

Prime Minister's Youth Programme (PMYP) Projects  
Higher Education Commission

**Pre-qualification of Firms for Designing, Printing, Video Production and  
Event Management**

Proposals are invited from Islamabad/Rawalpindi based well-established firms, registered with the Income Tax and Sales Tax Department, for Designing, Printing, Video Production & Event Management tasks of Prime Minister's Youth Programme (PMYP) projects being executed by HEC, as per rule 15 and 16 of Public Procurement Rules, 2004 regarding prequalification of firms.

The prequalification document, containing detailed requirements, terms, and conditions is available at the HEC website ([www.hec.gov.pk](http://www.hec.gov.pk)) and PPRA website ([www.ppra.org.pk](http://www.ppra.org.pk)). Interested firms may download the prequalification document from these websites and deposit Rs. 1000/- (non-refundable) as a prequalification document fee in HEC Account No. 17427900133401 of Habib Bank Limited, SRC Branch, Sector H-9, Islamabad.

The proposals prepared in accordance with the instructions in the prequalification document must reach this office by 13:30 hrs on September 10, 2024. Proposals will be opened on the same day at 14:00 hrs. PMYP Projects, HEC reserves the right to accept or reject any or all proposals under PPRA rules.

**Saba Naz**

Media Manager (PMYP)  
P&D Building, Higher Education Commission  
Sector H-8/1, Islamabad  
Ph: 051-90402055  
Email: [sabanaz@hec.gov.pk](mailto:sabanaz@hec.gov.pk)

## **1. Introduction**

The below-mentioned projects under PMYP need to acquire services of event management, photography/videography, printing of branding material, documentary production, and allied tasks from well reputed firms for one year, extendable for another year with subject to performance and approval from the competent authority. The HEC-PMYP projects are enlisted as below:

1. Prime Minister's Youth Laptop Scheme
2. Prime Minister's National Innovation Award
3. Green Youth Movement- Prime Minister's Youth Program
4. Prime Minister's Talent Hunt Youth Sports League
5. Establishment of Sports Academies and Resource Centers
6. Youth Development Center
7. Any other project/ program being executed by HEC under the auspices of PMYP

In this connection, the projects intend to hire firms for subject Services under PPRA rules 15 & 16. This exercise will enable all firms interested in partnering with HEC for providing services and will make them eligible to fairly compete for any business opportunities that may be available at HEC regarding the aforementioned services. The services are to be provided solely for PMYP projects/programs executed by HEC and no other HEC task.

## **2. Objective**

Increase awareness and positive perception of the Government of Pakistan including HEC and PMYP among relevant stakeholders, including youth in Pakistan.

### **2.1 Pre-qualification Objectives**

- Develop and implement a comprehensive strategy for events that is aligned with the overall HEC and PMYP strategy for event execution.
- Plan and execute a series of events as per strategy, showcasing HEC-PMYP initiatives and achievements, targeting relevant stakeholders like universities, government entities, private sector organizations, and youth.
- Coordinate with HEC-PMYP staff, partner universities, government entities, private sector organizations, civil society, national and international partners to conduct HEC-PMYP events management and events media coverage.
- Secure appropriate venues for events, considering factors like size, location, accessibility, and branding alignment as per requirements of HEC-PMYP.
- Coordinate logistics for the event(s) execution, including vendor management (catering, security, social media management, etc.), equipment rentals (audio/visual, furniture), and participant registration.

## **3. Scope of Work**

Scope of services to be provided by the firms and shall be responsible for:

- Development of an event management strategy for image building of HEC's initiatives under PMYP.
- Execute events as per approved strategy/timelines incorporating stalls installation/ management, events branding, designing and printing, etc.
- Conduct photography, videography, live streaming on social media excluding paid social media campaigns and digital media advertisements, highlights shoot and recording of interviews during the event, pre and post-events, and any other such activity as per requirements.

### **3.1 Terms of Reference (TOR) for Work:**

- Arrangement and organization of events (meetings, seminars, opening/closing ceremonies, prize distribution ceremonies, exhibitions, tree plantation ceremonies and conferences at university premises, halls/ auditoriums and other venues (both indoor and outdoor)
- Arrangement for Photography/ Videography services for HEC-PMYP events and making live streaming of Events on Social Media whereas paid campaigns or digital media advertising will be conducted through those agencies which are on the PID panel.
- Arrangements of a sound system, masters of ceremony and allied services
- Provision and fixation of SMD Screens
- Arrangement for refreshments (tea/lunch/dinner)
- Venue and city branding and decoration (printing of banners, posters, streamers, etc.)
- Coordination and collaboration for other tasks related to event management (both national and international events)
- Or any other items required for the smooth conduction of the event.

## **4. Eligibility Criteria**

- Valid and active Registration Certificate for Income Tax and Sales Tax.
- An affidavit (stamp paper/notary public) to the effect that the firm has not been blacklisted by any Organization/ Department of Public sector etc.
- Possess a proven track record of successful event management, photography/ videography, and documentary production experience for at least five (5) years.

## **5. General Terms and Conditions**

To be eligible, the firms must meet below mentioned criteria:

- Demonstrate a strong portfolio of previous work experience, showcasing expertise in managing large-scale events, capturing high-quality visuals, social media management and live streaming, and producing compelling documentaries.
- Have a dedicated team of professionals with expertise in event planning, management, photography, videography, editing, social media management and live streaming and documentary production.
- The firm must produce the requisite experience certificates so that to authenticate that the pertinent task of event management/ videography has been accomplished in the past.
- Possess the necessary equipment and resources for efficient and high-quality event coverage and content creation.

- Demonstrate financial soundness and stability to undertake the assignments.
- Have the capacity and resources to handle multiple projects simultaneously.
- Demonstrate a creative approach to event management and content creation including
- Venue and city branding and decoration (printing of banners, posters, streamers, etc.)
- Possess a network of resources and personnel across Pakistan to ensure efficient project execution in various locations.
- The firms are required to submit a signed copy of the Compliance Certificate (Annex-A) while affixing an official stamp on it including the name, title, contact number and e-mail address of their authorized representative.
- The firms are required to fill and sign their project details while affixing an official stamp on each as per the format mentioned at “Annex-B”. The “Firms Reference” as provided in this RFP and must be submitted along with the Proposal.
- Certificate of Company/Firm/Contractor Registration/Incorporation under the laws of Pakistan.
- The complete proposal as per required under this pre-qualification document must be filled/ updated no later than 13:30 hours on the last date i.e. **September 10, 2024**. Late, incomplete, and conditional proposals shall not be considered.
- The Commission reserves the right to accept/reject wholly or partially any response or cancel the pre-qualification process altogether at any stage of the hiring of the firm without assigning any reason.
- Responses are liable to be rejected if; they are not conforming to the terms and conditions stipulated in this prequalification document.
- Responses submitted via email or fax will not be entertained.
- The potential firm should be registered with the Sales Tax and Income Tax Departments respectively.
- An affidavit on legal stamp paper worth Rs.100 to the effect that the firm has not been blacklisted by any government/semi government organization, and there is no litigation against the firm, and agrees to the minimum clauses for post-qualification procurement of this prequalification document.
- Procurement carried out through this prequalification document will be liable for minimum terms and conditions of post-qualification procurement of this document.
- Firms/ contractors should note that during the period from the receipt of the proposal and till further notice from the authority, all queries should be communicated via contact person and in writing only.
- Event management must be completed within the stipulated time from the date of receipt of purchase order in the pre-decided premises/ venues.
- The firms have to submit the security money of Rupees 1,000,000/- (1.0 million) in favor of the Director General (Finance) HEC at the time of the agreement. The security money will be retained till the tenure of the agreement.
- All prequalified firms will receive information to bid. The work order will be awarded to the firm with the lowest bid price.
- The prequalification document, containing detailed requirements, terms, and conditions is available at the HEC website ([www.hec.gov.pk](http://www.hec.gov.pk)) and PPRA website ([www.ppra.org.pk](http://www.ppra.org.pk)).

### **5.1 Additional Considerations:**

- The firm has to depute a social media management team, videography, and photography team to achieve the organizational objectives along with a team who can manage road shows, venue decoration, roadside branding through banners, hoardings, streamers, etc.
- The specific content creation activities (filming interviews, capturing event highlights, etc.) will depend on the type of events being managed.

## **6. Duration**

The tenure will be for one year. The period may be extended for another year as per the requirements on the same terms and conditions subject to satisfactory performance with the approval of the competent authority.

Under the notice for the hiring of pre-qualified firms, the firm(s) will be shortlisted for subsequent procurement of services (event management and video content production) as per the firm's profile on the form at "**Annex-C**".

## **7. Mode of Payment**

- i. Payment will be made for services on a case-to-case basis as per work order.
- ii. The rates will be inclusive of all taxes including GST.
- iii. Taxes will be deducted as per the Government Rules.
- iv. All payments shall be made through a cross cheque in the Pak. Rupees.
- v. No payment shall be made in advance.

## **8. Evaluation Criteria**

- i. The responses will be evaluated as per the evaluation criteria mentioned at "**Annex-D**" and proposals compliance with mandatory requirements will only be shortlisted for further evaluation.
- ii. For qualifying, firms shall fulfill all the requirements of the evaluation criteria. If any of the requirements is not met by the firms, the proposal will be cancelled straightaway, and no further consideration will be given. Moreover, the firms will have to secure a 70% (overall) score in the evaluation criteria for qualification.

## **9. Liquidated Damages**

- i. Selected firms are liable to participate/respond to the queries floated from time to time by HEC-PMYP for Request for Proposals and Request for Quotations. In case of non-responsiveness or continuous non-performance/ service degradation by any contractor, the security money may be forfeited, and firms may be blacklisted for any future procurement.
- ii. If the firm fails to provide supplies/services as per PMYP projects requirements, the security money may be forfeited, and the work will be done at the risk and cost of the contractor.
- iii. It must be clearly understood that the Terms and Conditions and quality of services are intended to be strictly enforced. No escalation of cost will be permitted throughout the period of completion of the contract.
- iv. The proposals shall be opened in the Meeting Hall of Auditorium Block at Higher Education Commission, Head Office, Sector H-9, Islamabad at 1330 hrs, September 10, 2024. If the Government of Pakistan/HEC announces a public holiday on the proposal opening date then the proposals will be opened on the next working day at the same time given in the advertisement.
- v. The firms are bound to provide services at any suitable venue as per requirement and deliver items at HEC/ PMYP premises, Islamabad or any place as and when communicated. The firm

- will bear its mobility/ transportation expenses for installing branding material, decorating venues and providing branding material.
- vi. The PMYP reserves the right to increase or decrease the quantity or may cancel any or all items shown in the schedule of requirement under PPRA Rules.
  - vii. All the relevant Government taxes must be included in the quoted rates. Separate claim in this regard will not be entertained from the supplier. No additional amount will be paid by the HEC. Rates quoted by the firm should be inclusive of all taxes.
  - viii. Taxes will be deducted as per the Government Rules.
  - ix. In case of any dispute between the two parties in any matter arising out of this agreement. The case shall be referred to the Executive Director, HEC whose decision shall be final and binding on both the parties.
  - x. The firms should ensure that the schedule should be prepared on the basis of requirement in such a manner that all the services are efficiently carried out in conducting of events and other activities in time.
  - xi. Event management will remain under the administrative control of the focal person of the firm/ company. The firm will be responsible for payment of the salaries/charges of workers. The workers will be bound to act according to the lawful instructions/ orders of HEC-PMYP.
  - xii. In case of leave/absence of a focal person from duty, the firm will be responsible for the provision of suitable replacements during that period. If any firm's focal person is found unfit for duty, he will be replaced by the vendor immediately on the identification by HEC.
  - xiii. If the performance of the firm is not up to the satisfaction of HEC-PMYP then the contract may be cancelled, and security money may be forfeited and awarded to some other party at risk and cost of the firm whose contract has been cancelled.
  - xiv. All items must be new, original and made in all respects with the description details and condition of purchase/ service order and must be in good condition on receipt, will be liable to rejection. In case of any fault/ defect the rejected items shall be replaced with the items meeting approved specifications without any claim/ cost.

## **10. Post Qualification Procurement Procedure**

Request for Proposal (RFP)/ Request for Quotation (RFQ):

- i. The RFP/RFQ will be circulated among all the selected firms as per rules.
- ii. RFP/RFQ will be floated based on the PPRA rules and its sub-clauses as per the nature and complexity of the project/department/services required.
- iii. The firms are liable to respond to all the queries of HEC/ PMYP within the stipulated time mentioned in the RFP.
- iv. The proposals will be evaluated based on the Technical and Financial Evaluation Criteria as led out in the RFP/RFQ.
- v. The contract will be awarded to the lowest quoted price.
- vi. A formal contract agreement on the stamp paper worth Rs. 100/- shall be executed between the PMYP/HEC and the successful firm.
- vii. Payment will be made as per the terms and conditions mentioned in the RFP/RFQ. Invoices will be cleared as soon as possible not exceeding 30 working days upon receiving the acceptable invoice and complete supporting documents.

## **11. Minimum Terms and Conditions for Post-Qualification Procurement**

Following Conditions of the services provision will be applied to the post-qualification procurements:

- i. The request for quotation regarding every task will be sent to all the prequalified firms for providing an equal opportunity of participation. The work order will be issued to the firm with the lowest quoted price.
- ii. Incomplete, conditional, and partial responses will not be accepted.
- iii. The selected firm(s) will be responsible for conducting event management at the events sites at its own risk and cost.
- iv. The firm(s) will confirm the acceptance/ acknowledgment of its receipt of purchase orders/work orders after the receipt of the purchase orders/work orders from PMYP.
- v. The period of deliveries will commence from the date of the receipt of the purchase order by the supplier or as specified on the purchase order/work order.
- vi. Unless otherwise 'Agreed', delivery of the material against purchase order shall be made at designated PMYP offices as per the RFP/RFQ.
- vii. A satisfactory report regarding the provision of services shall be furnished by the Purchaser's Authorized Officer.
- viii. In case of any damages during events execution, it will be the firm's risk and expense.

#### **11.1 Liquidated Damages**

- i. In case of delay or mismanagement in the events, the PMYP reserves the right to impose a penalty not exceeding 10% of the total amount of the Work/Purchase Order contract at the rate of 1% for each week of delay.
- ii. If the firm fails to complete work as per PMYP requirement, the PMYP reserves the right to reject it altogether or impose a penalty not exceeding 50% of the total amount of the contract.

#### **11.2 Force Majeure**

- i. "Force Majeure" means an event which is beyond the reasonable control of a party and which makes a party's performance of its obligations under the Purchase Order/Work Order/Contract impossible or so impractical as to be considered impossible under the circumstances, and includes, but is not limited to, War, Riots, Storm, Flood or other industrial actions (except where such strikes, lockdowns or other industrial issues are within the power of the party invoking Force Majeure), confiscation or any other action by Government agencies.
- ii. Force Majeure shall not include (i) any event which is caused by the negligence or intentional actions of a firm or its agents or employees, nor (ii) any event which a diligent firm could reasonably have been expected to both (A) take into account at the time of the conclusion of this Purchase Order/Work Order/ Contract and (B) avoid or overcome in the carrying out of its obligations here under.
- iii. Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.

#### **11.3 Blacklisting**

- i. If the Supplier fails/delays in the performance of any of the obligations, under the Purchase Order/Work Order/Contract and violates any of the provisions, breach of any of the terms and conditions of the Purchase Order/Contract, the Purchaser may, at any time, without prejudice to any other right of action/remedy it may have, blacklist the firm, either indefinitely or for a stated period.

- ii. If the firm is found to have engaged in corrupt or fraudulent practices in competing for the award of the Purchase/Work Order/Contract, the HEC/ PMYP may, at any time, without prejudice to any other right of action/remedy it may have, blacklist the firm, either indefinitely or for a stated period.

#### **11.4 Dispute Resolution**

- i. The HEC and the event management firm shall make every effort to amicably resolve, by direct informal negotiation, any disagreement or dispute arising between them under or in connection with the Contract.
- ii. In case of any dispute, the matter will be referred to the Executive Director (HEC), whose decision will be binding on both parties.

#### **11.5 Clarifications**

Queries regarding this prequalification shall be submitted in writing to: Saba Naz, Media Manager

Email: [sabanaz@hec.gov.pk](mailto:sabanaz@hec.gov.pk)



**“COMPLIANCE CERTIFICATES/ COMPLIANCE UNDERTAKING”**

(To be filled and signed by the bidder on the bidder’s letterhead)

(Name); (CNIC#); (Designation), (Company Name) have gone through the Terms/Conditions of this Prequalification Document and hereby undertake and are firmly bound to abide by/comply with all sections of this Document except for those items noted below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

The information given in Bid is true to the best of my/our knowledge; I/We undertake to inform HEC (purchaser), Sector H-9, Islamabad of any changes that may take place later in the status of firms in business/agency or the management.

Signature:

Name:

Designation:

Firm:

Date:

**ANNEXURE-B**

**“FIRMS REFERENCES”**

Please provide detailed information on relevant projects undertaken by your firm or entity, including a purchase order for each assignment. These projects should demonstrate your qualifications and can be for your company individually or as a member of a joint venture.

Assignment Name:		Country:	
Location within Country:		Key Professional Staff Provided by Event Management Firm (Profiles):	
Contract Signing Party Name:			
Name of Client: and the reference Contract		No. of Staff:	
Address:		No. of Staff- Months; duration of assignment:	
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Contract:	
Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed:			
Narrative Description of Project:			
Description of actual services provided by your staff:			

Firm's Name: \_\_\_\_\_

## “FIRMS PROFILE FORM”

## a. Particulars

<b>Company Name</b>				
<b>Abbreviated Name</b>				
<b>Operational Region/City</b>	South	North	Central	(As per List at Annex- F)
<b>Firm applying for as per RFP Clause</b>				
<b>National Tax No.</b>				
<b>Sales Tax Registration No.</b>				
<b>No. of Employees</b>				
<b>Company's Date of Formation</b>				

<b>Title of Firm</b>					
<b>Type of Business</b>	Private Limited	Sole Proprietor	Reseller	Partnership	Manufacturer
	Authorized Partner	Authorized Distributor	Others		
	If others (Please specify)				

<b>Registered Office Address</b>	
<b>City/Town</b>	
<b>State/Province</b>	
<b>Postal Code</b>	
<b>Phone No.</b>	
<b>Fax No.</b>	
<b>Email Address</b>	
<b>Website Address</b>	

<b>Branch Office(s) Address (attach separate sheet for all branch details)</b>	
<b>City/Town</b>	
<b>State/Province</b>	
<b>Postal Code</b>	
<b>Phone No.</b>	
<b>Fax No.</b>	
<b>Email Address</b>	
<b>Website Address</b>	

**b. Financial Strength of the Firm**

Company Net Worth (PKR)	
Company Turn Over (PKR) for the last three years	

**c. Detail of Works/Jobs of the Firm**

<b>Sr. No.</b>	<b>Scope of Services to be provided by the Firm</b>

## ANNEXURE-D

## Technical Criteria (Mandatory Requirements)

Sr. No.	Attributes	Reference Page No.
1.	Firms Income Tax Certificate / GST Certificate.	
2.	Affidavit (that the firm has not been blacklisted by private, Govt., Semi Govt. and Autonomous Body)	
3.	Locations of offices at Rawalpindi / Islamabad	

Sr. No.	Parameters against technical evaluation shall be done	Scoring brackets	Total points allocated
<b>1</b>	<b>Firm's Experience</b> (the experience will be calculated from the date of the firm's NTN registration)		<b>30</b>
1.1	<b>Overall experience of the firm</b>		
	15 years or above	10	
	Above 10 years and less than 15 years	07	
	More than 5 years and less than 10 years	05	
1.2	<b>Number of large-scale events organized in last 5 years</b>		
	15 events or above	20	
	Above 10 events and less than 15 events	15	
	More than 5 events and less than 10 events	10	
<b>2</b>	<b>Relevant experience:</b>		<b>40</b>
	15 years or above	20	
	Above 10 years and less than 15 years	15	
	More than 5 years and less than 10 years	10	
2.2	<b>Number of events organized/videos production in last 5 years</b> (events of high level dignitaries/ diplomatic guests, etc.)		
	Organized more than 20 events	20	

	Organized more than 10 events or less than 20 events	15	
	Organized more than 5 events and less than 10 events	10	
<b>3</b>	<b>Financial Position</b> Business/ sales/ cash turnover during the last three years (Bank Statements must be provided)		<b>10</b>
	More than 20 Million PKR and above	10	
	More than 15 Million PKR and less than 20 Million PKR	05	
	More than 10 Million PKR and less than 15 Million PKR	03	
<b>4</b>	<b>Presentation on:</b>		<b>20</b>
4.1	Overview & Firm's Profile: <ul style="list-style-type: none"> <li>• Document clarity/ proofs of high level/ relevant events organized</li> <li>• Team/HR</li> <li>• Equipment/ Services</li> <li>• Video(s) Quality/ Documentary Production</li> <li>• References</li> <li>• Proposed arrangements (Outdoor/ Indoor Branding)</li> <li>• Timelines and Deliverables (with measurable targets)</li> <li>• Work plan for events management and video production (related tasks)</li> <li>• Documentary Proof/ work samples must be provided with the proposals</li> <li>• Ability to handle multiple projects simultaneously</li> </ul>	20	
	<b>TOTAL</b>		<b>100</b>

***Minimum Passing Marks are 70***

Note:

- i. The firm will be required to give a comprehensive presentation prior to the technical evaluation process. The final decision of technical qualification or disqualification of any firm will be made on the basis of their presentation.
- ii. The firms must submit relevant documentary evidence/ proofs regarding its claims in experience/ relevant experience/ videos/ photos/ work orders, etc. for fair assessment.

# HBL

## HABIB BANK حبيب بنك

### Deposit Slip Customer Copy

D D M M Y Y Y Y

Date: 1 9 0 8 2 0 2 4

Branch: H-9, Shalimar Branch

Account Title حساب خزانة

IBAN: PK H A B B 0 0 0 0 4 5 4 0 0 - 1 3 1 0 0 7 1 0 1

Currency:  PKR  USD  EURO  GBP  JPY  Others

Credit Card No.  CASH  Intercity  Within city  Same Branch

BANK / BRANCH شالیمار CHEQUE/INSTRUMENT NO. 15009821 AMOUNT PK 100000/-

TOTAL AMOUNT

PK 100000/-

Total Amount in Words: Ten Lakhs only 10 لاکھ روپے

Commission (if any)

Online Cash Deposit

Branch: 1742-ISLAMABAD-H-9 SHALIMAR

Account: PUBLIC PROCUKLN Date: 2024-05-19

IBAN: PK17HAB80004540012100701

Amount: \*\*\*\*\*10,000.00 PKR

Charges: \*\*\*\*\*.00

Relier: SK95 49 Time: 10:47:29.403000

Depositor's Name: Pirajam Ali Mas  
Contact No.: 0312-9286945  
Depositor's CNIC No.: 14301-9131083-31  
Depositor's Account No.: (For non-HBL/Walk-in Customers. Also attach CNIC Copy)

(For HBL Customers / Account Holders)

Received By: وصول کنندہ Depositor's Signature دستخط کنندہ

(As per Terms & Conditions on reverse)

(Not official unless validated)

# 21293905