Pre-Qualification

of

Communication/Advertising/Marketing Firms for <u>AGRIPRENEURSHIP & OTHER SERVICES CAMPAIGNS FOR SMEs</u>

SMEDA-ITC GRASP Project

PROJECT DIRECTOR SMEDA-ITC GRASP PROJECT

5TH FLOOR, BAHRIA COMPLEX-II MOLVI TAMIZUDDIN KHAN ROAD KARACHI Tell: 021-111-111-456

Pre-Qualification Notice

of

Communication/Advertising/Marketing Firms for AGRIPRENEURSHIP & OTHER SERVICES CAMPAIGNS FOR SMEs

Growth for Rural Advancement and Sustainable Progress (GRASP) is an EU funded project. Small and Medium Enterprises Development Authority (SMEDA) in collaboration with International Trade Centre (ITC) is implementing this project. (Hereafter called SMEDA-ITC GRASP PROJECT) invites sealed Applications for pre-qualification of communication/marketing/advertising firms / organizations registered with Income Tax Department and who are on Active Taxpayers List of the Federal Board of Revenue; to provide following services to SMEDA-ITC GRASP Project:

The SMEDA-ITC GRASP Project seeks to pre-qualify firms capable of providing advertising, communication and marketing services. These services include preparing Urdu and Sindhi versions of brochures & handouts, the production of audio and video content and will include script writing, interviews, videography, editing, audio balancing, subtitling, format exporting, archiving raw and edited work etc. Video must be of the highest quality to adequately represent the organization. After the production of visual, audio & video content, that content needs to published/broadcasted/telecasted at different forums e.g. FM Radio, Social Media channels and Electronic Media. The detailed scope of these services will be outlined in the RFP documents provided to the prequalified firms.

A complete set of pre-qualification documents may be purchased by an interested firm / organization on submission of a written application to the below mentioned office and upon payment of a non-refundable fee of Rs. 500/- Pre-qualification documents can also be downloaded from www.smeda.org.pk free of cost.

The pre-qualification application, prepared in accordance with the instructions provided in the pre-qualification documents, must reach at the below mentioned address on or before 7th October, 2024 by 12:00 noon. The applications will be opened on the same day at 2:00 PM in presence of applicants who choose to attend. This advertisement is also available on PPRA website at www.ppra.org.pk

Project Director SMEDA-ITC GRASP PROJECT

> 5TH FLOOR, BAHRIA COMPLEX-II MOLVI TAMIZUDDIN KHAN ROAD KARACHI Tell: 021-111-111-456

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Part-1

TERMS OF REFERENCE

Growth for Rural Advancement and Sustainable Progress (GRASP) is an EU funded project. Small and Medium Enterprises Development Authority (SMEDA) in collaboration with International Trade Centre (ITC) is implementing some components of the GRASP project.

1. Introduction and Objectives

The Growth for Rural Advancement and Sustainable Progress (GRASP) project is funded by the European Union and implemented by the International Trade Centre. The objective is poverty reduction and sustainable, inclusive growth through development of rural small and medium-sized enterprises in select districts of Sindh and Balochistan provinces of Pakistan. The project's outcome aims to enhance the productivity and profitability of SMEs involved in primary production, service provision, and value addition in and around selected clusters of production. GRASP, will create gender-inclusive employment and income opportunities in rural areas through targeted support to both the public and private sectors. The project is part of the focal sector "Rural Development" of the European Union Strategy called Multiannual Indicative Programme (MIP) for Pakistan. The project will directly contribute to the attainment of the 2030 Agenda for Sustainable Development, and Sustainable Development Goals (SDG), specifically SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth) and SDG 13 (Climate Action).

GRASP interventions focuses only on selected value chains and districts in Sindh and Balochistan to create a critical mass and generate measurable results.

The selected value chains in Sindh province are Onion, Dates, Banana, Mangoes, Tomatoes, Cattle and Goat in these 12 selected districts of Sindh, namely Khairpur, Sanghar, Shaheed Benazirabad, Matiari, Hyderabad, Tando Allah Yar, Mirpur Khas, Tharparkar, Thatta, Sajawal, Karachi and Tando Muhammad Khan.

The selected value chains in Balochistan province are Onion, Dates, Olives, Grapes, Poultry, Sheep and Goats in these ten districts of the province of Balochistan, namely Zhob, Pishin, Quetta, Nushki, Kharan, Khuzdar, Panjgur, Kech, Musakhel and Lasbela.

1.1 Design & Delivery of Agripreneurship Campaign in Sindh & Balochistan

1.1.1. Objective

The objective is to engage pre-qualified firms to design & deliver Agripreneurship campaign to create the awareness and advantages associated with starting a new business in the horticulture and livestock value chains and other activities related to agriculture and agro processing sectors in Pakistan.

1.1.2. Scope of Work

The pre-qualified firms will be engaged as per the applicable process for designing and delivering of Urdu and Sindhi versions of brochures & handouts, the production of audio and video content and will include script writing, interviews, videography, editing, audio balancing, subtitling, format exporting, archiving raw and edited work etc. In addition, services of the firms will also be required to publish/broadcast/telecast the developed content at different forums e.g. FM Radio, Social Media channels and Electronic Media for creating awareness among potential entrepreneurs by providing them relevant information about agribusiness opportunities in Pakistan and motivate them to opt agribusiness as career.

Part - 2

SECTION - 1:

INSTRUCTIONS TO APPLICANTS

2.1. Definitions:

- 2.1.1. "Government of Pakistan" means the Government of Pakistan and all its associated departments, agencies, autonomous / semi- autonomous bodies, boards, universities and similar other organizations.
- 2.1.2. "Client" means SMEDA-ITC GRASP PROJECT, 5th Floor, Bahria Complex 02, M.T. Khan Road, Karachi
- 2.1.3. "Applicant" means any Firm / Organization / Company applying for the pre-qualification.
- 2.1.4. "Agreement" means the Contract Agreement signed by the Client and the pre-qualified Firm/Organization and all the attached documents.
- 2.1.5. "Relevant Experience" means projects/assignments that have been extended specified in this document.

2.2. Preparation & Submission of Applications:

- 2.2.1. Applications for pre-qualification, original and a copy, must be received in sealed envelopes not later than 7th October, 2024 by 1200 hours.
- 2.2.2. Applications must be clearly marked "Pre-qualification of Communication/Advertising/Marketing Firms for Agripreneurship & other Campaigns for SMEs".
- 2.2.3. The applicant may apply either one or all the 'Activities' and tick mark the relevant in cover letter (Annexure-A).
- 2.2.4. The name and mailing address of an Applicant shall be clearly marked at the left side on the envelope.
- 2.2.5. The applications shall be prepared in the English language and as per format prescribed in the pre-qualification document.
- 2.2.6. The Applicant must respond to all questions and provide complete information as indicated in this document. Any lapses to provide essential information may result in rejection of an Application.
- 2.2.7. The pre-application meeting will be held on 7th October, 2024 at Client's address as mentioned in clause 2.1.2.
- 2.2.8. Applicants shall bear all costs associated with the preparation and submission of their pre-qualification documents. The Client is not bound to accept any Application, and reserves the right to annul the selection process at any time prior to pre-qualification intimation, in accordance with the prescribed rules / regulations without thereby incurring any liability to the Applicants.

2.3. Eligibility Criteria / Mandatory Requirements to apply for pre-qualification:

- 2.3.1. Pre-qualification is open for Firms that have
 - a) Not been blacklisted or debarred by any Government / Semi-Government / Autonomous organizations in Pakistan.
 - b) Must be registered with any relevant Government authority or regulatory body.
 - c) Must have valid NTN / FTN in the name of the Firm / Organization, and on active taxpayers list.
- 2.3.2. Bidders/ Contractors/ Suppliers will submit an Undertaking on Rs.100/- Stamp Paper that Blacklisting Policy of SMEDA and its provisions have been read and accepted by the applicant as a part and parcel of the documents and the Applicant is not blacklisted from any government department or semi government institution. (*Use Annexure-G for provision of relevant information*

2.4. Only one Application:

2.4.1. Applicants can submit only one Application under this pre-qualification notice. If an Applicant submits more than one Applications, such Applications shall be rejected.

2.5. Evaluation of Applications:

- 2.5.1. The Client will evaluate and pre-qualify the applicants in accordance with the evaluation criteria specified in the pre-qualification documents.
- 2.5.2. The Client will notify each Applicant whether or not it has been pre-qualified.

2.6. Updating Pre-qualification Information:

- 2.6.1. The Client at any stage of the selection proceedings, having credible reasons for or prima facie evidence of any defect in applicant's capacities, may require the Applicant to provide information concerning their professional, technical, financial, legal or managerial competence whether already pre-qualified or not.
- 2.6.2. Applicants shall be required to update the information concerning their professional, technical, financial, legal or managerial competence used for the pre-qualification at any subsequent stage as may be required by the client, to ensure their continued compliance with the pre-qualification criteria and verification of the information provided at the time of pre-qualification.

2.7. Client's Right:

2.7.1. The Client can cancel the pre-qualification process and reject all Applications, in the event that the Client does not wish to proceed with the assignment. In such an

eventuality, no expense and / or cost whatsoever incurred by any Applicant in the preparation of an Application shall be payable by the Client.

2.7.2. The Client shall disqualify an Applicant if it finds, at any time, that the information submitted by the Applicant was false and materially inaccurate or incomplete.

2.8. Ownership of Pre-qualification Document:

2.8.1. All documents submitted by an Applicant in response to this invitation to prequalification shall become the property of the Client. However, intellectual property in the information contained in the application submitted by the Applicant shall remain vested in the applicant.

2.9. Alteration, Erasures or illegibility:

2.9.1. Except for amendments to the entries made by an Applicant which are initialed by the Applicant, Applications bearing any other alterations, erasures or illegibility are liable to rejection.

2.10. Applicable Laws:

2.10.1. All applications submitted pursuant to this invitation and the formation of any resulting contract, shall be governed by the laws of Pakistan. Any amendment or a further legal requirement issued by Govt. of Pakistan even after issuance and receipt of Applications shall be applicable without any financial repercussion.

2.11. Misconduct:

2.11.1. If an Applicant or any person on its behalf makes any attempt to canvass, solicit or approach any official of the Client or any of its officials in any matter relating to or arising out of this Application, its Application will be liable to rejection and the Applicant liable to debarment for a period to be fixed at the discretion of the Client.

2.12. Full Compliance:

2.12.1. The Applicants shall comply fully with the "Instructions to Applicants", Forms, and Appendices etc. Non-compliance of any item may render an Applicant not eligible for pre-qualification.

2.13. Amendment in Pre-qualification Documents:

- 2.13.1. At any time prior to deadline for submission of Applications, the Client may amend the pre-qualification documents by issuing an addendum.
- 2.13.2. Any addendum issued shall be part of the Pre-qualification Documents and shall be communicated in writing to all those who have obtained the pre-qualification documents.

2.13.3. To give prospective Applicants reasonable time to take an addendum into account in preparing their applications, the Client may, at its discretion, extend the deadline for the submission of Applications.

2.14. Pre-qualification Validity

- 2.14.1. The Applicants declared pre-qualified as a result of the pre-qualification. Proceedings, their pre-qualified status will remain valid for Two (02) years from the date of announcement of results of pre-qualification. However, if deemed necessary the Client may extend the validity of pre-qualification of all pre-qualified consultants by issuing an extension notice.
- 2.14.2. The Client, if considers necessary, may call fresh applications for pre-qualification at any time during the currency of validity by cancelling the pre-qualification already done.

2.15. Clarification of Pre-qualification Documents:

2.15.1. Applicants may request a clarification of any provision of the pre-qualification documents, seven (07) days before the Application submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Client's address indicated in the Documents.

2.16. Geographical Priority for Pre-Qualification:

2.16.1 The applicants can apply either in Sindh or Balochistan or they may apply in both provinces for pre-qualification.

SECTION - 2:

EVALUATION CRITERIA

3.1. General

- 3.1.1. Pre-qualification will be based on an Applicant's Profile, General and Relevant Experience, Management Capabilities and Financial Position, as demonstrated by the Applicant's responses in the forms attached to pre-qualification document.
- 3.1.2. If an Applicant fails to fulfil the Mandatory Requirements, such application shall not be considered for further processing and shall be rejected.

3.2. Distribution of Total Score

Sr. #	Component	Maximum Score
1.	Organizational Profile	20
2.	Organizational Experience	60
3.	Management Capability	10
4.	Financial Strength	10
Total Score		100

3.3. Qualifying Marks:

3.3.1. Firms scoring at least 60% marks shall be pre-qualified.

3.4. Evaluation Procedure

3.4.1. Organization's Profile Max Score 20 a) Experience since Incorporation / Establishment Max Score 10 Use Annexure-B for provision of relevant information

Sr.	Components	Score
	Experience since Incorporation / Establishment	
1.	Post registration experience of 10 years or more relative marking for others (maximum marks for 10 years, relative marking for others)	10
Total		10

b) Geographical Presence: Max Score 10 Use Annexure-B-1 for provision of relevant information

Sr. #	Components	Score
	Number of Offices / Affiliates	
1.	Office(s) in Karachi / Quetta	08
3.	Office(s) in other than Provincial Capitals in Sindh and Balochistan	02
Total	Total	

3.4.2. **Organization's Experience Max Score 60** a) **General Experience** Max Score 20 *Use Annexure-C for provision of relevant information*

Sr. #	Components	Score
	Organization's General Experience during last 05 year	rs
1.	Maximum marks for 10 or more completed Projects / Assignments / Consultancies, relative marking for others (Enlist only complete projects with financial value of PKR 500,000 or more)	20
Total		20

b) **Relevant Experience:** Max Score 40 *Use Annexure-D for provision of relevant information*

Sr.	Components	Score
#	Organization's Experience regarding such marketing/communication campaigns during the last five (05) years	40
1.	Maximum marks for 10 or more such assignments (Relative markings for others)	40
Total		40

3.4.3. Capabilities of Management Staff (05) Members Max Score 10 Use Annexure-E for provision of relevant information

Sr. #	Components	Score		
Staff E	Staff Experience			
1	Maximum marks for five (05) members with experience of 10 Years or more, relative marking for others	10		
Total		10		

3.4.4. **Financial Strength** Max Score 10 Use *Annexure-F for provision of relevant information*

Sr. #	Components	Score
	Average Annual Turnover of last 03 Years (PKR)	10
1.	Maximum marks for average turnover of PKR 03 in last three years million or above relative marking for others	
	Total	10

3.5. Evaluation Method:

Applicant applying for prequalification must obtain 60% marks to pre-qualify.

SECTION – 3:

STANDARD ANNEXURES

Annexure – A

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To:

Subject: PRE-QUALIFICATION COMMUNICATION/ADVERTISING/MARKETING
FIRMS FOR AGRIPRENEURSHIP & OTHER SERVICES CAMPAIGNS FOR
SMEs

Dear Sir,

I, the undersigned, offer to provide the required information / documents for the above-mentioned subject in accordance with pre-qualification documents. We offer to design & deliver communication & marketing campaigns with a particular emphasis on the agribusiness sector, specifically in horticulture and livestock.

I, hereby declare that all the information and statements made in this document are true and accept that any misleading information contained in it may lead to rejection of proposal.

We hereby appoint and authorize Mr./Ms. [Name & CNIC] presently employed with [Organization Name] holding the position of [Designation] as our authorized representative, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our prequalification application submission and further process.

We understand you are not bound to accept any application you receive.

Yours sincerely,

[Authorized Signature [In full and initials Name of the Organization, Address]

Annexure – B

"Organizational Profile"

S #	Required Information	Response	
1	Legal Name of the Firm		
2	Year of Registration / Incorporation		
3	NTN / FTN		
4	What is the legal status of your organization? Tick the relevant box (one box only). (Attach Copy / Copies of Registration Certificate(s) where required	Public Sector Organization	
		Section 42 Company	
		Public Ltd. Company	
		Private Ltd. Company.	
		Partnership Firm.	
		Others Please specify	
5	Name and designation of 'Head of Organization'		
6	Mobile:		
	Phone:		
	Email:		
	Address of organization:		
7	Geographical Coverage for the design & delivery of Awareness Campaign	Sindh	
	[Please tick relevant]	Balochistan	
			1

8	Name and designation of 'Authorized Contact Person':	
	Phone:	
	Mobile:	
	Email:	
	Fax:	

Annexure – B -1

"Organizational Geographical Presence"

Office Location (Province)	Office Address	Focal Person	Contact Details (Tel, fax, Email)

Annexure - C

"Organization's General Experience"

[Please attach list of projects / assignments completed during last 05 years] (Provide Documentary Evidence: Award of contract / Completion Certificates etc.)

Experience of General Assignments

(Project Sheet 1) **Sr.** # **Required Information** Response (Please provide exact information with project title, location/s and duration) Title: 1 Project Title and duration (The project title means name of the project, as mentioned in award of contract) Duration (Days): 2 Year of Completion (YYYY): Please elaborate Applicant's role in this Attach separate Page and provide 3 reference / page number here. assignment

Name:

Tel:

Email:

Address (City):

Copy the above table for another response.

Total value of the project / assignment

Share of the applicant in case of joint

Contact details of client:

4

5

6

(PKR)

projects (PKR)

• Please mark the other sheets, if submitted, as Project Sheet 2 and Sheet 3 up-to 10 respectively.

Annexure – D

Organization's Communication/Marketing Campaigns Related Experience

(Development of broachers, leaflets, handouts, audios, videos, social media campaign, electronic media campaign, print media campaign etc)" Communication/Marketing campaigns conducted related to applied sector during last 05 Years)

Provide Documentary Evidence: Award of Contract / Completion Certificates, Reference Letter, Recommendation Letter etc.)

#	Description	Details	
1.	Title of the Assignment		
2.	Assignment Date		
3.	Assignment Duration (Days)		
4.	Assignment Location (City)		
5.	Implementation Year		
6.	Client Details	Name: City: Tel: Email:	
7.	Applicant's Role (Tick Relevant)	i. Design & Development of communication material (broachers, leaflets, handouts, audios, videos, social media campaign, electronic media campaign, print media campaign	
		ii. Delivery/Execution of communication material (broachers, leaflets, handouts, audios, videos, social media campaign, electronic media campaign, print media campaign) only	
		iii. Design, Development & Execution of communication related materials (broachers, leaflets, handouts, audios, videos, social media campaign, electronic media campaign, print media campaign)	
8.	Evidence Reference	Reference Pg. #:	

Copy the above table for another response.

• Please mark the other sheets, if submitted, as Sheet 2 and Sheet 3 up-to 10 respectively.

Annexure - E

	Culticul	um vitac n	or the mai	iagement Stair	
Name of Expert:		(Inser	(Insert full name)		
Date of Birth:		(day /	(day / month / year)		
CNIC Number:					
Mo	bile Number:				
Em	ail Address:				
Pos	tal Address:				
Cur	rrent Position Title				
Educ	cation: (List College / v	niversity or Speciali		ialized education) Year of	Name of the
	Degree / Diploma			Passing (YYYY)	Institution, Location
	l Experience of the En loyment with Applica		ears):		
Pe	Period: MM/YYYY) to (MM/YYYY)				
Job	Job Title:				
Summary of activities performed:					

Other Employment record relevant to the assignment: [Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included, copy format provided below, for each of employment record]

Membership in professional Associations and Publications:

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation describes herein may lead to my disqualification or dismissal by the client.

Name:	
Date:	
Signature	

Annexure-F

"Financial Strength"

Annual Turnover for p	Annual Turnover for previous three (03) years as per audited statements / bank statements / tax returns (PKR in millions)		
2021-22	2022-23	2023-24	Average
(A)	(B)	(C)	(A+B+C) / 3

Annexure – G

UNDERTAKING REGARDING NOT BEING BLACKLISTED

(Printed and signed on Rs 100 stamp paper)

Date DD-MM-YYYY

To,Project Director
SMEDA-ITC GRASP PROJECT
5th Floor, Bahria Complex-Ii
Molvi Tamizuddin Khan Road
Karachi

Tell: 021-111-111-456

Dear Sir,

Subject: **UNDERTAKING REGARDING NOT BEING BLACKLISTED**

It is hereby declare that, [Organization Name] is/are not blacklisted by any Government authority, department or other relevant body in Pakistan. The [Organization Name] will immediately inform to "SMEDA-ITC GRASP PROJECT" in case of any change in the status.

That Blacklisting Policy of SMEDA-ITC GRASP PROJECT and its provisions as available at www.smeda.org have been read and accepted as a part and parcel of the biding documents/contract.

Authorized Person		
Name:		
Designation:		
Signature:		
Organization / Company Seal:		

Annexure – H

"Selected Province(s) Checklist"

Beleeted 110vmee(s) Checkinst		
Tick the relevant bo	ex (one box only)	
Region	Response / Elaboration	
Sindh		
Balochistan		
Both Provinces		

Annexure – I

"Eligibility Response Checklist"

Sr. No	Necessary Eligibility Information	Response / Elaboration
1	Registration to prove legal identity of your firm/organization	[Name of Authority] [NTN for sole proprietor]
		Copy Attached
2	Proof of registration NTN / FTN	Copy of Certificate Attached
4	Undertaking of no blacklisting (Annexure-H)	Undertaking attached (Rs. 100 Stamp Paper)