deliverables	Frequency
1	PR strategy	Once in a year
2	PR rollout plan with month-wise activities proposed	Once every quarter

3	PR support in crisis and other emergent situations: countering situations and negative news and incidents with approval from PSDF	As and when required
4	List of top tier relevant media outlets including newspapers, television channels, and upcoming magazines and publications	Once in a year/ to be updated regularly
5	Press releases in English/Urdu to be published in regional and national approved publications (print and digital)	As and when required but; (Four press releases must be published in each quarter. In case of non-compliance, PSDF reserves the right to deduct one month retainership fee.)
6	Engagement of social media influencers/ bloggers with a minimum of 10,000 followers either on Facebook , Instagram, YouTube	At least 2 feed posts / story mentions of PSDF on respective blogger/influencer's social media platform
7	Articles/opinion pieces/stories relevant to PSDF to be published in approved tier 1 media outlets	At least 4 per year
8	Interviews by senior Journalists/Editors/Influencers with PSDF team organized and published	At least 2 per year
9	Planning and organizing press conferences and media meets for national and local media	As and when required
10	Round-table discussion of top journalists/thought-leaders with PSDF management	Once in a year
11	Develop a segment on skills development featuring PSDF CEO on television and radio (for example morning shows, talk shows, panel discussions)	Once in a year
12	Daily monitoring report reflecting approved key interest topics for PSDF	Daily
13	Media tracking if and when PSDF is mentioned in newspapers (print and digital), digital blogs and TV	As and when it happens (real time reporting)
14	Impact analysis and compiled reports of all published pieces (press releases, articles etc.) and activities (events, press conferences etc.). Reporting format to be approved by PSDF	After every publication/activity

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, bidders who fail to submit complete and attach all the relevant documents shall be disqualified.
- b) PSDF shall enter into a formal contract with the successful bidder only and reserves the right to terminate the contract if the performance of the Bidder is unsatisfactory.
- c) Bidders to ensure that their bid documents are submitted online through E-tendering portal by or before the closing date and time.
- d) All documents and information received by PSDF from bidders will be treated strictly confidential.
- e) All expenses related to participation in this bidding process shall be borne by the bidder.
- f) PSDF reserves the right to request submission of additional information from applicants to clarify/further understand aspects of the technical proposal if required. PSDF also reserves the right to verify any information provided by the applicants.
- g) 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.
- h) 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.
- i) **Clarifications/ queries may be requested by January 24, 2022 before 15:00 through message box option of E-tendering portal and no response shall be given if not requested through the message box of E-tendering portal.**
- j) The pre-bid meeting will be conducted on January 18, 2022, at 11:00 AM on Microsoft Teams (ONLINE). Bidders who want to join shall have to write an email to Procurement@psdf.org.pk before 5:00 PM, January 17, 2022 for **registration** and the link will be shared via email before start of the session. The purpose of the meeting is to provide clarification and an understanding/capacity building of the E-Tender portal in case there are any queries or ambiguities in this regard.
- k) Punjab Procurement Regulatory Authority (PPRA) Rules, 2014 will be applicable for this procurement.
- 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 for.

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 the mutual consent of both parties.
- b. The successful bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase Order.
- c. The duration of the contract shall be 1-year extendable for another term with the mutual consent of both parties.
- d. If PSDF cancels the contract during the contract period, a notice period of 1 month will apply.
- e. Four (4) press releases must be published in each quarter (1 quarter = 3 months) and in result of non-compliance PSDF reserves the right to deduct one month retainership fee.
- f. In case of any dispute regarding services, the decision of the PSDF shall be final & binding.
- g. Failure to comply with any terms and conditions in the tender document and contract given out to the successful bidder could incur imposition of penalties as spelled out later in the contract.
- h. All taxes will be deducted in accordance with the applicable laws.
- i. The bid shall remain valid for the period of **120 days** from the date of bid opening.

7) Form of Bid

The Bidders shall follow the Form of Bid specified in **Annex E**. to submit the financial bid.

8) Delivery Timelines or Completion Date

Unless agreed otherwise, Press and Public Relations Management Services shall be started from the date of execution of the contract or issuance of Purchase Order (PO) for the period mentioned in the bidding document.

9) Technical Evaluation Criteria

The technical proposal of eligible organizations will be evaluated against requirements specified in the in **“Annex – D”**.

10) Performance Security

Successful bidder will submit a performance guarantee (bank guarantee or any other form of performance security acceptable to PSDF) of 3% of contract value at the time of signing the contract which will be returned after completion of contract.

11) Financial Evaluation Criteria

The Financial Proposals of only eligible bidders with technically qualified will be opened publicly in the presence of bidders or their representatives who may choose to be present, at the time and place announced prior to the opening. Please provide information regarding Financials in Annex – E” and commercial envelope of the E-tendering portal.

12) Submission of Bids (Technical and Financial Proposal): -

Complete bid containing the Technical (Qualification & Technical Envelopes) and Financial (Commercial Envelope), with all required information, documentary evidence and annexures must be submitted on E-tendering portal before closing dated i.e., **January 26, 2022, at 03:00 PM**. Technical proposals shall be publicly opened on the same day **January 26, 2022, at 03:30 PM** in the presence of bidder’s representatives who wish to attend it.

a. Bid Security

Bid Security of Rs. 10,000 (Ten Thousand) in the form of a pay-order or demand draft favouring Punjab Skills Development Fund shall reach to PSDF, **Procurement Department** on **21 A, H-Block, Dr. Mateen Fatima Road, Gulberg II, Lahore – Pakistan** before the opening of the bid (Please mention the title of the procurement on envelop). If original bid security is not delivered before opening of the bid, bidder shall be disqualified for further proceeding. ***The Bid Security should be valid for a period not less than 6 months and scan copy must be attached in financial envelope of E-tendering portal.*** Bid Security of disqualified bidders will be returned after awarding the business to the successful bidder on request.

b. Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **Annex I** shall be submitted with the proposal.

Annexures

Annex – A Organizational Information

Organization Information			
Sr. #	Required Information	Response	
1	The 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 organization? 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:		

Annex – B Eligibility Response Checklist

Eligibility Check List				
Sr. No	Eligibility Criteria Details	Response/Elaboration/Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Must be an Active taxpayer in FBR and registered for General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of the company/ firm (Please attach proof to ascertain that company/ firm is on active taxpayer list of FBR and proof for registration for GST/PST (if applicable) in the name of the firm is also required.)	(Please attach proof to ascertain that company/ firm is on active taxpayer list of FBR and proof for registration for GST/PST (if applicable) in the name of the company/ firm is also required.)	<input type="checkbox"/>	<input type="checkbox"/>
2	Affidavit on stamp paper, declaring that the company/ firm is not blacklisted by any autonomous body/government/semi-government or any organization.	(Please attached copy of Affidavit on stamp paper, declaring that the company/ firm is not blacklisted.)	<input type="checkbox"/>	<input type="checkbox"/>
3	Evidence of the bidding firm/company's registration/Incorporation is required.	(Please attach Copy of certificate of incorporation/company registration certificate.)	<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 Goods/Services (For example – Jan 2010 to September 2020)	i.
		ii.
		iii.
		iv.
3	Goods/Services provided to Number of companies/firms	i.
		ii.
		iii.
		iv.

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 marks will be awarded)
1	Client Portfolio	10		Please attach copies of contracts or Purchase Orders (PO)
	Worked with more than 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		10	
	Worked with more than 7 and less than or equal to 10 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		07	
	Worked with more than 4 and less than or equal to 7 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		05	
2	Experience in Providing PR Services	10		Please attach copies of contract or Purchase Orders (PO) to ascertain the tenure of the projects.
	Experience of press and public relations management to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) equal to or more than 07 years		10	

	Experience of press and public relations management to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) equal to or more than 5 but less than 7 years		07	
	Experience of press and public relations management to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) equal to or more than 2 but less than 5 years		05	
3	Specific PR Services Experience	15		Please attach developed content along with the link if uploaded on digital (brand/media outlet/firms owned media) Note* Please attach write-up in a single PDF file format for each requirement.
	Developed more than 10 articles/ blogs		5	
	Developed 5 or more media interactions/press Conferences		5	
	Developed and published 15 or more press releases		5	
4	PSDF PR Strategy and PR Plan	25		Please attach a presentation in ppt format. Note: StrategyPresentation will be rated based on the quality of work and relevance to PR objectives.
	One-year month wise PR Plan in a Gantt Chart		10	
	One-year PR strategy presentation to ensure that PSDF is considered as an organization that does the most results based and innovative skills development across Pakistan		15	
5	Team Structure	15		Profiles / CVs must be attached
	Content Writer	4		
	Content writer having relevant experience equal to or more than 5 years		4	

	Content writer having relevant experience equal to or more than 2 but less than 5 years		3	
	Publicist	4		
	Publicist having relevant experience equal to or more than 5 years		4	
	Publicist having relevant experience equal to or more than 2 years but less than 5 years		3	
	Project Manager / Account Manager	7		
	Project Manager having relevant experience equal to or more than 5 years		7	
	Project Manager having relevant experience equal to or more than 2 but less than 5 years		4	
6	International Affiliation	5		
	Has an international affiliation with a PR agency/company/firm		5	Please attach letter of affiliation as evidence
7	Social Media Influencer	10		
	Working with at least 3 social media influencers/bloggers with a minimum following of 20,000 followers on either Facebook, Instagram or YouTube.			<p>Please attach the following:</p> <ul style="list-style-type: none"> - Contact list of blogger/influencer with name and phone number - PO of work with client where the said blogger/influencer was successfully engaged - Proof of engagement activities (e.g: events, social media posts) to be submitted such as screenshots or email confirmation clearly

				demonstrating the content that was shared.
8	Financial Turnover	10		
	Annual turnover /revenue of the company/ firm equal to or more than 05 Million (PKRs)		10	Documentary proof required Please attach tax returns or financial audited report from ICAP registered firm/company for the year (19-20 or 20-21)
	Annual turnover /revenue of the company/ firm equal to or more than 02 million but less than 05 million (PKRs)		05	
Total Points Awarded		100		

- Minimum passing marks for technical qualification are 65. Please mark/flag the supporting documents shared for technical qualification scoring.

Annex – E Financial Proposal

Sr. No.	Description	Monthly Retainership Fee in PKR (Inclusive of all taxes)	No. of Months	Applicable Tax %age	Total Annual Amount in PKR (Inclusive of all Taxes)
1	Financial Proposal (Annual Retainership Fee)		12		

Note: Business will be awarded based on Least Cost Based Selection Method.

Payment Terms:

- Payment will be made on monthly basis within 30 days after the submission of invoice and service acceptance by the user department.
- All payments shall be made in PKR after the applicable taxes

Annex- F Declaration

Declaration

Kindly provide the declaration as per the format provided below at the end of the 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 "[Click here and type the name of organization]"

Name	
Designation	
Signature	
Date and Place	

Annex- G Cover Letter

[Company/ 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 [Press and Public Relation Management] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal including the required documents on E-tendering portal.

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: