

**PUNJAB SKILLS DEVELOPMENT FUND**

**Tender Document**

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**“Appointment of a Company/Firm for Developing Communications Material for PSDF”**

**“29<sup>th</sup> Jan,2018”**



**Submission Date for Sealed Bids: “29th January, 2018”**

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### **1- Background:**

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company set up under the Companies Ordinance 1984 by the Government of the Punjab in partnership with Department for International Development (DFID) UK. Punjab Skills Development Fund is governed by an independent Board of Directors. PSDF's vision is to improve income generation opportunities for the poor and the vulnerable population of Punjab by enabling skills development through promotion of a competitive skills training market.

### **2- Invitation to Bid:**

Sealed bid/proposals are invited from Bidders for providing developing of **Communication Material** for PSDF. All interested and eligible bidders are requested to go through this tender document and provide the required information along with supporting documents, requested in this bidding document.

### **3- Instructions to Bidders:**

The selection of firm/company for Developing Communications Material will base on Quality and Cost through Single Stage Two Envelopes bidding procedure.

a) The bid shall be a single package consisting of two separate envelopes, containing separately financial and technical proposals. The envelopes shall be marked as "Financial Proposal" and "Technical Proposal".

b) In the first instance, the "Technical Proposal" shall be opened and envelope marked as "Financial Proposal" shall be retained unopened in the custody of PSDF. PSDF shall evaluate Technical Proposal in a manner prescribed in section – 9 given in the document, without reference to the price and condition shall reject any proposal which does not conform to specified requirements.

c) During the technical evaluation no amendments in Technical Proposal shall be permitted.

d) After evaluation and approval of Technical Proposals, PSDF shall open Financial Proposals of the technically accepted bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.

e) The financial bids found technically non-responsive shall be returned un-opened to respective bidders.

f) The Technical and Financial Proposal will be evaluated based on PSDF evaluation criteria as provided in section – 9 and 10 of this document.

g) This document has different sections carrying information of eligibility, technical evaluation and terms of references, conditions of tender etc. to assist potential bidders to develop their Technical Proposals.

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- h) Bidders those found eligible and qualify in technical evaluation will be short-listed for financial bid opening.
- i) Contract shall be awarded on quality and cost based method with combined evaluation of the Technical and Financial Proposals. **The weight of quality shall be 80% and 20 % weightage shall be given to cost.**
- j) Firm/Company information shall be submitted as specified in annexure-A.

### 4- Conditions for Eligibility

The Successful bidders, fulfilling the following criteria, will be considered eligible for the bidding process for developing Communications Material for PSDF.

- a) Evidence of bidding firm/company registration / incorporation. (certificate of incorporation)
- b) Provide National Tax Number (NTN) and General / Punjab Tax Number GST/ PST, (if applicable) in the name of the bidding organisations and provide a copy of registration. (Copy required)
- c) The bidding firms/company, having an office in Pakistan (preferably in Lahore). Bidders must provide company profile with address and contact person's details on signed letter head.
- d) The bidder must hold at least 3 years of experience in developing communications material. (Documentary proof including copies of contract or Purchase/Service Order by clients)
- e) Minimum firm/company annual financial turnover of PKR 5 million is required. (Copy of last year's financial statement or last year tax return shall be furnished)
- f) Regular Tax Payer, copy of the last year Tax Return. (copy required)
- g) Affidavit on stamp paper, declaring that company is not black listed by any Govt. agency / authority. (Original required)

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

### 5- Scope of Job for Communication Material

Punjab Skills Development Fund (PSDF) wishes to pre-qualify a Bidder to acquire the qualifying organisation's services for developing communications material, on a monthly and/or project basis. As PSDF is in the process of building its corporate brand identity, there is a vital need to ensure comprehensive coverage and communication of all its events, project successes/outcomes and other important milestones.

By engaging one Bidder, PSDF wishes to procure top-quality photography and videography services (including 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. The following terms of reference identify the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing & Communications (M&C) department at PSDF:

1. **Photography:** The qualifying bidder will be responsible for taking high-quality photographs – and share short-listed images with PSDF (no less than 100 per event and 10 per subject) – in accordance with PSDF's specific requirements, outlined for a particular assignment/project/activity. The company/firm will also be responsible for treating and correcting select images for each project, subject and/or activity.

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- 2. Videography:** The qualifying bidder 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 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;
  - c. All videos must be prepared in accordance with the branding guidelines and protocols followed by PSDF (to be shared with the bidder, upon qualifying).
  - d. The three phases of any production-based assignment may be defined, as follows:
    - i) **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, propose budgets, along with the road plan for undertaking of a particular project.
    - ii) **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).
    - iii) **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 particular project and as outlined by PSDF. The qualifying bidder might also be required to edit and package footage recorded by vendors, on behalf of PSDF, in the past.
- 3. Other Services:** The qualifying bidder may be required to perform the following two responsibilities, in addition to the above: 1) content writing and 2) research services, so as to advise PSDF, on the best approach for a project in light of the industry-relevant best practices and keeping in view the competitive landscape for PSDF.
- 4. Travel:** The assigned personnel/teams of the qualifying bidder might be required to take extensive travel across the province of Punjab (specifically, to focus areas/target districts of PSDF), to cover a particular project, success story, and/or an ongoing event or activity.

**Timelines:** The timelines for each project and/or assignment will be mutually decided between the M&C department and the qualifying bidder.

**Below is the list of expected deliverables**

**Expected Deliverables**

<b>Deliverable</b>	<b>Frequency</b>
Success Stories (1-minute video testimonials)	Up to 5 per month
Photo Stories	Up to 3 per month
Event Coverage, could include: i. 2-3 hours long contract signing ceremonies; bid-opening ceremonies and awareness seminars ii. Full-day long internal/external events	Up to 5 per month
iii. Large-scale events with high-profile guests including photography and videography services	1-2 per year

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Other services could include: individual portraits, photography of PSDF office premises etc.	As and when required
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### 6- Terms of Reference:

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

- a) PSDF shall raise Service Orders to successful bidder (as and when required) against the tender for developing Communications Materials for PSDF” to the successful bidder.
- b) The bidder shall be bound to provide required services within stipulated timelines. In case of delay, a penalty at uniform rate of 0.5% of the Service Order value shall be charged, on account of each day’s delay.
- c) If bidder completely fails to deliver the services, within a week, after the prescribed period of service delivery, Service Order will be considered cancelled.
- d) The technical & inspection committee/team of PSDF will inspect and check the services provided at the time of delivery of Services. Payment will be made on receipt of satisfactory report from the said technical committee/team.
- e) PSDF reserves the right to increase/decrease the services as per the requirement.
- f) In case of any dispute regarding quality of services and scope of job the decision by PSDF shall be final & binding.
- g) Income tax and GST/PST (if applicable) will be deducted in accordance with the provisions of Government Rules amended time to time.
- h) The payment shall be made within 30 days after the delivery of services and submission of invoice(s) as per the PSDF rules.

### 7- Guidelines

- a) Only short-listed applicants fulfilling the eligibility criteria shall be considered for technical evaluation.
- b) All documents and information received by PSDF from applicants shall be kept confidential.
- c) Documents submitted to PSDF shall not be returned.
- d) Bid shall remain valid for the period of 3 months after the bid financial opening.
- e) All expense related to participation in the bidding process shall be borne by the bidders.
- f) Documents must be submitted as hard copies in a sealed envelope marked as “TECHNICAL & FINANCIAL PROPOSAL with USB” for ‘Services’. USB should contain only soft copy of Technical Proposal. The envelope containing hard copies of technical & financial proposal shall be received on the postal address given below:

**Postal Address:**

Procurement Department

Punjab Skills Development Fund  
21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore  
E-mail: Procurement@PSDF.org.pk  
Landline: +92-42-35752408-10  
Fax: +92-42-35752190

- g) The closing date and time for receipt of the bidding proposal is 29<sup>th</sup> January, 2018 at 11:00 AM

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- h) PSDF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of the technical proposal, if required.
- i) PSDF reserves the right to verify any information provided by the bidders.
- j) Questions about this technical proposal can be made only in writing, a letter or via e-mail and must be asked by or before the date, 19<sup>th</sup> January, 2018. For any other related information, please contact the Procurement Department(if required)

### **8- Conditions of Tender:**

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

- a) The PSDF reserves the right to award or not award this contract.
- b) Bidders who fail to complete and attach all relevant documents shall be disqualified.
- c) No bidding document shall be accepted, if not properly stamped sealed, proper binding and marked.
- d) PSDF shall enter into a formal contract with successful bidder.
- e) PSDF reserves the right to terminate the contract, if the performance of the bidder is unsatisfactory.
- f) PSDF has the right to visit the business premises of the qualifying bidder(s) to verify the information provided in the bidding documents.
- g) It is the responsibility of prospective bidders to ensure that their bid documents are submitted before the closing time and date of the tender.
- k) Bids received after the closing time and date will NOT be considered. Proposals (even if properly sealed but) received thereafter, will not be accepted.
- h) Although adequate thought has been given in the drafting of this document; however, errors such as typos may occur which PSDF will not be held responsible.
- i) Any change of information provided in the tender document that may affect delivery should be brought to PSDF's attention as soon as possible. Failure to comply may result in the contract being terminated.
- j) Bidder(s) presenting information that is intentionally incorrectly or fraudulent will be disqualified.

### **9. Technical Evaluation Criteria:**

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

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

### **10. Financial Evaluation:**

- a) The Financial Proposals of only eligible bidders with technically qualified will be opened in the presence of all the Bidders participated in the tender.
- b) All bids shall be opened by the evaluation committee publicly in the presence of the bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding and chairperson or member of the evaluation committee shall read aloud the unit price as well as the bid amount and shall record the minutes of the bid opening.
- c) All bidders in attendance at the time of opening of the bids shall sign an attendance sheet. Please provide information regarding Financials in "annexure – G".

**11- Submission of Bids (Technical & Financial Proposal):**

Complete bid containing Technical and Financial proposal along with CDR and USB(containing technical proposal only), all required information and documentary evidences must be submitted before closing dated i.e.-January 29<sup>th</sup> , 2017 at 11:00 AM-. Technical proposals will be publicly opened on the same day i.e. – January 29<sup>th</sup> , 2017 at 11:30 AM --in the presence of bidder’s representatives who wish to attend it. CDRs of disqualified bidders will be returned after awarding the business to successful bidder.

**11.1. Call Deposit Receipt (CDR)**

CDR of Rs. Five Thousands (In words) in the form of pay order or demand draft favouring Punjab Skills Development Fund. The CDR should be valid for a period not less than 6 months and must be enclosed in financial bid.

**11.2 Cover Letter for the Submission of Technical Proposal :**

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

**Important Note:** The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PSDF shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals, but shall not be required to justify those grounds. The bids should be submitted in sealed envelope clearly mentioned “Appointment of a Company/Firm for Developing Communications Material for PSDF”

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**Annexures**

**Annex – A (Organization Information)**

Organization Information			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
	General / Punjab Sales Tax Number		
5	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organisation	
		Section 42 Company	
		Public Ltd. Company	
		Private Ltd. Company	
		Private Partnership Firm	
		Others (Please specify)	
6	Name and designation of 'Head of Organization'		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
8	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		
	Address of organization		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

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**Annex – B (Eligibility Response Check List)**

Eligibility Response Checklist			
Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	Evidence of bidding firms/company Registration / Incorporation (Copy of certificate of incorporation is required)		Copies Attached
			Copies Not Attached
2	Provide National Tax Number (NTN) and General / Punjab Tax Number GST/PST, (if applicable) in the name of Organization and provide a copy of registration	National Tax Number (NTN)	
		General / Punjab Sales Tax Number (GST, PST)	
3	The bidding firms/company having an office in Pakistan. (preferably in Lahore)		Profile or evidence with address and contact persons information on signed letter head is required.
			Not Attached
4	The Bidder must hold at least 3 years of experience in developing communications material.		Documentary proof (copies of contract or purchase order/service order) should be furnished
5	Minimum firm/company an annual financial turnover of PKR 05 million is required.		Copy of Last financial audit report/copy of last year's financial statement should be furnished
6	Regular tax payer, copy of last year tax return is required.		Copy required.
7	Affidavit on stamp paper, declaring that company is not blacklisted by any Government agency/authority. (Original required)		We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.
			Our organization has been blacklisted once or more than once.

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**Annex – C (Relevant Experience)**

Relevant Experience		
Sr. #	Required Information	Response  (Please provide exact information with organization name, location/s and duration)  Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
		v.
2	Start and end dates of providing Services (For example – Jan 2005 to September 2013)	i.
		ii.
		iii.
		iv.
		v.

List of current business with other organizations including government organizations

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

**Annex-D (Technical Evaluation Criteria)**

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Technical Evaluation Criteria				
S. No.	Descriptions	Total Points	Categorized Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)
<b>1</b>	<b>Relevant Experience</b>	<b>50</b>		Documentary proof (copies of contract or work order or contact details of clients along with sample work/portfolio) should be furnished.  Documentary proof (copies of contract or work order and examples of previous work done for clients) should be furnished.
	<b>Photography Services</b>	<b>25</b>		
	Demonstrated skill in professional photography if 05 or more than 05 years		25	
	Demonstrated skill in professional photography for 3 or more than 3 years but less than 5 years		15	
	If less than 3 years		0	
	<b>Videography Services</b>	<b>25</b>		
	Demonstrated experience in video pre-production, production and post-production for 05 or more than 05 years		25	
	Demonstrated experience in video pre-production, production and post-production for 03 or more than 3 years but less than 5 years		15	
	If less than 3 years		0	
<b>2</b>	<b>Key Management Staff</b>	<b>15</b>		
	Number of Key Management Staff (4 to 5 or above persons minimum) along with the relevant experience and CV's		15	
	Number of Key Management Staff 3 persons minimum		7	
	Less than 3 persons		0	
<b>3</b>	<b>In-house capabilities of the Firm</b>	<b>10</b>		(Declaration on
	<b>Creative Department</b>	<b>5</b>		

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	The firm has an in-house creative department (which should be adept in developing creative concepts, new styles of idea execution, etc.)		5	Company letter head, signed and stamped should be furnished.)
	The firm does not have an in-house creative department		0	
	<b>Content Writing &amp; Research</b>	<b>5</b>		(Declaration on Company letter head, signed and stamped should be furnished.)
	The firm has an in-house capability to develop content (including, script writing, captions, subtitles, etc.) and undertake basic research (in order to determine the competitive landscape for PSDF and guide the M&C team on the best approach towards a project)		5	
	The firm does not have an in-house capability to develop content and undertake basic research		0	
	<b>Job Completion Certificates</b>	<b>10</b>		Copies of job completion certificates/Appreciation letters
	Job Completion Certificates of 3 to 5 or more clients		10	
	Job Completion Certificates of less than 3 clients		5	
	<b>Equipment (Photography/Videography /accessories (lenses, lights etc.)</b>	<b>15</b>		Details of Equipment should be furnished on company letter head ,signed and stamped
	Number of DSLR cameras, for photography/videography/accessories 4 or greater than 4		15	
	Number of DSLR cameras for photography/ videography/ accessories 2 or greater than 2 but less than 4		7	
	Less than 2		0	
	<b>TOTAL</b>		<b>100</b>	

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**Annex – E (Key Management Staff of the Company) Please attach CVs for your Key Management Staff**

Key Management Staff of Company				
Sr. #	Name of Management Staff	Designation	Area of Expertise	Number of years in company

May like to add more columns

**Annex – F (Financial Proposal):**

Please quote your price on monthly **retainer ship fee** basis and also provide breakup of the as per the deliverables mentioned deliverables.

Sr. #	Description	Frequency	Total Price in PKR (with Taxes)
1	Success Stories (1-minute video testimonials)	Up to 5 per month	
2	Photo Stories	Up to 3 per month	
3	Event Coverage, could include: i. 2-3 hours long contract signing ceremonies; bid-opening ceremonies and awareness seminars. ii. Full-day long internal/external events	Up to 5 per month	
	iii. Large-scale events with high-profile guests including photography and videography services	1-2 per year	
4	Other services could include: individual portraits, photography of PSDF office premises etc.	As and when required	
	<b>TOTAL</b>		

**Optional: Price of one success story 1-minute video testimonials, if exceeded from 5 per month is also required.**

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**Annex-G (Declaration)**

I, \_\_\_\_\_ hereby declare that:

- all the information provided in the technical proposal is correct in all manners and respects;
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of "[Click here and type the name of organization]"

Name:-	
Designation:-	
Signatures:-	
Date and Place:-	

**Annex H (Cover Letter)**

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[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guide lines]

**Re:** Technical Proposal in respect of [Insert title of assignment]

Dear Sir,

We offer to provide the /Services for [Insert title of assignment] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the delivery of /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: