

PUNJAB POPULATION INNOVATION FUND

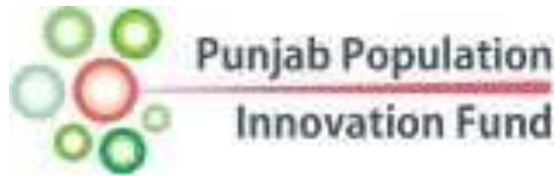
CONSULTANCY SERVICES

“Expression of Interest Document for Hiring of Production House/Firm for Script Writing & Production of Drama Series”

Procurement is done in Punjab Population Innovation Fund under PPRA Rules, 2014

Procurement Unique Number: PPIF/Grants/DP/2022-23

November, 2022



Submission Date for Sealed EOI document: 24th November, 2022 (11:00 AM)

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1- Background of PPIF

Punjab Population Innovation Fund is a not-for-profit, public-sector Company, registered under Section 42 of the Companies Ordinance, 1984. PPIF has been established to finance innovative approaches to deliver family planning services with a view to achieving the Punjab Growth Strategy's objective of reducing fertility to couples' desired levels. The fund spearheads locally responsive, scalable and sustainable family planning and reproductive health initiatives. PPIF-enabled interventions would play a critical role in accelerating Fertility Decline by increasing Contraceptive Prevalence in Punjab, a province which houses half of the national population of women with unmet need for contraception.

2-Invitation to EOI

PPIF requires expression from the interested eligible technically qualified production house/firms as per the TOR and criteria provided in the document. PPIF invites sealed expression of interest for the above-mentioned services from tax registered and relevant experienced firms.

3-Instructions to Production House/ Firm

PPIF will follow Punjab Procurement Regulatory Authority (PPRA) Rules 2014 for the complete procurement process of large consultancy services.

The selection of production house/firm will be proceeded through Expression of Interest (EOI) and then Request for Proposal (RFP) for shortlisted firms as per PPRA Rule – 47 & 48 respectively. After EOI, prequalified firms will be called for Request for Proposal under QCBS (Quality & Cost Based Selection) method.

PPIF shall evaluate the proposal in the manner prescribed given in the document. During the evaluation no amendments in the proposal shall be permitted. After EOI, only the shortlisted production house/firm shall be entitled to participate in the subsequent proceedings of RFP. PPIF, at any stage of the procurement proceedings, having credible reasons for, or prima facie evidence of, any defect in the capacity or otherwise of a production house/firm, whether or not shortlisted, may require the production house/firm to provide such further information concerning the professional, technical, financial, legal or managerial competence as PPIF may decide.

PPIF shall disqualify a production house/firm on the ground that he had provided false, fabricated or materially incorrect information. Those production house/firm will get minimum 65 marks in technical evaluation will be declared as shortlisted firms for RFP.

5- Conditions for Eligibility

The successful production house/firm, fulfilling the following criteria, will be eligible for the bidding process and further technical evaluation of services;

A. Minimum Technical Eligibility of Production House/Firm:

- i. It has experience to prepare the scripts of at least two successful for the television dramas, be able to call on a suitable cohort of actors and production specialists (film, sound and editing) and have access to all of the equipment necessary for producing these dramas.

- ii. It should have experience in implementing in developing and airing at least two successful mass media campaign highlighting the social issues in Pakistan and have track record of producing short television drama, documentaries or films (Evidence of successful mass media campaigns to be provided)
- iii. The multi-disciplinary team assigned to produce drama should at minimum comprise of five core team members; a Director, a Production Manager, Script Writer, Editor.

B. Minimum Legal Eligibility for Production House/Firm:

- iv. Must be registered for having legal status to operate in Pakistan. (Share the copy of relevant registration certificate).
- v. Must be an Income Tax (NTN) and Punjab Sales Tax (PST) registered company;
- vi. Affidavit on stamp paper mentioning below three points:
 - i. Must not have been suspended or blacklisted by any Government, semi-Government, autonomous or any financial institution of Pakistan in the last 5 years.
 - ii. That neither the organization nor any of its employee or officer are engaged in any activity that amounts to breach of security or any activity inconsistent with Pakistan’s national interests, or contrary to Government Policy.
 - iii. Under AML/CFT that the organization/any of its vendor/sub-contractor is not involved in any money laundering, terrorist financing, weapon smuggling, anti-state activities or has or maintains links with proscribed individuals or organizations. (Original affidavit on stamp paper required)
- vii. Must be a regular tax payer. (Last year tax return required)
- viii. Must have audit report/accounts audited by SBP/ICAP registered audit firm in the last three years.

Note: Provide the supporting documents for eligibility criteria as mentioned in Annex-B “Eligibility Response Checklist”. Absence of any document will lead to ineligibility for further evaluation process.

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 Organization (Form ‘B’)
- Annex – D: Key Management Staff of Firm (Form ‘C’)
- Annex – E: Technical Evaluation Criteria

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

6- Terms of Reference (TOR)

For PPIF, innovation means inclusively- creating and scaling-up data-driven, sustainable and open solutions that accelerate the achievement of transformative results in the lives of women, men and youth. Innovation need not mean a radical departure from previous practice but rather could include new approaches to existing processes. Innovation can also apply to systems or processes and the generation of new knowledge. Finally, innovation extends to applying an existing strategy in a new context for the first time, thereby shedding light on how best to replicate and scale up new approaches at the province level.

The aim for this call is to improve family planning knowledge, positive attitudes and practices through systematic and evidence-based Social and Behavior Change Communication Interventions.

Background:

Mass media communication tools such as Television has one of the highest outreach of any communication channel. Its weekly viewership stands at 76.2% for Pakistan of which the major contribution is through public channels whereas private channels also have a significant outreach with 14% and less viewership through cable and satellite mediums. With the exponential outreach of television and broadband, an average drama is viewed by more than 8 Million through TV and 2 Million through social media. These figures show the scope of using drama serial to improve knowledge and communication about family planning among the masses. According to PDHS 2017-18, women and men who are exposed to family planning messages through various media sources overwhelmingly think that the messages are effective in promoting family planning. Drama's serials in Pakistan have been effectively utilized to showcase our religious, cultural and societal norms and practices. However, family planning and population programming have rarely been discussed, at least in recent times, through the medium of drama serials.

The intervention (Mass Media)

Considering the impact of drama serial on the health outcomes, PPIF aims to develop One Television Drama Series of up to 22-25 episodes with 40 minutes running time approximately or as per discretion of the evaluation.

Some of the areas that PPIF will address through the drama serial include early child marriages, gender discrimination, social stigma around family planning information and services especially for young and newlywed couples, myths and misconceptions associated with Family Planning, maternal and child health with a focus on Healthy Timing and spacing of Pregnancy, role of husbands, in-laws, culture and education in the lives of young girls.

The main activities required to implement mass media intervention includes:

- Provision of one-liner (storyline of the drama)
- Script writing
- Production including designing and execution of promotional campaign. Promotional campaigns include Teasers, Drama ost, promos and public service message etc.
- Development of social media campaign
- Hiring of casting members

The target audience for the drama serial will be public at large especially young people and newlywed couples with the most information barriers. However, it will also be directed at other important individuals that affect the decision-making of the households and family planning specifically husband, mothers-in-law and community gatekeepers.

PPIF intends to air the drama initially through the platform of PTV for maximum national level outreach. However, after a successful airing of the drama PPIF will also explore possibility of re-airing the drama through private channels.

Duration: The expected timeline of production will be one year and six months.

Budget: PKR 50 million inclusive of all applicable taxes has been approved by PPIF under Govt. of Punjab funding.

Note: Please ensure that the revenue generated during airing of drama from different sponsors will not be shared with the drama producing firm. Furthermore, no digital rights will be given to the firm and all the script and production materials will be the property of PPIF.

7- Evaluation Criteria

Criteria to shortlist the interested firms is provided as Annex-E. Please provide the necessary documents along with proposal to score against criteria. Absence of any document will lead towards deduction of marks. Minimum qualify marks are 65.

8- Declaration

Kindly provide the declaration as per format provided below at the end of EOI on **stamp paper**.

I, hereby declare that:

- all the information provided in the technical proposal is correct in all manners and respects
- and I am duly authorized by the Governing body/Board/Management to submit this proposal on behalf of “ ”

Name	
Designation	
Signature	
Date and Place	

9- Submission of EOI

Complete EOI containing all required information and documentary evidences may be submitted before 11:00 AM on 24th November, 2022. EOI documents will be publicly opened on the same day i.e. 24th November, 2022 at 11:30 AM in the presence of bidder’s representatives who wish to attend it. EOI documents received after closing time will not be accepted.

10- One person one bid

- (1) In any procurement, one person may submit one bid and if one person submits more than one bids, the procuring agency shall reject all such bids.
- (2) If a consortium of persons has submitted a bid in any procurement, it shall be construed that each member of the consortium submitted the bid

11. General Guidelines

- a) In case of any dispute regarding services; the decision of the PPIF shall be final & binding.
- b) RFP will be issued to technically qualified firms in EOI process.
- c) All documents and information received by PPIF from applicants will be treated in strict confidence.
- d) Documents submitted to PPIF will not be returned.
- e) All expenses related to participation in this tender document shall be borne by the applicants.
- f) PPIF reserves the right to request submission of additional information from applicants in order to clarify/further understand aspects of technical proposal as per PPRA Rules, if required.
- g) PPIF reserves the right to verify any information provided by the applicants.
- h) The competent authority may reject all EOI proposals at any time prior to the acceptance of a proposal. PPIF shall upon request communicate to any communications production house/firm, the grounds for its rejection of all proposals, but shall not be required to justify those grounds.

- i) Questions about this EOI can be made only in writing: a letter or an e-mail and must be asked by or before COB **21st November, 2022**. For any other related information please contact the undersigned.

Associate Procurement

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a- Cover Letter for the Submission of EOI Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

Re: EOI 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 EOI for Proposal dated [Insert Date of EOI advertised]. We hereby submit our EOI 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:

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 Organization	
3	National Tax Number	
	Punjab Sales Tax Number	
4	Core business area/s of the organization	
5	What is the legal status of your organization? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organization
		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”

Eligibility Response Checklist			
Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	Must be registered for having legal status (copy of registration or incorporation or partnership deed /certificate required).		Copies Attached
			Copies Not Attached
			Not applicable. Public sector organization
2	Mention National Tax Number (NTN) or Punjab Tax Number (PST) in the name of Organization and provide a copy of registration	National Tax Number (NTN)	
		Punjab Sales Tax Number (PST)	
3	Regular tax payer Attach copies of tax returns of last year		Copies Attached
			Copies Not Attached
4	Submit stamp paper having following clauses: i. Must not have been suspended or blacklisted by any Government, semi-Government, autonomous or any financial institution of Pakistan in the last 5 years. ii. That neither the organization nor any of its employee or officer are engaged in any activity that amounts to breach of security or any activity inconsistent with Pakistan’s national interests, or contrary to Government Policy. iii. Under AML/CFT that the organization/any of its vendor/sub-contractor is not involved in any money laundering, terrorist financing, weapon smuggling, anti-state activities or has or maintains links with proscribed individuals or organizations. (Original affidavit on stamp paper required) iv. The information provided by the firm/company is correct/true. (MUST attach an undertaking on stamp paper by your firm’s authorized person with this document)		We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted. Submit stamp paper for this.
			Our organization has been blacklisted once or more than once.

5	Must have financial audit carried out by an SBP/ICAP registered firm for the last three years.		Copies Attached
			Copies Not Attached

Annex - C “Relevant Experience”

Form ‘B’: Relevant Experience (Sheet 1¹)			
Sr. #	Required Information	Response (Please provide exact information with case title, location/s and duration)	
1	Company name		
2	Name of Media Campaign		
4	Details of media campaign including key message, medium of broadcasting, production and cast members.		
5	Overall viewership and TRP of media campaign		
6	Contract/Assignment duration in months		
7	Location/s (districts/tehsils)		
8	In case of social issues/ Reproductive health and Behavior Change Communication related company please check the box	Relevant	Not Relevant

Relevant documentary proof must be attached.

Annex - D “Key Management Staff Information”

Form ‘C’: Key Management Staff Information (Sheet 1²)				
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	Specialty

CV’s of staff must be attached

Annex – E “Technical Evaluation Criteria”

Pre-Qualification Evaluation Criteria				
Sr. No.	Description	Category Points	Total Points	Documents Required
A1	General & Relevant Experience & Past Performance of production house/firm	-	100	Complete list of projects completed is required along with copies of PO/WO/Contract Agreements must be attached along with the EOI Doc.
1.1	General & Relevant Experience			
	On aired Drama Production Total 5 drama required 6 marks for each drama	30		
	On aired Drama Production focusing on Social problems/issues Total 2 dramas required 10 marks for each drama	20	-	
	Mass Media Projects successfully completed Total 5 projects required 5 marks for each project	25	-	
1.2	Firm Profile			
	Production House of the firm/company	15		
	Company own Equipment and team for production house	10		
A2	Capabilities of Personnel and Appropriate Managerial Capability	-	100	Documentary evidence must be provided along with the EOI Doc.
2.1	Expertise required with documents			
	<ul style="list-style-type: none"> • Script Writer----- 30 (marks) <ul style="list-style-type: none"> • Scripts developed on social issues (6 marks for each script) 30 • Director ----- 20 (marks) <ul style="list-style-type: none"> • Directed TV drama/mass media campaigns on social issues (3 marks for each drama directorship) 15 • Rate of any successful TV drama/ mass media campaign (evidence to be provided by firm for successful project) 5 • Associate Director -----10 marks <ul style="list-style-type: none"> • Directed TV drama/mass media campaigns on social issues (2.5 marks for each drama directorship) 5 • Rate of any successful TV drama/ mass media campaign (evidence to be provided by firm for successful project) 5 • Production Manager-----10(marks) <ul style="list-style-type: none"> • Exhibit knowledge of managing finances, shooting schedule and location (4 marks for each drama as Production Manager) 10 			

	<ul style="list-style-type: none"> • Social Media Expert ----- 10 (marks) <ul style="list-style-type: none"> • Exhibit experience as Social media expert by Exhibit knowledge of social media tools and social media campaigns etc. (2.5 marks for each campaign/project) • Technical Head -----10 (marks) <ul style="list-style-type: none"> • Exhibit experience as Technical Head (2.5 marks for each drama production) • Director of Photography (DOP) 10 (marks) <ul style="list-style-type: none"> • Exhibit experience as Technical Head (2.5 marks for each drama production) 	10		
		10		
		10		
A3	Financial Position		100	
	Annual turnover, if greater than 20 million but up to 30 million	20		Documentary evidence must be provided along with the EOI Doc.
	if greater than 30 million but up to 40 million	30		
	if greater than 40 million but up to 50 million	40		
	If greater than 50 million	50		
	Reports of volume of business with Govt. and private sector / NGOs	50	10	
	In between 20-50 million	25		
	If more than 50 million	50		
Total			100	
<p>Note: Score = A1[40%] + A2[40%] + A3[20%] Minimum qualification marks are 65. Absence of any required document will lead to zero marks in that specific area.</p>				

NOTE: Joint venture or consortium is allowed at EOI stage however sub-contracting is not allowed.

1. For JV between local firms/companies, eligibility criteria must be fulfilled by the lead as well as partner firms separately. However, in case of a JV firm outside Pakistan, then eligibility criteria must be fulfilled by the Lead Firm and the JV (international firm) registration with relevant professional body and exchange commission will be required of their country of origin,
2. For evaluation, lead and JV firms experience, profile, HR and financial will be evaluated collectively. For example; if Lead firm has 3 relevant project and other firm has 2 relevant projects then score will be provided based upon 5 relevant assignments. If lead firm has no project and JV firm has 5 projects then marks will be awarded for 5 projects. Similar practice will be applied for other criteria (General assignment, financial, firm profile etc.).
3. One of the joint venture partners shall be nominated as being in charge; and this authorization shall be evidenced by submitting a power of attorney signed by legally authorized signatories of all the joint venture partners. A copy of the agreement entered into by the joint venture partners shall be submitted stating the conditions under which it will function, its period of duration not less than for period of contract award, the persons authorized to represent and obligate it and which persons will be directly responsible for due performance of the Contract and can give valid receipts on behalf of the joint venture. No amendments / modifications whatsoever in the joint venture agreement shall be agreed to between the joint venture partners without prior written consent of the Employer.
4. Assignments mentioned under general assignments should not be repeated under relevant assignments. Similarly, assignments mentioned under relevant assignments shall not be considered for general assignments.