

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Procurement No.: 009/SYIG/PSDF/BTSP

Hiring of a Company/Firm for Branding of Training Service Partner Locations of PSDF

MAY 2022



Submission Date: May 16, 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



Skills For Success

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1) Advertisement/ Notice for Tender



Invitation to Bid For Hiring of a Company / Firm for Branding of Training Service Partner Locations of PSDF



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 (now Companies Act 2017) by the Government of Punjab (GoPb). PSDF is revolutionizing the TVET sector through its innovative initiatives for vocational and technical trainings ensuring an economically bright and sustainable future for poor and vulnerable youth of Punjab.

PSDF invites bids under single stage two envelopes bidding procedure from well-reputed, experienced and tax registered companies / organizations against the above-mentioned services. The interested companies / organizations can obtain the bidding document containing all details with its evaluation criteria and terms & conditions from PSDF e-tendering portal (<https://etender.psd.org.pk/esop/guest/go/public/opportunity/current>) and PPRA website (www.ppra.punjab.gov.pk).

Sr. No.	Description	Procurement No.	Total Tenure of Contract	Bid Submission Deadline (Date & Time)	Technical Bid Opening Date & Time	Estimated Cost of Procurement
1	Branding of Training Service Partner Locations of PSDF	009/SYIG/PSDF/ BTSP	12 months	May 16, 2022 on or before 03:00 PM	May 16, 2022 on 03:30 PM	PKR 1.8 Million

- PSDF has launched e-tendering portal for the submission of bids which must be submitted online through e-tender portal till **May 16, 2022 by or before 03:00 PM** or system will not accept submission after deadline. The bids should **ONLY** be submitted online through e-tendering portal accessible at: <https://etender.psd.org.pk/esop/guest/go/public/opportunity/current>. No bid shall be accepted, if not submitted through e-tender portal.
- Technical bid(s) shall be publicly opened on same day i.e., on **May 16, 2022 at 03:30 PM** in the presence of interested companies / organizations or their authorized representatives who may wish to attend.
- The bidding procedure shall be governed strictly in accordance with the Punjab Procurement Rules 2014 through national competitive bidding procedure.
- For any clarification, please contact on the below-mentioned address.

Procurement Department, Punjab Skills Development Fund
21 A, H-Block, Dr. Mateen Fatima Road, Gulberg II, Lahore – Pakistan.
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2) 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 are invited from established firms/companies for “Hiring of a Firm / Company for Branding of Training Service Partner Locations of PSDF” (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.

3) 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.

4) Conditions for Eligibility

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

1. Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of the company/ firm (Please attached copy of registration for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of company/ firm).
2. Should be an Active Taxpayer as per "Active Taxpayer List" of FBR (Please attached Proof for "Active Taxpayer List" of FBR)
3. 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/ firm is not blacklisted.)
4. 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.

5) 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:

- The scope of this activity is the development and deployment of signages at the Training Service Partner locations of PSDF.
- The company/firm will be required to develop the accurately, reliably and timely develop the signage and deploy at any assigned location by PSDF within Punjab.
- The locations are very diverse and can be any city/district of Punjab.

- The signage option should be recommended by the implementing vendor which should be robust, longstanding and weatherproof.
- After successful implementation of the signage the company/firm shall provide documented proof of installation.
- It will be sole discretion of PSDF to get the signages developed and deployed as and when needed upon its business requirements.

Key Milestones:

Key milestones of the assignment are as follows:

- i. Development of signage as required.
- ii. Deployment & installation.
- iii. Post installation evidence (photographic proof of installation).
- iv. Job completion certificate signed & stamped from the training partner of PSDF

6) 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 May 13, 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) Punjab Procurement Regulatory Authority (PPRA) Rules, 2014 will be applicable for this procurement.
- k) 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.

7) 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. In case of any dispute regarding services, the decision of the PSDF shall be final & binding.
- f. 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.
- g. All taxes will be deducted in accordance with the applicable laws.
- h. The bid shall remain valid for the period of **120 days** from the date of bid opening.

8) Form of Bid

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

9) Delivery Timelines or Completion Date

Unless agreed otherwise, Branding of Training Service Partner Locations of PSDF 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.

10) Technical Evaluation Criteria

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

11) 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.

12) 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.

13) 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., **May 16, 2022, at 03:00 PM**. Technical proposals shall be publicly opened on the same day **May 16, 2022, at 03:30 PM** in the presence of bidder’s representatives who wish to attend it.

a. Bid Security

Bid Security of 1% of the estimated cost 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	Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of the company/ firm	(Please attached copy of registration for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of company/ firm).	<input type="checkbox"/>	<input type="checkbox"/>
	Should be an Active Taxpayer as per "Active Taxpayer List" of FBR	(Please attached Proof for "Active Taxpayer List" of FBR)		
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/ firm is not blacklisted.)	<input type="checkbox"/>	<input type="checkbox"/>
3	Evidence of the bidding company/ firm's registration/Incorporation is required.	(Please attach copy of certificate of incorporation)	<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	Related Work Experience (10 Marks)	10		Please attach copies of contracts or Purchase / Service Orders to establish the required period.
	Experience of providing development and deployment of branding/trade marketing /merchandizing services for more than 5 years (10 Marks)		10	
	Experience of providing development and deployment of branding/trade marketing /merchandizing services for more than 4 years but less than or equal to 5 years (8 Marks)		8	
	Experience of providing development and deployment of branding/trade marketing /merchandizing services for more than 3 years but less than or equal to 4 years (6 Marks)		6	
2	Client Portfolio (20 Marks)	20		Please attach copies of POs/ Contracts/ Completion Letters/ Performance satisfactory letters form client
	Worked with equal to or more than 08 clients (Telco/non-telco, local companies/ Multinationals Companies / FMCGs / Government departments / International clients) for branding / trade marketing /merchandizing services (20 Marks)		20	
	Worked with equal to or more than 05 but less than 08 clients (Telco / non telco, local companies / Multinationals Companies/ FMCGs / Government departments / International clients) for branding / trade marketing /merchandizing services (15 Marks)		15	
	Worked with equal to or more than 02 but less than 05 clients (Telco / local companies/ Multinationals Companies / FMCGs /		10	

	Government departments / International clients) for branding / trade marketing / merchandizing services (10 Marks)			
3	Financial Capacity (20 Marks)	20		
	Annual turnover/ revenue of the company/ firm is equal to or more than 40 million (PKR) (20 Marks)		20	Please provide audited financial statements or tax returns for the period of 2020-2021
	Annual turnover/ revenue of the company/ firm is equal to or more than 30 million (PKRs) but less than 40 million (PKR) (15 Marks)		15	
	Annual turnover/ revenue of the company/ firm is equal to or more than 20 million (PKRs) but less than 30 million (PKR) (10 Marks)		10	
4	Team Structure (20 Marks)	20		
	Project Manager (10 Marks)	10		Furnish CV of the team members to establish their required relevant experience.
	Project manager having experience of branding / retail marketing / activations equal to or more than 10 years (10 Marks)		10	
	Project manager having experience of branding/ retail marketing / activations equal to or more than 5 but less than 10 years (5 Marks)		5	
	Graphic Designer (5 Marks)	5		
	2 years or above of relevant experience		5	
	Supervisors (2) (5 Marks) (2.5 marks for each Supervisor)	5		
	3 years or above of on-ground executional experience		5	

5	Sectoral Experience (15 Marks)	15		
	Experience of working with pharmaceuticals for provision of branding / trade marketing / merchandizing services (3 Marks)		03	Please attach copies of POs/ Contracts/ Completion Letters/ Performance satisfactory letters
	Experience of working with Government/semi-government sector for provision of branding / trade marketing / merchandizing services (3 Marks)		03	
	Experience of working with development sector for provision of branding / trade marketing / merchandizing services (3 Marks)		03	
	Experience of working with FMCG sector for provision of branding/trade marketing / merchandizing services (3 Marks)		03	
	Experience of working with pesticides / fertilizers / agri-sector for provision of branding/trade marketing / merchandizing services (3 Marks)		03	
6	Official Presence	15		
	Office in Lahore (05 Marks)		05	Please provide declaration on company letter head
	Office in Multan (05 Marks)		05	
	Office in Islamabad / Rawalpindi (05 Marks)		05	
Total Points Awarded		100		

- **Minimum passing marks for technical qualification are 65.**

Annex – E (Financial Proposal)

Total Financial Cost					
Sr. No	Item Description	Activity	Quantity	Per Unit Cost in PKR (Inclusive of all applicable taxes)	Total Cost in PKR (Inclusive of all applicable taxes) (Per Unit Cost x Quantity)
1	Acrylic Sandwich Signage: Front & Back Side Acrylic 6mm, Fitting with 4 No's 1.5" Metal Spacers & Inside Vinyl Pasting with Matt Lamination Width: 2ft Height = 1ft As per Unit of Measure (UoM)	Production Charges (inclusive of all applicable taxes)*	150		
		Installation, transportation, and any other related cost (inclusive of all applicable taxes)**	150		
Total Cost of Production, Installation, Transportation and any other related Cost (Inclusive of all applicable taxes)					

* Production charges shall be paid at one time.

** Installation charges shall be paid to the vendor upon number of signage installations deployed in a month.

The signages will have to be installed across the 36 districts of Punjab. The quantity to be deployed at a particular district will be sole discretion of PSDF, however, the overall quantity of production will be approximately 150.

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.

Creative of the Signage:

The below is the creative for the signage whose hi-res artwork will be provided to the qualified bidder for development.



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 [Hiring of a Company/Firm for Branding of Training Service Partner Locations of PSDF]

Dear Sir,

We offer to provide the services for [Branding of Training Service Partner Locations of PSDF] 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: