



# TransPeshawar (The Urban Mobility Company)

Request for Quotation  
Procurement of Advertising & Creative Company for  
TransPeshawar/Zu



## REQUEST FOR QUOTATIONS

### Loan 3543-PAK: Peshawar Sustainable Bus Rapid Transit Corridor Project

<b>Project Title</b>	Procurement of advertising and creative Company for TransPeshawar / Zu
<b>Source of Funding</b>	Asian Development Bank (ADB Loan 3543-PAK)
<b>Tender Ref. No.</b>	TPC/Communications/A&C Agency/2020/001
<b>Bid Security</b>	Pak Rupees Forty Thousand (PKR. 40,000) in shape of Demand Draft/ CDR from a scheduled bank of Pakistan in the name of The Chief Executive Officer, TransPeshawar (The Urban Mobility Company). The requisite bid security shall be kept sealed in Technical Proposal.
<b>Performance Security</b>	<p>The successful Bidder shall be required to provide a Performance Security in PKR to the amount of Ten (10) % of the total Contract Price, in form of CDR/DD or Bank Guarantee, at the option of bidder, from a scheduled bank of Pakistan, within Fourteen (14) days of issuance of Notice of Acceptance.</p> <p>After delivery and acceptance of items mentioned under “Deliverables/items” “Appendix-I”, the performance security shall be reduced to five (05) % the contract price. The remaining amount shall be released after service provider has completed all the obligations under the contract to the satisfaction of the Employer and defect liability period is expired.</p>
<b>Date of this Request</b>	7 <sup>th</sup> February, 2020
<b>Deadline for Submission of Quotations</b>	2:00 PM PST, 24 <sup>th</sup> February, 2020

<b>Date of Bid Opening</b>	2:30 PM PST, 24 <sup>th</sup> February, 2020
<b>Place of Submission</b>	Office of the TransPeshawar (The Urban Mobility Company) 2nd Floor Ali Tower University Road Peshawar

Sir/Madam:

1. TransPeshawar (hereinafter called “the Employer”) is established by the Government of Khyber Pakhtunkhwa to operate the bus rapid transit (BRT) system currently being implemented in Peshawar. Set up under section 42 of the company’s ordinance, 2017, the Employer is responsible for Bus Rapid Transit (BRT) project design, procurement, implementation, on-going BRT operations and service contract management. The employer is committed to provide quality ridership services to citizen of Peshawar. Unique of its own kind in KP, Peshawar BRT will offer many unique features and facilities for daily future commuters of Peshawar.
2. BRT system will be served by 30 stations, and spans the entire urban region of Peshawar from Chamkani in the east and to Karkhano in the west. The BRT system is planned to be operating soon.
3. The Employer hereby requests professional advertising agencies/firms to submit technical and financial bids in separate envelopes for provision of following items/services:
  - a. Design brochures/ flyers in English and Urdu
  - b. Printing of brochures / flyers
  - c. Production and installation of streamer and banners
  - d. Design and production of branded caps, pens and T-shirts
  - e. Design/Develop and arrange for the best possible, cost effective media spaces for placement of advertisements

The detailed scope of services is provided as Appendix-I. If you, however, have been associated with the firm that prepared the requirements, and specifications of the contract that is subject of this procurement, you shall be disqualified.

4. It is understood that the bidder has gone through the entire Request for Quotation document and has complete understanding of the terms, conditions, Required Supply of Services/Items (Appendix-I), Contents of Proposals/Bids (Appendix-II) and attached Form of Contract. The attached terms and conditions for Supply of Services/Items is an integral part of contract.
5. To assist the firms in preparation of a responsive proposals, a pre-bid meeting will be organized. All interested bidders are encouraged to attend the meeting as per following details:

- **Date: 13<sup>th</sup> February, 2020**

- **Time: 3:00 pm PST**
- **Venue: TransPeshawar Office, 2<sup>nd</sup> Floor, Ali Towers, Opposite Custom House, University Town, Peshawar.**

6. You must quote for complete Supply of Services/Item (Appendix-I) under this request. Firms not quoting for complete set of services shall be disqualified.
7. A fixed lump sum cost inclusive of all taxes should be quoted against items mentioned in Form of Quotation. Price quotations will be evaluated for all the items together and contract awarded to substantially responsive, technically qualified firm offering lowest evaluated total cost of all items/services.
8. You shall submit one Price Quotation on a Form of Quotation in separate envelope marked as “Financial Proposal” and one “Technical Proposal” in separate envelope in accordance with procedure mentioned under “Content of Proposals/Bids” (Appendix-II) and addressed and delivered to the following address. Both “Financial Proposal” and “Technical Proposal” shall be enclosed in an outer single envelope.

**Chief Executive Officer,  
TransPeshawar (The Urban Mobility Company),  
2<sup>nd</sup> Floor Ali Towers (opposite Custom House)  
University Road Peshawar**

9. Form of Quotation must be typed and shall be signed by you or your authorized representative. Without a signature on Form of Quotation, your quotation will be rejected as non-responsive.
10. The deadline for receipt of your quotation (s) by the Employer is: **2pm – 24<sup>th</sup> February, 2020**

**11. Responsiveness Criteria:**

It is a fail/pass criterion. An affirmative determination across all the criteria is mandatory to qualify for detailed technical evaluation.

- i. Power of Attorney demonstrating the authority of the signatory to sign the Bid, on behalf of the Bidder. (If the bidder signing the bid is other than owner/head of organization. Power of Attorney shall be provided on letter head of the company signed by owner/head of organization)
- ii. Incorporated as legal entity with SECP or Registrar of Firms; (Attach copy)
- iii. Has active APNS certification and not under suspension by APNS or other relevant media bodies; (Attach copy)
- iv. Registered with FBR and on Active Tax Payer List (ATL); (Attach copy)
- v. Registered with Khyber Pakhtunkhwa Provincial Revenue Authority in sale tax on services; (Attach copy)
- vi. Carried out at least two (02) contracts in past three (03) years of similar nature, and complexity; (Attach copies)
- vii. An affidavit on stamp paper duly attested by the Oath Commissioner to the effect that the firm has not been blacklisted by any Federal or Provincial Public Entity.
- viii. Bid Security in accordance with Para 12 (vi) of RFQ

Supporting Documents to the above requirements shall be submitted in technical bid as prescribed under Appendix-II. Failing to submit any of the above document shall result in non-responsiveness of the bidder.

12. Your quotation should be submitted as per the following instructions and in accordance with the attached form of Contract. The attached Terms and Conditions of Supply/Service Delivery is an integral part of the Contract.

(i) **PRICES:** - Prices shall be quoted for complete supply of services/Items as described in Appendix-I in Pakistani Rupees (PKR) and inclusive of all taxes as per applicable laws in Pakistan. All prices have to include all allied services costs, expenses, license fees (if any), travel and logistics and any other items and the final quoted prices should be all inclusive. The Supplier shall be entirely responsible for all taxes, duties, license fees etc. incurred until delivery of the final product under the contract to the Employer. In evaluating the quotations, the Employer will adjust for any arithmetical errors as follows:

- where there is a discrepancy between amounts in figures and in words, the amount in words will govern;
- where there is a discrepancy between the unit rate and the line item total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern;
- if a bidder refuses to accept the correction, his quotation will be rejected;

(ii) **EVALUATION OF QUOTATIONS:** First only technical bids shall be opened and assessed for responsiveness of bids. Technical Proposals determined to be substantially responsive to the “Responsiveness Criteria” mentioned under Para 11 above, will be considered for detailed evaluation in accordance with Appendix-III “Evaluation Criteria”. The Financial Proposals of only technically qualified firms will be opened for comparison of prices. Financial proposals of non-responsive and technically disqualified bidders shall be returned unopened. An offer is not substantially responsive if it contains material deviations or reservations to the terms, conditions, and specifications in this Request for Quotation, and it will not be considered further.

(iii) **AWARD OF CONTRACT:** The contract will be awarded to the bidder having lowest evaluated bid price among the substantially responsive and technically qualified bidder as per criteria mentioned under para 11 and Appendix-III respectively. The bidder whose quotation has been accepted will be notified of the award of contract within validity period through Letter of Acceptance issued by the Employer.

(iv) **VALIDITY OF THE OFFER:** Your quotation should be valid for a period of sixty (60) days from the deadline for receipt of quotation indicated in Para 10. If you withdraw your quotation during the validity period and/or refuse to accept the award of a contract when and if awarded, then your bid security will be forfeited. The contract offer will then be offered to next substantially responsive, technically qualified lowest bidder.

(v) Bidders should note that during the period from the receipt of the quotation until award of Contract, all queries should be communicated in writing via e-mail below.

Attention: Fayyaz Ahmad Khan: [fayyaz.khan@transpeshawar.pk](mailto:fayyaz.khan@transpeshawar.pk)

CC: Noman Manzoor : [noman.manzoor@transpeshawar.pk](mailto:noman.manzoor@transpeshawar.pk)

CC: Khalil Ahmed : [Khalil.ahmed@transpeshawar.pk](mailto:Khalil.ahmed@transpeshawar.pk)

**(vi) BID SECURITY:**

- (a) Bid security shall be kept sealed in Technical Proposal.
- (b) Bid security shall be submitted to the amount of PKR. 40,000 in shape of Demand Draft/CDR from scheduled bank of Pakistan in the name of Chief Executive Officer (CEO) TransPeshawar. A bid not accompanied by compliant bid security shall be rejected as non-responsive.
- (c) The requisite bid security shall remain valid for a period of Twenty-Eight (28) days beyond the original validity period of the bids.
- (d) Bid Security of the unsuccessful bidders shall be released once the successful bidder furnishes the prescribed performance security or on the expiry of validity of Bid Security whichever is earlier.
- (e) The bid security of successful bidder shall be returned once the successful bidder has signed the contract and furnished the required performance security.
- (f) The Bid security shall be forfeited:
  - If a bidder withdraws his bid during the period of bid validity; or
  - If a bidder doesn't accept the correction of his Bid Price, pursuant to Para 12 (i) above; or
- (g) In the case of a successful bidder, if he fails to:
  - Furnish the Performance security in accordance with Para 12 (ix) below
  - Sign the contract agreement, in accordance with Para 12 (viii) below

**(vii) Employer's Right to Accept Any Bid, and to Reject Any or All Bids**

The Employer reserves the right to accept or reject any Bid, and to annul the bidding process and reject all Bids at any time prior to contract award, without thereby incurring any liability to Bidders. In case of annulment, all Bids submitted and specifically, bid securities, shall be promptly returned to the Bidders.

**(viii) Signing of Contract**

- (a) Promptly after issuance of Letter of Acceptance, the Employer shall send the successful Bidder the Form of Contract.
- (b) Within fourteen (14) days of receipt of the Form of Contract, the successful Bidder shall sign, date, and return it to the Employer.

**(ix) Performance Security**

- (a) Within Fourteen (14) days of the receipt of Letter of Acceptance from the Employer, the successful Bidder shall furnish the performance security in accordance with the Conditions of Contract.
- (b) Failure of the successful Bidder to submit the above-mentioned Performance Security or to sign the Contract Agreement shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security. In that event, the Employer may award the Contract to the next lowest evaluated Bidder whose offer is substantially responsive and technically qualified.
- (c) After delivery and acceptance of items mentioned under "Deliverables/items" "Appendix-I", the performance security shall be reduced to five (05) % the contract price. The remaining amount shall be released after service provider has completed

all the obligations under the contract to the satisfaction of the Employer and defect liability period is expired.

- (d) The Performance security may be forfeited if the contractor failed to deliver in accordance with the terms and conditions of the contract or commits any breach of the Contract or unable to correct the defects during defect liability period.

- 13.** This Request for Quotation is being conducted under ADB Procurement Guidelines. As such under ADB's Anti-Corruption Policy, bidders shall observe the highest standard of ethics during the procurement and execution of such contracts. ADB will reject a proposal for award, and will impose sanctions on parties involved, if it determines that the bidder recommended for award or any other party, has engaged in corrupt, fraudulent, collusive, or coercive practices in competing for, or in executing, the Contract. At the time of submission of your quotation, you should not be in ADB's sanctions list.
- 14.** You may confirm by e-mail (mentioned above) the receipt of this request and whether or not you will submit the quotation(s).

Sincerely Yours,

**TransPeshawar**  
**(The Urban Mobility Company)**

**1 FORM OF QUOTATION  
(on company letterhead)**

**To:**

**Chief Executive Officer,  
TransPeshawar**

We offer to execute the **Procurement of advertising and Creative Company TransPeshawar/ZU** in accordance with the Conditions of Contract accompanying this Quotation for the Contract Price of \_\_\_\_\_ (*amount in words and numbers*) \_\_\_\_\_ in PKR. We propose to complete the Supply of Services/Items described in the Contract with in the delivery time specified in Appendix-I from the date of signing of the Contract.

<b>S.No.</b>	<b>Description [A]</b>	<b>Quantity [B]</b>	<b>Unit Price inclusive all Taxes and cost of all allied services [C]</b>	<b>Total Price [BxC]</b>
1	<b>Cost of development of Two (02) pager brochures/flyers</b>	30  (15 English, 15 Urdu)		
2	<b>Cost of printing of brochures/flyers. 2000 copies iof each of 30 brochures/flyers</b>	60,000 Copies		
3	<b>Cost of production of branded shirts, caps and pens each.</b>	500 Shirts 500 Caps 500 Pens		
4	<b>Cost of production and installation of 1000 streamers and 100 banners along corridor</b>	1000 Streamer 100 Banners		
5	<b>Any other charges involved in production of above</b>			
	<b>Total</b>			



This Quotation and your written acceptance will constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Quotation received by you.

We hereby confirm that this Quotation complies with the Validity of the Offer and obtain a Performance Security in accordance with terms and conditions imposed by the Request for Quotation document and the Terms and Conditions for Supply of Service/Items, respectively.

We have not been associated with the firm that prepared the design and specifications of the contract that is subject of this request for quotation.

We are not in the ADB sanctions list.

(Supplier to complete below)

**Authorized Signature:**

**Name and Title of Signatory:**

**Date:**

**Address:**

**Phone Number:**

**Email Address:**

**FORM OF CONTRACT**

THIS AGREEMENT number \_\_\_\_\_ made on \_\_\_\_\_, \_\_\_\_ 2020, between \_\_\_\_\_ (hereinafter called "the Purchaser") on the one part and \_\_\_\_\_ (hereinafter called "the Supplier") on the other part.

WHEREAS the Purchaser has requested for quotation for **Procurement of Advertising and Creative Company for TransPeshawar /Zu** to be supplied by Supplier, viz. Contract **"Procurement of Advertising and Creative Company for TransPeshawar /Zu"**, (hereinafter called "Contract") and has accepted the Quotation by the Supplier for the supply of services/items under Contract at the sum of \_\_\_\_\_ (\_\_\_\_\_) hereinafter called "the Contract Price".

NOW THIS AGREEMENT TO BE WITNESSETH AS FOLLOWS:

1. The following documents shall be deemed to form and be read and construed as part of this agreement, viz:
  - (i) Form of Contract
  - (ii) Letter of Acceptance
  - (iii) Form of Quotation;
  - (iv) Terms and Conditions for Supply of Services/Items
  - (v) Request for Quotation
  - (vi) Required Supply of Services/Items (Appendix-I)
2. Taking into account payments to be made by the Purchaser to the Supplier as hereinafter mentioned, the Supplier hereby concludes an Agreement with the Purchaser to execute and complete the supply of services/items under the Contract and remedy any defects therein in conformity with the provisions of the Contract.
3. The Purchaser hereby covenants to pay, in consideration of the acceptance of Contract, supply of services/items and remedying of defects therein, the Contract Price in accordance with Payment Conditions prescribed by the Contract.

IN WITNESS whereof the parties hereto have executed the Contract under the laws of Islamic Republic of Pakistan on the date indicated above.

**Signature and seal of the Purchaser:**  
For and on behalf of

**Signature and seal of the Supplier:**  
For and on behalf of

\_\_\_\_\_  
**Name of Authorized Representative**

\_\_\_\_\_  
**Name of Authorized Representative**

### 3. TERMS AND CONDITIONS FOR SUPPLY OF SERVICES/ITEMS

**Project Name:** Procurement of Advertising and Creative Company for TransPeshawar / Zu

Purchaser: TransPeshawar (The Urban Mobility Company)

1. Fixed Price: The prices indicated in the Form of Quotation are firm and not subject to any adjustment during contract performance.
2. Delivery Schedule:
  - a. The delivery of the advertising support services both design/development and execution of campaign should be completed as per the requirement of the Employer from the date of signing of contract. The agency will be on board for advertising for a period of one year, however the agency's services are likely to continue for next year as well based on satisfactory performance of agency.
  - b. For delivery of design material, collaterals and streamers/banners, shall be completed in three (03) months after signing of contract agreement.
3. Applicable Law: The Contract shall be interpreted in accordance with the laws of Islamic Republic of Pakistan.
4. Resolution of Disputes: The Purchaser and the Supplier shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute between them under or in connection with the Contract. In the case of a dispute between the Purchaser and the Supplier, the dispute shall be settled in accordance with the provisions of the arbitration law or rules of Pakistan.
5. Intellectual Property Delivery: TransPeshawar shall own and have a right in perpetuity to use all newly created Intellectual Property Rights which have been developed solely during execution of the contract, including but not limited to all designs, source files, imagery, videos, music and other digital assets. The Supplier shall ensure that all approvals, registrations, licenses, permits and rights etc. which are necessary for use of the goods supplied/ service provided by the supplier are legally acquired and assigned in the name of TransPeshawar. In case of any infringement on Intellectual Property Rights by the Supplier, the Supplier shall have sole control of the defense and all related settlement negotiations. Subject to above on intellectual property, the Supplier shall retain exclusive ownership of all methods, concepts, algorithms, trade secrets, software documentation, other intellectual property or other information belonging to the supplier that existed before the effective date of the contract.
6. Payment: The payment of advertisements will be made to the agency as per actual and standard cost of media purchased on behalf of TransPeshawar or as per the discounted rates negotiated with media houses/ channels for TransPeshawar. TransPeshawar aims to release an approximate media of PKR 10 million which is the mix of print and electronic over a period of one year. TransPeshawar will make the payments of advertisements which are as per fixed rate of media houses/APNS for government/government-commercial within 30 days after receiving of invoice. However, the payment for the development of marketing collateral listed in BOQs, will follow the following milestones:
  - (i) Completion of brochures/flyers .....price quoted for item 1 & 2 in Form of Quotations
  - (ii) Completion of pens/shirts/caps .....price quoted for item 3 in Form of Quotations
  - (iii) Completion of Streamers / Banners ..... price quoted for item 4 in Form of Quotations

However, partial payment may be made based on the successful completion of %age of each of services/products delivered, as and when completed and mutually agreed by both parties. Each payment invoice shall have Acceptance Certificate in attachment, issued by the Employer against the completed deliverables. No payment bill shall be processed in the absence of desired Acceptance Certificate.

7. Performance Security: The Performance Security in PKR to the amount of Ten (10%) of contract price in shape of CDR/DD or Bank Guarantee, at the option of bidder, in the name of CEO TransPeshawar from schedule bank of Pakistan shall be provided to the Employer not later than the date specified in the Letter of Acceptance. Extension of performance security shall be subject to extension of contract. After delivery and acceptance of items mentioned under "Deliverables/items" "Appendix-I", the performance security shall be reduced to five (05) % the contract price. The remaining amount shall be released after service provider has completed all the obligations under the contract to the satisfaction of the Employer and defect liability period is expired.
8. Defects: All defects/non-performance will be corrected by the Supplier without any cost to the Purchaser within period of defect liability.
9. Force Majeure: The supplier shall not be liable for penalties or termination for default if and to the extent that its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

For purposes of this clause, "Force Majeure" means an event beyond the control of the Supplier and not involving the Supplier's fault or negligence and not foreseeable. Such events may include, but not restricted to, act of Purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

If a Force Majeure situation arises, the Supplier shall promptly notify the Purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the Purchaser in writing, the Supplier shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by Force Majeure event.

10. Failure to Perform: The Purchaser shall cancel the Agreement if the Supplier fails to deliver the Supply of Services/items, in accordance with the above terms and conditions and shall constitute sufficient grounds for calling performance guarantee.
11. Defect Liability Period: Defect liability period is six (06) months after issuance of certificate of completion issued against delivery of Services/item as described under Deliverable/Items in Appendix-I.

**NAME OF SUPPLIER:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Place:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Appendix-I**  
**Required Supply of Services/Items**

**1. Advertising/promotional services:**

The agency will undertake creative, advertising and promotional activities, as and when required, by the Employer. The agency will also support the Employer for its marketing and creative services including but not limited to ATL (Above the line), BTL (Below the line), events and other marketing activities. The detailed activities are included, but not limited to, the following:

- Create visuals, copies and translations of advertisements for promotion and marketing of Zu brand /TransPeshawar;
- Arrange for the best possible, cost effective media spaces for placement of advertisements;
- Ensure the required placement within the given deadlines;
- Develop content based on brief provided for various marketing tools;
- Develop execute radio campaigns as needed;
- Report the effectiveness of the Employer's campaigns;
- Perform any other assignment related to media;
- Support the Employer in arranging media & launch events.

**2. Deliverables / items:**

**a. Design of 15 (2-page) brochures in English and Urdu:**

The task includes creative designing of brochures/ flyers (including review of content, using imagery from internet or company provided imagery) in English and allied translation into Urdu. The design themes could be how to use Zu Peshawar Bus, Zu Bicycle, how to obtain Zu Card & Mobile Application, Taking care of Zu system etc.

**b. Printing of Brochures / Flyers:**

The task includes high quality 4 color printing of 2000 of each of 30 (30,000 in English and 30,000 in Urdu) A-4 (2 sided or 2/3-fold) brochures or flyers on matt paper with a minimum weightage of 130 grams.

**c. Production and installation of Streamer and banners**

The task involves production and installation of 1000 (2.5 \*5 ft – W\*H) high quality, 4 colored, firmly wooden framed streamers along electric poles across BRT corridor. These poles are proprietary rights of TransPeshawar and no city duty/tax is applicable. The only cost is production and installations. Similarly, production and installation of 100 high quality 4 colored panaflex/high quality banners along the pedestrian bridges (2.5 \* 23 ft– W\*H). Both of these can be in English or Urdu, as needed. The length of banner should not be not more than 23 ft, which approximately equal to two lanes of traffic. However, the actual provision by contractor is for three lanes of traffic to pass underneath the bridge at most of the locations. There are total 1989 electric poles on BRT corridor.

- a) Reach-1: 616 No.'s
- b) Reach-2: 498 No.'s
- c) Reach-3: 875 No.'s

**d. Design and Production of branded caps, pens and T-shirts**

This task involves production of 500 BRT Peshawar branded high quality, colored, caps (custom fit, cotton), pens and T-shirts (high quality cotton, half sleeves, easy wide round neck, medium size, unisex) each with proper banding and packaging as per the brand guidelines of TransPeshawar. All collaterals are to be delivered/ installed in Peshawar. The successful bidder shall be asked for provision of samples and once passed by the Employer shall be delivered.

## Appendix-II

### Contents of Proposals/Bids

The bidders are required to submit their Proposals/Bids in two separate envelopes marked as “1. Financial Proposal” and “2. Technical Proposal” in accordance with following procedure.

#### 1. Financial Proposal

Prices for complete delivery of services/items are quoted on a given Form of Quotation and enclosed in a separate envelope marked as “Financial Proposal”.

#### 2. Technical Proposal

“Technical Proposal” shall comprised of following documents. Technical proposal shall be prepared in sequence/order given below to facilitate the assessment of proposals in a systematic manner.

#### Chapter-1 “Company Profile”

- 1.1. No. of years in business;
- 1.2. Office locations in Pakistan;
- 1.3. List of clients in last three (03) years
- 1.4. Documentary evidence of all information provided under Para 11, “Responsiveness Criteria”, above.

#### Chapter-2 “Experience”

- 2.1. Completed Projects with national & international organizations;

Attach at least two (02) Letters of Acceptance/Contracts Agreement/Certificates of Completion of the services of similar nature and complexity with any national or international organization. Complete scope of services/ task / campaigns executed along with period of engagement and value of the contract shall be mentioned. The contracts shall be executed within the last five (05) years.

- 2.2 . Provision of similar services:

S#	Type of Service	Name of clients to whom the services were provided
1.	Printing	
2.	Give-away Production	

#### Chapter-3 “Staffing Details”

- 3.1. List key creative resources (Graphic Designer, Copy Writer, Client Services Officer) to be designated for this assignment.  
(Please attached signed and updated resume of concerned resource.)
- 3.2. Complete list of staff currently based in Peshawar office (if any).

Chapter-4 "Sample designs of items:

(Please provide the designs in soft copy-USB, link or hard copy-print outs)

- 4.1. Soft/hard copy of design of caps, shirts and pens;
- 4.2. Soft/hard copy of design of brushers and flyers;
- 4.3. Soft/hard copy of designs of streamers and banners.

Chapter-5 "Financial Strength"

- 5.1. Audited Financial statements for last Three (03) years

**IMPORTANT**

**The full Proposal must comprise the following document to be compliant:**

- **Form of Quotation (Financial Proposal)**
- **Supporting Documents as described under Appendix-II. (Technical Proposal)**



**Appendix- III  
Evaluation Criteria**

Responsiveness of the bidder as per prescribed criteria shall be assessed first. The substantially responsive bidders shall be considered for detailed evaluation of proposals by applying the following technical criteria.

No.	Main Criteria	Max. Marks	Sub-Criteria	Marks Distribution
1.	Company Profile	10	Years in Business (Max. 03)	3 or More Years: 3 Marks Less than 3 Years: 0 Marks
			Office Location (Max. 03)	Office in Islamabad & Peshawar and other cities: 3 Marks Office in Peshawar only: 2 Marks Office in Islamabad only: 1 Marks
			Client Status (Max. 04)	5 or more clients: 4 Marks 2-4 clients: 3 Marks Less than 2: 0 Marks
2.	Experience	15	No. of Contracts (Max. 10)	Five (05) Marks for each contract
			Printing & give-away Services (Max. 05)	2 or More clients: 2.5 Marks for each of the two; Less than 2 Clients: 0 Marks
3.	Staffing Details	15	Key Resources (Max. 10)	Graphic Designer: 4 Marks, Copy/content Writer: 3 Marks Client Services Officer: 3 Marks
			Complete list of staff in Peshawar office (Max. 05)	List provided: 5 Marks Not Provided: 0 Marks
4.	Sample Designs	30		The marks are assigned based on quality of designs provided.
5.	Financial Strength	30	Financial Statements of last three (03) years (Max. 12)	Four (04) for each Financial Statement
			Net worth and average annual turnover (AATO) (Max. 18)	Net worth; Positive and AATO: PKR 3.2 million or More (full Marks else 0 Marks)
Total		100		

**Note:** The minimum qualifying score for technical evaluation is Seventy (70) Marks.

**Award of Contract:**

Financial quotations of only technically qualified bidders shall be opened. The bidder having lowest bid price among technically qualified bidders shall be selected for award of contract.