**KARANDAAZ PAKISTAN**

**Request for Proposal**

PR Agency

**SECTION 1. LETTER OF INVITATION**

RFP no. 48

07-June-2018. Islamabad

1. The purpose of this RFP is to solicit bids from companies interested in providing **PR Agency Services**. 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).
5. Both financial and technical proposals must be submitted before 12:00 noon Pakistan Standard Time on Date. 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:

“**PR Agency Services.**”

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 5:00PM local time on June 08, 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 June 11, 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. Firm’s organization and experience;
3. Comments and suggestions on the terms of reference, counterpart staff, and facilities to be provided by the client;
4. Description of approach, methodology, and work plan in responding to the terms of reference;
5. Examples of past experience
6. Work schedule and planning for deliverables; and
7. Team composition, assignment, and key experts’ inputs and Curriculum vitae (CV).
8. Financial proposal
9. **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 become unavailable for the extended 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 05:00 noon Pakistan Standard Time on June 13, 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

**RFP # 48**

**Procurement Department**

**Karandaaz Pakistan, 1 E Ali Plaza, Mezzanine Floor, Nazimuddin Road, D-Chowk, Islamabad**

The proposal may also be sent to the following email address: [**procurement@karandaaz.com.pk**](mailto:procurement@karandaaz.com.pk) with the subject line: Responding to RFP # 48 for “PR Agency Services”.

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 05:00 noon Pakistan Standard Time on June 13, 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 “**PR Agency Services** - “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)

Company Profile: **20%**

Past and current clients list and details of the activities conducted for such clients and services rendered for them: **20%**

Innovation in ideas ad PR approach demonstrated through previous activities undertaken for other clients – the agency must demonstrate and share in detail all such activities it may have undertaken for other clients in the past. **10%**

CVs and details of experience of the Key Personal (Agency Head, Client Services Representatives): **10%**

CV and work sample of the content developer/writer/editor – the offeror must share a detailed profile of the resource being proposed for this role with CV, details of academic and professional qualifications, past experience of similar work, links to published work etc. **20%**

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, Kaandaaz Pakitan shall convert all proposal prices expressed in US Dollars 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;

20 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: “PR Agency Services.”

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: PR Agency Services.**

**Expected Start Date:** July, 2018.

**End Date:**  June 2019.

**Task Manager:**  Director KMC

**About Karandaaz Pakistan**

KARANDAAZ PAKISTAN, a private 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 (UKAid) and the Bill & Melinda Gates Foundation. The Consultative Group to Assist the Poor (CGAP), a member of the World Bank Group, provides technical support to Karandaaz Pakistan.

Karandaaz Pakistan has three core work streams:

1. **Corporate Investment and Credit (CIC)** focuses on providing credit and capital to high impact small and medium-size businesses, and business models that have potential to generate sustainable employment and offer attractive risk-adjusted financial returns.
2. **Digital Financial Services (DFS)** focuses on expanding the poor’s access to digital financial services in Pakistan by working across the ecosystem of local actors – policy-makers, regulators, government departments, businesses, researchers and academics. The DFS Unit facilitates digitization of government and other payment streams, encourages experimentation with businesses, and provides support to innovative DFS start-ups.
3. **Knowledge Management and Communications** focuses developing and communicating credible data to inform the core themes of the Company, including DFS innovation, women’s empowerment and youth employment.
4. **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.

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

**About the Project**

Karandaaz Pakistan wishes to do a long term Service Level Agreement (SLA) with a PR agency. The contractor, hereto referred as the “agency” will continue to provide Karandaaz Knowledge Management and Communications Unit support for all its PR needs through a 12 month long service level agreement at a monthly retainer fee based on performance and mutual agreement.

**Target Audience**

Karandaaz Pakistan is a Section 42 company registered with the Securities and Exchange Commission of Pakistan, set up in 2014 to promote access to finance for small businesses through commercially directed investments and financial inclusion for individuals. During the financial year 2016-17, Karandaaz Pakistan operated through three program work streams:

Karandaaz Capital: An SME investment platform, managing USD 50 million in capital to access to finance for SMEs, in order to generate broad based employment in Pakistan and financial returns for Karandaaz.

Karandaaz Digital: Provides technical assistance and services to promote financial inclusion through technology-enabled solutions.

Karandaaz Knowledge Management and Communication: Develops and disseminates evidence-based insights and solutions to inform the core themes of the company, including innovation, women entrepreneurship and youth, and to influence the financial eco-system to promote financial inclusion in Pakistan.

Karandaaz Innovation: Promotes innovation in entrepreneurship and financial inclusion spaces through Innovation Challenge Fund and Women Entrepreneurship Challenge.

Karandaaz works with a wide range of market-based institutions across Pakistan to achieve its vision of inclusive economic growth, job creation and rising incomes. Karandaaz’s approach seeks to harness the power of markets and the private sector to increase access to finance for SMEs and the financially excluded in the country. Funding from the UK Department for International Development and the Bill & Melinda Gates Foundation enable Karandaaz to pursue its goals. For more details about Karandaaz, visit [www.karandaaz.com.pk](http://www.karandaaz.com.pk)

This SLA/Retainer contract intends to establish a new follow-on contract between Karandaaz Pakistan and a successful offeror, hereto referred to as “PR agency”, will continue to provide Karandaaz Pakistan PR support. PR and media outreach is an integral part of one of the central pillars/work streams of Karandaaz Pakistan Knowledge Management and Communication. For the purposes of this intended SLA/Retainer contract with the agency, the scope has been revised and elaborated from the last PR and Branding Services contract between the previous PR service provider and Karandaaz Pakistan. This contract will be for a period of one year (FY 18-19) but may be extended for another year or longer period of time after completion of this period based on the performance of the agency.

For the purposes of this SLA/Retainer Contract, media refers to all print, broadcast, social/online media, and any other media prevalent in the country In certain instances, Karandaaz may seek assistance from the agency to also engage International media. Services, under this scope of work refer to all communications, PR, media engagement, relationship building, translation, dissemination, coverage of Karandaaz activities, media monitoring and reporting services etc. that Karandaaz may wish to undertake.

The agency will take direction during the period of this contract from Karandaaz Director Knowledge Management and Communication (KMC) and his/her designee. There may be different POCs for different activities at Karandaaz and the PR agency will have to coordinate very closely with them for smooth execution of the activities.

The agency must submit all images, documents, source files etc. and all work done under this SLA/Retainer Contract to Karandaaz Pakistan. Karandaaz will have exclusive and perpetual copyright of all such materials and documents.

The agency must be open to assignments with short turnaround times and multiple rounds of feedback.

The agency must be open to assignments with short turnaround times and multiple rounds of feedback.

**Scope of Work**

This SLA/retainership agreement will contain, but may not be limited to, the following PR activities. Also mentioned are the planned/expected frequencies for each communication product. The agency must work with Karandaaz KMC PoC to ensure that all feedback and approval process has taken place in time for each product to go live at the prescribed time.

|  |  |  |  |
| --- | --- | --- | --- |
| S.no. | Activity | Explanation | Frequency |
| 1 | Producing high quality written content | The agency will be responsible to assign a dedicated top notch writing resource to put together media and outreach content for Karandaaz. This person should be an expert in the themes relevant to Karandaaz’s core areas of work such as FinTech, SME, Economy, and Financial Sectors and should have native-level English writing skills. CV of three such options will be provided to Karandaaz with writing samples and Karandaaz will select one based on the assessment of writing samples and years of experience. In case this resource leaves the agency at any point, Karandaaz will again be provided CVs of three equally competent resources to choose from. At no time should there be a break in this support for Karandaaz from the agency. | This individual will work as a dedicated resource for Karandaaz at the agency office and must exclusively generate daily new content as well as review edit and consolidate any content that Karandaaz Comms department assigns to him/her.  The Comms department may also request the resource to visit Karandaaz Office for interviewing Karandaaz leadership or beneficiaries at a location in Islamabad or through a substitute in Karachi and produce content for use by the PR agency and other Karandaaz outreach avenues.  Karandaaz may also from time to time request editorial support from this resource on other material that it will use for outreach and communications. |
| 2 | Press Release | The agency will be responsible for packaging, translation (if desired), dissemination, and coverage of a Karandaaz press release to a wide range of local, national, and in certain cases international print, electronic and digital media channels.  For each press release, the agency must discuss and understand Karandaaz needs and the desired media coverage profile. The dissemination efforts of the agency must be in accordance with the agreed plan. In case, the desired media profile is to be “high\*”, the agency must make all efforts to gather maximum coverage/uptake of the press release by local and national print, electronic and digital media channels, especially focusing on tier one outlets free of cost (FOC). | Minimum one press release in a month or as and when required and planned by Karandaaz Pakistan  \* Definition:  High Coverage: AT LEAST 4 English tier 01 newspapers and 04 tier one Urdu newspapers. It also includes at least 4 digital news/publishing mentions. |
| 3 | Blogs/Articles | The agency will be responsible for packaging, translation (if desired), and dissemination of minimum two blogs/articles in a month or as and when required and planned by Karandaaz Pakistan and ensure its coverage/publishing in one local, national, and in certain cases international print, electronic and digital media channels, especially focusing on tier one outlets FOC. | Three blogs/articles in a month or as and when required and planned by Karandaaz Pakistan. |
| 4 | Event Media Coverage | The agency will be responsible for maintaining, updating and consolidating a media list especially of the journalists and publications (digital, print, electronic) that focus on the themes relevant to Karandaaz work such as SME, FinTech, financial inclusion etc. and invite them to Karandaaz event for coverage, facilitate their attendance, make media packages, look after journalists, and manage media at these events – all these efforts should be geared towards ensuring desired level of coverage for Karandaaz events as per the direction of Karandaaz POC FOC. | Two media events in a quarter or as and when required and planned by Karandaaz Pakistan  Every such media event must have at least 6 tier 01 journalists/electronic media representatives participating and covering the event news in their publications. |
| 5 | Media Opportunities | The agency will be responsible for maintaining and regularly updating a media list especially of the journalists, bloggers, and publications (digital, print, electronic) that focus on the themes relevant to Karandaaz work such as SME, FinTech, financial inclusion etc. and invite them to Karandaaz event for coverage, facilitate their attendance, make media packages, look after journalists, and manage media at these events – all these efforts should be geared towards ensuring desired level of coverage for Karandaaz events as per the direction of Karandaaz POC FOC. | Two media opportunities in a quarter or as and when required and planned by Karandaaz Pakistan |
| 6 | Exclusive Interviews | The agency will be responsible for soliciting, coordinating, and ensuring exclusive interview opportunities in mainstream programs to highlight Karandaaz brand and the activities that it is undertaking. These can be part of the digital, print, or electronic media channels’ mainstream programming and must be coordinated in close consultation with Karandaaz POC. These interviews should be furthering the goals of this PR contract and help to establish Karandaaz brand further and get the Karandaaz news and updates out. | Twice in a quarter or as and when required and planned by Karandaaz Pakistan |
| 7 | Op-eds | The agency will be responsible for soliciting, coordinating, and ensuring exclusive op-ed space in mainstream print publications for Karandaaz leadership to highlight Karandaaz brand and the activities that it is undertaking. These can be part of the digital, print, or electronic media channels’ mainstream programming and must be coordinated in close consultation with Karandaaz POC. These op-ed opportunities should be furthering the goals of this PR contract and help to establish Karandaaz brand further and get the Karandaaz news and updates out. | 4 during the life of the contract – PR agency will be responsible for identifying the slots and opportunities for these op-eds and if directed, also produce first drafts for Karandaaz review and clearance. |
| 8 | Daily Media Monitoring Report | Daily report on agreed upon format – including monitoring of national and international print, electronic, and online/digital media relevant for company departments across defined/agreed media universe. This includes daily reports capturing news from banking, SMEs, digital finance, FinTech, and financial inclusion spaces. The list of the universe and the tag words is provided below but may be re-evaluated at regular intervals and new additions may be made. | Daily before 11:00 am |
| 9 | Monthly Media Monitoring Analysis Report | Monthly consolidated media monitoring report on agreed upon format – including monitoring of national and international print, electronic, and online/digital media relevant for company departments across defined/agreed media universe. This report should also show the trends (increase or decrease in Karandaaz coverage etc.) and the contents may be re-evaluated at regular intervals and new additions may be made. | By the 4th of every month |
| 10 | End of contract Media Monitoring Analysis Report | At the end of the contract, the agency must provide a compilation of all PR deliverables (news items, scans of press releases, links to digital releases, and blogs etc. to demonstrate the effectiveness and results of this contract. | On/about 15 June 2018 |
| 11 | Immersion Visits | The agency will be responsible for soliciting interest, coordinating, and implementing immersion visits by journalists as and when required and planned by Karandaaz Pakistan. These visits may be to Karandaaz office or its project/partner sites. Such immersion visits will highlight Karandaaz brand and the activities that it is undertaking. The groups of journalists may represent digital, print, or electronic media channels’ and must be selected and coordinated in close consultation with Karandaaz POC. | As and when required and planned by Karandaaz Pakistan |
| 12 | Crisis Communication | In case there is any media crisis, or a negative or false news or a misrepresentation in the media on behalf of Karandaaz or any of its activities, the agency must propose a crisis communication strategy and through its PR efforts implement a more robust and forceful corrective plan in media. | As and when required |
| 13 | Social media content generation and coverage support for smaller ad hoc activities | The agency may also be requested to cover smaller ad hoc activities in Islamabad and Karachi on regular basis to cover for communications department in case they are unavailable to attend such events in person. The support at such events will be related to sending real-time transcribed notes from such events in the form of social media content, photos from a DSLR camera, and any other PR related support that may be required at such events, meetings, and other opportunities. | 2-3 times in a quarter. |
| 14 | Any other media and PR related support |  | As and when required |

**The Media Universe:**

The following media universe for media monitoring is being defined but may be revised any time and additions may be made:

**Print Media**

Tier 01 English Newspapers:

1. Dawn
2. The News
3. Business Recorder
4. Express Tribune
5. Daily Times
6. Pakistan Today
7. Pakistan Observer
8. The Nation

Tier 01 Urdu Newspaper:

1. Jang
2. Express
3. Khabrain
4. Ausaf
5. Dunya
6. Din
7. Nawa-e-Waqt
8. Ausaf
9. Pakistan

Other that may not be considered tier 01:

1. Sach
2. Nai Baat
3. Daily Jehan-e-Pakistan
4. Daily Assas
5. Daily Aaj

**Electronic Media**

Tier 01 TV Channels:

1. PTV News
2. Samaa News
3. Geo News
4. ARY News
5. Dawn News
6. Channel 92
7. Channel 24
8. ATV
9. Express News
10. Dunya News
11. AAJ News
12. Hum News
13. Bol News
14. Neo News
15. AVT Khyber
16. Pakistan News
17. City 42
18. Capital News
19. Sach Tv
20. Din TV
21. Channel 5
22. Roze News
23. News One
24. TV One
25. Royal News
26. Waqt News
27. 7News
28. Abb Takk
29. Metro One
30. Jaag TV
31. Awami Awaz TV
32. KTN News
33. Sindh TV News
34. Vash

**The Key Terms (Tags) for Searching:** (May be revisited each quarter to add or remove some tags)

1. Karandaaz
2. IT
3. Anusha Rehman
4. Banking
5. Fintech
6. Startup
7. Accelerators
8. Incubators
9. P@SHA
10. Digital Banking
11. Branchless Banking
12. SBP
13. NBP
14. UBL
15. MCB
16. HBL
17. JS Bank
18. Faysal Bank
19. ZTBL
20. E-Commerce
21. BISP
22. Microfinance
23. Khushhali Bank
24. JazzCash
25. Easypaisa
26. Easypay
27. Telenor
28. Ufone
29. Jazz
30. Zong
31. FINCA
32. Financial Regulations
33. Financial Inclusion
34. Investment
35. Ali Sarfraz Hussain
36. Navid Goraya
37. Ishrat Hussain
38. Khurram Zafar
39. Romana Abdullah
40. Sadia Khan
41. Shamim Ahmad
42. UKAID
43. Bill & Melinda Gates Foundation

* For each item/activity, the agency may be required to produce multiple, remarkably different options and multiple re-iterations. The agency will be responsible to make these changes as per feedback from different layers of approval at Karandaaz until the complete satisfaction and sign off by the Karandaaz Pakistan Communications PoC or his/her designee.
* The agency will also be responsible to get a thorough creative brief from Karandaaz POC for each item/activity as and when required. The agency must ask all relevant questions and gather all information that is required for it to propose most suitable options.
* The agency will be responsible to understand the exact requirements, specifications etc. for each PR activity and make sure to coordinate with all external parties such as editors, media channel owners, digital and print journalists, media executives, government officials, television anchors, photo journalists, other media professionals etc. on behalf of Karandaaz Pakistan and always keep the interest of Karandaaz Pakistan supreme in such interactions.
* The agency will be responsible to deliver all files, images, documents, media reports, scans of newspapers etc. in a DVD to Karandaaz KMC PoC at the end of every month along with the invoice as a final deliverable for that month. Karandaaz will have exclusive and perpetual rights to all original work produced under the provisions of this Purchase Order.

**Qualifications**

* 1. **Pre-Qualification**
* Registered, NTN Certificated
* The overall company experience of at least 3 years
* Office in Islamabad with regional presence especially in Karachi and Lahore
* Ability to provide support for PR with English, Urdu and regional print, electronic and digital media.

**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”**