



E-Tender Notice for the Hiring of Digital Marketing/Social Media Services on Retainership Basis

RFP No. (PSW-PROC-24-25-COMM-124)

Pakistan Single Window (PSW), the notified operating entity for the PSW system under provisions of the PSW Act, 2021 and a company incorporated under section 42 of Companies Act 2017 invites e-bids through PPRA's ePADS portal for the **Hiring of Digital Marketing/Social Media Services on Retainership Basis**. The bidders should be registered suppliers on the e-Pak Acquisition & Disposal System (EPADS) in order to participate in the subject tender. Interested bidders can register themselves electronically on EPADS through <https://eprocure.gov.pk/#/supplier/registration>.

2. Bidding documents, containing detailed terms and conditions, method of procurement, procedure for submission of bids, bid securing declaration, bid validity, opening of bids, evaluation criteria, clarification / rejection of bids, performance guarantee etc. can be downloaded by the interested bidders from <https://www.psw.gov.pk/documents/tenders>.

3. An **online pre-bid meeting** is scheduled on **06th December 2024** at 1100 Hrs. PST, prospective bidders are encouraged to participate in the pre-bid meeting. Further details whereof are provided in the bidding documents.

4. The tendering process shall be as per **Single Stage Two Envelope** procedure of Pakistan's Public Procurement Rules (PPR) 2004. Prospective bidders may request clarification on any aspect of the bidding documents till **09th December 2024**.

5. Bids, prepared in accordance with the instructions provided in the bidding documents, must be **submitted electronically through EPADS, and the Proposal Securing Declaration submitted to the Procurement Department on or before 17th December 2024** at 1500 Hrs. Technical Bids will be opened on the same day at 1530 Hrs. In case the day of bid submission and opening falls on a public holiday, next working day shall be considered as the deadline for the same. This notice is also available on PPRA website at www.ppra.org.pk.

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