

# PUNJAB POPULATION INNOVATION FUND

## CONSULTANCY SERVICES

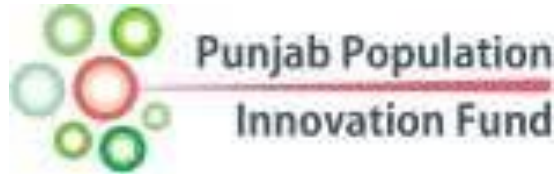
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### “Expression of Interest Document for Hiring of Firm for Script Writing & Production of Drama Series”

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

Procurement Unique Number: PPIF/Grants/DP1/2022-23

January 2023



**Submission Date for Sealed EOI document: 1<sup>st</sup> February, 2023 (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 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 Firm**

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

The selection of firm will be proceeded through Expression of Interest (EOI) and then Request for Proposal (RFP) for shortlisted firms in EOI process 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 firm(s) 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 firm(s), whether or not shortlisted, may require the firm(s) to provide such further information concerning the professional, technical, financial, legal or managerial competence as PPIF may decide.

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

## **4-Conditions for Eligibility**

The successful firm(s), fulfilling the following criteria, will be eligible for the bidding process and further technical evaluation of services;

- i. Must be registered for having legal status to operate in Pakistan. (Share the copy of relevant registration certificate).
- ii. Must be an Income Tax (NTN) and Punjab Sales Tax (PST) registered company;
- iii. 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.

- 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. Must be a regular tax payer. (2021 tax return required)
- v. Must have audit report/accounts audited by registered audit firm for year 2021.

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: | Technical Evaluation Criteria                      |

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

## 5- Description of Services

### 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/series to improve family planning knowledge, positive attitudes and practices through Social and Behavior Change Communication Interventions.

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.

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

**6- Evaluation Criteria**

Criteria to shortlist the interested firms is provided as Annex-D. 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.

**7- 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	

**8- Submission of EOI**

Complete EOI containing all required information and documentary evidences may be submitted before 11:00 AM on 1<sup>st</sup> February, 2023. EOI documents will be publicly opened on the same day i.e. 1<sup>st</sup> February, 2023 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. In case of public holiday, proposals will be opened on next working day.

**9- 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

**10. 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 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 **26<sup>th</sup> February, 2023**. For any other related information please contact the undersigned.

**Associate Procurement**

**Punjab Population Innovation Fund**

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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”**

<b>Form A: Firm Profile</b>		
<b>S #</b>	<b>Required Information</b>	<b>Response</b>
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”**

<b>Eligibility Response Checklist</b>			
<b>Sr. No.</b>	<b>Necessary Eligibility Information</b>	<b>Response/Elaboration</b>	
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 year 2021		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. 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.

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5	Must have financial audit carried out by a registered firm for year 2021.		Copies Attached
			Copies Not Attached

**Annex - C “Relevant Experience”**

<b>Form ‘B’: Relevant Experience (Sheet 1<sup>1</sup>)</b>			
<b>Sr. #</b>	<b>Required Information</b>	<b>Response (Please provide exact information with case title, location/s and duration)</b>	
1	Company name		
2	Name of Electronic Media Projects i.e. drama, tele-film, docuseries and movies		
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	<b>Relevant</b>	<b>Not Relevant</b>

**Relevant documentary proof must be attached.**

**Annex – D “Technical Evaluation Criteria”**

<b>Pre-Qualification Evaluation Criteria</b>				
<b>Sr. No.</b>	<b>Description</b>	<b>Category Points</b>	<b>Total Points</b>	<b>Documents Required</b>
<b>A1</b>	<b>General &amp; Relevant Experience &amp; Past Performance of production house/firm</b>		<b>50</b>	Complete list of projects completed is required along with copies of PO/WO/Contract Agreements must be attached along with the EOI Doc.
<b>1.1</b>	<b>General &amp; Relevant Experience</b> Relevant experience in development and airing of electronic media projects (drama, tele-film, docuseries and movies)  8 marks for each project	<b>40</b>		
<b>1.2</b>	<b>Firm Profile</b>	<b>10</b>		
1.2.1	Company owns relevant audio and visual equipment for development of electronic media projects	6		Details must provide on Firm’s Letterhead.
1.2.2	Production House of the firm/company	4		
<b>A2</b>	<b>Capabilities of Personnel and Appropriate Managerial Capability</b>		<b>30</b>	CVs/Profiles of required personnel’s must be attached with the EOI Doc.
<b>2.1</b>	<b>Expertise required along with relevant experience</b>			
	Script Writer with experience of developing scripts of dramas aired on reputable electronic mediums At least 3 scripts = 5 marks At least 5 scripts = 10 marks 7 or above scripts = 15 marks	<b>15</b>		
	Director with experience of developing minimum 2 electronic media projects (drama, films, tele-film or docuseries)	<b>4</b>		
	Associate Director with experience of directing at least 2 electronic media projects (drama, films, tele-film or docuseries)	<b>3</b>		
	Production Manager experience of managing finances, shooting schedule and location of at least 2 electronic media projects (drama, films, tele-film or docuseries)	<b>2</b>		
	Social Media Expert with experience of managing at least 2 social media campaigns of electronic media projects	<b>2</b>		
	Technical Head with experience of technical lead of at least 2 electronic media projects	<b>2</b>		
	Director of Photography (DOP) with experience of managing at least 2 electronic media projects	<b>2</b>		
<b>A3</b>	<b>Financial Position</b>		<b>20</b>	Documentary evidence must be provided along with the EOI Doc.
i	if 10 – 20 million	10		
ii	if 21 – 30 million	15		
iii	31 million of above	20		
<b>Total</b>			<b>100</b>	
Minimum qualification marks are 65. Absence of any required document will lead to zero marks in that specific area.				

**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.