

# PUNJAB POPULATION INNOVATION FUND

## CONSULTANCY SERVICES

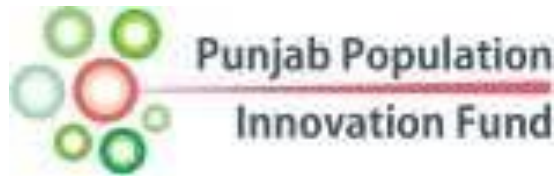
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### “Request for Expression of Interest Document for Script Writing and Production of Drama Series with 15 Distinct Episodes”

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

Procurement Unique Number: PPIF/Grants/DP1/2024-25

November 2024



Submission Date for Sealed EOI document: **5<sup>th</sup> December, 2024 (11:00 AM)**

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## Contents

<b>1- Background of PPIF .....</b>	<b>3</b>
<b>2- Invitation to EOI.....</b>	<b>3</b>
<b>3- Instructions to Firm.....</b>	<b>3</b>
<b>4- Conditions for Eligibility.....</b>	<b>4</b>
<b>5- Description of Services .....</b>	<b>5</b>
<b>6- Evaluation Criteria.....</b>	<b>6</b>
<b>7- Declaration .....</b>	<b>6</b>
<b>8- Submission of EOI.....</b>	<b>7</b>
<b>9- One person one bid .....</b>	<b>7</b>
<b>10. General Guidelines.....</b>	<b>7</b>
a- Cover Letter for the Submission of EOI Proposal .....	8
Annex – A “Organization Information” .....	9
Annex – B “Eligibility Response Checklist” .....	10
Annex - C “Application Form” .....	12
Annex – D “Technical Evaluation Criteria” .....	14
<b>11. Pre-Bid Meeting .....</b>	<b>9</b>

## 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.

Population Welfare Department (PWD), Government of Punjab (GoP) has developed a centralized SBC strategy under Punjab Family Planning Program (PFPP) to facilitate stewardship of Social and Behavior Change (SBC) for family planning and reproductive health. The Punjab SBC strategy outlines a Multi-Pronged Strategy aimed at promoting healthy decision making and behavior change related to FP/RH across various levels of influence. One of the key interventions outlined is the strategic use of mass media to drive behavioral change on a larger scale. To support this objective, PPIF has been tasked with developing a Drama Series, leveraging mass media as an effective tool for communication.

Mass media communication tools such as Television has one of the highest outreaches 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<sup>1</sup> 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.<sup>2</sup> Dramas 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.

## 2-Invitation to EOI

PPIF requires expression from the interested firms as per the eligibility and technical criteria provided in the document. PPIF invites 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 through E procurement (EPADS). 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

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<sup>1</sup> Assumed through a calculation of average TRPs and TRP calculation

<sup>2</sup> PDHS 2017-18 (Tables 7.18.1 and 7.18.2).

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. (upload 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 must b uploaded)
- iv. Must be a regular tax payer. (2021-23) tax returns required)
- v. Must have audit report/accounts audited by registered audit firm for last three years (2021-23).
- vi. Provide Confirmation on **organization’s letter head** for issuance for following bank guarantee when required
  - ✓ Bid security @ 1% of estimated budget in shape of bank instrument (to be submitted at RFP submission and will be refunded in both cases if the firm is selected or not selected)
  - ✓ Performance bank guarantee @ 1.5% of agreement amount (to be submitted if selected before signing of contract and will be refunded after the completion of project)
  - ✓ Advance bank guarantee up to 20% of agreement amount or as mentioned in RFP Document. (to be submitted at implementation stage if advance required by the selected firm and it will be refunded after the adjustment of the advance amount in project payments)

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

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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

### Intervention:

PPIF aims to develop Drama series comprises on 15 episodes. A drama Series is a set of related episodes that follow a continuous theme or concept, but each episode has its own self-contained storyline/ individual plots and it resolves a particular conflict or story within its runtime. PPIF drama series will focus on specific message addressing the family planning and reproductive health in each episode. By portraying relatable stories and characters, the series seeks to normalize conversations about family planning and provide accurate information. The key messages suggested to inform the plot of each episode are as follows, however, the list is not exhaustive, and any new idea based on research will also be considered

### Key Messages

1. **Birth Spacing:** A minimum of 3 years between births improves maternal and infant health, reducing pregnancy complications. The first 1,000 days are crucial for a child's growth; adequate birth spacing supports better physical and mental development. Family planning enhances reproductive health, reduces complications, prevents unsafe abortions, and empowers women to be ready for pregnancy.
2. **Breaking Social Stigma:** Addressing traditional values and misconceptions about family planning is essential to encourage discussions and improve access to services, especially for young couples. Open conversations about contraception can dispel myths, promote safe practices, and prevent unwanted pregnancies. Educating communities about common misconceptions helps alleviate fear and encourages the use of contraception.
3. **Access to Family Planning Services:** Easy access to information and services allows individuals to choose methods that suit their needs, promoting informed decision-making.
4. **Youth Friendly SRH Services** Providing accessible, youth-oriented family planning services ensures young people and young couples receive the necessary knowledge and services. Early marriages often lead to uninformed reproductive decisions, increasing risks for young women and their babies.
5. **Conducive Environment:** Involving local leaders and influencers in family planning discussions normalizes the topic and breaks down barriers to access. Family planning gives women control over their reproductive health, enabling them to balance education, career, and family life.
6. **Male Engagement:** Involving men in family planning discussions supports women's health and reduces the risk of unintended pregnancies through shared decision-making. Family planning should be a joint decision; It also allows both partners to be more engaged in making decisions that affect their family's well-being.
7. **Economic Empowerment:** Family planning is a powerful tool for economic empowerment. Investing in family planning services, ensure that families are better prepared to meet the financial demands of raising children, leading to greater overall economic stability. Family planning reduces anxiety around unintended pregnancies, allowing for mentally prepared parenting that benefits children's well-being.

**Main Activities:**

**1. Pre-Production**

- a. Provisions of One liner story concept
- b. Conduct desk reviews and field research to ensure the stories grounded with cultural facts
- c. Script Writing with incorporated key messages and feedback
- d. Development of character sketch and casting
- e. Selection of shooting location
- f. Finalization of shooting schedule

**2. Production**

- a. Shooting of the complete drama episodes/ series
- b. Finalization of OST lyrics
- c. Selection of singer and composing of OST for the Drama series

**3. Postproduction**

- a. Editing of the episodes
- b. Develop promotional material (short clips/promos/ teasers)
- c. Propose Broadcasting and Promotional strategy

**Budget:** Budget for the assignment is up to PKR 150,000,000/- 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.

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 uploaded at EPADS before **11:00 AM on December 05, 2024**. Proposals in hard form or through email will not be accepted.

For electronic bids submission, bidders are requested to register at [www.punjab.eprocure.gov.pk](http://www.punjab.eprocure.gov.pk). In case of any issue, system support email and phone numbers are provided on PPRA's Website (PPRA Office, 3rd Floor, Al-Falah Building, The Mall Road, Lahore, 042-36284774, 042-36284773, 042-99204572).

Contact **1248** for procurement-related inquiries and complaints. Timings are 9 am to 5 pm. Monday to Friday.

Bids submission deadline is **December 05, 2024 before 11:00 AM** and will be opened on same day through EPADS.

In case of public holiday, bids will be opened on next working day.

Bidders are advised to ensure uploading the Bids on e-PADS Portal, well before the submission deadline, and not wait for the last date and time to upload the bid. Bid submission on E-PADS Portal shall entirely be the responsibility of the bidder. PPIF shall not be held responsible for any issues thereof. For any assistance regarding E-PADS Portal, system support email and phone numbers are provided on PPRA's Website.

## 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) All expenses related to participation in this EOI document shall be borne by the applicants.
- e) 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.
- f) PPIF reserves the right to verify any information provided by the applicants.
- g) 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.
- h) Questions about this EOI can be made only in writing: a letter or an e-mail and must be asked by or before **COB November 18, 2024**. For any other related information please contact the undersigned.

### Associate Procurement

#### Punjab Population Innovation Fund

125 Abu Bakar Block, New Garden Town, Lahore

E-mail: [Shoaib.manzoor@ppif.org.pk](mailto:Shoaib.manzoor@ppif.org.pk)

T: +92-42-99231190-92, F: +92-42-99231123

## 11. Pre-Bid Meeting

A pre bid meeting already held.

### 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:	
	<b>9: Provide 2 References</b> of past projects	

**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 last three years (2021-23)		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.
5	Must have financial audit carried out by a registered		Copies Attached

	firm for last three years (2021-23)		Copies Not Attached
6	Confirmation Letter on Organization's letter Head for the submission of required bank guarantees		Attached

**b- Confirmation Letter for the issuance of required Bank Guarantees**

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Data Sheet]

**Re:** [Insert the subject line]

Dear Sir/Madam,

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 confirm that we will be able to furnish the following bank guarantees when required on later stage of the assignment

- i. Bid security @ 1% of estimated budget in shape of bank instrument (to be submitted at RFP submission and will be refund in both cases if the firm selected or not selected)
- ii. Performance bank guarantee @ 1.5% of agreement amount (to be submitted if selected before signing of contract)
- iii. Advance bank guarantee up to 20% of agreement amount or as mentioned in RFP Document. (to be submitted at implementation stage if advance required by the selected firm)

Thank you.

Yours sincerely,

Signature

Name and title of signatory:

**Annex - C “Application Form”**

<b>A1: General &amp; Relevant Experience &amp; Past Performance of production house/firm</b>						
<b>1.1 General Experience</b> Experience in script writing of 3 electronic media projects (drama, tele-film and movies)						
	<b>Name of drama/telefilm/film</b>	<b>Year released</b>	<b>Director</b>	<b>Script Writer</b>	<b>Key theme</b>	<b>TRP/Award / recognition</b>
1						
2						
3						
<b>1.2 Relevant Experience</b> Experience in script writing of any 2 electronic media projects (drama, tele-film and movies) on topics of raising awareness on social issues						
	<b>Name of drama/telefilm/film</b>	<b>Year released</b>	<b>Director</b>	<b>Script Writer</b>	<b>Key theme</b>	<b>TRP/Award / recognition</b>
1						
2						
<b>1.3 Firm Profile</b>						
	<b>Name of the Firm</b>	<b>Areas of Expertise (advertisement / Drama/ Film/ Marketing)</b>	<b>Production house own by company</b>	<b>No. of Projects</b>	<b>Audio/ Visual Equipment</b>	<b>Awards/ Recognitions</b>
1.						
2.	<b>JV Partner if any</b>					
<b>A2: Capabilities of Personnel and Appropriate Managerial Capability</b>						
2.1	<b>Script writer : Name</b>					
	<b>Project (Drama/ Film)</b>	<b>Year Released</b>	<b>Director</b>	<b>Producer</b>	<b>Key Theme</b>	<b>TRP/Award / recognition</b>
2.2	<b>Director : Name</b>					

	<b>Project (Drama/ Film)</b>	<b>Year Released</b>	<b>Director</b>	<b>Produc er</b>	<b>Key Theme</b>	<b>TRP/Award / recognition</b>
<b>2.3</b>	<b>One Liner Story Concept</b>					
	<p>The one-liner story concept serves as a concise summary for a drama series featuring a core cast of relatable characters with the concept for each episode presenting a unique, socially relevant narrative that delves into various aspects of family planning, sexual and reproductive health, and societal challenges. This one-liner will be assessed based on the following essential components:</p> <p><b>Relevance to Key Themes:</b> It should reflect the series' core themes and messages, such as family planning, social stigma, and empowerment.</p> <p><b>Challenges and Potential for Behavioural Change:</b> The storyline should suggest a positive outcome or provide a learning experience for the audience.</p> <p><b>Character Sketch:</b> It should showcase the development of characters and their connection to the target audience.</p> <p><b>Cultural Sensitivity:</b> The content must be culturally appropriate and respectful of the values and beliefs of the target audience.</p> <p><b>Alignment with Target Audience:</b> It should resonate with specific demographics, such as rural communities, young couples, women, and men.</p>					
	<b>A3 Financial Position</b>					
	if 10 – 20 million if 21 – 30 million 31 million of above					
	<b>Note : Documentary evidence must be provided along with EOI</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>60</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 Experience</b> 3 General experience in development and airing of electronic media projects (drama, tele-film and movies)  8 marks for each project 2 marks for quality (top rated, high viewership, awarded) of each project	<b>30</b>		
<b>1.2</b>	<b>Relevant Experience</b> 2 Relevant experience in development and airing of electronic media projects (drama, tele-film and movies)  8 marks for each project 2 marks for quality (top rated, high viewership, awarded) of each project	<b>20</b>		
<b>1.3</b>	<b>Firm Profile</b>	<b>10</b>		Details must provide on Firm’s Letterhead.
1.3.1	Company owns relevant audio and visual equipment for development of electronic media projects	6		
1.3.2	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>	Top ranked <b>Script Writer</b> with experience of developing minimum 2 relevant electronic media projects specifically on social issues (drama, films, tele-film) 2 marks for each project 1 marks for quality	<b>6</b>		
<b>2.2</b>	Top Ranked <b>Director</b> with experience of directing at least 2 relevant electronic media projects specifically on social issues (drama, films, tele-film) 2 marks for each project 1 marks for quality	<b>6</b>		
<b>2.3</b>	One-liner for drama series featuring a core cast of relatable characters, with each episode presenting a unique, socially relevant storyline 1. <b>Relevance to key themes</b> (reflect the key themes or messages of the series) (4) 2. <b>Challenges and solution proposed Potential for Behavioral Change</b> (storyline hint at a positive outcome or learning experience for the audience) (4) 3. <b>Character Sketch</b> (Development of story characters and connection with targeted audience) (4) 4. <b>Cultural Sensitivity</b> (culturally appropriate and respectful of the target audience’s values and beliefs) (2) 5. <b>Alignment with Target Audience</b> (Resonate with the specific demographic e.g., rural communities, young couples, women, men) (4)	<b>18</b>		One liner story concept for 15 distinct episodes

<b>A3</b>	<b>Financial Position (Annual Turnover)</b>		<b>10</b>	Documentary evidence must be provided along with the EOI Doc.
i.	if 10 – 20 million	5		
ii	if 21 – 30 million	7		
iii	31 million of above	10		
		<b>Total</b>	<b>100</b>	
Overall Minimum qualification marks are 65, and it is mandatory to secure a minimum of 50% marks in all sections of A1, A2 and A3 each. 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.