



TransPeshawar (The Urban Mobility Company)

Bid Solicitation Documents
For Provision of Advertising Services and Documentary Video
Production for Peshawar BRT System

Bid Solicitation Documents

Procurement Title	Provision of Advertising Services and Documentary Video Production for Peshawar BRT System
Source of Funding	Govt of Khyber Pakhtunkhwa
Tender Ref. No.	TPC/Comm/S/OCB/2025-26/001/RB
Bid Security	<p>The bidder shall upload copy of Bid Security on EPADS Portal along with its bid to the amount of two (2)% of bid price in PKR in the shape of Call Deposit Receipt (CDR) in favour of “Chief Executive Officer TransPeshawar”.</p> <p>The bidder shall also submit Bid Security in original form (in hard form) in separate envelop to TransPeshawar (The Urban Mobility Company) on the address given below, on or before the deadline for submission of bids.</p> <p>The bid security shall be submitted from the account of the bidder who submits the bid.</p> <p>Address: Attention: Chief Executive Officer (CEO), TransPeshawar</p> <p>Address: TransPeshawar (The Urban Mobility Company), First Floor KPUMA Building Near Main BRT Depot, Chamkani, GT Road, Peshawar, KPK, Pakistan</p> <p>The sealed envelope shall clearly mark with:</p> <ul style="list-style-type: none"> • Bidder's name and address; • Name of the Procurement; and • The words “<i>Original Bid Security</i>” for [Name of Procurement]”.
Date of issuance of Bid Solicitation Document	September 27, 2025
Deadline for clarification/ information	Date: October 01, 2025

	Time: 05:00 PM
Pre-Bid Meeting	Date: October 02, 2025 Time: 11:30 AM
Deadline for Submission of Bids	Date: October 14, 2025 Time: 11:30 AM
Opening of Bids	Date: October 14, 2025 Time: 12:00 PM
Bid Validity	Ninety (90) days from the deadline for receipt of bids.
Place of Submission	Reception Desk, TransPeshawar (The Urban Mobility Company) office, First Floor KPUMA Building Near Main BRT Depot, Chamkani, GT Road, Peshawar, KPK, Pakistan.

1. TransPeshawar (The Urban Mobility Company) (hereinafter called “the Client”) is set up under Section 42 of the Companies Act, 2017, and is responsible for operation and maintenance of urban rapid transit projects assigned by the Khyber Pakhtunkhwa Urban Mobility Authority.
2. The Client hereby requests firms or companies for “Provision of Advertising Services and Documentary Video Production for Peshawar BRT System”. Complete scope of services is attached as **Appendix-I “Required Services”**. If you, however, have been associated with the firm that prepared the requirements, scope, and/or specifications of the subject of procurement, you shall be disqualified.
3. It is understood that the bidder has gone through the entire bid solicitation documents and has complete understanding of the terms, conditions, and Required Services (**Appendix-I**), and attached Form of Contract. The attached terms and conditions for Provision of Services is an integral part of contract.
4. To assist the firms/companies 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: October 02, 2025**
 - **Time: 11:30 AM PST**
 - **Conference Room, First (1st) Floor, TransPeshawar Head Office, Main BRT Depot, GT Road, Chamkani, Peshawar, Pakistan.**
5. You must quote for complete scope of services (**Appendix-I**) under this request. Firms/companies not quoting for complete scope of services shall be disqualified.
6. A fixed lump sum cost inclusive of all taxes should be quoted in Form of Financial Offer. Financial offers will be evaluated for all the items/services together and contract awarded to substantially responsive firm/company offering lowest evaluated total price of all services/deliverables.
7. The bids shall be submitted by uploading a PDF file containing Form of Financial Offer and requisite documents through the **KP-EPADS portal** (kp.eprocure.gov.pk) under the **Single Stage – One Envelope Bidding Procedure**.
8. Form of Financial Offer must be typed and shall be signed by you or your authorized representative. Without a signature on Form of Financial Offer, your bid will be rejected as non-responsive.
9. Responsiveness Criteria:

Following is the fail/pass criterion. An affirmative determination across all the criteria is mandatory for substantially responsiveness of bid and consideration of financial price. Relevant documentary evidence, as provided below, shall be submitted accordingly.

S#	Criteria	Documents to be submitted
i.	Registered as a legal entity with SECP or Registrar of Firms.	Certificate of Incorporation/Registration
ii.	Registered with FBR for income and sales tax and listed on the ATL.	FBR registration and ATL verification.
iii.	Registered with Khyber Pakhtunkhwa Revenue Authority for Sales Tax on Services with active status.	KPRA registration certificate with active status.
iv.	Affidavit confirming the bidder has not been blacklisted by any government or public sector entity in Pakistan.	Notarized Affidavit of Non-Blacklisting on E-stamp paper of PKR.100 or above.
v.	Minimum of three (03) similar projects (video production / advertising services) executed in the last five (05)	Copies of contracts, letters of award, or completion

	(since 2020) years in the public, private, or development sectors.	certificates, Client References, or testimonials
vi.	Demonstrated ownership and operation of a fully equipped production house.	Company profile including details of production infrastructure, equipment, and staffing.
vii.	Submission of a creative portfolio showcasing past advertising campaigns, TVCs, documentaries, digital content, etc.	Links or copies of past work (print, video, digital).
viii.	Profiles of key team members (creative director, producer, editor, etc.) highlighting relevant experience and qualifications.	CVs or professional bios or company profile
ix.	Average annual turnover for last three year (2022, 2023, 2024) demonstrated through respective audited financial statements shall be Pak Rupees Twenty million (PKR. 20,000,000)	Three years audited financial statements with UDIN if applicable (companies) or income tax returns of relevant years (firms)
x.	Bid Security of requisite amount and form.	As indicated above

10. Your bid should be submitted as per the following instructions and in accordance with the attached Form of Contract. The attached terms and conditions for provision of services is an integral part of the Contract.

- (i) **PRICES:** - Prices shall be quoted for complete provision of services as described in **(Appendix-I)** in Pakistani Rupees (PKR) and inclusive of all taxes as per applicable laws in Pakistan. In evaluating bids, the Client 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.
- (ii) **EVALUATION OF BIDS:** First responsiveness of bids against the criteria mentioned under "Responsiveness Criteria" above shall be determined. Offers determined to be substantially responsive shall be qualified for consideration of financial price. An offer is not substantially responsive if it contains material deviations or reservations to the terms, conditions, specifications and responsiveness criteria mentioned in the bid solicitation documents, 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 bidders. The bidder whose quotation has been accepted will be notified for the award of contract within validity period through Letter of Acceptance issued by the Client. The successful bidder shall submit performance security and sign the contract as promptly as possible but not later than seven (07) days after issuance of Letter of Acceptance. The offer of the second financially lowest and substantially responsive bidder may be considered for award of contract if the first financially lowest and substantially responsive bidder unable to furnish performance security or repudiates the Contract.
- (iv) **VALIDITY OF THE OFFER:** Bids shall be valid for the period as stated above. Bids valid for a shorter period shall be rejected. If you withdraw your bid 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 may be offered to next substantially responsive lowest bidder.
- (v) Bidders should note that during the period from the receipt of bids until award of Contract, all queries should be communicated in writing via E-PADS or e-mail below.

Attention: Mr. Syed Murtaza Asghar Bukhari: ceo@transpeshawar.pk

CC: Sadaf Kamil:
CC: Khalil Ahmed:

saddaf.kamil@transpeshawar.pk
Khalil.ahmed@transpeshawar.pk

(vi) BID SECURITY:

- (a) The requisite bid security shall remain valid for a period of Twenty-Eight (28) days beyond the original validity period of the bids;
- (b) Bid Security of the unsuccessful bidders shall be released as promptly as possible;
- (c) The bid security of successful bidder shall be returned once the successful bidder signed the contract and furnished the required performance security.
- (d) 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 in accordance with clause 10(i) above; or
- (e) In the case of a successful bidder, if he fails to:
 - Furnish the requisite performance security;
 - Sign the contract agreement as stipulated.

(vii) Performance Security

- (a) The successful Bidder shall be required to provide a performance security in PKR to the amount of ten (10) % of the contract price, in form of CDR/DD or Bank Guarantee on prescribed format, at the option of bidder, from a scheduled bank of Pakistan, within seven (07) days of issuance of Letter of Acceptance.
- (b) Failure of the successful Bidder to submit the requisite performance security or to sign the Contract Agreement shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security;
- (c) Performance security shall remain valid throughout the performance of the contract and shall be released as promptly as possible after successful completion of the contract in accordance with stipulated terms and conditions.

Form of Financial Offer
(on company/firm letterhead)

To

Chief Executive Officer,
TransPeshawar (The Urban Mobility Company),
TransPeshawar Head Office, First (1st) Floor,
Main BRT Depot, GT Road, Chamkani, Peshawar,
Pakistan.

We offer to execute the “**Provision of Advertising Services and Documentary Video Production for Peshawar BRT System**” in accordance with the conditions of the contract accompanying the bid for a Contract Price of _____ (amount in words and numbers) _____ in PKR (Inclusive of all taxes). We propose for complete provision of services under the contract within stipulated time as per terms and conditions of the contract.

S#	Description [A]	Size	Quantity [B]	Unit Price (inclusive of Taxes) [C]	Total Price (inclusive of Taxes) [BxC]
1.	Production of documentary videos as per terms and conditions of Appendix-I.	5-7 minutes (+/- 60 seconds)	06		
2.	Communication Support, Content Management, Graphic Design, and Event Coordination Services as per terms and conditions of Appendix-I.				
*Bid Price (PKR) inclusive of all taxes					

*Note: Classified advertisements as per standard rates of APNS for Govt. entities to an approximate amount of PKR. 10 million per annum for period of three years will be given to the successful bidder therefore, bidders are advised to quote their best offers for the above items keeping in view the business opportunity in terms of classified ads.

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

We hereby confirm that this bid complies with the Validity of the Offer and obtain a performance security in accordance with terms and conditions stipulated under bid solicitation document and the Terms and Conditions for Provision of Service, respectively.

We have not been associated with the firm/company that prepared the design, scope and specifications of the contract that is subject of this procurement.

(Bidder to complete below)

Authorized Signature:

Name and Title of Signatory:

Date:

Address:

Phone Number:

Email Address:

Form of Contract

THIS AGREEMENT numbers _____ made on _____ day of _____, 2025 between _____ (hereinafter called "the Client") on the one part and _____ (hereinafter called "the Service Provider") on the other part. Collectively called the Parties.

WHEREAS the Client has requested bids for "**Provision of Advertising Services and Documentary Video Production for Peshawar BRT System**" to be supplied by the Service Provider, viz. Contract "**Provision of Advertising Services and Documentary Video Production for Peshawar BRT System**", (hereinafter called "the Contract") and has accepted the bid by the Service Provider for performance of the Contract at the sum of (amount in words and figures) hereinafter called "the Contract Price".

NOW THE CONTRACT TO BE WITNESSETH AS FOLLOWS:

1. The following documents shall be deemed to form and be read and construed as part of the Contract, viz:
 - (i) Form of Contract;
 - (ii) Letter of Acceptance;
 - (iii) Form of Financial Offer;
 - (iv) Terms and Conditions for Provision of Services;
 - (v) Required Services (Appendix-I);
 - (vi) Performance Security.
2. Taking into account payments to be made by the Client to the Service Provider as hereinafter mentioned, the Service Provider hereby concludes the Contract with the Client to execute and perform the Contract and remedy any defects therein in conformity with the provisions of the Contract.
3. The Client hereby covenants to pay, in consideration of the acceptance of the Contract, 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 Client:

For and on behalf of

Name of Authorized Representative

Signature and seal of the Service Provider:

For and on behalf of

Name of Authorized Representative

TERMS AND CONDITIONS FOR PROVISION OF SERVICES

1. Term of Contact:

The term of the contract shall be three years (hereinafter called the "Term"), unless otherwise terminated earlier, and may be extendable for other Term on mutual agreement and subject to satisfactory performance.

2. Fixed Price:

The prices indicated in the Form of Financial Offer shall remain firm and not subject to any adjustment during currency of the Contract.

3. Delivery Schedule:

The delivery schedule shall be as per **Appendix-I, "Required Services"**

4. Applicable Law:

The Contract shall be governed and interpreted following the laws of the province of Khyber Pakhtunkhwa and the Islamic Republic of Pakistan.

5. Resolution of Disputes:

- i. Both parties agree to resolve any disagreements or disputes arising out of the Contract or its interpretation, during the currency of the Contract, through direct and informal negotiations. If deemed necessary, either party may escalate the dispute to the Chief Executive Officer of the Client for its amicable resolution. The CEO shall address the matter within fifteen (15) Business Days from the date the dispute is referred, or within a mutually agreed timeframe by both parties.
- ii. In the event that no settlement is reached in accordance with Clause 5(i) above, the matter shall be referred to arbitration under the Arbitration Act, 1940, or any other prevailing law regulating arbitration in Peshawar Pakistan, to be conducted by a single arbitrator appointed with mutual consent of the Parties. Place of arbitration shall be Peshawar Pakistan and the language shall be English.
- iii. The obligations of the Parties shall not be ceased by reason of the arbitration being conducted during the currency of the Agreement.
- iv. Notwithstanding Clause 5(ii) above, the Client retains the right to seek injunctive relief or other equitable remedies from any court of competent jurisdiction to protect or address any of its rights and/or other matters requiring immediate injunctive relief or other equitable remedies. Such a request for injunctive relief or other equitable remedies shall not be deemed incompatible with, or a waiver of, the right to arbitrate disputes under Clause 5(ii) above.

6. Intellectual Property Delivery:

The Client 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 Service Provider shall ensure that all approvals, registrations, licenses, permits and rights etc. which are necessary for the performance of the Contract by the Service Provider are legally acquired and assigned in the name of the Client. In case of any infringement on Intellectual Property Rights by the Service Provider, the Service Provider shall have sole control of the defense and all related settlement negotiations. Subject to above on intellectual property, the Service Provider shall retain exclusive ownership of all methods, concepts, algorithms, trade secrets, software documentation, other intellectual property or other information belonging to the Service Provider that existed before the effective date of the Contract.

7. Payment:

The payment of advertisements will be made to the Service Provider 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. The Client will make payments for advertisements as per fixed rate of media houses/APNS for government/government-commercial within 30 days after receiving of invoice along with relevant documents.

Payment for videos shall be made on pro-rata basis on completion of each video or batch of videos in all respects as per terms and conditions of the Contract and to the satisfaction of the Client.

For videos, each payment invoice shall have an Acceptance Certificate in attachment, issued by the Client or by any representative of the Client against such deliverable. No payment bill will be processed in the absence of desired Acceptance Certificate.

For Communication Support, Graphic Designing, content management and event coordination services, payment shall be made on a monthly basis against invoices submitted by the Service Provider, starting from the date of deputation of each resource and subject to verification of work done, by the Client. The invoice must be supported by an activity report and deliverables produced during the period.

Amount to be paid against liquidated damages shall be deducted from the running payment invoice and/ or performance security.

8. Performance Security:

- i. The Service Provider shall furnish to the Client a Performance Security, denominated in the currency of the Contract, in PKR, to the amount of ten (10%) of contract price in shape of CDR/DD or Bank Guarantee, on a format as prescribed by the Client, at the option of bidder, in the name of CEO TransPeshawar from schedule bank of Pakistan within seven (07) days of issuance of Letter of Acceptance.
- ii. The proceeds of the Performance Security shall be payable to the Client as liquidated damages and/ or compensation for any loss resulting from the Service Provider's failure to complete its obligations under the Contract.
- iii. In case of partial liquidation, the Service Provider shall be responsible to replenish the performance security with same amount within 07 days of such partial liquidation. If the Service Provider fails to replenish the Performance Security in accordance with this Clause, this shall constitute a material breach of the Agreement and the Client shall be entitled to liquidate the remainder of the Performance Security and terminate the Contract pursuant to this Contract.
- iv. The Performance Security shall be retained throughout the currency of the Contract and discharged by the Client and returned to the Service Provider not later than thirty (30) days following the date of completion of the Service Provider's performance obligations under the Contract.

9. Liquidated Damages:

Subject to Clause 10, if the Service Provider fails to perform its obligation under the Contract or any part thereof within the period specified in the Contract, the Client shall, without prejudice to its other remedies under the Contract, impose on the Service Provider, as liquidated damages, as given below, subject to a maximum limit 10% of the contract price. Once the maximum limit is reached, the Client will proceed with the termination of the Contract according Clause 13.

Payment against liquidated damages shall be deducted from the running payment invoice and/ or performance security.

The key performance indicators and respective liquidated damages are provided below:

KPI	Target	Measurement	Liquidated Damages (LD)
Submission of hard/soft newspaper copies	100% within 2 week	Submission record	PKR 5,000 per day of delay beyond agreed timeline

KPI	Target	Measurement	Liquidated Damages (LD)
Delivery of final video within 30 working days	100% videos delivered on time	Delivery receipt vs. brief date	PKR 5,000 per day of delay
Delivery of raw footage and editable files	100% raw footage with final delivery	Verification checklist	PKR 10,000 per missing item

KPI	Target	Measurement	Liquidated Damages (LD)
Staff deployed within the first month	100% staff onboard in 30 days	Onboarding confirmation	PKR 5,000 per day of delay
Required equipment provided	All listed equipment available	Equipment checklist	PKR 10,000 per missing item per week

10. Force Majeure:

The Service Provider 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 Service Provider and not involving the Service Provider's fault or negligence and not foreseeable. Such events may include, but not restricted to, act of the Client in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

If a Force Majeure situation arises, the Service Provider shall promptly notify the Client in writing of such condition and the cause thereof. Unless otherwise directed by the Client in writing, the Service Provider 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.

11. Amendment:

No modification, amendment, addendum or variation to the Contract shall be effective or binding, unless it (i) is made in writing; and (ii) expressly sets out the modification, amendment, addendum or variation to the agreement; and (iii) refers to the Contract; and (iv) is signed and dated by an authorized representative of the Client and the Service Provider.

12. Material Breach

Notwithstanding anything to the contrary contained in the Contract, if the Service Provider commits a material breach as given below, the Client shall have the right to forthwith terminate the contract:

- a) delegates or sub-contracts this agreement or part thereof in contravention of the provisions hereof; or
- b) abandons its obligations under the Contract; or
- c) consistently fails to observe any provision of the Contract (despite being given notice in relation thereto); or
- d) Fails to rectify or comply to the Client instructions despite of three notices in a month; or
- e) When maximum limit is achieved in accordance with Clause 9;
- f) If the Service Provider fails to replenish the performance security in accordance with Clause 8(iii) above.

13. Termination

14.1. The Client, without prejudice to any other remedy for breach of the Contract, by written notice of default sent to the Service Provider, may terminate the Contract in whole or in part, if

the Service Provider:

- a) fails to perform its obligations within the period specified in the Contract, or within any extension thereof granted by the Client; or
- b) engages in corrupt or fraudulent practices in competing for or in executing the Contract, in the judgment of the Client; or
- c) Commits material breach as specified in Clause 12 above.

14.2. The Client may at any time terminate the Contract by giving written notice to the Service Provider if the Service Provider becomes bankrupt or otherwise insolvent. In this event, the termination will be without any compensation to the Service Provider, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Client.

14.3. The Client, by a written notice sent to the Service Provider, may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that the termination is for the Client's convenience, the extent to which the performance of the Service Provider under the Contract is terminated, and the date upon which such termination becomes effective.

14.4. In the case of termination under Clauses 14.1 and 14.2, the Service Provider shall be liable to the Client for any loss incurred in this process, besides other penalties and blacklisting. The losses in such cases shall be recoverable from the performance guarantee as well as through other legal means. In the case of termination under Clause 14.3, the Performance Guarantee shall be returned to the Service Provider, subject to outstanding adjustments, if any.

14.5. In case the Contract is partly terminated, the Service Provider shall continue the performance of the Contract to the extent not terminated.

Required Services

1. Introduction

In order to increase awareness, improve public information dissemination, and strengthen communication and outreach, TransPeshawar intends to engage a competent a service provider to deliver advertising, production, media buying, and creative services under the scope outlined below.

2. Scope:

The selected service provider shall deliver the following services:

- i. Advertising Services including Creative Services, Placement & Media Buying Services for print advertisements
- ii. Production of two (02) annual documentary videos with a total of six (06) videos;
- iii. Communication Support, Content Management, Graphic Design, and Event Coordination Services through deputation of two (02) dedicated Creative and Media Staff at the TransPeshawar office, namely:
 - a. Communication Coordinator
 - b. Social Media & Content Coordinator

Detailed services required are explained below.

2.1 Advertising Services

TransPeshawar aims to release print media advertisements (classified and display ads) worth approximately PKR 10 million per annum over the term of the contract. The service provider shall provide creative and advertising services, including:

- Arrange timely design, copy writing, translation, and publication of classified and display advertisements in newspapers.
- Ensure all media placements comply with APNS/government commercial entity rates or lower.
- Coordinate directly with newspapers to secure optimal placement and visibility.
- Obtain advance approval from TransPeshawar for all media content.
- Provide one (01) newspaper copy in soft featuring the published ad on the day of publishment of ad and one (01) newspaper copy in hard within two weeks of publication of ad. Similarly, the two (02) copies of ad in hard shall be submitted along with the payment invoice to enable processing.

2.2 Production of Documentary Videos

The service provider shall be responsible for the production of two (02) annual documentary (total 06) videos to highlight the features, achievements, and impact of the Peshawar BRT system.

Sr.	Item	Quantity	Description
1	Videos	06	<ul style="list-style-type: none"> • Language: Urdu, Pashto, and English versions, with subtitles in all three languages. Voiceovers in different languages will be considered as a single video. • Sign language instructions for hearing-impaired audiences to be displayed in the corner of the screen, translating the voiceover. • Duration: 5–10 minutes approximately per video.

			<ul style="list-style-type: none"> • Scripts and storyboards to be developed by the service provider in consultation with TransPeshawar and approved prior to production. • Filming in full 4K resolution with professional color grading, audio mastering, mixing with suitable lighting • Videos to include interviews with relevant stakeholders, as required by TransPeshawar. • Celebrity influencer where required to be utilized with prior approval from TPC • Infographics, animations, and visual effects to enhance storytelling. • Voiceovers in Urdu, Pashto, and English, with prior approval of voice samples by TransPeshawar. • Start and end of each video to feature unique themes and branding consistent with TransPeshawar's image. • Sample draft video to be presented to TransPeshawar for approval of content, video quality, voice quality etc. • Contract must include all elements of production including script, story board, shoot, direction, editing, animations, infographics, voiceovers, translations use of model as required. Service provider shall be responsible for all these costs. • Copyrights of the videos shall belong to TransPeshawar. • Equipment: Use of drones (with prior permission), lighting, microphones, and stabilizers • Approvals: Concepts, scripts, and edits must be shared for approval during all stages • Deliverables: Final videos in MP4, MKV, AVI, and MPEG formats on USB. Raw footage must also be shared. • Ownership: All copyrights and usage rights shall be retained by TransPeshawar • Timeline: Each video shall be completed within 30 working days from date of brief
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2.3 Communication Support, Content Management, Graphic Designing, and Event Coordination Services through Deputation of Creative and Media Staff

The Service Provider shall deploy two dedicated human resources to provide communication support, content management, graphic designing and event coordination services. The staff shall be approved by TransPeshawar and dedicated solely to tasks assigned by the Client.

Sr.	Designation	Quantity	Description
1	Communication Coordinator	01	<ul style="list-style-type: none"> • Supports and assists the Communications Department by

			<p>coordinating various communication activities, including events.</p> <ul style="list-style-type: none"> • Responsible for creating high-quality graphic designs for print and digital media, including social media content, posters, and public service messages. • Provides design support for social media content as required, ensuring alignment with TransPeshawar's brand identity. • Any other task assigned by the TPC; • Must be proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design tools. • Minimum 3 years of professional experience in graphic design and communication support.
2	Social Media & Content Coordinator	01	<ul style="list-style-type: none"> • Assists the Communication Department in managing TransPeshawar's official social media platforms (Facebook, X, Instagram, LinkedIn, WhatsApp Channel, and others as introduced). • Supports timely handling and resolution of passenger complaints and queries received via social media, email, and other digital platforms in coordination with relevant departments. • Creates engaging bilingual content (English and Urdu) for social media, website, and other digital channels. • Prepares and compiles periodic performance reports and analytics of communication activities, campaigns, and digital engagement. • Assists in preparing knowledge products, presentations, and documentation. • Ensures confidentiality and security of all TransPeshawar digital assets. Any unauthorized sharing of social media handles, passwords, or account information shall be considered a serious breach of contract and treated as a criminal offense. • Must have excellent writing skills in English and Urdu, with

			<p>experience in content creation and digital communication.</p> <ul style="list-style-type: none"> • Minimum 2 years of professional experience in social media support, digital engagement, or content development.
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3. Obligations of the Service Provider:

3.1 Obligations Regarding Advertising Services:

- i. Ensure timely design, copy writing, content creation, translation, and publication of advertisement materials as per TransPeshawar's requirements and brand guidelines.
- ii. Obtain prior approval from TransPeshawar for all designs, content, and translations before publication.
- iii. Adhere to timelines prescribed by TransPeshawar for design and publication.
- iv. Secure media buying rates as per fixed rates of media houses/APNS for government/government-commercial entities, or lower where possible
- v. Attach three (03) copies of each newspaper containing the advertisements with the invoice, failing which payment shall not be processed.
- vi. Ensure advertisements are published in newspapers with wide circulation, as approved by TransPeshawar.
- vii. In case of non-availability of space or any other issue, inform TransPeshawar in a timely manner.
- viii. In case of any change of approved PID / APNS Government Rates for any newspaper or publication, inform TransPeshawar before publication of Advertisement in the said publication.

3.2 Obligations regarding Video Production:

- i. Develop scripts and storyboards for videos in consultation with TransPeshawar, within one week of TransPeshawar's notifying of the requirement of a video. Ensure the script is developed according to the brief shared by TransPeshawar.
- ii. Ensure approval of concept, script and storyboard before start of shoot.
- iii. Record relevant interviews in Urdu, Pashto, and English, as required by TransPeshawar.
- iv. Produce and deliver each video within three (03) weeks of script approval.

v. Technical Specifications:

- A. **Filming:** Ensure filming in full **4K resolution** with professional color grading, shading, tonality and high-quality sound as specified below. Video and sound quality to be approved by TransPeshawar at appropriate stages.
- B. **Camera and Lens Specifications:** The service provider shall use professional-grade cinema cameras with a minimum Super 35mm or full-frame sensor and high-quality lenses (f/2.8 or faster) to ensure superior image quality, dynamic range, and depth of field.
- C. **Color Depth and Color Grading:** Videos shall be recorded at a minimum of 24fps or 30fps, using a high-bitrate codec with 10-bit color depth or higher to ensure flexibility in post-production and high-quality color grading.
- D. **Lighting:** The service provider shall use professional lighting equipment (e.g., LED panels, soft boxes, or fresnel lights) with a minimum CRI of 95+ to ensure accurate color reproduction. Lighting shall be customized for each scene to enhance mood, depth, and visual clarity, with setups approved by TransPeshawar prior to shooting.
- E. **Sound Quality:** Audio shall be recorded using professional-grade shotgun or lavalier microphones at a minimum of 48kHz and 24-bit depth. On-set audio monitoring and backup recordings must be ensured. Post-production shall include basic audio processing (e.g., noise reduction, equalization, and mastering) to ensure clear dialogue and synchronized audio-video output. Voiceovers in Urdu, Pashto, and English may be required as per project needs.
- F. **Stabilization:** The service provider shall use stabilization equipment (e.g., gimbals, Steadicams, or sliders) to ensure smooth camera movements for all shots, including drone footage. Shaky or unstable footage will not be accepted unless approved by TransPeshawar for specific artistic purposes.

- G. **Post-production** shall be conducted using professional editing software (e.g., Adobe Premiere Pro, DaVinci Resolve, or Final Cut Pro). Final videos shall be delivered in 4K resolution (3840x2160) with professional color grading, using a consistent LUT log approved by TransPeshawar. The service provider shall provide at least two rounds of revisions based on TransPeshawar's feedback at no additional cost.
 - H. **Drone footage** shall be captured using professional-grade drones with 4K or higher recording capability. The service provider shall comply with all local aviation regulations and obtain prior approval from concerned authorities and TransPeshawar for drone shoots within the BRT corridor, with all costs borne by the service provider.
 - I. **Accessibility Features:** Sign language translations shall be synchronized with the audio, and displayed clearly in the corner of the screen. Closed captions in Urdu, Pashto, and English shall be provided, formatted for accessibility with high-contrast text and a minimum font size, approved by TransPeshawar.
 - J. **Third-Party Music and Assets:** If music or stock footage is used, require royalty-free or fully licensed assets with proof of licensing provided to TransPeshawar to avoid copyright issues.
- vi. Ensure a consistent visual and audio style (e.g., color palette, transitions, music themes) across all videos to reinforce TransPeshawar's branding. However, same shots should not be repeated in the same or separate videos; Use unique shots for each video, avoiding repetition of footage across videos.
 - vii. Incorporate drone shots, infographics, animations, and visual effects to enhance video quality as necessary and as required by TransPeshawar.
 - viii. All models, voice overs (Urdu, English, Pashto) to be approved from TransPeshawar to ensure they are in sync with TransPeshawar's image.
 - ix. Costs of all models, voice over artists, drone usage, animations, infographics, addition of equipment such as drones, and permissions thereof etc. to be incorporated in the total production cost and borne by the service provider.
 - x. The videos should be presented to TransPeshawar for approval during various stages and edited as required.
 - xi. Provide videos to TransPeshawar in multiple formats (mkv, avi, mp4, mpeg) to facilitate dissemination on plasma screens at BRT stations and online platforms and other platforms as needed. (PowerPoint presentations, digital screen, smart screens etc)
 - xii. Submit raw footage of all shoots and editable digital formats of final videos to TransPeshawar, along with the final 4K video deposited on a USB prior to final payment.
 - xiii. Store all raw footage and provide it to TransPeshawar upon request.
 - xiv. Obtain prior approval from TransPeshawar for any video shoots within the BRT corridor or stations.
 - xv. Perform any additional activities required to produce high-quality documentary videos.
 - xvi. Copyrights of video shall belong to TransPeshawar;

3.3 Obligations regarding Communication Support, Content Management, Graphic Design, and Event Coordination Services through Deputation of Creative and Media Staff

- i. Depute two dedicated staff (02) Creative and Media Staff to TransPeshawar namely: Communication Coordinator and Social Media & Content Coordinator
- ii. Submit CVs, portfolios, and samples of previous work for TransPeshawar's approval prior to staff deployment.
- iii. Ensure that both staff members are deputed from the first month of the agreement at the TransPeshawar office
- iv. Ensure staff are equipped with suitable Laptops/PCs for their tasks, with all costs borne by the service provider. The Communication Coordinator must be equipped with a system capable of handling advanced graphic design and related software, while the Content & Social Media Coordinator must be provided with a system suitable for digital communication, content creation, and reporting.
- v. In the event of any damage, malfunction, or performance issues with the equipment provided under this contract, the Service Provider shall be responsible for repairing or replacing the affected equipment within a timeframe stipulated by TransPeshawar, based on the nature and criticality of the equipment. For critical equipment (e.g., laptops/PCs), the replacement or repair shall be completed within one week from the

date of notification. All repair or replacement costs shall be borne by the Service Provider, and service delivery must continue without disruption during the resolution period.

- vi. Ensure staff are paid as per the following minimum salary structure and adhere to the work schedule (5 days a week, 8 hours per day):
 - A. **Communication Coordinator:** Minimum PKR 100,000 per month.
 - B. **Content & Social Media Coordinator:** Minimum two (02) times the prevailing minimum wage (currently PKR 40,000), i.e., not less than PKR 80,000 per month.
- vii. Ensure staff produce high-quality graphic designs and content as per TransPeshawar's requirements and brand guidelines.
- viii. Ensure staff Coordinates with TransPeshawar's Communication Department and report to the Communication Specialist for task assignments.
- ix. Deliver all graphic designs, content, reports, and other outputs in formats specified by TransPeshawar, with editable files provided upon request.
- x. Ensure staff comply with all applicable federal, provincial, and local laws, including labor and environmental laws, and possess necessary permits or licenses.
- xi. Staff deputed shall remain under the direction of TransPeshawar throughout the tenure.
- xii. Any substitution or replacement of deputed staff must be approved by TransPeshawar.
- xiii. In the event that TransPeshawar is not satisfied with the performance or conduct of the deputed resource, the Service Provider shall be obligated to replace the individual upon request from TransPeshawar, without any delay or additional cost.
- xiv. All intellectual property created by the deputed staff under this contract shall be the sole property of TransPeshawar.

4. Considerations

- i. Corridor and Stations are utilized for bus operation during the day time. The Service Provider shall execute their works during non-operation times, where possible. i.e., from 11:00 PM to 5:00 AM except otherwise at sole discretion of TPC;
- ii. Service Provider shall get permission from TPC for entry to corridor and station one day before the execution of Works. Such permission shall be gotten through Corridor Access Permission Form in office time;
- iii. Service Provider or its staff shall not execute any work or take such actions which affect bus operation without prior TPC permission; and
- iv. The service provider shall also get prior approval from TransPeshawar for video shoot.

5. Implementation Arrangements

The Service Provider shall work in coordination with the communication department of TransPeshawar. The deployed staff (Communication Coordinator and Content/Social Media Coordinator) shall report to the Communication Specialist for task assignments and performance monitoring.

6. Delivery Schedule

- a) The Service Provider shall remain available for the provision of advertising services throughout the term of the Contract and shall perform services within the timeframes stipulated by TransPeshawar. The service provider shall ensure timely design, content creation, translation, and publication of advertisements as per TransPeshawar's requirements, with all deliverables approved by TransPeshawar prior to publication.
- b) TransPeshawar may request the production of one or more documentary videos at any time during the term of the contract. Upon intimation by TransPeshawar, the service provider shall produce and deliver a script for each video within one (1) week for approval by TransPeshawar. Following script approval, the service provider shall produce and deliver each video, completed in all respects, within three (3) weeks. Multiple videos may be requested together, and the service provider shall ensure timely delivery of scripts and videos within the stipulated timelines (one week for script production and three weeks for video production), unless otherwise agreed by TransPeshawar.
- c) The service provider shall deploy two dedicated human resources (Communication Coordinator and Content/Social Media Coordinator) within the first month of the contract, along with necessary equipment (e.g., Laptop/PC/). These resources shall be available to perform tasks as assigned by TransPeshawar throughout the term of the contract, adhering to a work schedule of 5 days a week and 8 hours per day. Deliverables, including

graphic designs, photographs, videos, and edited content, shall be provided within timelines specified by TransPeshawar for each task.