**KARANDAAZ PAKISTAN**

**Request for Proposal**

10th May 2018

**SECTION 1. LETTER OF INVITATION**

RFP no. 46

10th May 2018, Islamabad

1. The purpose of this RFP is to solicit bids from companies interested in providing Services of an Advertising Agency. The RFP is designed to assess whether organizations are able to provide the services required, and through a competitive and fair assessment, select a winning vendor for a goods and services year-long contract.
2. Karandaaz Pakistan invites sealed proposals from interested and eligible organizations. More details on the Services required are provided in the Terms of Reference (Section 4 of RFP).
3. The company will be selected under open competitive procedures, in accordance with the procurement policies and procedures of Karandaaz Pakistan. In the event of any conflict or inconsistency in terms and conditions of the request for proposal, Karandaaz Pakistan procurement policies and procedures shall prevail.
4. The full RFP is available at [**www.karandaaz.com.pk**](http://www.karandaaz.com.pk)in the procurement section.
5. Both financial and technical proposals must be submitted before 5:00 pm Pakistan Standard Time on 30th May 2018. Offerors must prepare four hard copies of the technical proposal and one hard copy of the cost proposals, and submit in separate **sealed** envelopes to the attention of ‘The Procurement Department’ 1-E, Ali Plaza, D Chowk, Mezzanine Floor, Naziumudin Road, Blue Area, Islamabad.

Yours sincerely,

**The Procurement Department**

Karandaaz Pakistan

**SECTION 2. INSTRUCTIONS TO FIRMS**

**A. General**

1. **Scope of Proposal**

Karandaaz Pakistan issues this Request for Proposal (RFP) for the following services:

“**Advertising Agency**”.

Throughout this RFP:

1. The term “in writing” means communicated in written form (e.g., by mail, e-mail, fax).
2. “Day” means calendar day.
3. **Fraud and Corruption**

Firms shall comply with Karandaaz Pakistan’s policy regarding fraud and corruption given in Section 3 of the RFP.

1. **Eligibility**

Karandaaz Pakistan may specify certain minimum qualification criteria in the Terms of Reference e.g. minimum years of relevant experience. The firm has an obligation to disclose to Karandaaz Pakistan any situation of actual or potential conflict that impacts its capacity to serve Karandaaz Pakistan’s best interests. Failure to disclose such situations may lead to the disqualification of the firm or the termination of its Contract. Karandaaz Pakistan’s policy with regard to conflict of interest is given Section 3 of the RFP. Firms shall provide such evidence of their continued eligibility satisfactory to Karandaaz Pakistan, upon request.

1. **One Proposal Per Firm**

Each firm shall submit only one proposal, either individually or as a partner in a joint venture. A firm that submits or participates in more than one proposal shall cause all the proposals with the firm’s participation to be disqualified. However, this does not limit the participation of subcontractors and individual experts in more than one proposal.

1. **Cost of Preparation of Proposal**

The firm shall bear all costs associated with the preparation and submission of its proposal. Karandaaz Pakistan shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

**B. Request for Proposal**

1. **Contents of the RFP**

The RFP includes the documents listed below and any Addendum issued in pursuant to point 8 of this section ‘Amendment of RFP’.

Section 1 - Letter of Invitation

Section 2 - Instructions to firms

Section 3 – Procurement Policy – vendor conduct

Section 4 - Terms of Reference

Annexure A – Proposal Submission Form

1. **Clarification of RFP**

All questions and/or clarifications regarding this RFP must be submitted via email to Procurement@karandaaz.com.pk no later than 5:00 pm local time on May 17, 2018. All correspondence and/or inquiries regarding this solicitation must reference the RFP number. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing.

Questions and requests for clarification—and the responses thereto—will be circulated to all RFP recipients who have indicated an interest in bidding by 5:00PM on May 22, 2018.

Only the written answers will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from a Karandaaz employee or other entity should not be considered as an official response to any questions regarding this RFP.

1. **Amendment of RFP**

At any time prior to the deadline for submission of bids, Karandaaz Pakistan may amend the RFP by issuing an Addendum. Any Addendum issued shall be part of the RFP and will be communicated via the Karandaaz Pakistan website. Firms are advised to monitor the site for updates. To give prospective firms reasonable time in which to take an Addendum into account in preparing their bids, Karandaaz Pakistan may, at its discretion, extend the deadline for the submission of bids, pursuant to point 17 ‘Deadline for Submission of Proposals’ of this section.

**C. Preparation and Submission of Proposals**

1. **Language of proposal**

All documents relating to the proposal shall be written in the English language.

1. **Documents Comprising the Proposal**

The proposal shall consist of the following:

1. Technical proposal consisting of the following;
2. Proof of registrations: APNS, PBA, Income Tax/GST Payment certificates, a bank certificate of financial stability.
3. Agency profile: name, registered address, telephone, e-mail address of head office and branch offices any other relevant details.
4. Short bios of the core team members, their qualifications, experience and details of the in-house facilities, equipment.
5. Work history, previous and current client list, any awards or specific campaigns/clients’ case studies - all other documents and evidences that demonstrate the offeror’s range and quality of services.
6. Work samples, , images, videos, any audio-visual material to demonstrate the creative and executional (media buying, event management, and campaign strategy planning) strengths of the offeror;
7. Financial proposal.
8. **Currencies of Bid and Payment**

Firms may express the price only in PKR.

1. **Proposal Validity**

Proposal shall remain valid for ninety (90) days after the proposal submission deadline date established by Karandaaz Pakistan. A proposal valid for a shorter period shall be rejected as non-responsive.

In exceptional circumstances, prior to the expiration of the proposal validity period, Karandaaz Pakistan may request all firms who submitted their proposals to extend the period of validity of their proposal for a specified additional period. The request and the responses shall be made in writing. If the firm agrees to extend the validity of its proposal, it shall be done without any change in the original proposal and with the confirmation of the availability of the key experts. The firm has the right to refuse to extend the validity of its proposal in which case such proposal will not be further evaluated.

If any of the Key Experts; in case of this RFP, the two listed individuals (refer to Section 4 of this RFP) become unavailable for the extent of the contract validity period, the firm shall provide a written adequate justification and evidence satisfactory to the Client together with the substitution request. In such case, a replacement Key Expert shall have equal or better qualifications and experience than those of the originally proposed Key Expert. The technical evaluation score, however, will remain to be based on the evaluation of the CV of the original Key Expert.

If the firm fails to provide a replacement Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the Client, such Proposal will be rejected.

1. **Proposal Security**

In this procurement, a proposal security is not required.

1. **Alternative Proposals**

Alternative proposals shall not be considered.

1. **Format, Signing, and Submission of Proposals of Proposal**

The firm shall prepare and email a scanned copy of the documents comprising the proposal as described in point 10 on official company letterhead. Each document shall be signed by a person duly authorized to sign on behalf of the firm. All pages of the proposal shall be initialled by the person or persons signing the proposal.

Both financial and technical proposals must be submitted before 12:00 noon Pakistan Standard Time on **May 30, 2018**. Offerors must prepare four hard copies of the technical proposal and one hard copy of the cost proposals, and submit in separate **sealed** envelopes to the attention of ‘The Procurement Department’ 1-E, Ali Plaza, D Chowk, Mezzanine Floor, Naziumudin Road, Blue Area, Islamabad.

The proposal should also be sent to the following email address: [**procurement@karandaaz.com.pk**](mailto:procurement@karandaaz.com.pk) with the subject line: Responding to RFP for “Advertising Agency”.

The Proposal shall contain no alterations or additions, except those to comply with instructions issued by Karandaaz Pakistan, or as necessary to correct errors made by the firm, in which case such corrections shall be initialled by the person or persons signing the Proposal.

1. **Deadline for Submission of Proposals**

Proposals must be received by Karandaaz Pakistan no later than 12:00 noon Pakistan Standard Time on May 30, 2018.

Karandaaz Pakistan may extend the deadline for submission of proposals by issuing an amendment in accordance with point 8 ‘Amendment of RFP’, in which case all rights and obligations of Karandaaz Pakistan and the firms previously subject to the original deadline shall then be subject to the new deadline.

1. **Late Proposals**

Any Proposal received late by Karandaaz Pakistan will be considered only at the discretion of the evaluation team

1. **Withdrawal, Substitution, and Modification of Proposals**

Firms may withdraw, substitute or modify their proposals by giving notice in writing before the deadline for submission of proposals prescribed in point 16 ‘Deadline for Submission of Proposal’ of this section.

Each firm’s withdrawal, substitution or modification notice shall be prepared, sealed, marked, and delivered in accordance with point 15 ‘Format, Signing, and Submission of Proposals of Proposal’, with the subject line as: Responding to RFP for “Advertising Agency - “WITHDRAWAL,” SUBSTITUTION” or “MODIFICATION” as appropriate. No Proposal may be substituted or modified after the deadline for submission of proposals.

**E. Proposal Opening and Evaluation**

1. **Proposal Opening**

Karandaaz Pakistan shall open the proposals, including modifications made pursuant to point 18, on the business day following the deadline, as per point 16.

1. **Confidentiality**

Information relating to the examination, evaluation, comparison, and post-qualification of proposals, and recommendation of contract award, shall not be disclosed to firms or any other persons not officially concerned with such process until publication of the contract award. Any effort by a firm to influence Karandaaz Pakistan in the examination, evaluation, comparison, and post-qualification of the Proposals or contract award decisions may result in the rejection of its Bid. Notwithstanding the above, from the time of proposal opening to the time of contract award, if any firm wishes to contact Karandaaz Pakistan on any matter related to the bidding process, it should do so in writing at the address indicated in point 7 ‘Clarification of RFP’.

1. **Clarification of Bids**

To assist in the examination, evaluation, and comparison of proposals, Karandaaz Pakistan may, at its discretion, ask any firm for clarification of the firm’s proposal. The request for clarification and the response shall be in writing, but no change in the price or substance of the proposal shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by Karandaaz Pakistan in the evaluation of the proposals in accordance with point 25 ‘Correction of Errors’.

1. **Preliminary Examination of Proposals**

Prior to the detailed evaluation of proposals, Karandaaz Pakistan shall first review each Proposal and check the power of attorney or any other form demonstrating that the representative has been duly authorized to sign the proposal, initialization of all pages, etc.

1. **Determination of Firm’s Eligibility and Qualifications**

Then Karandaaz Pakistan shall determine whether the firm meets the eligibility and qualification requirements of the bidding documents. Firms failing to comply with the eligibility criteria indicated in point 3 ‘Eligibility’ shall be disqualified.

Further, Karandaaz Pakistan shall determine whether the proposal is substantially responsive to the requirements of the bidding documents.

Karandaaz Pakistan’s determination of a proposal’s responsiveness is to be based on the contents of the proposal itself. A substantially responsive proposal is one, which conforms to all the terms, conditions, and specifications of the RFP, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the service; (b) which limits in any substantial way, inconsistent with the RFP, Karandaaz Pakistan’s rights or firm’s obligations under the contract; or (c) whose rectification would affect unfairly the competitive position of other firms presenting substantially responsive Proposals.

1. **Evaluation of Technical Proposal**

Karandaaz Pakistan shall evaluate the technical aspects of the proposals received, applying the evaluation criteria specified in this point. Each proposal that is not rejected for reasons stated in these Instructions will be given a technical score.

The evaluation criteria, relevant sub-criteria, and point system to be used to evaluate the Technical Proposals shall be:

Technical Proposal (80% of total score)

The agency must meet the following prequalification criteria and furnish the supporting documents in its proposal:

Proof of Registration: 20%

* Detailed profile of advertising agency including name, registered address, telephone numbers, email address and year of registration
* Income Tax/GST payment certificate
* PBS and APNS registration certificates
* Bank certificate of financial stability

Company Profile: 40%

* Must have at least 5 years’ experience or more working as an advertising agency.
* The agency must also have presence across Pakistan with ability to support Karandaaz events and activities in across Pakistan. The head office in Islamabad is preferred but in case the agency is based in another city than Islamabad, then they must have a presence in Islamabad or be willing to set up a small unit in Islamabad with key personal to support Karandaaz operations.
* List of clients and details of services offered to them during last 3years. (year wise)

CVs and Work Samples of the Resources: 20%

* CVs and work samples of the proposed Client Services Representative and Designer to be dedicated for the contract.

1. **Correction of Errors**

Proposals determined to be substantially responsive shall be checked by Karandaaz Pakistan for any arithmetic errors. Errors shall be corrected by Karandaaz Pakistan as follows:

Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.

The amount stated in the proposal shall be adjusted by Karandaaz Pakistan in accordance with the above procedure for the correction of errors and, with the concurrence of the firm, shall be considered as binding upon the firm. If the firm does not accept the corrected amount, the proposal shall be rejected.

1. **Currency for Price Evaluation**

For evaluation and comparison purposes, Karandaaz Pakistan shall convert all proposal prices expressed in US Dollars or any other currency into an equivalent amount in PKR, using the selling exchange rates established by the State Bank of Pakistan on the date of proposal opening specified in point 19 ‘Proposal Opening’.

1. **Evaluation of Proposal Price and ranking :**

Financial Proposal (20% of Total Score)

Cost proposals submitted will be evaluated according to price reasonableness determination under full and open competition and known market conditions.

Evaluation of the cost proposal will consider, but will not be limited to, the following:

* Cost reasonableness;
* Consistency with the technical proposal;

30 points will be awarded to the lowest responsive bidder while rest of the bids will be allocated points according to following formula:

Points of a Bidder = (P1/ P2)\* 20

Where:

P1= Price of Lowest Responsive Bidder

P2= Price of the Bidder

**F. Award of Contract**

1. **Award Criteria**

Subject to 31 below, Karandaaz Pakistan shall award the contract to the firm whose proposal has been determined to be substantially responsive to the RFP and which has the highest combined technical and financial score, provided that such firm has been determined to be eligible in accordance with point 3.

1. **Karandaaz Pakistan’s right to accept Any proposal and to reject any or all proposals**

Notwithstanding point 28 above, Karandaaz Pakistan reserves the right to accept or reject any proposal, and to cancel the bidding process and reject all bids, at any time prior to the award of contract, without thereby incurring any liability to the affected firm or firms or any obligation to inform the affected firm or firms of the grounds for Karandaaz Pakistan’s action.

1. **Notification of Award and Signing of Agreement**

The firm whose Proposal has been accepted shall be notified of the award by Karandaaz Pakistan prior to expiration of the proposal validity period in writing. This letter (hereinafter and in the contract called the “Letter of Acceptance”) shall state the sum that Karandaaz Pakistan shall pay the contractor in consideration of the services as prescribed by the contract.

The Agreement shall incorporate all agreements between Karandaaz Pakistan and the successful firm. It shall be signed by Karandaaz Pakistan and sent to the successful firm, within seven (7) days following the Letter of Acceptance’s date. Within seven (7) days of receipt, the successful firm shall sign the Form of Agreement and deliver it to Karandaaz Pakistan.

Karandaaz Pakistan will also promptly notify in writing each unsuccessful firm. After publication of the award, unsuccessful firms may request in writing to Karandaaz Pakistan seeking explanations of the grounds on which their Proposals were not selected. Also, Karandaaz Pakistan shall entertain a complaint from any firm that claims to have suffered or that may suffer, loss or injury due to a breach of a duty by the company in the conduct of this bidding process. Such requests shall be addressed and delivered in writing to:

Karandaaz Pakistan

Attention: Chief Executive Officer

Re: “Advertising Agency”

1 E, Ali Plaza, Nazimuddin Road, D-Chowk, Islamabad

Any requests via email seeking this explanation should be sent to

**proccomplaint@karandaaz.com.pk**.

**SECTION 3. PROCUREMENT POLICY – VENDOR CONDUCT**

1. **Corrupt or fraudulent practices**

Bidders, suppliers, contractors and their agents (whether declared or not), sub-contractors, sub-consultants, firms or suppliers, and any personnel thereof, shall observe the highest standard of ethics during the procurement and execution of contracts.

Karandaaz Pakistan shall not award contract if it is determined that the bidder, or any of its personnel, or its agents, or its sub-consultants, sub-contractors, firms, suppliers and/or their employees, has, directly or indirectly, engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for the contract in question. As part of bidding/ solicitation documents, Karandaaz Pakistan will seek declaration of ‘Non collusive non corrupt practices’ from each bidder. Format for such declaration is prescribed in section 3 of the standard bidding document. In pursuance of this policy, following terms are defined as follows:

1. “Corrupt practice” is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
2. “Fraudulent practice” is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
3. “Collusive practice” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
4. “Coercive practice” is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
5. “Obstructive practice” is deliberately destroying, falsifying, altering, or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation.
6. **Avoidance of conflict of interest**

Any firm participating in the procurement process should disclose any actual or perceived conflict of interest situation/condition. Any firm found to have a conflict of interest shall be ineligible for award of a contract.

A firm shall be considered to have a conflict of interest in a procurement process if:

1. Such firm is providing goods, works, or non-consulting services resulting from or directly related to consulting services for the preparation or implementation of a project that it provided or were provided by any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm; or
2. Such firm submits more than one bid, either individually or as a joint venture partner in another bid, except for permitted alternative bids. This will result in the disqualification of all bids in which the bidder is involved. However, this does not limit the inclusion of a firm as a sub-contractor in more than one bid. Only for certain types of procurement, the participation of a bidder as a sub-contractor in another bid may be permitted subject to the company’s no objection and as allowed by the standard bidding documents applicable to such types of procurement; or
3. Such firm (including its personnel) has a close business or family relationship with a professional staff of the company who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract unless the conflict stemming from such relationship has been resolved in a manner acceptable to the company throughout the procurement process and execution of the contract; or
4. Such firm does not comply with any other conflict of interest situation as specified in the standard bidding documents relevant to the specific procurement process.
5. **Duty of care**

The supplier in performance of services for Karandaaz Pakistan shall exercise duty of care. Duty of care holds the supplier responsible for the safety and well-being of its personnel and any third party affected by its activities.

**SECTION 4. TERMS OF REFERENCE**

**Thematic Area**:

**Project Title: Advertising Agency**

**Expected Start Date:** June, 2018

**End Date:**  May 2019

**Task Manager: Director KMC**

**About Karandaaz Pakistan**

KARANDAAZ PAKISTAN, a not-for-profit company established in August 2014, promotes access to finance for small businesses through a commercially directed investment platform, and financial inclusion for individuals by employing technology enabled digital solutions. The company has financial and institutional support from leading international development finance institutions; principally the United Kingdom Department for International Development (DFID) and the Bill & Melinda Gates Foundation.

The Company has four verticals:

* **Karandaaz Capital** provides wholesale structured credit and equity-linked direct growth capital investments in micro, small and mid-size enterprises (MSMEs) with compelling prospects for sustainable growth and employment generation in Pakistan.
* **Karandaaz Digital** focuses on expanding the poor’s access to digital financial services in Pakistan by working across the ecosystem with all stakeholders including regulators, policy-makers, government departments, businesses and researchers and academics with activities arranged in four key work areas–Policy and Regulation, Seeding Innovation, Experimentation and Solutions Development, and Scale and Outreach.
* **Karandaaz Innovation** manages the Innovation Challenge Fund, providing risk capital and grants to partners with an aim to generate innovative solutions to complex problems in areas of financial inclusion and entrepreneurship.
* **Knowledge Management and Communications** supports the company's core financial inclusion goal by developing and disseminating evidence based insights and solutions to influence markets and the financial ecosystem.

This work will fall under the Knowledge Management and Communications department.

**About the Project**

The advertising agency will be selected for a period of one year.

The agency must present its financial quote with a fixed fee percentage for all media buy that Karandaaz may wish to undertake during the life of the project.

Cost for all other items must be quoted keeping in mind the inbuilt costs of the designer, the CSR, and any other costs that the agency foresees that it needs to undertake.

The items in the activity metrics are just indicative and present a range of activities that may be undertaken. Size and quantity specifications may be different for different activities as the agency will gather information through coordination with Karandaaz Pakistan Communications team to plan upcoming events, activities and items for each quarter.

**Scope of Work**

The following activity metrics lists all possible Karandaaz requirements generally with some specific deliverables for cost comparison purposes. The list is not exhaustive and there may be other activities that Karandaaz and the agency may decide to undertake depending on the quarterly work plan.

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Activities** | **Deliverables for Cost Comparison**  \*This does not reflect the actual specifications or frequency except in the first two activities. | **Cost Estimate** |
| **01** | **Client Service Representative (CSR):** (Key Position)  The agency will designate a CSR for this contract. This person must be embedded in the Karandaaz office and well-resourced with good management skills and a sound understanding of the media industry. This individual should have full backend support from other resources available within the agency such as finance, admin, creative, and procurement/subcontracting. The CSR is expected to perform the role of coordination between the client “Karandaaz” and the agency and ensure that all activities and reporting requirements are met on time and at the highest professional and quality standards.  Karandaaz may require the agency to change the designated person for this position anytime during the performance of the contract due to performance issues in which case the agency will be responsible to quickly bring a replacement on board without any break in the available support available for Karandaaz. The agency will be responsible for providing the CSR with all hardware and software support. The CSR will be required to log at least 40 hours of their time in Karandaaz Islamabad office every week. | 40 hours a week. |  |
| **02** | **Designer:** (Key Position)  Selection Process:  The agency will furnish three CVs along with portfolios for an individual, hereto referred as “Graphics Designer (GD)”, to work as a dedicated design resource for Karandaaz during the life of the contract. Karandaaz team will make a choice after reviewing the three proposed GD’s credentials and portfolio that the agency must present at the RFP stage. Agency may propose an existing resource but must establish his/her CV along with credentials and portfolio. That existing resource will exclusively be dedicated to the Karandaaz account in case of acceptance.  Agency’s Responsibility:  The agency will then be responsible to bring the desired GD on board as its contract staff. This will be dedicated resource and the agency must not involve the Karandaaz GD in any other activity. The agency will be responsible for establishing the time sheet of the designer with every monthly invoice and all HR and Admin related responsibility for this resource will rest with the agency.  In case Karandaaz is not satisfied with the performance of the GD or the individual decides to leave, the agency will again establish three CVs for Karandaaz to select from and quickly bring the replacement on board without any break in the available design support for Karandaaz. The agency will be responsible for providing the GD with all hardware and software support.  The GD will be housed at the agency but may be required to visit the Karandaaz office any time and/or station himself/herself at Karandaaz office for limited time to be able to incorporate real time feedback ad for tasks with short TAT. Karandaaz will have all perpetual copyrights to all design material produced under such activities and all source files will also be handed over to Karandaaz in an external drive at the end of the contract or as and when required.  Qualifications:  The proposed GD must be proficient in latest design software and demonstrate creative and innovative design ideas and approaches through his previous work samples at the time of the selection.  The GD must have at least a graduation degree in design or related field and minimum 5 years of experience in working as a creative designer. | Approx. 20 hours a week |  |
| **03** | **Print Material:** The agency will be responsible for printing all Karandaaz marketing material and advice Karandaaz on the most suitable paper grammage, dimensions, print techniques, and ensure satisfactory delivery of the required quantities according to the established timelines while directly coordinating with a top tier printer. Generally the Karandaaz printing requirements include: flyers, brochures, reports, invitation cards, quarterly newsletters, one-pagers and any other printed material.  The agency will be responsible to ensure that all printing is of best industry quality and up to the satisfaction level of Karandaaz PoC. | 100 copies of Karandaaz Annual Report- 50 Pages (4 color print)-Title page 310g Art Card with Matt Print - Text pages 128g Matt Paper- Size: Letter 8.5x11 (Finished Size), 52 pages  100 Copies of Karandaaz Combined Tri-Folded Flyer consists of 6 A4 pages. 128g Matt Paper to be used. 4 Color Print. |  |
| **04** | **Giveaway Material:** The agency will be responsible for production and/or procuring and stocking Karandaaz giveaway material and may deliver specified quantities to Karandaaz office as and when required. This material will include Karandaaz branded mugs, diaries, calendars, pens, swag bags, mementoes, shields, giveaways such as branded USBs etc.  The agency will be responsible to ensure that all such giveaway materials are of best industry quality and up to the satisfaction level of Karandaaz PoC. | 200 Black Mole skin journal/diary in A5 size (half the size of A4) x 200 units  Journal/Diary must include:  -Branding on cover page and Logo (coloured) on top right corner of every page.  -Book Mark  -Elastic Latch to keep the journal closed.  -Good Quality White Paper (90 grams)  -200 number of sheets |  |
| **05** | **Event Support:** The agency will be responsible for providing all event related support to Karandaaz as and when required. This includes backdrops, standees, media walls, SMD screens, podium covers, name tents, props, cut outs, banners.  The agency will be responsible for printing, installation, dismantling, storage and advising on possibilities to reuse such material as and when possible.  Karandaaz may request some support from agency to designate the Client Service Representative (CSR) and additional human resources to be present at certain events. This support will be required in very rare instances.  Karandaaz events are generally in Islamabad, Karachi, and Lahore but may be in very limited instances may also include other cities. | Six roll-up standees – Matt finish  Backdrop 7 X 8 Matt finish panaflex - on metal frame, printing, installation, dismantling in Islamabad  SMD Screen per day Cost to be used in Islamabad  100 Invitation Cards with plain white envelops – Art Card, 4 coloured printing, 5’x7’, |  |
| **06** | **Print Ad Releases:** The agency will be responsible to release all print ads for Karandaaz in newspapers (Urdu, English and/or regional and international) as directed for marketing/publicity and announcement purposes such as call for applications, RFPs, EOIs, and Job Opportunities etc. Karandaaz will provide guidance on frequency, placement, and size of these ads but the agency may also provide its input to the benefit of Karandaaz strategy. | Printing of quarter page (15x8  or 27x4) newspaper coloured, back page ads in  Dawn and Tribune on a Friday. |  |
| **07** | **Out Of Home (OOH):** The agency will be responsible to advise and procure any electronic screens, billboards, streamers, airport screens, pamphlets, posters, any other medium of OOH advertising that Karandaaz may intend to undertake. This may or may not be part of an overall campaign. The agency will be responsible for securing permissions, advising on best available spots for such OHH advertising, printing, securing the desired spots, installation and dismantling. The agency will also monitor that all such OOH ads stay on for the desired period and share reports with Karandaaz as and when required. | 02 billboards in Lahore of optimum prominence for two weeks – One on main boulevard, and one on Cavalry Bridge  Size: 20 x 60 \*This includes printing of the skin |  |
| **08** | **Event/Field Photography:**  Karandaaz may require agency to provide support from time to time for photography. This may include event and field photography. Depending on the level and importance of the activity and in case of specific events Karandaaz may also review the portfolio of the proposed photographer before the activity and may require the agency to propose a substitute. This will include the photographer getting a thorough brief from Karandaaz POC beforehand and agency making sure that this brief is followed.  The photos must be high resolution and showcase action, impact and Karandaaz efforts well.  The agency will be responsible to ensure that all such photography is of best industry quality and up to the satisfaction level of Karandaaz PoC.  Karandaaz photography opportunities are generally in Islamabad, Karachi, and Lahore but may be in very limited instances may also include other cities. Karandaaz will have all perpetual copyrights to all photo material produced under such activity. | 01 day of event photography in Karachi  01 day of event photography in Lahore  01 day of event photography in Kasur |  |
| **09** | **Event Videography**  HD quality video coverage of all Karandaaz events, as and when required, with full audio. Each video will then be edited into a short 2 minute Video News Report (VNR) styled montages cut on music to form a comprehensive social media video. These videos may also include short straight-to-camera video testimonials with participants and Karandaaz team, opening and closing 2-D graphics, music and titling. In some cases the VNRs may also require background narration and a basic script.  The videos must be based on the brief provided by the Karandaaz Communications team and up to the highest industry standards and acceptable to the client. There may be multiple rounds of feedback and the agency must be committed to finalize and deliver the each video within a week of the date of the filming. The final deliverable will be 2 broadcast level DVDs of the edited videos and finally a hard-drive with all edited videos and rushes. Karandaaz will have all perpetual copyrights to all video material produced under such activity.  The agency will be responsible to ensure that all such videography is of best industry quality and up to the satisfaction level of Karandaaz PoC.  Karandaaz videography opportunities are generally in Islamabad, Karachi, and Lahore but may be in very limited instances may also include other cities. | 01 VNR for an event |  |
| **10** | **Mass Media Campaigns:** From time to time, Karandaaz may run specific short term mass media awareness campaigns for its specific activities. These campaigns must highlight the specific activity and its significance, and Karandaaz’s role as an enabler. The agency will be responsible for proposing, and implementing these mass media campaign after getting a thorough brief from the Karandaaz POC through channels such as:   * Print Ads * Television Ads * Radio PSAs * OOH Advertisements * Digital Media Campaigns * Road Shows * Any other mediums that the agency may want to propose for Karandaaz’s consideration | Production of a 60 second Urdu PSA for radio with voice over and music  Radio PSA Campaign:  Duration 60 secs  Channels:  FM 101 (Balochistan)  Chiltan 88.0  Frequency:  8 times a day - Saturday, 30 September & Sunday, 1 October, 2017 (4 times from 11:00 am to 2 pm - 4 times from 6:00 pm to 8 pm)  4 times a day - Monday, 2 to Friday 6 October, 2017 (2 times from 11:00 am to 2 pm - 2 times from 6:00 pm to 8 pm)  8 times a day - Saturday, 7 October & Sunday, 8 October, 2017 (4 times from 11:00 am to 2 pm - 4 times from 6:00 pm to 8 pm) |  |
| **11** | **Digital Media Campaigns:** From time to time, Karandaaz may run specific short term digital media awareness campaigns for its specific activities. These campaigns must highlight the specific activity and its significance, and Karandaaz’s role as an enabler. The agency will be responsible for producing the digital adverts (different sizes suitable for different publications) through the GD, proposing, and implementing an effective digital advertisement plan for on online channels such as:   * Dawn.com * Tribune.com.pk * techjuice.pk * propakistani.pk * tech.com.pk * aurora.dawn.com * pakwired.com * techistan.pk/ etc.   The plan should propose value additions for consideration and the agency must inform Karandaaz and agree with the Karandaaz PoC on ad impression targets. The agency must ensure that the plan it proposes meets those targets at the minimum. |  |  |
| **12** | **Quarterly Reports:**  The agency through CSR will be responsible to submit quarterly reports to Karandaaz POC on an agreed prescribed format. The quarterly report must present the full scale and scope of activities undertaken in that quarter under this contract, list all deliverables, and may also demonstrate the impact and effectiveness of those activities. | A quarterly report for the ending quarter must be submitted for the contract by the 5th of the next quarter. |  |
| **13** | **Any Other Communication Support:** As and when required, the agency should be willing to provide any and all communication support to Karandaaz Pakistan. |  |  |

**Qualifications**

The agency must meet the following prequalification criteria and furnish the supporting documents in its proposal:

Proof of Registration: 20%

* Detailed profile of advertising agency including name, registered address, telephone numbers, email address and year of registration
* Income Tax/GST payment certificate
* PBS and APNS registration certificates
* Bank certificate of financial stability

Company Profile: 40%

* Must have at least 5 years’ experience or more working as an advertising agency.
* The agency must also have presence across Pakistan with ability to support Karandaaz events and activities in across Pakistan. The head office in Islamabad is preferred but in case the agency is based in another city than Islamabad, then they must have a presence in Islamabad or be willing to set up a small unit in Islamabad with key personal to support Karandaaz operations.
* List of clients and details of services offered to them during last 3years. (year wise)

CVs and Work Samples of the Resources: 20%

* CVs and work samples of the proposed Client Services Representative and Designer to be dedicated for the contract.

**Ownership/Control of Work and Product/Publication**

The ownership of all copyright and other intellectual property rights in respect of any data compilations, research, spreadsheets, graphs, reports, diagrams, designs, work products, software, or any other documents, developed in connection with this Contract will exclusively vest in and remain with Karandaaz which shall have all proprietary rights therein, notwithstanding that the Contractor or its employees may be the author of the intellectual property. All documents relating to the intellectual property or otherwise connected with this Contract, the services, or duties must be returned or delivered to Karandaaz at the time of the expiration or termination of this Contract. The Contractor agrees not to publish or make use of any of the intellectual property, or documents relating thereto, without the prior written approval of Karandaaz, and where approval is granted, without proper attribution to Karandaaz.

**Task Manager/Reporting**

Director KMC

**Payment**

Karandaaz will pay the Contractor’s invoice within thirty (30) business days after a) Karandaaz’ approval of the Contractor’s Deliverables, or b) Karandaaz’ receipt of the Contractor’s invoice, whichever is later. Payment will be made in PKR, as agreed, to the account specified in the Contractor’s invoice.

**PROPOSAL SUBMISSION FORM**

Dear Sir/Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, “THE FIRM NAME” undersigned, offer to provide consulting for “INSERT REFERENCE NUMBER” to Karandaaz Pakistan in accordance with the Price Schedule attached herewith and made part of this proposal. “THE FIRM NAME” undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

“THE FIRM NAME” agree to abide by this proposal for a period of 90 days from date fixed for opening of proposal in the invitation for proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any proposal you may receive.

Dated: this------day of -------2018

**Name, Designation and Signature of the “firm Representative”**