
Terms of Reference June 2024

. Qualification

All Bidders shall include the following information and documents with their Bids:

(a) copies of original documents defining the constitution or legal status, place of registration, and principal place of business; written power of attorney of the signatory of the Bid to commit the Bidder;

(b) total monetary value of Services performed for any of the last ten (10) years;

Letters from Clients or Copies of Contracts describing the total monetary value of services performed for any of the last ten (10) years in business. Alternatively, any supporting document such as income statements from audited financial statements describing the total monetary value of services performed for any of the last ten (10) years in business may be provided.

(c) experience in Services of a similar nature and size for any of the last ten (10) years, and details of Services under way or contractually committed; and names and address of clients who may be contacted for further information on those contracts;

- Firm must have minimum ten (10) years of documented verifiable experience in designing, production, and execution of Media Campaigns, production of documentaries and events, preferably for the purpose of creating Community Engagement and Awareness.
- Firm must provide the Financial Audit Reports for last three (03) years.
- Firm must have own both designing and printing facilities.
- Must completed at least three (03) similar assignments including running mass media campaigns, digital and social media (provide copies of PO/WO/Contracts).
- Must completed at least two (02) assignments for designing, printing, event management and report writing.
- Firm must provide evidence of having in-house capacity in creative concept development, art direction, multimedia, digital design and latest audio-visual equipment.
- Working with public sector, international donor agencies and development funds would be a plus

(d) qualifications and experience of key management and technical personnel proposed for (Contract);

- One Dedicated Team Lead (at least 16 Years of Education with Min 10 Years of experience of executing national and international marketing campaigns at PR & Media firm for large clients)

- One Digital Campaign Manager with at least 16 years of education and 5 years of post-qualification experience of running online campaigns.
- One Creative Writer (Urdu, English) at least 16 years of education and 5 years of post-qualification experience of report writing or content writing.
- One Graphic Designer with at least 14 years of education and 7 years of post-qualification experience.
- One Videographer with at least 14 years of education and 7 years of post-qualification experience.
- One PR Expert.

(e) reports on the financial standing of the Bidder, such as profit and loss statements and auditor's reports for the past three (03) years;

(f) evidence of adequacy of financial resources for this Contract (working capital, access to line(s) of credit and availability of other financial resources);

(g) authority to the Employer to seek references from the Bidder's bankers;

(h) information regarding any litigation, current or during the last five (05) years, in which the Bidder is involved, the parties concerned, and disputed amount; and

(i) proposals for subcontracting components of the Services amounting to more than 10 percent of the Contract Price.

(j) Environmental and Social (ES) past performance declaration (see below at the end of this section).

(k) In addition to above, following must also be submitted by the bidders:

(1) Active National Tax Number. (Not required for foreign bidders)

(2) Active PST /General Sales Tax Number (Not required for foreign bidders)

2.1 Bids submitted by a joint venture of two firms as members shall comply with the following requirements, unless otherwise stated below:

(a) the Bid shall include all the information listed above for each joint venture member;

(b) the Bid shall be signed so as to be legally binding on all members;

(c) the Bid shall include a copy of the agreement entered into by the joint venture members defining the division of assignments to each member and establishing that **all** members shall be jointly and severally liable for the execution of the Contract in accordance

with the Contract terms: alternatively, a Letter of Intent to execute a joint venture agreement in the event of a successful Bid shall be signed by all members and submitted with the Bid, together with a copy of the proposed agreement;

(d) one of the members shall be nominated as being in charge, authorized to incur liabilities, and receive instructions for and on behalf of any and all members of the joint venture; and

(e) the execution of the entire Contract, including payment, shall be done exclusively with the member in charge.