



GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

Pre - Qualification of Advertising Agencies

SUBJECT: Pre – Qualification of “Advertising Agencies”

Trade development authority of Pakistan (TDAP), is an authority established for promotion of trade and business, under the Ministry of Commerce, invites applications from the interested advertising agencies / firms, registered with Income Tax and Sales Tax Departments and accredited with the All Pakistan Newspapers Society (APNS), for releasing advertisements of TDAP in print media as per terms and conditions as well rates approved by Press Information Department (PID).

2. Pre – qualification documents containing detailed terms and conditions, method of release of advertisements, procedure for submission of documents, evaluation of the documents, evaluation criteria, clarification / rejection of proposals etc are available for the interested advertising agencies / firms, free of cost, at the I&C Section, Trade Development Authority Of Pakistan (TDAP) from 3rd Floor, Block-A, FTC Building, Shahr-e-Faisal, Karachi, during office hours from 19th April to 07th May, 2019. The pre –qualification documents can also be downloaded from www.tdap.gov.pk.

3. The documents, prepared in accordance with the instructions in the bidding documents, must reach at the office of the Assistant Manager, I&C Section, Trade Development Authority Of Pakistan (TDAP) on address given below at or before 10:30 A.M. on 7th May 2019 and will be opened on the same day at 11.30 A.M. This advertisement is also available on PPRA website at www.ppra.org.pk.

Assistant Manager
Media
(021 – 99201522)

Trade Development Authority of Pakistan
Ministry of Commerce
Government of Pakistan

3rd Floor, Block – A, Finance & Trade Centre, Shahr-e-Faisal, Karachi
Tel: 021-111-444-111

SECTION II: Instructions to Advertising Agencies / Firms

A. Introduction

1. Source of Funds

1.1 The Procuring Agency (as given in the Bid Data Sheet) has arranged funds from its own sources towards the cost of organising the event (as given in the Bid Data Sheet) and it is intended that part of the proceeds of these funds will be applied to eligible payments under the contract (as given in the Bid Data Sheet) for which these bidding documents are issued.

1.2 Payment from the Funds will be made only at the orders of the Procuring Agency and shall be subject in all respect to the terms and conditions of the agreement. No party other than the Procuring Agency shall derive any rights from the Project Agreement or have any claim to the allocated fund proceeds.

2. Eligible Firms

2.1 This Invitation is open to all firms providing on subject matter in Pakistan.

2.2 Advertising Agencies / Firms shall not be eligible to bid if they are under a declaration of ineligibility for corrupt and fraudulent practices issued by the any government organization in accordance with sub clause 34.1

3. Cost of Participation

3.1 The Advertising Agencies / Firms shall bear all costs associated with the preparation and submission of its bid, and the Procuring agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

B. The Pre – qualification Documents

4. Content of Bidding Documents

4.1 The documents include:

- (a) Instructions to Advertising Agencies / Firms
- (b) Data Sheet
- (c) Schedule of Requirements
- (d) Technical Specifications

4.2 The Advertising Agencies / Firms are expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the documents or submission of documents not substantially responsive to the pre – qualification documents in every respect will be at the Advertising Agencies / Firm’s risk and may result in the rejection of the proposal. .

C. Preparation of Bids

5. Language of Bid

5.1 The bid prepared by the Advertising Agencies / Firms, as well as all correspondence and documents relating to the bid exchanged by the Advertising Agencies / Firms and the Procuring agency shall be written in the language specified in the Bid Data Sheet. Supporting documents and printed literature furnished by the Advertising Agencies / Firms may be in another language provided they are accompanied by an accurate translation of the relevant passages in the language specified in the Bid Data Sheet, in which case, for purposes of interpretation of the Bid, the translation shall govern.

6. Documents Comprising the Bid

6.1 The documents prepared by the Advertising Agencies / Firms shall comprise the following components:

(a) A Technical Proposal

- Comprising of Cover letter, Company Profile, work experience & Financial Strength and a proposal on work plan based on the Schedule of Requirements/ TORs. The Advertising Agencies / Firms should take into consideration the parameters listed in Technical Evaluation Criteria for submission of Technical Proposal in the Data Sheet and its Annexure.

7. Documents Establishing Bidder's Eligibility and Qualification

7.1 Pursuant to ITB Clause 9, the Advertising Agencies / Firms shall furnish, as part of its documents establishing the Advertising Agencies / Firm's eligibility and its qualifications to perform the contract if its proposal is accepted.

13.2 The documentary evidence of the Advertising Agencies / Firm's eligibility to proposal shall establish to the Procuring agency's satisfaction that the Advertising Agencies / Firms , at the time of submission of its proposal, is legally established in Pakistan.

13.3 The documentary evidence of the Advertising Agencies / Firm's qualifications to perform the contract if its proposal is accepted shall establish to the Procuring agency's satisfaction:

- (a) Advertising Agencies / Firms must possess and provide evidence of its capability, experience and qualification criteria as stipulated in the pre-qualification documents and Data Sheet

(b) that, the Advertising Agencies / Firms Bidder has the financial, technical, capability necessary to perform the contract;

8. Format and Signing of Proposal

8.1 The Advertising Agencies / Firms shall prepare an original and the number of copies of the bid indicated in the Data Sheet, clearly marking each "ORIGINAL PROPOSAL" and "COPY OF PROPOSAL," as appropriate. In the event of any discrepancy between them, the original shall govern.

8.2 The original and the copy or copies of the proposal shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized by Advertising Agencies / Firms.

8.3 Any interlineations, erasures, or overwriting shall be valid only if they are initialed by the person or persons signing the proposal.

9. Deadline for Submission of Bids

9.1 Proposals must be received by the Procuring agency at the address specified under ITB Clause 18.2 no later than the time and date specified in the Data Sheet.

9.2 The Procuring agency may, at its discretion, extend this deadline for the submission of bids by amending the documents in accordance with ITB Clause 7, in which case all rights and obligations of the Procuring agency and bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

10. Late Bids

10.1 Any proposal received by the Procuring agency after the deadline for submission of bids prescribed by the Procuring agency pursuant to ITB Clause 19 will be rejected and returned unopened to the Bidder.

SECTION III: Data Sheet

Introduction	
i.	Trade Development Authority of Pakistan, Government of Pakistan
ii.	Pre – qualification of Advertising Agencies / Firms
iii.	7 th of May 2019 – Last date for collection of documents from TDAP
iv.	English

Preparation and Submission of Bids	
i.	<p>Technical Qualification Requirements:</p> <p>The proposal of the Advertising Agencies / Firms firm shall be evaluated against the attached criteria at Annex 'A'. A minimum score of 70 shall be required to technically qualify for further consideration. For technical qualification and enlistment, the Advertising Agencies / Firms shall be required to demonstrate the following:</p> <ol style="list-style-type: none">a. Complete details of the year of establishment of the agency and experience till submission of the bids.b. Details i.e. name, address etc. of the clientele of the agency from the year of establishment till submission of the bids.c. Experience of national / international advertising (with specimen of material for print / electronic media.d. Details of the permanent employees including total number of the employees and the relevant qualification etc.e. Relevant experience of the agency i.e. total projects handled from the year of establishment till date.f. Details / certificates of registration with Income Tax, Sales Tax, and APNS.g. Details International Affiliation.h. Financial strength of the firm proving the capacity of the firm to carry out projects <p>Note:</p> <p><i>(i) Advertising Agencies / Firms fulfilling above criteria shall qualify for</i></p>

	<i>further processing.</i>
ii.	Three Copies
iii.	Assistant Manager (I&C), TDAP, Karachi
iv.	Pre – qualification of “Advertising agencies”
v.	10:30 a.m. on 7 th May 2019 - Submission of documents.
vi.	11:30 a.m. on 7 th May 2019 – Opening of proposals

SECTION IV: Schedule of Requirements / Terms of Reference

- The selection procedure will be based only on the technical evaluation of the Advertising Agencies / Firms without any financial implication on TDAP.
- The hired Advertising Agencies / Firms will be required to release the advertisements of the TDAP as in actual form given / approved by the TDAP.
- The Advertising Agencies / Firms will use its resources for publication of press releases of TDAP in print / electronic media without any additional cost / remuneration.
- TDAP may hire two or more Advertising Agencies / Firms and the advertisements will be allocated as per the policy to be finalized by the TDAP later on.
- The hired Advertising Agencies / Firms will also do the designing of the relevant advertisements of TDAP free of cost.
- The hired Advertising Agencies / Firms will also assist TDAP in image building by using its resources for publicity and projection TDAP's activities in the print / electronic / social media related with their allocated assignment without any additional cost / remuneration. Moreover, they will also assist management of TDAP to diffuse anti TDAP propaganda (if any).
- The hired Advertising Agencies / Firms will depute their one representative to be based at TDAP for proper coordination of the mentioned activities.
- For greater transparency and providing equal opportunity, the current agencies on the panel of TDAP will be eligible to apply on the condition that they provide the TDAP an NOC on full and final settlement of all the dues before the process of short-listing commences.
- Advertising Agencies / Firms may also provide quote rates of designing of different items (Brochures / Logos / Standees, Backdrops etc.) for TDAP. However, they will not be the part of the evaluation of bid and in future if need arises, TDAP may assign the task to the firm as per quoted rates.
- The advertising agencies will be hired on the TDAP panel for a period of two year extended to another year subject to satisfactory performance.

S. No	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
1	<u>Company Profile</u>		<u>60</u>
1.1	<u>Years of Experience in advertising & designing works:</u>		<u>10</u>
	≤ 2 year		
	≥ 2 ≤ 4 years		
	≥ 5 ≤ 7 years		
	≥ 8 years		
1.2	<u>Clientele:</u>		<u>15</u>
	≥ 1 ≤ 3 MNCs or local firms in any trade		
	≥ 4 ≤ 5 MNCs or local firms in any trade		
	≥ 6 MNCs or local companies in any trade		
1.3	<u>Experience of international advertising:</u>		<u>05</u>
1.4	<u>No. of employees, Relevant Qualifications of Mgmt and team</u>		<u>20</u>
1.4.1	Number of employees		5
	Number of employees ≤10		
	Number of employees >11		
1.4.2	Relevant Qualifications of Mgmt and Team		15
	Not related to advertising & designing but experienced		
	Relevant to advertising & designing with ≤3 years experience in the field		
	Relevant to advertising & designing with > 3 years experience in the field		
2	<u>Relevant Experience</u>		<u>10</u>
2.1	<u>Advertising & designing Projects Handled So Far</u>		
	≤ 3		
	≥ 5 ≤ 10		
	≥11		
3	<u>Registration with Income Tax / Sales Tax and APNS Accreditation (Mandatory for Technical Qualification)</u>		<u>15</u>
3.1	Registration with Income Tax		05
3.2	Registration with Sales Tax		05
3.3	APNS Accreditation		05
4	<u>International Affiliation</u>		<u>05</u>
5.	<u>Financial Strength of The Firm</u>		<u>10</u>
	≥ 5 ≤ 10 Million of annual turnover		

	≥10 Million of annual turnover		
	TOTAL		100

Minimum Passing Marks are 70

Note:

The advertising agencies / firms short-listed after technical evaluation will be required to give a comprehensive presentation for technical evaluation purposes. The final decision of technical qualification or disqualification of any firm will be made on the basis of their presentation.