

REQUEST FOR PROPOSAL

HIRING OF FIRM FOR SOCIAL MEDIA MARKETING OF DRAMA SERIAL

Punjab Population Innovation Fund (PPIF), a section 42 Not-for-Profit Company, invites sealed proposals from experienced and tax registered firms for social media marketing of drama serial under PPRA Rules 2014.

Interested bidders can obtain bidding document containing all details of required items, eligibility / evaluation criteria and terms & conditions from PPIF website (<https://ppif.org.pk/tenders>) and PPRA website (<http://eproc.punjab.gov.pk/ActiveTenders.aspx>) free of cost. Procurement process will be carried out under Punjab Procurement Rules 2014.

- The sealed bids (procurement title on envelope) must be delivered to PPIF, House No. 125 Abu-Bakar Block, New Garden Town, Lahore till **June 28, 2024** before **11:00 AM** and will be publicly opened on same day i.e. on **June 28, 2024** at **11:30 AM** in the conference room PPIF Lahore Office, in the presence of the interested bidders or their representatives who may wish to attend.
- Bid security amount is Rs. 60,000/- (2% of estimated cost of 3 million) in favor of Punjab Population Innovation Fund.
- PPIF will not be responsible for any cost or expenses incurred by bidders in connection with preparation or delivery of bids.
- The competent authority may reject all bids at any time prior to the acceptance of bid. The procuring agency shall upon request communicate to any bidder, the grounds for its rejection of all bids, but shall not be required to justify those grounds.

Associate Procurement
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