

TransPeshawar (The Urban Mobility Company)			
Minutes of Pre-bid Meeting			
Procurement Title & Tender No.	Provision of Advertising Services and Documentary Video Production for Peshawar BRT System. (TPC/COMM/S/OCB/2025-26/001/RB)		
Date & Time	October 02, 2025 at 11:30 AM (PST)		
Venue	Main Conference Room, TransPeshawar (The Urban Mobility Company)	Chair	Procurement Specialist, TransPeshawar
The following members of Procurement Committee attended the meeting: 1. Khalil Ahmed, Procurement Specialist; 2. Sadaf Kamil, Communication Specialist; 3. Muhammad Shuja-ud-Din, Manager Legal; 4. Muhammad Saddam, Budget & Account Officer;			
DECISIONS / DISCUSSIONS: The Procurement Specialist formally welcomed the participants. A brief overview was provided to the bidders regarding the procurement process and the contents of the Bid Solicitation Document. It was informed that Bids are to be submitted under the single-stage, one-envelope bidding procedure. An orientation was also given on the E-Pak Acquisition and Disposal System (EPADS), with specific focus on the procurement process, scope of services, qualification requirements, and submission of responsive bids through EPADS. The participants were indicated on important sections especially Scope of Services, Qualification Criteria submission requirements and bidding forms. It was specially highlighted that original bid security of requisite shape, form and amount, sealed in envelope, shall be submitted in original in hard form on or before the closing date to the Procuring Entity. The bidders shall also place a copy of bid security in PDF with the proposal submitted through EPADS. After the briefing, bidders were invited to raise queries requiring clarification. The queries of the bidders along with the responses are attached as Annex-A. Closing Remarks: All bidders were reminded to submit their bids through EPADS before the deadline as mentioned in the BSD and to ensure full compliance with the stated requirements. The meeting was ended with a vote of thanks from the chair.			

Sr.	Queries	TransPeshawar Response/Decision
1	Equipment Provision for Deputed Staff: It was inquired whether, for the Communication Coordinator position requiring ‘advanced graphic design,’ the bidder is expected to provide only the basic hardware (laptop/PC), or also specialized peripheral equipment such as high-resolution monitors, graphic tablets, and licensed software (e.g., Adobe Creative Suite).	Response/Decision: It was responded that a suitable laptop equipped with a dedicated graphic card and the necessary licensed software (e.g., Adobe Creative Suite / Coral Draw etc.) to support design-related tasks must be provided. However, additional peripheral equipment such as a graphic tablet or high-resolution external monitor is not required. No Changes in the Bid Solicitation Documents will be required.
2	Selection/Evaluation criteria for Human Resources: It was inquired whether the selection of the proposed human resources will be based on a defined evaluation criterion, and if so, what specific criteria will be used to assess their qualifications and experience.”	Response/Decision: It was responded that the basic qualification and experience requirements are provided in the Terms of Reference. The successful Service Provider will submit CVs and will depute staff after approval of TransPeshawar. Establishment of CV, at the level of bid submission, is not required. No Changes in the Bid Solicitation Documents will be required.
4	Employment Terms for Human Resources: It was inquired whether the hired human resources will work under the same contractual terms and conditions as TransPeshawar employees.	Response/Decision: It was responded that these expert positions are outsourced and shall remain on the payroll of the successful bidder; however, the designated staff will be stationed at the TransPeshawar office and to the extent of official working hours and procedures shall follow related TransPeshawar notified policies and procedures. No Changes in the Bid Solicitation Documents will be required.
5.	Engagement of Celebrity influencer	Response/Decision:

	It was inquired that the RFP mentions engagement of a celebrity influencer, to be utilized with prior approval from TransPeshawar. Since this requirement is subjective and may significantly impact the bid price, clarification was sought regarding the category or type of celebrity expected to be engaged under this assignment to exactly calculate the bid price.	It was clarified that engagement of a celebrity influencer is not required. Since the cost of engaging celebrities varies widely depending on their popularity and market value, it is not feasible to quantify this component within the bid. The requirement of celebrity in Term of Reference will be deleted by issuing corrigendum. Changes in the Bid Solicitation Documents will be required.
6	Outstation Video Production Costs: It was asked how the additional costs will be managed if video shoots are required outside the city.	Response/Decision: It was responded that all video productions under this assignment will be conducted within Peshawar. No Changes in the Bid Solicitation Documents will be required.
7	Video Format – Animated or Live Action: It was asked whether the videos are required to be produced in animated format or in live-action/documentary style.	Response/Decision: It was responded that the videos will primarily be produced in a live-action documentary style; however, they may include supporting elements such as infographics, animations, drone footage, and other visual enhancements as required. No Changes in the Bid Solicitation Documents will be required.
8	Video Format Specifications: It was asked that as the RFP does not specify the video production format, what will be the referred resolution, format, and technical specifications. For example video format of MP4 is mention but fps is not.	Response/Decision: Most mandatory specifications including fps are mentioned. The RFP mentions "minimum of 24 fps or 30 fps", hence Videos shall be recorded at 24 fps for cinematic/documentary sequences and 30 fps (or 60 fps for slow-motion or social-media short-form content) as required. No Changes in the Bid Solicitation Documents will be required.

9	Documentary Concept: It was asked whether the concept or storyline for the documentary has already been finalized by TransPeshawar, or if the agency is expected to develop it as part of the assignment.	Response/Decision: It was responded that the exact concepts and storylines have not been finalized, as the videos will be produced on a need basis and as required from time to time. The agency will be responsible for developing the script, storyboard, and overall concept in line with the subject or theme shared by TransPeshawar for each video. No Changes in the Bid Solicitation Documents will be required.
10	Clarification on Bid Security Submission: It was inquired whether the bid security amounting to two percent should be calculated on the total value of the three-year contract (covering both video production and staff support), or only on the estimated cost comprising one month's staff salaries and six videos.	Response/Decision: It was responded that the bidder shall be required to submit a bid security amounting to two percent (2%) of the bid price, covering the total three-year contract (including both video production and staff support), in PKR in the form of a Call Deposit Receipt (CDR) in favour of the 'Chief Executive Officer, TransPeshawar.' The original bid security shall be submitted in hard form, sealed in an envelope, on or before the bid submission deadline. Additionally, a scanned copy of the bid security shall be included in the PDF file uploaded through EPADS. No Changes in the Bid Solicitation Documents will be required.
12	Annual vs. Cumulative Video Production: It was asked whether the agency is required to produce six (6) videos annually or a total of six (06) videos over the entire duration of the contract.	Response/Decision: It was responded that 6 videos are required over a period of three (03) years. Two (02) videos will be required per year. No Changes in the Bid Solicitation Documents will be required.
13	Performance Security: It was inquired whether the performance security may be submitted at ten percent (10%) of the annual contract value rather	Response/Decision: It was responded that the requirement for submission of performance security

	than ten percent (10%) of the total three-year contract value.	amounting to ten percent (10%) of the total contract price shall remain unchanged. The provision has been stipulated to safeguard the performance obligations of the successful bidder for the entire duration of the contract. Accordingly, the performance security shall be submitted for the total contract value within seven (07) days of issuance of the Letter of Acceptance, and shall remain valid until successful completion of all contractual obligations. No Changes in the Bid Solicitation Documents will be required.
14	Payment Timeline: The bidders asked what will be the timelines for processing payments after submission of invoices to TransPeshawar. The bidders suggested for payment of a minimal amount as advance before production of videos to support initial video production activities.	Response/Decision: It was responded that the payment terms and timelines are specified under Clause 7 of the "Terms and Conditions for Provision of Services," and payments shall be made accordingly. No advance payment is allowed. No Changes in the Bid Solicitation Documents will be required.
15	Minimum Staff Salary Structure and Annual Adjustments: It was inquired whether the stipulated amounts represent the minimum gross salary payable to the employee or the total cost to the company. Additionally, as the contract is on a fixed-price basis for three (03) years, clarification was sought on how mandatory increases in minimum wage, as per Government of Pakistan notification, would be addressed specifically, whether the contract price would be adjusted to reflect such increases or if the bidder would be required to bear these costs throughout the contract period.	Response/Decision: It was responded that the salaries shall remain fixed for the entire duration of the contract and shall not be subject to revision in line with any subsequent changes in the minimum wage rates announced by the Government. The minimum salary for the position of Communication Coordinator shall be PKR 100,000 per month, and for Content & Social Media Coordinator, PKR 80,000 per month. Necessary amendments shall be incorporated in the bidding documents accordingly. Changes in the Bid Solicitation Documents will be required.
18	Registration with APNS/PBA: The RFP does not specify whether the bidding agency/vendors	Response/Decision:

	must be registered with APNS (All Pakistan Newspapers Society) or PBA (Pakistan Broadcasters Association) Please clarify.	It was clarified that the agency should be on the approved panel of advertising agencies by the Press Information Department (PID) and registered with APNS to ensure legitimate access to newspapers and verification of their circulation figures. Registration with PBA is not mandatory because the contract is for print ad and doesn't include broadcast ads on television or radio. No Changes in the Bid Solicitation Documents will be required.
19	Applicable Advertising Rates: The RFP mentions that APNS rates will be applicable. However, in practice, advertising rates are notified by ABC (Audit Bureau of Circulations), not APNS. Please clarify the correct reference for applicable rates.	Response/Decision: It was clarified that the applicable advertising rates will be those notified by the Audit Bureau of Circulations (ABC), which serves as the standard reference for verified publication rates. Relevant changes will be the RFP will be incorporated through corrigendum. Changes in the Bid Solicitation Documents will be required.
20	Relevance of "Considerations" Clause to Advertising & Media Services: The core services under this contract are primarily office-based or conducted at external locations. Could you please clarify the specific scenarios requiring the Service Provider's staff to physically access the BRT corridor or stations during late night hours to fulfill their duties?	Response/Decision: It was clarified that the requirement for accessing the BRT corridor or stations during late-night hours primarily pertains to video shoots. Additionally, deputed staff such as the content creator may occasionally require access for coverage or content development related to activities taking place at stations, corridor or depots. No Changes in the Bid Solicitation Documents will be required.
21	Video Duration The participants asked about the exact duration of the videos.	Response/Decision: It was responded that the duration of the videos will be 5–7 minutes. The discrepancy in the Schedule of Requirements regarding the video duration will be rectified through

		the issuance of a corrigendum. Changes in the Bid Solicitation Documents will be required.
22	Non-Blacklisting Affidavit: Will the affidavit regarding non-blacklisting of the firm/agency be acceptable on an e-stamp paper valued at PKR 100 or above?	Response/Decision: The affidavit will be acceptable on an e-stamp paper valued at PKR 150 or above. Changes in the Bid Solicitation Documents will be required.