



GOVERNMENT OF PAKISTAN
MINISTRY OF COMMERCE

REQUEST FOR PROPOSALS (RFP)

**HIRING OF CONSULTANCY MEDIA FIRMS FOR IMAGE BUILDING
AND ENHANCING DIGITAL FOOTPRINT**

Ministry of Commerce duly acknowledging the importance of the social media platforms for creating a positive perception and building narrative intends to invite proposals for image building / dissemination of information and enhancing digital footprint / visibility of the Ministry's initiatives.

Applications are therefore invited from the Consultancy Firms, who are on Active Taxpayers List of the Federal Board of Revenue, having requisite competency and rich working experience to provide the above referred services as detailed in the RFP.

Instructions: -

- Complete RFP documents may be downloaded from MoC's & PPRA's website using links www.commerce.gov.pk and www.ppra.org.pk
- RFP prepared in accordance with the terms and condition laid down in RFP documents including complete profile of the firms, must be submitted on or before 21st October, 2024 at 11:00 a.m.
- Single Stage two envelope method (Technical Proposal and Financial Proposal two separate envelopes) of selection will be adopted as per PPRA Rules, 2004.
- The "Technical Proposals" will be opened by the Selection Committee on the same day at 11:30 a.m. in the presence of interested bidders or their authorized representatives at 5th Floor Committee Room of Ministry of Commerce.
- Late proposals/bids shall not be considered.
- General terms and conditions as mentioned in RFP shall also apply.
- For any further clarification, please contact on the address mentioned below.

Joint Secretary
Ministry of Commerce
Room 440, 4th Floor, A-Block, Pakistan
Secretariat, Islamabad, Ph: 051-9103831

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Introduction

Ministry of Commerce duly acknowledges the importance of the social media platforms for creating a positive perception and building narrative in the current times. In order to keep pace with the changing media dynamics, the ministry intends to invite proposals from qualified Media Consultancy Firms to provide comprehensive media services for image building / dissemination of information and enhancing digital footprint / visibility of the Ministry's initiatives targeting importers, investors, foreign influences etc. This RFP outlines our requirements and expectations for potential vendors.

Background and Justification

Ministry of Commerce is primarily responsible for highlighting and promoting Pakistan's trade and investment potential, export opportunities and tourism potential. Recognizing the importance of national image and international perception for sustained economic growth, an important initiative 'Emerging Pakistan' was taken in 2017 to highlight Pakistan's positive image and competitive advantage as an investment destination. Digital footprint / presence was one of the key components of the said initiative to disseminate information about initiatives taken by the Ministry and events organized by various forums for promotion of trade and investment. Since in-house capacity for outlining and executing an effective media strategy is limited, the services of professional Media Consultancy Firms are required for image building and maintaining digital visibility of the Ministry's initiatives and activities.

Scope of work

The selected Media Consultancy Firm will be responsible for developing a comprehensive media strategy for image building and enhancing digital footprint / visibility of the Ministry of Commerce, track and analyze the performance of media campaigns and recommend adjustments to optimize media campaigns' effectiveness.

Terms of Reference (TORs)

The selected Media Consultancy Firm is expected to perform the following tasks:-

- Advising the Ministry for building a narrative and positive perception



- Building concept for image development
- Highlighting Pakistan's potential for trade and investment
- Attracting foreign markets through image building of Pakistan
- Continuously updating 'Emerging Pakistan' website
- Highlighting the events organized by Pakistan's Trade Missions abroad
- Disseminating information about initiatives taken by the Ministry
- Wide circulation of the platforms and facilities provided by the MOC
- Digital visibility of the high-level meetings and activities
- Managing social media accounts of the Ministry
- Providing event management services to the Ministry on need basis
- Providing Media management services to the Ministry

Deliverables / Tools

- Preparation of videos for highlighting trade potential of Pakistan
- Preparation of online banners & documents that promote Pakistan's Export Industry
- Creation of content like articles, blogs, social media posts, videos and photographs
- Preparation of reports that show how well the campaign is performing, such as website traffic and social media engagement etc.
- Media coverage of the Ministry's initiatives, activities and engagements
- Creating interest and collecting information from potential customers or supporters
- Highlighting high level meetings and their outcomes on social media platforms
- Preparation of presentations / talking points to be delivered at various forums
- Brand image of Pakistan on Social Media platforms
- Developing and maintaining a separate website
- Social Media marketing
- Brand ambassador / vloggers / bloggers for Pakistan image
- Sentiment analysis to assess the thinking of international investors, post event/ campaign reporting,
- Moderation for social media to address hateful comments.
- Any other work / task given by the Ministry of Commerce.

Request for Proposal conditions

This section sets out the terms and conditions upon which the RFP has been advertised and on which the sealed bids will be submitted.

- i. The interested Firms must have Experience for executing performance marketing campaigns on social media platforms.
- ii. The interested Firms must have experience of creating dashboards for monitoring campaigns.

- iii. All Firms that submit a response to the RFP shall be deemed to have accepted these conditions.
- iv. The Ministry shall not bind itself to accepting the proposal with the lowest cost and / or rates. It shall be the combination of excellent technical strength, experience, team, proven record of success as well as solid financial proposal.
- v. No contract for supply of services which are the subject of this RFP shall be formed with any vendor(s) until such time that a written contract(s) for the supply of these services have been agreed upon and formalized by both parties.
- vi. The cost of responding to this RFP and all associated costs shall be borne exclusively by the vendors, including any subsequent costs incurred by attending any meetings in connection with the proposal.
- vii. All interested parties acknowledge and agree that this RFP and any documents / appendices relating thereto are confidential. It is hereby agreed that nothing shall be divulged to any third party, any information relating to the RFP. All Parties accept that this confidentiality is binding on all employees and officers and their agreements to abide by this condition is guaranteed.
- viii. The Ministry may at its absolute discretion terminate the RFP/ evaluation process at any time and for any reason, in which case they will notify all Firms in writing, but do not have any obligation to provide reasons for the termination of the RFP and the evaluation process.
- ix. This Ministry may, at its absolute discretion de-select Firms, at any point, from the RFP process and in this event, shall provide reasons of this de-selection. This must be based on transparency and fairness.
- x. The Firms acknowledge that the Ministry of Commerce focal person for this RFP must retain all documents submitted in response to this RFP to review and analyze all responses fairly and to comply with its obligations relating to accountability and record keeping. Notwithstanding the above, the ownership and intellectual property rights (IPRs) in the information contained in the proposal documents shall remain vested in the Firm until they are hired; in that case all materials and IPRs stand automatically transferred to the Ministry of Commerce focal person for the RFP.
- xi. These tender conditions, and any subsequent contract agreed by the successful party(s) shall be governed by and interpreted in accordance with the Laws of Pakistan and the Pakistani Courts shall have jurisdiction for the resolution of any dispute arising thereof.
- xii. Evaluation and shortlisting of the Firms shall be based on the criteria as per PPRA Rules.

Bidding Process

Firms/bidders will be selected after an open and transparent bidding process in accordance with Public Procurement Regulatory Authority (PPRA) guidelines as mentioned below: -

- a) Single Stage two envelope method (Technical Proposal and Financial Proposal two separate envelopes) of selection will be adopted as per RFP and PPRA Rules.
- b) The bid shall comprise on one sealed Package containing two separate envelopes marked as "TECHNICAL PROPOSAL" & "FINANCIAL PROPOSALS".
- c) Weighted percentage (for instance, 70% to technical and 30% for financial).
- d) Technical and financial proposals shall be submitted by the bidders in compliance with all the requirements laid down in this bidding document.
- e) RFP prepared in accordance with the terms and condition laid down in RFPs including complete profile of the firms, must be submitted on or before 21st October, 2024 at 11:00 a.m.
- f) Late proposals/bids shall not be considered.
- g) The "TECHNICAL PROPOSAL" will be opened by the Selection Committee on the same day at 11:30 a.m. in the presence of interested bidders or their authorized representatives.
- h) The "TECHNICAL PROPOSAL" will be evaluated as per evaluation criteria mentioned in the bidding document.
- i) The "Financial Bids" may be filled according to BoQs and shall be opened only of the technically qualified bidders and the unopened financial bids shall be returned to technically unqualified bidders.
- j) The firms will be selected on least cost method (lowest price in the financial bid).
- k) The successful firm shall be issued with work order and signing of the contract accordingly.

Eligibility Criteria

The following documents/certificates should become the mandatory requirement for submission of the bid/proposal and shall be submitted by the bidder as integral part of the technical proposal.

1. Certificate of incorporation
2. Is an active tax payer of National Tax (NTN) and General Sales Tax (GST).
3. Must produce documentary evidence of tax return for minimum last three (03) years.
4. Must produce documentary evidence as proof of financial stability such as Bank Statement for period of minimum three (03) years.
5. Declaration on stamp paper that the firm /bidder has not been blacklisted by any of Provincial or Federal Government Department, Agency, Organization or Autonomous Body or Private Sector Organization anywhere in Pakistan;
6. Provides documentary proof of similar assignments/work experience with the Federal Government/Provincial Government carried out in last five (5) years such as copies of work orders etc.



7. The firm must have minimum three (03) accomplished assignments with the Private/Public Sector/ Government Sector of Pakistan.

General terms and conditions

1. RFP No.	EP-MoC/2024
2. Issue Date	25 th September, 2024
3. Title	Hiring of Media Consultancy Firms for Image Building and Enhancing Digital Footprint
4. Issuing Office	Joint Secretary Ministry of Commerce, Room 440, 4 th Floor, A-Block, Pak Secretariat, Islamabad. 0092-51-9201011
5. Deadline for Questions and Clarifications	Each bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted via email mentioned above or in writing delivered to the Issuing Office no later than the ten days after the publication of the advertisement. All questions received will be compiled and answered in writing and distributed to all interested bidders.
6. Deadline for Receipt of Proposal	Sealed Proposals are due RFP prepared in accordance with the terms and condition laid down in RFPs including complete profile of the firms, must be submitted on 21 st October, 2024 at 11:00 a.m at the 5th Floor Committee Room of Ministry of Commerce.
7. Contact Person	Joint Secretary, Ministry of Commerce
8. Basis for Award of Contract	Contract will be awarded to the responsible bidder whose bid is responsive to the terms of the RFP and is most appropriate, considering price or/and other technical factors included in the RFP. Award will be based on the basis of evaluation criteria/report as per the RFP and PPRA Rules.
9. General Instructions to Bidders	<ul style="list-style-type: none"> • Late offers will be rejected except under extraordinary circumstances at the Ministry's discretion. • Submission of Proposal must be in English. • Proposal must be signed and stamped by the bidder.

Handwritten signature

	<ul style="list-style-type: none"> • Bidder shall confirm in writing that the Bidder fully understands that their Proposal must be valid for a period of ninety (90) days by signing the Cover Letter. • Offers must show unit price, extensions, and total price. All items, services, etc. must be clearly labeled and included in the total price. Proposal must be a fixed price, expressed in Pakistani Rupees. • Bidder are asked to specify the available resources. • Proposal must be received on company letterhead by or before the date indicated above in sealed condition. Proposal received after this date may not be considered. • A Bidder must provide fixed prices, inclusive of all applicable tax. Tax at source will be deducted from all payments as per government rules, unless a valid exemption certificate is provided by the supplier. • The Ministry of Commerce is not liable for any cost incurred during preparation, submission or negotiation of an award for this RFP. The costs are solely the responsibility of bidder. • Only those bids will be considered which are prepared in legible writing and are absolutely clear and unambiguous. Any unavoidable cutting/over writing must be signed and stamped by authorized signatory of the bidders. • Submission of Proposal against this RFP would automatically mean that supplier agrees to all the terms and conditions mentioned in this RFP. • Arithmetical errors will be rectified on the following basis: <ul style="list-style-type: none"> . If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. . If there is a discrepancy between words and figures the amount in words shall prevail. <p>If the bidder does not accept the correction of errors, its Proposal will be rejected.</p>
<p>10. Invoice Payment and General Sales Tax(GST)</p>	<ul style="list-style-type: none"> • Payment will be made upon delivery of services and made in PKR. • Where applicable, bidders should include Sales Tax (G/S ST), customs duties (if items are imported) as separate lines on the invoice.

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11. Compliance with Terms and Conditions	Bidders shall be aware of the general terms and conditions for an award resulting from this RFP. The selected bidders shall comply with all Representations and Certification of Compliance as required.
12. Bidders Agreement with Terms and Conditions	The completion of all RFP requirements in accordance with the instructions in this RFP and submission to the Ministry of a quote will constitute an offer and indicate the bidder's agreement to the terms and condition in this RFP and any attachments hereto. Issuance of this RFP in no way obliges the Ministry of Commerce to award a purchase order, nor does it commit the Ministry to pay any costs incurred by the bidder in preparing and submitting the quote.

EVALUATION CRITERIA

S.NO	Description	Total Marks	Range	Marks
1	Number of Experts with at least five-year professional experience (At least 03)	20	03	15
			04-05	18
			Above 05	20
2	Total Experience of digital footprint/branding (At least 05)	20	5	15
			5-7	18
			8 or Above	20
3	Experience of enhancing digital footprint/branding for Govt departments/entities (At least 2 years)	20	2	15
			above	20
4	Certificate of incorporation	05	Yes	05
5	Documentary evidence of tax return for minimum last three (03) years.	05	Yes	05

Box

6	Declaration on stamp paper that the firm /bidder has not been blacklisted by any of Provincial or Federal Government Department, Agency, Organization or Autonomous Body or Private Sector Organization anywhere in Pakistan	05	Yes	05
7	Presentation/ Demonstration	25		
	Total Marks	100		

BILL OF QUANTITY (BOQ) FOR FINANCIAL BID: -

S#	Particular	Rate Per Month (Inclusive of GST)
1	Content Strategy and Creative Development	
2	Posting/Content Creation	
3	Video Content/Animations	
4	Brand ambassador / vloggers / bloggers for Pakistan image	
5	Developing and maintaining a separate website	
6	Social Media marketing	
7	Preparation of online banners & documents that promote Pakistan's Export Industry	
8	Coverage of MoC events/policies, etc.	
Total (Inclusive of all taxes)		

Note:

- Financial Bids of only technically qualified bidders will be opened only.
- The Ministry has the rights to increase or decrease the goods and services mentioned in this RFP.
- Verifiable documentary proof for all above requirements is mandatory. In case of non-provision of any or all of the documents as mentioned above, the firm may be treated as technically disqualified and shall not be eligible for participation in financial bidding process.

CMY