

# PUNJAB SKILLS DEVELOPMENT FUND

## Request for Proposal (RFP)

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### Hiring of a Consultancy Company/Firm for Development of Blended Learning Program for 'Beautician' (Services Sector)

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**December, 2020**



**Submission Date: December 30, 2020 on or before 3:00 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](http://psdf.org.pk)

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## 1) Invitation for Proposal

1. Punjab Skills Development Fund (PSDF) invites Technical & Financial proposals to provide consulting services for “**Hiring of a Consultancy Company/Firm for Development of Blended Learning Program for ‘Beautician’ (Services Sector)**”. Details on the assignment are provided in the Terms of Reference to this proposal.
2. The Consulting firm submitting its proposals should have the following **eligibility** for qualification for technical evaluation:
  - Should be a legal entity (Proof required - copy of incorporation in SECP/ registration certificate as firm) (**Sole Proprietorship and individuals are not allowed**)
  - Provide **copy of registration** for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization.
  - Must be an Active Taxpayer as per “Active Taxpayer List” of FBR (**Proof required**).
  - **Affidavit on stamp paper** declaring that firm is not blacklisted by any Government agency/ semi-government / authority / organization. (**Original signed & stamped**)

Any, failure to provide information as per the above mentioned or fulfilment under the requirement of “**Eligibility Criteria Checklist**” (FormTECH-7) shall deemed to be or declared to be ineligible for the bidding process and technical evaluation shall not be carried out.

3. The Consultant Firm will be selected based on the **Quality and Cost Based Selection (QCBS)** method and procedures described in this RFP.
4. The proposal includes following additional documents:
  - Section 2 - Instructions to Consultants (including Data Sheet)
  - Section 3 - Technical Proposal - Standard Forms
  - Section 4 - Financial Proposal - Standard Forms
  - Section 5 - Terms of Reference
5. It is mandatory for proposals to be made using the Standard Forms of the proposal. Proposals that are not in the prescribed format may be discarded. If any information required in the form is found missing, or written elsewhere, no credit will be given in the relevant section of the evaluation.
6. CVs of Consultant team highlighting their prior experience should be provided by the Firm.
7. This information contained in **two sealed** inner and outer envelopes, separately comprising the **Technical Proposal (one original & one scan copy (USB))** and **Financial Proposal** (placed in the inner sealed envelope – open envelope or provision of **financial proposal** in the **technical proposal** or in **USB** will lead to **rejection** of the proposal) should be sent to the following address, and must reach by December 30, 2020 on or before 03:00 PM

### **Procurement Department**

Punjab Skills Development Fund  
21-A, H-Block, Dr. Mateen Fatima Road,  
Gulberg-II Lahore –Pakistan

8. Technical Proposals shall be opened on December 30, 2020 at 3:30 PM at PSDF by Consultant Selection Committee at PSDF, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore in the presence of bidders. For this purpose, you are invited to attend the meeting on above mentioned date, time and venue.

## 2) Instruction to Consultants

- Definitions**
- (a) “Agreement” means the Agreement signed by the Parties and all the attached documents.
  - (b) “Client” means the organization with which the selected Consultant signs the Agreement for the Services.
  - (c) “Consultant” means any entity or person that may provide or provides the Services to the Client under the Agreement.
  - (d) “Data Sheet” means such part of the Instructions to Consultants used to reflect specific conditions.
  - (e) “Day” means calendar day.
  - (f) “Government” means the Government of the Punjab and all its associated departments, agencies, autonomous/semi-autonomous bodies, local governments, boards, universities and similar other organizations.
  - (g) “Instructions to Consultants” means the document which provides Consultants with all information needed to prepare their Proposals.
  - (h) “Proposal” means the Technical Proposal and the Financial Proposal.
  - (i) “Terms of Reference” (TOR) means the document included in the proposal as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client, and expected results and deliverables of the assignment.
- 1. Introduction**
- 1.1 The Consultant, as mentioned in the Data Sheet will engage subject matter experts from any firm who will be eligible as per the eligibility criteria, Technical evaluation and in accordance with the method of selection specified in the Data Sheet.
  - 1.2 The Consultant is required to submit a Technical Proposal and a Financial Proposal for consulting services required for the assignment named in the Data Sheet. The proposals should be in separate marked and sealed envelopes. The Proposal will be the basis for agreement negotiations and ultimately for a signed Agreement with the selected Consultant.
  - 1.3 Consultants shall bear all costs associated with the preparation and submission of their proposals and agreement negotiation. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Agreement award, without thereby incurring any liability to the Consultants.



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**Conflict of Interest**

1.4 It is requested that Consultants provide professional, objective, and impartial advice and at all times hold the Client's interest's paramount, strictly avoid conflicts with other assignments or their own corporate interests and act without any consideration for future work.

1.4.1 Without limitation on the generality of the foregoing, Consultants, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

**Conflicting activities**

(i) A firm that has been engaged by the Client to provide goods, works or services other than consulting services for a project, and any of its affiliates, shall be disqualified from providing consulting services related to those goods, works or services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, and any of its affiliates, shall be disqualified from subsequently providing goods or works or services other than consulting services resulting from or directly related to the firm's consulting services for such preparation or implementation. For the purpose of this paragraph, services other than consulting services are defined as those leading to a measurable physical output, for example surveys, exploratory drilling, aerial photography, and satellite imagery.

**Conflicting assignments**

(ii) A consultant (including its Personnel and Sub-Consultants) or any of its affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Consultant to be executed for the same or for another Client. For example, a Consultant hired to prepare engineering design for an infrastructure project shall not be engaged to prepare an independent environmental assessment for the same project, and a Consultant assisting a Client in the privatization of public assets shall not purchase, nor advise purchasers of, such assets. Similarly, a Consultant hired to prepare Terms of Reference for an assignment should not be hired for the assignment in question.

**Conflicting relationships**

(iii) A consultant (including its Personnel and Sub-Consultants) that has a business or family relationship with a member of the Client's staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference of the assignment, (ii) the selection process for such assignment, or (iii) supervision of the Agreement, may not be awarded an Agreement, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the

Government of Punjab throughout the selection process and the execution of the Agreement.

- 1.4.2 Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their client, or that may reasonably be perceived as having this effect. Failure to disclose said situations may lead to the disqualification of the consultant or the termination of its Agreement.
- Unfair Advantage**
- 1.4.3 If an interested consultant could derive a competitive advantage from having provided consulting services related to the assignment in question, the client shall make available to all interested consultants together with this proposal, and all information that would in that respect give such consultant any competitive advantage over competing consultants.
- Fraud and Corruption**
- 1.5 Client requires consultants participating in its projects to adhere to the highest ethical standards, both during the selection process and throughout the execution of an agreement. In pursuance of this policy, PSDF:
- (a) defines, for the purpose of this paragraph, the terms set forth below as follows:
- (i) “corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in agreement execution.
  - (ii) “fraudulent practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of an agreement.
  - (iii) “collusive practices” means a scheme or arrangement between two or more consultants with or without the knowledge of the Client, designed to establish prices at artificial, non-competitive levels.
  - (iv) “coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of an agreement.
- (b) will reject a proposal for award if it determines that the Consultant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the agreement in question.
- (c) will sanction a Consultant, including declaring the Consultant ineligible, either indefinitely or for a stated period of time, to be awarded an agreement if at any time

- it determines that the Consultant has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, and
- (d) will have the right to require that a provision be included requiring Consultants to permit the Government of Punjab to inspect their accounts and records and other documents relating to the submission of proposals and agreement performance and have them audited by auditors appointed by the client.
- 1.6 Consultants shall furnish information on commissions and gratuities, if any, paid or to be paid to agents relating to this proposal and during execution of the assignment if the Consultant is awarded the Agreement, as requested in the Financial Proposal submission form (Section 4).
- Only one Proposal Proposal Validity**
- 1.7 Interested Consultants shall only submit one proposal. If a Consultant submits or participates in more than one proposal, such proposals shall be disqualified.
- 1.8 The Data Sheet indicates how long Consultants' Proposals must remain valid after the submission date. During this period, Consultants shall maintain the availability of Professional staff nominated in the Proposal. The Client will make its best effort to complete negotiations within this period. Should the need arise, however, the Client may request Consultants to extend the validity period of their proposals. Consultants who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal, or in their confirmation of extension of validity of the Proposal, Consultants could submit new staff in replacement, who would be considered in the final evaluation for agreement award. Consultants who do not agree have the right to refuse to extend the validity of their Proposals.
- 2. Clarification and Amendment of Request for Proposal Document**
- 2.1 Consultants may request a clarification of any of the proposal up to the number of days indicated in the Data Sheet before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Client's address indicated in the Data Sheet. The client will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all consultants. Should the client deem it necessary to amend the proposal as a result of a clarification, it shall do so following the procedure under para.
- 2.2 At any time before the submission of proposals, the client may amend the proposal by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all consultants and will be binding on them. consultants shall acknowledge receipt of all amendments. To give consultants reasonable time in which to take an amendment into account in their proposals, the client may, if the amendment is substantial, extend the deadline for the submission of proposals.



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| <b>3. Preparation of Proposals</b>           | 3.1 | The proposal (see para. 1.2), as well as all related correspondence exchanged by the Consultants and the client, shall be written in the language(s) specified in the data sheet.  |
|  | 3.2 | In preparing their proposal, the consultants are expected to examine in detail the documents comprising the proposal. Material deficiencies in providing the information requested may result in rejection of a Proposal.  |
|  | 3.3 | While preparing the Technical Proposal, alternative professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.   |
| <b>Technical Proposal Format and Content</b> | 3.4 | The Technical Proposal shall provide the information indicated in the following paras from (a) to (d) using the attached Standard Forms (Section 3). Paragraph (c) (ii) indicates the recommended number of pages for the description of the approach, methodology and work plan of the Technical Proposal. A page is considered to be one printed side of A4 or letter size paper.<br><br>(a) A brief description of the Consultants' organization (Form TECH-2 of Section 3).<br><br>(b) A description of the approach, methodology and work plan for performing the assignment covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under Form TECH-3 of Section 3. The work plan should be consistent with the work Schedule (Form TECH-6 of Section 3) which may show in the form of a bar chart the timing proposed for each activity.<br><br>(c) The list of the proposed professional staff team by area of expertise, the position that would be assigned to each staff team member, and their tasks (Form TECH-4 of Section 3).<br><br>(d) CVs of the Professional staff signed by the staff themselves or by the authorized representative of the professional Staff (Form TECH-5 of Section 3) along with their Computerized National Identity Card numbers (if local) or Passport numbers (if foreign). |
|  | 3.5 | The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information shall be rejected and declared disqualified for further process.   |
|  | 3.6 | The Financial Proposal shall be prepared using the attached Standard Forms (Section 4).  |
|  | 3.7 | The Consultant may be subject to local taxes (such as: value added or sales tax or income taxes on non-resident Foreign Personnel, duties, fees, levies) on amounts payable by the Client  |



under the Agreement. The Client will state in the data sheet if the consultant is subject to payment of any taxes.

- 3.8 Consultants should express the price of their services in PKR. Prices in other currencies should be converted to PKR using the selling rates of exchange given by the State Bank of Pakistan for the date indicated in the data sheet or opening of financial proposal date.
- 3.9 Commissions and gratuities, if any, paid or to be paid by Consultants and related to the assignment will be listed in the Financial Proposal Form FIN-1 of Section 4.

#### 4. Submission, Receipt, and Opening of Proposals

- 4.1 The original proposal (Technical Proposal and, if required, Financial Proposal; see para. 1.2) shall contain no interlineations or overwriting, except as necessary to correct errors made by the consultants themselves. The person who signed the proposal must initial such corrections. Submission letters for both technical and financial proposals should respectively be in the format of TECH-1 of Section 3, and FIN-1 of Section 4.
- 4.2 An authorized representative of the consultants shall initial all pages of the original technical and financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed technical and financial proposals shall be marked "ORIGINAL".
- 4.3 The Technical Proposal shall be marked "ORIGINAL." The technical proposals shall be sent to the addresses referred to in para. 4.5 and in the number of copies indicated in the data sheet. All required copies of the technical proposal are to be made from the original. If there are discrepancies between the original and the copies of the technical proposal, the original governs.
- 4.4 The original and scanned copy (USB) of the technical proposal shall be placed in a sealed envelope clearly marked "**TECHNICAL PROPOSAL**" Similarly, the original Financial Proposal shall be placed in a sealed envelope clearly marked "**FINANCIAL PROPOSAL**" followed by the name of the assignment, and with a warning "**DO NOT OPEN WITH THE TECHNICAL PROPOSAL.**" The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and title of the Assignment, clearly marked "**DO NOT OPEN, EXCEPT IN PRESENCE OF THE OFFICIAL APPOINTED, BEFORE SUBMISSION DEADLINE**". The Client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.
- 4.5 The proposals must be sent to the address/addresses indicated in the data sheet and received by the client no later than the time and the date indicated in the data sheet, or any extension to this date

- in accordance with para. 2.2. Any proposal received by the client after the deadline for submission shall be returned unopened.
- 4.6 The Client shall open the technical proposal immediately after the deadline for their submission. The envelopes with the financial proposal shall remain sealed and securely stored.
- 5. Proposal Evaluation**
- 5.1 From the time the proposals are opened to the time the agreement is awarded, the consultants should not contact the client on any matter related to its technical and/or financial proposal. Any effort by consultants to influence the client in the examination, evaluation, ranking of Proposals, and recommendation for award of Agreement may result in the rejection of the consultants' proposal.
- Evaluation of Technical Proposals**
- 5.2 Evaluators of technical proposals shall have no access to the financial proposals until the technical evaluation is concluded. The evaluation committee shall evaluate the technical proposals on the basis of their responsiveness to the terms of reference, applying the evaluation criteria, sub criteria, and point system specified in the data sheet. Each responsive proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it does not respond to important aspects of the Proposal, and particularly the terms of reference or if it fails to achieve the minimum technical score indicated in the data sheet.
- Public Opening and Evaluation of Financial Proposals**
- 5.3 Financial proposals shall be opened publicly in the presence of the consultants' representatives who choose to attend. The name of the consultants, and the technical scores of the consultants shall be read aloud. The financial proposal of the consultants who met the minimum qualifying mark will then be inspected to confirm that they have remained sealed and unopened. These financial proposals shall be then opened, and the total prices read aloud and recorded.
- 5.4 The Evaluation Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the formers will prevail. In addition to the above corrections, as indicated under para. 3.6, activities and items described in the technical proposal but not priced, shall be assumed to be included in the prices of other activities or items. In case an activity or line item is quantified in the financial proposal differently from the technical proposal.
- 5.5 In QCBS, the lowest evaluated Financial Proposal (Fm) will be given the maximum financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be computed as indicated in the Data Sheet. Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) indicated in the

Data Sheet:  $S = S_t \times T\% + S_f \times P\%$ . The firm achieving the highest rank based on its combined score will be invited for negotiations.

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| <b>6. Negotiations</b>                            | 6.1 | Negotiations will be held according to Rule 50 of PSDF Procurement Rules, 2016 at the date and address indicated in the Data Sheet. The invited Consultant will, as a pre-requisite for attendance at the negotiations, confirm availability of all Professional staff. Failure in satisfying such requirements may result in the Client proceeding to negotiate with the next-ranked Consultant. Representatives conducting negotiations on behalf of the Consultant must have written authority to negotiate and conclude an Agreement.  |
| <b>Technical negotiations</b>                     | 6.2 | Negotiations will include a discussion of the technical proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the consultant to improve the terms of reference. The client and the consultants will finalize the terms of reference, staffing schedule, work schedule, logistics, and reporting. These documents will then be incorporated in the agreement as "Description of Services." Special attention will be paid to clearly defining the inputs and facilities required from the client to ensure satisfactory implementation of the assignment. The client shall prepare minutes of negotiations which will be signed by the client and the consultant.  |
| <b>Financial negotiations</b>                     | 6.3 | As per Rule 50 of PSDF Procurement Rules, 2016, it is the responsibility of the consultant, before starting financial negotiations, to determine the tax amount to be paid by the consultant under the Agreement. The financial negotiations will reflect the agreed technical modifications in the cost of the services. Financial negotiations can involve the remuneration rates for staff or other proposed unit rates if there is a revision of scope or if the bid rate exceeds the available budget.  |
| <b>Availability of Professional staff/experts</b> | 6.4 | Having selected the consultant on the basis of, among other things, an evaluation of proposed professional staff, the client expects to negotiate an Agreement on the basis of the professional staff named in the proposal. Before agreement negotiations, the Client will require assurances that the professional staff will be actually available. The client will not consider substitutions during agreement negotiations unless both parties agree that undue delay in the selection process makes such substitution unavoidable or for reasons such as death or medical incapacity. If this is not the case, and if it is established that professional staff were offered in the proposal without confirming their availability, the consultant may be disqualified. Any proposed substitute shall have equivalent or better qualifications and experience than the original candidate and be submitted by the consultant within the period of time specified in the letter of invitation to negotiate. |
| <b>Conclusion of the negotiations</b>             | 6.5 | Negotiations will conclude with a review of the draft agreement. To complete negotiations, the client and the consultant will initial the agreed agreement. If negotiations fail, the client will invite the   |

consultant whose proposal received the second highest score to negotiate an agreement.

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|---------------------------|--------------|-----|--|
| <b>7. Award Agreement</b> | <b>of</b>    | 7.1 | After completing negotiations, the client shall award the agreement to the selected consultant and publish details on the Planning & Development Department website and promptly notify all consultants who have submitted proposals. After agreement signature, the Client shall return the unopened financial proposals to the unsuccessful consultants.   |
|                           |              | 7.2 | The consultant shall furnish performance guarantee as specified in data sheet.   |
|                           |              | 7.3 | The consultant is expected to commence the assignment on the date and at the location specified in the Data Sheet.   |
| <b>8. Confidentiality</b> |              | 8.1 | Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of agreement. The undue use by any consultant of confidential information related to the process may result in the rejection of its proposal and may be subject to the provisions of the consultant selection guidelines relating to fraud and corruption. |
| <b>9. Error Omissions</b> | <b>&amp;</b> | 9.1 | Although adequate thoughts have been given in drafting of this document, error such as typos may occur without any responsibility on PSDF part.  |



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## Instructions to Consultants

### Data Sheet

1.1	Name of the Client: <b><u>Punjab Skills Development Fund</u></b> Method of selection: <b><u>Quality Cost Based Selection (QCBS)</u></b>
1.2	Financial Proposal to be submitted together with Technical Proposal:  Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>  Name of the assignment is: <b>“Hiring of a Consultancy Company/Firm for Development of Blended Learning Program for ‘Beautician’ (Services Sector)”</b>  Financial Proposal to be submitted in separate sealed envelopes. If Financial Proposal is found open, then proposal shall be rejected.
1.8	Proposals must remain valid 150 <b><u>Days</u></b> after the submission date.
2.1	Clarifications may be requested by December 25, 2020 before 5:00 PM.  The address for requesting clarifications is: Address: <u>21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II, Lahore Pakistan.</u> Phone: <u>+92-42-35752408-10</u> Fax: <u>+92-42-35752190</u> Email: <a href="mailto:Procurement@psdf.org.pk">Procurement@psdf.org.pk</a>
3.1	Proposals shall be submitted in the following language: <b><u>English</u></b>
3.7	Amounts payable by the Client to the Consultant under the agreement to be subject to applicable taxation: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> .
4.1	Consultant Firm must submit <b>One Original &amp; One scanned copy (USB)</b> of the Technical Proposal, and only the <b>Original Financial Proposal</b> in separate sealed envelopes. Financial proposal shall be <b>rejected if found open or in USB</b> . Likewise, the Technical Proposal shall not include any financial information. Technical Proposal or USB containing financial information shall be rejected and declared disqualified for further process.
4.5	The Proposal submission address is:  <u>Procurement Department</u> <u>Punjab Skills Development Fund</u> <u>21-A, H-Block, Dr. Mateen Fatima Road,</u> <u>Gulberg-II Lahore –Pakistan</u>  Proposals must be submitted no later than the following date and time:  <b>December 30, 2020 on or before 3:00 PM</b>

**5.2** Below are the mandatory qualification criteria to qualify for the technical evaluation.

- Should be a legal entity (Proof required - copy of incorporation in SECP/ registration certificate as firm) **(Sole Proprietorship and individuals are not allowed)**
- Provide copy of registration for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization.
- Must be an Active Taxpayer as per “Active Taxpayer List” of FBR (Proof required).
- **Affidavit on stamp paper** declaring that firm is not blacklisted by any Government agency/ semi-government / authority / organization. (Original signed & stamped)

Criteria, sub-criteria, and point system for the evaluation of Technical Proposals are:

Technical Evaluation Criteria				
Sr #	Descriptions	Total Points	Category 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>Similar Experience</b>	<b>20</b>		
	Three or more assignments of Production of training videos or development of online content or development of tutorial videos		20	Documentary proof (copies of contract or work order with contact details of clients or partnership certificate or Pay Orders) should be furnished.
	At least One but less than three assignment of Production of training videos or development of online content or development of tutorial videos		10	
<b>2</b>	<b>Proposed Team</b>	<b>30</b>		
<b>Subject Matter Expert</b>	Minimum Bachelor’s Degree and Experience of three (3) years or more in content development in relevant trade or training delivery of the given trade		15	Provide evidence to verify required information
<b>Project Manager</b>	Minimum Bachelor’s degree with at least five (3) years of experience in development or production of content.		5	
<b>Director of Videography</b>	Minimum Bachelor’s degree any filed or Diploma/Certification in relevant field with three (3) years of relevant experience in video production.		10	

<b>4</b>	<b>Financial Capability</b>	<b>20</b>		
	Annual revenue/turnover of the company should be greater than Rs. 7 million		20	Copy of last financial audit report 18-19 done by ICAP registered auditing firm or tax return of last year 18-19 or 19-20
	If annual revenue/turnover is less than or equal to Rs. 7 million but greater than 3 million		10	
<b>5</b>	<b>Approach &amp; Methodology</b>	<b>15</b>		
	Methodology and Work Plan presented in presentation along with a detailed write up attached with the document <b>Approach (5 Marks)</b> <ul style="list-style-type: none"> <li>Understanding of the scope of work</li> <li>3 Risks and 3 Mitigation strategies</li> </ul> <b>Methodology (10 Marks)</b> <ul style="list-style-type: none"> <li>Tools &amp; techniques</li> <li>Breakdown of online and onsite trainings</li> </ul>	2 3 5 5	15	Attach Write up & Presentation for Approval & Methodology & Work Plan
<b>6</b>	<b>Workplan</b>	<b>10</b>		
	<ul style="list-style-type: none"> <li>Proposed timelines to achieve the desired milestones.</li> </ul>			Attach Write up & Presentation for Work Plan
<b>7</b>	<b>Quality Parameters</b>	<b>5</b>		
	<ul style="list-style-type: none"> <li>How to ensure quality of content</li> <li>How to ensure Quality of videos and quality to remain consistent</li> </ul>			Attach Write up for Quality parameters
<b>Total Technical score (St)</b>		<b>100</b>		-

Technical Score (St) = \_\_\_\_\_

Minimum 65% technical score (St) is required to qualify for Financial opening.

5.5 The formula for determining the financial scores is the following:  
 $S_f = 100 \times F_m / F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  the price of the proposal under consideration. Combined The weights given to the Technical Score (T) and Financial Score (P) are:  
 T = 80 %  
 P = 20 %



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<b>6.1</b>	Expected date and address for agreement negotiations: Expected date: January 11, 2021  <u>Punjab Skills Development Fund</u> <u>21-A, H-Block, Dr. Mateen Fatima Road,</u> <u>Gulberg-II Lahore –Pakistan</u>
<b>7.2</b>	Successful bidder shall furnish <b>2% performance guarantee</b> before signing the contract.
<b>7.3</b>	Expected date for commencement of consulting services on January 25, 2021 at Procurement Department Punjab Skills Development Fund 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore –Pakistan





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### **3) Technical Proposal - Standard Forms**

Refer to Reference Paragraph 3.4 of the Data Sheet for format of Technical Proposal to be submitted, and paragraph 3.4 of Section 2 of the proposal for Standard Forms required and number of pages recommended.

- TECH-1 Technical Proposal Submission Form
- TECH-2 Consultancy Firm's Organization and Experience
- TECH-3 Description of the Approach, Methodology and Work Plan for Performing the Assignment
- TECH-4 Team Composition and Task Assignments
- TECH-5 Curriculum Vitae (CV) for Proposed Professional Staff
- TECH-6 Work Schedule
- TECH-7 Eligibility Criteria Checklist



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## Form TECH-1 Technical Proposal Submission Form

Location: \_\_\_\_\_ Date \_\_\_\_\_

To:

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Dear Sir,

We, the undersigned, offer to provide the consulting services for PSDF **Hiring of a Consultancy Company/Firm for Development of Blended Learning Program for ‘Beautician’ (Services Sector)**” in accordance with your proposal dated [Date]. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in Paragraph Reference 1.8 of the Data Sheet, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Agreement negotiations.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than the date indicated in Paragraph Reference 3.1 of the Data Sheet.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_



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## Form TECH-2 Consultancy Firm's Organization and Experience

### A - Consultant's Organization

[Provide here organogram of your firm and information as per below format]

#### 1. Organogram

Organizational Information			
Sr. No.	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organization		
3	National Tax Number		
4	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) <b>(Sole Proprietorship and Individuals are not allowed)</b>	Public Sector Organization	
		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:		



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## **Form TECH-3 Description of Approach, Methodology and Work Plan for Performing the Assignment**

*[Technical approach, methodology and work plan are key components of the Technical Proposal. You are required to present your Technical Proposal as per the criteria list in Technical evaluation in the proposal]*

### **a) Approach and Methodology**

Please be precise and to the point in addressing the objectives of this assignment through proposed approach and methodology.

Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following chapters:

- i. Technical Approach and Methodology including
- ii. Work Plan & Timeline

#### **i. Technical Approach and Methodology**

In this chapter you should explain your understanding of the objectives and scope of Job/TORs of the assignment, approach to provide these services, and methodology for carrying out the assignment.

You may highlight the problems being anticipated by you in this assignment and their importance and explain the technical approach you would adopt to address them. You may also be invited for an online presentation on your proposed methodology and evaluation will be done on the basis of following:

#### **Approach**

- Interpretation of scope and objectives of assignment including
  - Approach to development content creation
  - Distribution of content into onsite & off-site training
  - Assessment parameters
  - Adaptation / implementation of assessments
- Approach to the Technical delivery of the project.
  - Innovative value being brought by the firm
  - Upgradation of given content by research and induction of global best practices

#### **Methodology**

- Overall methodology adopted for development of content
- Approach to conduct the assessments.
  - Execution related issues
  - Tools and Techniques utilised to create content for this project
  - Assessment development/ procurement related issue



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## **Risk & Mitigation Strategy**

- Troubleshooting approaches of how to mitigate issues
  - Execution related issues
  - Understanding of the risks involved in this project
  - Highlighting at least 3 risks and identifying mitigation strategies for all risks identified

## **Quality Parameters**

- How to ensure quality parameters within the program including but not limited to:
  - How to ensure quality of content
  - How to ensure quality of videos and quality to remain consistent
  - Other quality parameters necessary according to the firm/company

### **ii. Work Plan**

It is anticipated that the duration of the project shall be about 5 months of development time (excluding the time taken by client in the review of content/deliverables as well as the pilot test of the developed program). The project will commence upon approval of the proposal and signing of an agreement with the consulting firm. The proposed work plan should be consistent with the technical approach and methodology, showing clear understanding of the TORs and ability to translate them into a deliverable working plan. The work plan should be consistent with the Work Schedule of Form TECH-6. The following aspects must be covered in the workplan

- Detailed workplan with a well-structured timeline
- Clear milestones and dates for achievement of each milestone
- Client review time should be built in keeping in mind the quantity of review required
- Clear successes



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## Form TECH-4 Team Composition and Task Assignments

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<b>Professional Staff</b>					
<b>Name of Staff</b>	<b>CNIC No./Passport No.</b>	<b>Firm</b>	<b>Area of Expertise</b>	<b>Position Assigned</b>	<b>Task Assigned</b>



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### Form TECH-5 Curriculum Vitae (CV) for Proposed Professional Staff

1. **Proposed Position** [only one candidate shall be nominated for each position]: \_\_\_\_\_
2. **Name of Firm** [Insert name of firm proposing the staff]: \_\_\_\_\_
3. **Name of Staff** [Insert full name]: \_\_\_\_\_
4. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_
5. **CNIC No (if Pakistani):** \_\_\_\_\_ **or Passport No:** \_\_\_\_\_
6. **Education:**

Degree	Major/Minor	Institution	Date (MM/YYYY)

7. **Membership of Professional Associations:** \_\_\_\_\_

8. **Other Training** [Indicate significant training since degrees under 6 - Education were obtained]:

9. **Languages** [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

10. **Employment Record** [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below).]:

Employer	Position	From (MM/YYYY)	To (MM/YYYY)

**11. Detailed Tasks Assigned**

[List all tasks to be performed under this assignment]

**12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned**

[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 11.]

1) **Name of assignment or project & Location:** \_\_\_\_\_ **Cost of Project** \_\_\_\_\_

Date of Start \_\_\_\_\_ Date of Completion \_\_\_\_\_

Actual Time Spent on the Project: \_\_\_\_\_ in months.

Client: \_\_\_\_\_

Main project features: \_\_\_\_\_

Positions held: \_\_\_\_\_

Activities performed: \_\_\_\_\_

**2) Name of assignment or project & Location: \_\_\_\_\_ Cost of project \_\_\_\_\_**

Date of Start \_\_\_\_\_ Date of Completion \_\_\_\_\_

Actual Time Spent on the Project: \_\_\_\_\_ in months.

Client: \_\_\_\_\_

Main project features: \_\_\_\_\_

Positions held: \_\_\_\_\_

Activities performed: \_\_\_\_\_

**3) Name of assignment or project & Location: \_\_\_\_\_ Cost of Project \_\_\_\_\_**

Date of Start \_\_\_\_\_ Date of Completion \_\_\_\_\_

Actual Time Spent on the Project: \_\_\_\_\_ in months.

Client: \_\_\_\_\_

Main project features: \_\_\_\_\_

Positions held: \_\_\_\_\_

Activities performed: \_\_\_\_\_

**13. Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_

*[Signature of staff member or authorized representative of the staff]*

*Day/Month/Year*

Full name of authorized representative: \_\_\_\_\_





## Form TECH-7 Eligibility Criteria Checklist

Eligibility Criteria Checklist				
Sr. No.	Eligibility Criteria Details	Evidence/Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Should be a legal entity	(Proof required - copy of incorporation / registration certificate) <b>(Sole Proprietorship and individuals are not allowed)</b>	<input type="checkbox"/>	<input type="checkbox"/>
2	Provide copy of registration for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization.	Evidence of proof to be attached	<input type="checkbox"/>	<input type="checkbox"/>
3	Must be an Active Taxpayer as per "Active Taxpayer List" of FBR (Proof required).	Evidence of proof to be attached	<input type="checkbox"/>	<input type="checkbox"/>
4	<b>Affidavit on stamp paper</b> declaring that firm is not blacklisted by any Government agency/ semi-government / authority / organization. (Original signed & stamped)	Affidavit on stamp paper original signed & stamped	<input type="checkbox"/>	<input type="checkbox"/>

#### **4) Financial Proposal - Standard Forms**

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal according to the instructions provided under para. 3.6 of Section 2. Such Forms are to be used whichever is the selection method indicated in para. 4 of the Letter of Invitation.

FIN-1 Financial Proposal Submission Form

FIN-2 Summary of Costs



**Form FIN-1 Financial Proposal Submission Form**

[Location, Date]

To: [Name and address of Client]

Dear Sir,

We, the undersigned, offer to provide the consulting services for PSDF “**Hiring of a Consultancy Company/Firm for Development of Blended Learning Program for ‘Beautician’ (Services Sector)**” in accordance with your proposal dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures<sup>1</sup>]. This amount is inclusive of the taxes.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Agreement negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Paragraph Reference 1.8 of the Data Sheet.

No commissions or gratuities have been or are to be paid by us to agents relating to this Proposal and Agreement execution.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

## Form FIN-2 Summary of Costs

Item	Cost without Taxes	Applicable Taxes	Taxes Amount	Costs including all applicable Taxes
	PKR	%	PKR	PKR
<b>Total Cost of Financial Proposal</b>				

**Cost Breakup must be shared as per the deliverable mentioned in Terms of Reference.**

### Payment Terms:

- Upon successful completion of deliverable as per below milestone, payment shall be made within 30 days after the submission of invoice.
- All the payment shall made in the PKR after the deduction of all applicable taxes.

Sr. No	Payment Milestone	Payment %
1	Delivery of workplan and inception report	10%
2	Finalized scripts for content development	15%
3	Development of 30% training content	20%
4	Development of 30% training content	20%
5	Development of 40% content	20%
6	Incorporation of changes to developed content based on feedback from PSDF post pilot / focus group sessions	15%

## 5) Terms of Reference

### 1. Background

**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 the Punjab (GoPb) in collaboration with UK's Department for International Development (DFID). PSDF also exclusively manages the skills training funding of the World Bank.

Since its inception in 2010, PSDF has been working towards skills development of the poor and vulnerable youth of Punjab, leading to income generation opportunities. PSDF has always focused in developing innovative ways to address the training needs of its beneficiaries. The recent COVID-19 pandemic has been disastrous in not only disrupting the process of skills training but has also significantly reduced economic activities resulting in reduced overall employment opportunities with industries/firms. Since there is no known cure for the coronavirus pandemic, with vaccines made available much later, and the spread rate is consistently increasing, it is unlikely that the routine training programs will be able to start again soon or even reach maximum capacity. Therefore, alternative training options such as online training programs will be a long-term prospect. Even if training programs were initiated, it would be much safer to run online training programs reducing the risk of contracting the virus due to reduced requirements for physical training with other students and staff present. Under the given circumstances in order to successfully fulfil its purpose, PSDF must focus on online training programs/models that can lead to self-employment or micro-entrepreneurship opportunities for its beneficiaries.

As global scientists have speculated that the impact of COVID-19 will be long-lasting which will change the way we currently work and train, it is paramount for PSDF to develop alternative methods of skills training delivery that can ensure our beneficiaries get the skills needed to create income-generation opportunities for themselves.

### 2. Objectives

The vocational training requires hands-on practical training apart from theoretical part and observation/demonstration of the skills to trainees. Based on analysis of trades leading to self-employment and global best practices, the most progressive way to provide skills training, in the current situation is through the blended learning model. The skill training through this model will deliver:

- 70% - 80% of training online; where the training content both theory and demonstration are inculcated through videos and assessments, following a modular approach

- 20% to 30% of on-site physical training to provide trainees access/exposure to practical experience of interacting with different machines/equipment/tools in a live environment

PSDF has identified 20 trades that can be developed into blended learning training programs. List of trades attached as Annexure A The trades were chosen based on:

- 1) Demand – High Demand
- 2) Outcome – Potential for Employment/Self Employment
- 3) Cost – High Training Cost
- 4) Conversion – Easily Convertible into Hybrid Training Model
- 5) On-site – Low on-site training requirement

### 3. Scope of Work:

Consulting firm is expected to undertake the following tasks:

- Engagement of subject matter experts to develop the blended course contents based on curriculum provided by PSDF (attached as Annexure)
- Provide a detailed delivery timeline as the workplan for content development along with key milestones, deliverables, days for each activity and key dates
- Aligning requirements of assignments by:
  - Detailed discussion with the PSDF team and gathering a thorough understanding of the assignment
  - Align with PSDF team on the complete outline, specific student learning objectives and outcomes
  - Create a detailed hourly breakdown for the course in terms of online and on-site trainings, number of videos, numbers of assignments etc.
  - Finalize the Course Outline with the Subject Matter Expert in consultation with the PSDF team and develop a detailed plan
  - Develop scripts of all content before moving towards production of content
  - All scripts to be reviewed by PSDF and changes recommended by PSDF must be discussed, agreed and incorporated
- Conceptualize, Design and Develop modules including (but not limited to):
  - Reviewing curricula provided by PSDF
  - Researching international best practices available and integrating wherever necessary after discussion with Subject Matter Expert and PSDF
  - Development of learning modules in Urdu Language
  - Implementation resources: videos, graphics, narrations, assessments, DIY activities
  - Videos must incorporate various methods such as instructor lectures, narrated screen recordings, voice overs, animations, graphical videos etc. (the consultancy firm can recommend types of videos that they may feel fulfil the requirements of the course)
  - Development of practical activities that will be performed at the training facility

- by trainees to enhance their knowledge and understanding of the course content
- Development of quizzes/assessments to gauge practical training
- Ensure breakdown and tracking in content development of both online training and practical training
- Curate content based upon the curriculum
  - Curriculum content to be curated according to and uploaded on PSDF PLATFORM
- Provide supervision and mentoring support to improve processes based on the results of the pilot of the course.
- Make required changes to content, videos, activities, assessments etc. based on the results of the pilot program
  - Content revision and upgradation following the results of the pilot program
- Prepare a comprehensive project completion report, including the results of the pilot result and changes made

#### ❖ **Specific Tasks**

##### ➤ **Alignment of assignment:**

- Complete requirement gathering with PSDF team regarding:
  - Beautician course objectives and desired learning outcomes
  - Understanding of the Target audience
    - Language of the training content
    - Ease of access and understanding
- Development of course outline
  - Adapting best resources
  - Review latest/ updated national curricula
  - Develop an extensive course outline covering:
    - Total duration of the content and each module
    - Content of course including duration of videos, lectures, text, assessments etc.
    - Hourly breakdown structure for online and on-site training
    - Scripts for videos
- Work plan for execution of assignment
  - Develop a detailed timeline for delivery of training content
  - Key milestones and timelines to achieve each
  - Review of PSDF for all necessary content, scripts, videos, quizzes etc.
- Alignment of timelines
- Mapping of PSDF requirements with course outline as well finalization of course design, videos, course length etc.

##### ➤ **Course Development:**

- The consultancy firm will be responsible for:
  - Review of available Beautician curricula for adaptation
    - NAVTTC 6-month Beautician curriculum review for adaptation
    - Review of available and relevant curricula for incorporation and adaptation in the development of coursework



- Identifying necessary training modules related to Beautician course
    - Hourly breakdown of modules and their online and on-site training split
  - Development of complete training content:
    - Reading material including examples
    - Assessments
    - Teacher's guide
  - Production of videos
    - All types of videos agreed upon
    - voice overs
    - Animations
    - Other tasks that may be required in the production cycle
  - Weekly review of developed content with PSDF
  - Focus groups to test developed course content and gauge understanding of trainees during the development process
- **Curation of Content**
  - The firm will curate the content on the online platform that PSDF provides and work toward developing a user-focused online course
- **Monitoring/Supervision**
  - Develop in-built mechanisms via assessments and activities to monitor progress and understanding of trainees
    - Develop tests and in-built progress markers for each activity
- **Revisions**
  - PSDF will review all scripts, videos, contents etc. and recommend changes, if required
  - The changes recommended should be compiled and thoroughly discussed with PSDF. Once an agreement is received the recommended changed must be incorporated
  - Pilot test / focus group of the training program will be conducted. Post pilot, the firm will revise and upgrade course content based on feedback received and agreed with PSDF

#### a) Required Team Composition

Core team proposed by Consulting Firm must consist of one Project Manager, two relevant sector experts and Director of Videography. CVs to be attached as per **TECH-5 of Section 3**. It is Mandatory that proposed members are from the same organization or remain engaged for the entire length of the agreement with PSDF. The brief requirement of the team is provided below:

<b>Subject Matter Expert</b>	Minimum Bachelor's Degree and Experience of three (3) years or more in content development in relevant trade or training delivery of the given trade
<b>Project Manager</b>	Minimum Bachelor's degree with at least five (3) years of experience in development or production of content.
<b>Director of Videography</b>	Minimum Bachelor's degree any filed or Diploma/Certification in relevant field with three (3) years of relevant experience in video production.

**b) Duration and Deliverables:**

- The successful firm shall sign and execute the standard contract of PSDF including any general conditions on the terms and conditions specified therein. Any amendment to the contract shall be made with mutual consent of both parties.
- The duration of the contract shall be for 8 months. However, it may be extended on mutual consent.

The consultancy firm will be responsible for the following deliverables:

Sr. #	Activity	Deliverables
1.	Finalization of methodology with PSDF	<ul style="list-style-type: none"> <li>• Agreement on course outline</li> <li>• Full delivery of scripts for review</li> <li>• Agreement on delivery methodology and duration of content etc.</li> </ul>
2.	Development of training Modules	<ul style="list-style-type: none"> <li>• Development of training modules based on methodology and scripts finalized with PSDF including course content, videos, assessments, voice overs etc.</li> </ul>
3.	Feedback and changes to modules	<ul style="list-style-type: none"> <li>• All content developed will be reviewed by PSDF and feedback may be provided</li> <li>• Changes recommended post the feedback received from PSDF to be compiled for discussion</li> <li>• Amendments to the training program to be made based on the feedback finalized with PSDF</li> </ul>
4.	Post development support	<ul style="list-style-type: none"> <li>• Curation of all content on PSDF provided platform</li> <li>• Pilot testing/focus group of developed training through panel decided by PSDF</li> <li>• Changes to content to be made if any, post pilot</li> <li>• Final project report</li> <li>• Handing over of all developed content to PSDF</li> </ul>