

PUNJAB POPULATION INNOVATION FUND

Tender Document

“Hiring of Communications Firm”

September, 2017



Submission Date for Sealed Bids: 18th October, 2017 (11:00 AM)

House # 125, Abu Baker Block, New Garden Town, Lahore Pakistan.

Phone: +92-42-359133413-15

Fax: +92-42-99231123

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1- Background

Punjab Population Innovation Fund (PPIF) is a not-for-profit, public sector company set up by the Government of Punjab - Planning and Development Department and incorporated under Section 42 of the Companies Ordinance 1984. It aims to support the Punjab Growth Strategy 2018's objective of reducing fertility to couples' desired levels by supporting projects to seed and mainstream innovative approaches.

2- Objectives

As PPIF is in the process of building its corporate brand identity, there is a vital need to ensure comprehensive media coverage for all its events and milestones. By engaging a Media firm, PPIF wishes to disseminate information to a wider audience and help position PPIF as a leading population development organization.

3- Invitation to bids

Punjab Population Innovation Fund (PPIF) wishes to acquire the services of a Media PR & Creative Design Firm on retainer basis, with demonstrated expertise in communications and marketing in Public Health. The selection procedure will be based on the PPIF's technical and financial evaluation. The following terms of reference identify the main tasks and responsibilities that the winning PR firm would be expected to deliver upon.

Technical and financially qualified communications firm will be offered a contract of one year which will be extended annually, based on performance up to duration of six years. Extension of contract will be on same cost and same terms & conditions if mutually agreed by both parties (communications firm and PPIF).

4- Instruction to Communications firms

PPIF will follow Punjab Procurement Regulatory Authority (PPRA) Rules for the entire bidding process. The selection of communications firm will be based on Quality Cost Based Selection (QCBS) method. PPIF will adopt single stage two envelopes bidding procedure to call for proposals.

The bid shall be a single package consisting of two separate envelopes, containing separately the financial and the technical proposals. The envelopes shall be marked as "Financial Proposal" and "Technical Proposal". In the first instance, the "Technical Proposal" shall be opened and the envelope marked as "Financial Proposal" shall be retained unopened in the custody of the PPIF. The PPIF shall evaluate the technical proposal in the manner prescribed in the section - 7 given in the document, without reference to the price and shall reject any proposal which does not conform to the specified requirements. During the technical evaluation no amendments in the technical proposal shall be permitted. After the evaluation and approval of the technical proposals, the PPIF shall open the financial proposals of the technically accepted bids, publically at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period. The financial bids found technically nonresponsive shall be returned un-opened to the respective bidders. The technical and financial proposal will be evaluated on the basis of PPIF evaluation criteria as provided in section "Technical Proposal" and "Financial Proposal" of the document.

The scope of activities set the basis of technical approach to be adopted by the potential communications firms. The communications firms who will get minimum 65 marks in technical evaluation will be called for financial bid opening and contract negotiations.

5- Conditions for Eligibility

The successful communications firm, fulfilling the following criteria, will be considered as eligible communications firm for the bidding process of Communications services;

- i. Must be legally established in Pakistan and holds a registered office in Lahore.
- ii. Must have minimum 03 years of experience of providing communication services, preferably for multinationals, FMCG, autonomous bodies/international clients;
- iii. Currently working with at least 03 international, FMCG and MNC clients handling same nature of job;
- iv. The minimum number of permanent employees associated with the firm should not be less than 5 including strong creative design team;
- v. Must have a turnover of more than Rs. 05 million annually;
- vi. Must be an Income Tax and Punjab Sales Tax registered company;
- vii. The firm must not have been suspended or blacklisted by either organization or any government, semi government, autonomous or any financial institution of Pakistan in the last 2 years.
- viii. Must be a regular tax payer

* *“Relevant experience” means experience of Communications/Media.*

Note: Provide the supporting documents for eligibility criteria as mentioned in Annex-B “Eligibility Response Checklist”.

Kindly fill the following necessary annexures required for the above qualification criteria and attach the supporting documentary evidences as mentioned in each annexure;

Annex – A:	Organization Information (Form ‘A’)
Annex – B:	Eligibility Response Checklist
Annex – C:	Relevant Experience of the Organisation (Form ‘B’)
Annex – D:	Key Management Staff of Firm (Form ‘C’)

And also sign the declaration form at the end of document and attach with your other documents.

6- Scope of Job

The firm will be contracted to:

- i. Provide design support for all PPIF campaigns, publications, IEC materials;
- ii. Overhaul and maintenance of the PPIF Web presence and online social media support;
- iii. Provide PR related to PPIF events and milestones and Media coverage.

Activities and Deliverables

The Communications Firm will be expected to undertake the following:

1. Provide Design Support for all PPIF Campaigns, Publications, IEC Materials on short notice or pre planned as required

- a. Print, Electronic, Social Media Coverage and Outdoor Designing of all PPIF events and activities; Videography/Photography of all PPIF events and activities;
- b. Production of audio/video, Public Service Messages, Commercials etc;
- c. Conceptualization and designing of IEC Material & other publications;
- d. Provide full time support on Graphic design for all PPIF campaigning and design requirements by providing a Full Time dedicated graphics resource well-versed in Photoshop and Coral Draw. The dedicated resource will be housed at PPIF after hiring in consultation with them;

2. Overhaul and Maintenance of the PPIF Web Presence and Online Social Media Support

- a. Designing, developing, marketing and maintaining PPIF social media pages for the promotion of the campaign and events;
- b. Professional overhaul and year-round management of PPIF Website on PHP, Joomla & Word press as well as management of the Facebook page;
- c. To ensure technical consistency, clarity, accuracy particularly in message development as outlined in the
- d. PPIF Communications Strategy and timely dissemination of information;
- e. Offer creative services such as top-notch research and writing services (including, articles, feature stories, etc.), audio-visuals (including short documentaries), Public Service Announcement (including Celebrity Endorsement) to enhance and project PPIF's public image;

3. PR related to PPIF Events and Milestones & Media Coverage

- **Effective Coverage:** Leveraging maximum media coverage on television, radio and print outlets by:
- Ensuring publishing of informational articles and features in prominent English, Urdu and regional newspapers, magazines, electronic magazines, blogs, and other widely-circulated publications as and when required by PPIF.

7- Terms of References

- a) Only short-listed applicants fulfilling the eligibility criteria will be considered for technical and financial proposals. The financial proposal of technically qualified communications firm will be opened for further evaluation.
- b) All documents and information received by PPIF from applicants will be treated in strictest confidence.
- c) Documents submitted to PPIF will not be returned.
- d) All expenses related to participation in this tender document shall be borne by the applicants.
- e) Documents shall be submitted in a separate sealed envelopes marked as "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL" as hard copy in a sealed envelope for 'Hiring of Communications Firm'. The envelope containing hard copy of technical proposal and hard copy of financial proposal shall be received on the postal address given below.
- f) All bids/proposals must be accompanied by **Call Deposit Receipt (CDR) of two percent (2%)** for the value of the one year quoted price in the form of pay order or demand draft favouring Punjab Population Innovation Fund. The CDR should be valid for a period not less than 12 months.
- g) Technical and financial proposals received thereafter will not be accepted.

- h) PPIF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of technical proposal, if required.
- i) Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before COB **9th October, 2017**. For any other related information please contact the undersigned.
- j) Successful firm may be asked to submit a **performance guarantee 5%** of contract value at the time of contract signing which will return after completion of contract.

Postal Address

Manager Procurement
 Punjab Population Innovation Fund
 125, Abu Bakar Block, New Garden Town, Lahore
 E-mail: hashim.hussain@ppif.org.pk
 Tel: – 042-35913413-15
 Fax: 042-99231123

8- Technical Proposal evaluation criteria

This tender document is governed by the procedure approved by PPIF management. The technical proposal of eligible organisations will be evaluated using the scoring guide attached as annexure – E. Score will be awarded on the base of following details;

Technical proposal should contain following and any additional information and the **copies of all required documents** should be attached in technical proposal for evaluation.

Sr. No.	Category	Marks
1	Qualification of the Communications Firm (Establishment of Firm, Firm Affiliations/Recognitions, Clients of Firm, Offices Presence)	25
2	Team (Qualification and Experience of team members)	30
3	Relevant Experience of the communications firm, projects/assignments in last two years	30
4	Financial Capability	15
Total:		100

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

9- Financial Proposal

Please refer to the annexure titled “Financial Proposal”, attached as annexure – F.

10- Financial Evaluation

The financial proposals of only those technically responsive bidders who will obtain minimum sixty five percent marks will be opened. A combined evaluation of the technical and financial proposals will be carried out by weighting and adding the quality and the cost scores. The weight for quality is eighty percent with twenty percent given to cost.

The top ranked firm will be short listed for contract negotiations. If the cost is not within the approved limit set by the management, PPIF may negotiate with the highest ranked bidder regarding methodology, work plan, staffing, contract price and special conditions of the contract. In case of failure of negotiations, PPIF may invite the next ranked bidder as per PPRA Rules.

11- Type of Contract

The type of contract will be retainer basis for a year that includes but not limited to the scope of job and terms of references and any out of pocket expenses, where required. Contract will be valid for one year from date of signing of contract. Contract may be extended for another term based on same cost and same terms & conditions mutually agreed by both parties (bidder and PPIF).

12- Pre-bid Meeting

A pre-bid meeting will be conducted on 9th October, 2017 at 11:00 AM in PPIF office for clarification of queries and more understating of the project.

13- Declaration

Kindly provide the declaration as per format provided below at the end of 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	

14- Submission of Bids (Technical and Financial Proposal)

Complete bid containing technical and financial proposal along with all required information & documentary evidences may be delivered to Manager Procurement, PPIF, House # 125, Abu Bakar Block, New Garden Town Lahore and submitted before 11:00 AM on 18th October, 2017. Technical proposals will be publically opened on the same day i.e. 18th October, 2017 at 11:30 AM in the presence of bidder's representatives who wish to attend the bid opening.

a- Cover Letter for the Submission of Technical Proposal and Financial Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

Re: Technical Proposal and Financial 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 and financial proposals 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 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:

Important Note: The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PPIF shall upon request communicate to any communications firm, the grounds for its rejection of all bids or proposals, but shall not be required to justify those grounds.

Annexures

Annex – A “Organization Information”

Form A: Firm Profile			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
4	Core business area/s of the organization		
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	
		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”

Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	Must be legally established in Pakistan and holds a registered office in Lahore (Copy of registration certificate and company profile required or attached declaration of office addresses at signed firm letter head)		Copies Attached
			Copies Not Attached
2	Must have minimum 03 years of experience of providing communication services, preferably for multinationals, FMCG, autonomous bodies/international clients (copies of purchase order/work order/contracts required)		Copies Attached
			Copies Not Attached
3	Mention National Tax Number (NTN) and Punjab Sales Tax Number (PSTN) in the name of Organization (copies of certificates required)	National Tax Number (NTN)	
		Free Tax Number (FTN)	
4	Currently working with at least 03 international, FMCG and MNC clients handling same nature of job (copies of purchase order/work order/contracts required)		Copies Attached
			Copies Not Attached
5	The minimum number of permanent employees associated with the firm should not be less than 5 including strong creative design team (detailed CVs of team required)		Copies Attached
			Copies Not Attached
6	A certificate/affidavit on stamp paper indicating that the firm is not blacklisted by any Government Autonomous Body.		Original Attached
			Original Not Attached
7	Must be a regular tax payer (copy of tax returns of last year required)		Copies Attached
			Copies Not Attached
8	Must have a turnover of more than Rs. 05 million annually (audited financial report/tax return of last year required)		Copies Attached
			Copies Not Attached

Annex - C “Relevant Experience”

Form ‘B’: Relevant Experience			
Sr. #	Required Information	Response (Please provide exact information with case title, location/s and duration)	
1	Company name		
2	Contract/Assignment duration in months		
3	Location/s (districts/tehsils)		
4	In case of health related company please check the box	Relevant	Not Relevant

Annex - D “Key Management Staff Information”

Form ‘C’: Key Management Staff Information (Sheet 1¹)				
Sr. #	Required Information		Response	
1	Name			
2	Position			
3	Firm Name			
4	Age			
5	Years of association with the firm			
6	Core professional area of work			
7	Assigned tasks in this firm			
8	Please name similar assignment undertaken by the individual			
10	Specific role of the individual in this activity			
11	Please provide information on additional experience in communications cases			
	Position	Employer	Duration	
			From	To
12	Educational Qualifications			
	Degree/Diploma/Certificate	Year	Institution	Speciality

¹Please mark the other two sheets as Sheet 2 and Sheet 3 respectively for each individual.

Annex – E “Technical Evaluation Criteria”

Qualification				
Sr. No.	Description	Category Points	Grand Total Points	Documents Required
1	Qualification			
1.1	Established office in Punjab (preferably in Lahore)	5	-	Copy of registration / incorporation certificate
	Affiliations/Recognitions of Firm	5		Copy of affiliation / recognition certificate
1.3	Clients of Firm	10		List of clients with their contact details
1.4	Offices Presence	5		Company profile or address of offices on signed company letter head
Sub Total			25	
* “Relevant experience” means experience of Internal Communications.				
Team				
Sr. No.	Description	Category Points	Grand Total Points	Documents Required
1	Team		20	
1.1	A team of full time staff with at least 3 years relevant experience each including strong creative design team	7	-	Copies of detailed CVs signed by all team members
	Number of creative designers	5	-	List of team members
	Qualification of Team members	5		Copies of detailed CVs signed by all team members
	Professional certifications/qualifications	5		
	Experience of Team members	8		
Sub Total			30	
Relevant Experience				
Sr. No.	Description	Category Points	Grand Total Points	Documents Required
1	Specific Experience			Copies of work orders or contract or purchase order required
1.1	Number of similar assignments	15	-	
1.2	Relevant experience in last two years	10	-	
	Relevant experience in more than two years	15		
Sub Total			30	
4. Financial Capability				
Sr. No.	Description	Category Points	Grand Total Points	Documents Required
4.1 (a)	Firm’s annual turnover equal to or greater than 20 million	15		Provide last year audited financial report or tax returns of the firm (mention total receipt/turnover in the year)
4.1 (b)	Firm’s annual turnover equal to or greater than 10 million	10		
4.1 (c)	Firm’s annual turnover equal to or greater than 5 million	5		
Sub Total			15	
Grand Total			100	

Annex – F “Financial Proposal”

Cost of Communications Services on retainer basis per month (without Sales Tax) in PKR	Cost of Communications Services on retainer basis per month (with Sales Tax) in PKR