

Dow University of Health Sciences Karachi



BIDDING DOCUMENT
Single Stage – Two Envelope Procedure
As per Rule 46 (2) of SPPR, 2010 (Amended up to Date)

HIRING OF ADVERTISING AGENCY
Ref No: DUHS/W&S-NIT/2023/131

N.I.T NO. DUHS/P&D/2023/11546, DATED: SEP 15, 2023

OFFICE OF THE DIRECTOR PLANNING & DEVELOPMENT
DOW UNIVERSITY OF HEALTH SCIENCES,
BABA-E-URDU ROAD, BESIDES CIVIL HOSPITAL, KARACHI
TEL / FAX # 021-3877100 (EXT: 5820)

NOTICE INVITING TENDER (NIT)



OFFICE OF THE DIRECTOR PLANNING & DEVELOPMENT DOW UNIVERSITY OF HEALTH SCIENCES

Baba-e-Urdu Road, Karachi-74200 Pakistan.

Tel: 9215754-57 Ext:5811 Website: www.duhs.edu.pk

No. DUHS/P&D/2023/11546

Dated: September 15, 2023

TENDER NOTICE

Dow University of Health Sciences (DUHS), Karachi is a Public Sector University invites the sealed bids for following Services from well-reputed Companies / Bidders available on List of Active TaxPayers of FBR websites (for Income Tax) & SRB (For Sales Tax).

S. No:	NAME OF WORK	METHOD OF PROCUREMENT
1.	HIRING OF ADVERTISING AGENCY (REF NO: DUHS/W&S-NIT/131)	Single Stage – Two Envelope Procedure as per rule 46 sub rule-2 of SPP Rules 2010 (Amended upto date)
2.	RUNNING OF CANTEENS ON A RENTAL BASIS AT DUHS CAMPUSES. (REF NO: DUHS/W&S-NIT/132)	

Tender Fee	Rs. 2,000/- (Rupees Two Thousand Only) Non-Refundable in shape of Pay Order / Demand Draft in favor of Dow University of Health Sciences, Karachi.
Security	Bid Security and Performance Security as mentioned in the bidding document.
Purchasing Date & Time	From the date of publishing to 04-10-2023 (10 a.m to 02 p.m)
Bids Delivery & Opening Date & Time	05-10-2023 at 11:00 a.m & 11:30 a.m.

Detailed Specification are mentioned in the prescribed tender documents alongwith terms and conditions. Bidding documents can be download from SPPRA website or Dow University of Health Sciences, website. Conditional Bids, Telegraphic Bids, Bids not accompanied by Bid Security of required amount and form, bids received after specific date and time and bids of Black Listed firms will be rejected.

In case of any unforeseen situation or government holiday resulting in closure of office on the date of opening, bids shall be submitted / opened on next working day at the given time. The Dow University of Health Sciences, Karachi (DUHS) reserves the right to reject any or all the bids subject to the relevant provisions of SPP Rules 2010 (Amended upto date).

ADDRESS FOR PURCHASING OF BIDDING DOCUMENTS, SUBMISSION AND OPENING OF BIDS:

Office of the Director Planning & Development, Dow University of Health Sciences (DMC Campus), 5th Floor Administration Block, Baba-e-Urdu Road near Civil Hospital Karachi.

DIRECTOR

Planning & Development
Dow University of Health Sciences, Karachi

BID DATA SHEET

The following specific data shall complement, supplement, or amend the provisions in the Instructions to Bidders (ITB) / Terms & Conditions. Whenever there is a conflict, the provisions herein shall prevail over those in ITB / T&C.

1.	Name of Procuring Agency:	Dow University of Health Sciences, Karachi (DUHS)
2.	Bidding Procedure:	Single Stage – Two Envelope Procedure
3.	Name of Contract:	Hiring of Advertising Agency. (Ref. No. DUHS/P&D/2023/11546) Dated: 15-09-22023
4.	Tender Reference No.	No. DUHS/W&S-NIT/131
5.	Obtaining & submission of Bidding Document: Address:	Dow University of Health Sciences (DMC Campus), Planning & Development Department Admin Block 5 th Floor DMC Campus, Baba-e-Urdu Road near Civil Hospital Karachi. Phone No. + 92-21-99216065,
6.	Language of the Bid:	English
7.	Currency of the Bid:	The price quoted shall be in Pakistani Rupee on DDP Basis
8.	Bid Prices:	The price shall be fixed during the contract period
9.	Bid Security:	The amount of bid security shall not be less than Rs 2.5% of the total contract value.
10.	Bid Validity Period:	90 days
11.	Tender Purchasing date:	Date: 04-10-2023 Time: upto 10:00 to 14:00 Hrs
12.	Deadline for bid submission:	Date: 05-10-2023 Time: upto 11:00 pm.
13.	Date, Time and Place of Bid opening:	Dow University of Health Sciences (DMC Campus), Planning & Development Department Admin Block 5 th Floor DMC Campus, Baba-e-Urdu Road near Civil Hospital Karachi.
14.	Performance Security:	Amount of Performance Security shall not be less than Rs 5% of the total contract value
15.	Alternate Bid:	Not Allowed
16.	Joint Venture / Consortium Bid:	Not Allowed
	Schedule of Work & Time Line	The schedule of work and timeline will be framed with mutual consultation of the concerned Department and the Service Provider. However, the Service Provider is liable to abide and strictly adhere to the Schedule of Work and Time Line provide by the DUHS
	Liquidity damages:	2% liquidity damages of the total amount will be imposed per month for which the contractor failed to complete work within the execution period.
	Tender fees deposit:	Date: Amount: (in words and figures)

BIDDING DOCUMENT
FOR HIRING OF ADVERTISING AGENCY

1. Introduction: -

Dow University of Health Sciences (DUHS), Karachi is a Public Sector University invites the sealed bids for **HIRING OF ADVERTISING AGENCY** from the well reputed Advertising agencies who wish to offer Creative, Digital and Media Release Services to DUHS.

2. Purpose: -

2.1. The purpose of this Invitation for Bids (IFB) is to select a competent Advertising Agency for services including event management, documentary productions, photography, thematic designing of all material of DUHS, marketing material designing, marketing campaign designing, newsletter writing and designing, promotional campaigns, website content development, advert designing for social media, designing of presentation slides, promotional video clips production and any other matter related to image building of the DUHS. The Services should be carried out in accordance with appropriate professional standards of Advertising, Marketing as applicable in Pakistan.

2.2. To enable you to submit a proposal, please find enclosed:

- Background
- Scope of the Work
- Evaluation of Bids / Proposals - (Technical and Financial)
- Access to Facilities and Documents
- Mode of Payment
- Guidelines

The bidder should follow the guidelines given in the bidding documents. The method of evaluation to be adopted in evaluating the bids/proposals will be based on enclosed Evaluation of bids/Proposals, with the technical evaluation being completed prior to any financial bids/proposals being opened and compared:

Please note that DUHS is not bound to select any or all of the firms submitting proposals.

1. Background: -

Dow University of Health Sciences, Karachi ('DUHS') is a Public Sector University founded in December 2003. DUHS has been developing a tradition of excellence in Health, education, research and community service. DUHS has educated and trained more than **8,000 students** and residents from **20 academic institutes**. The University has more than **4,000 employees**, including approximately **970 faculty members** at present.

The accounting and financial management practices of DUHS are governed by the DUHS Act 2004.

DUHS offices are based in Karachi at the following addresses:

Head Office:

Baba-e-Urdu Road, Karachi- 74200 - Pakistan

Phone: 92-21-111113847

92-21-99215754-7

92-21-32715441-460

Fax: 92-21-99215763

Ojha Campus/Dow University Hospital

SUPARCO Road, Gulzar-e-Hijri, Scheme No. 33, Karachi - Pakistan

Phone: 92-21-3877111,99232660

DUHS website: <http://www.duhs.edu.pk/>

2. Scope of the work

Full-service and multidisciplinary (360-degree advertising) creative houses/advertising agencies with proven experience are requested to apply. The scope of work includes but is not limited to the following:

1. Dow University of Health Sciences (DUHS) wishes to acquire the services of a Creative Agency. As DUHS is in the process of building its corporate brand identity, taking a market competitive Creative Agency onboard is pertinent to give DUHS's corporate image a complete 360 degrees' overhaul.
2. The following section identifies the main tasks and responsibilities that the qualifying Creative Agency would be expected to deliver, by working closely with the DUHS Management.
3. To begin with, the qualifying agency will be responsible for developing & recommendations for a Marketing and Advertising Plan that supports the branding objectives set by the DUHS Management. The agency would be required to develop a comprehensive plan which will include the strategic direction, creative strategy, brand development and management, and an in-depth media plan for all communication touchpoints, when required. The agency would also be required to guide DUHS on how to integrate social media into a brand strategy.
4. Qualified Agency required to launch campaigns for Dow University Hospital (DUH), Dow Institute of Radiology (DIR), Dow Diagnostic Research and Reference Laboratory (DDRRL), Ojha Institute of Chest Dieses (OICD), Dow Institute of Life Sciences (DILS), Dow Riva Water and all other Health Care Facilities, Academic & Research Institutes – pre-Ramadan and Ramadan for Donations, Zakat, Scholarship Funds, Patient Welfare Funds, Development Funds & Endowment Funds. Agencies are required to create and share a 360-degree concept for each campaign.
5. **Strategic & Campaign Planning:** Acting as a support function, the agency would be required to provide DUHS with an “insider’s look” during the strategic account planning and campaign development process. The qualifying agency must have a thorough understanding and knowledge of how brands operate in a global marketplace, and the shifting dynamics of how consumers receive and use information today. Using this knowledge, the agency would be required to guide DUHS on how to develop a holistic approach to brand advertising. Campaign will include ATL (TVC, Radio, Print and OOH) and Digital.
6. **Concept Development & Production:** The agency must undertake the development of creative materials and campaign elements ATL (TVC, Radio, Print and OOH) and Digital. Once approved by the DUHS Management, the agency would be responsible to produce the agreed upon deliverables and bring them to the final form – ready for release, publishing and/or broadcasting.
7. **Design Work:** The agency would be required to fulfil all the design requirements for DUHS, including: press ads, supplements, hoardings, backdrops, vehicle design, brochure, POS designs, banners, leaflets, flyers, poster, branded giveaways, stationery, design signs, shop designs, merchandising, concept development, annual reports, table calendar, corporate diaries, desk planners, newsletters, radio commercials, language adaptations and translations, packaging and miscellaneous. Development, finalization and ensuring consistent implementation of branding guidelines, 360-degree corporate brand campaign, undertaking planning & execution for internal and external activities, launching of schemes through print, radio TVC OOH & Digital ads.
8. **Media Planning & Buying:** The qualifying agency will be required to guide the process of deciding where, when, and how to media for DUHS-sponsored content.
9. **Expected Deliverables**

Strategic & Campaign Planning	As required by DUHS Management
Concept Development & Production	Two to three concepts per round
Design Work	3 to 5 design options for each deliverable
Media Planning & Buying	Comprehensive media plan before each release

10. Qualified Agency will have to present the campaign plan to the DUHS Management and provide any clarifications required by the forum.
 11. Qualified Agency must provide breakdown of their fee in respect of all mentioned entities for each of task.
 12. In case of any dispute regarding quality of services and scope of job the decision by DUHS shall be final & binding.
 13. DUHS reserves the right to terminate the contract, if the performance of the bidder is unsatisfactory.
 14. Duration of the contract shall for one years, which can be extended for another year depending upon the performance evaluation but on same terms and conditions.
3. Evaluation of Bids / Proposals - (Technical and Financial)

Evaluation Criteria – Technical & Financial

DUHS will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to this RFP. Each proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. The following factors have been considered as the basis of evaluation:

- SECTION A: Bidder Qualification Criteria (Mandatory Eligibility Criteria)
SECTION B: Technical Evaluation Criteria

SECTION A

Mandatory Eligibility Criteria (Attach Supporting Document)

DOCUMENTS REQUIRED TO BE SUBMITTED WITH APPLICATION/BID

The bids which meet the following minimum **ELIGIBILITY CRITERIA (MANDATORY REQUIREMENT)** would be declared responsive for further evaluation as per Evaluation Criteria specified in this bidding document. **Documentary evidence must be attached in respect thereof:**

SECTION A
Mandatory Eligibility Criteria (Attach Supporting Document)

S.no	Description	Attached	Not Attached
1.	Original Tender Purchase Receipt / Pay Order of Tender Fee.		
2	Head office or an independent office in Karachi with all core and all support business functions but not limited to client servicing, finance, creative, design, Strategy, In-house Media planning (Print, electronic & digital), buying & release. Fully equipped and capable of handling ATL campaigns. <i>(Provide proof by submitting property agreements or rental agreements on company letterhead with the company structures, organogram of Karachi team having names, designations, number of years of experience and qualifications)</i>		
3	Must be a registered advertising agency for at least the past 05 years. <i>(Attach a certificate of incorporation/Partnership Deed/Sole Proprietorship)</i>		
4	“Sales tax registration certificate both FBR and/or SRB” and NTN certificates. <i>(Provide a copy of valid SST Registration Certificate)</i>		
5	Accredited with All Pakistan Newspaper Society (APNS) for the last (03) years. <i>(Provide a certificate of enlistment)</i>		
6	Accredited with the Pakistan Broadcaster Association (PBA) for the last (03) years <i>(Provide a certificate of enlistment)</i>		
7	Has your firm ever been blacklisted any other Government firm? <i>(Please provide an undertaking on Rs.100/-Stamp paper that your firm is not blacklisted by DUHS and any other firm)</i>		
8	Managing Google SEO for at least 2 years		
9	Managing Facebook/Social Media Paid Campaigns at least 2 years		
10	Must currently be managing accounts (from strategy till media planning) of at least 3 renowned national/international companies in Pakistan out of which at least 1 should be Healthcare, MNC or FMCG or Telco <i>(Please provide in writing on company letterhead along with Service Orders or documentary evidence as per the format attached)</i>		
11	Duly signed and stamped General Compliance Certificate as per the format give at Annexure-B of this document.		
12	Bidder / Company Profile / Details as per Annexure – D .		
13	Average annual turnover in preceding 3 years (on closing of last fiscal year) should not be less than Rs. 50.000 million , demonstrated through Income Tax Returns (ITR – FBR) , with audited statement of accounts details to be submitted given at Annexure – E .		
14	Valid Clients List as per specimen given at Annexure – F .		
15	Financial health certificate from the main bank of at least 3 years <i>(Please provide documentary evidence from the main bank duly signed and stamped by the bank)</i>		
16	Copy of CNIC of the signatory of the Bid Forms.		
17	Duly signed and stamped Compliance to Scope of Work as mentioned of this document.		
18	Bidder must have secured a minimum of 70 qualification marks in Technical Evaluation Criteria.		
19	Bidders are requested to submit below one copy clearly marked “ORIGINAL” & “COPY” for each technical profile and financial offer;		
20	Photocopy of bid security after hiding the amount should be attached with original copy of technical proposal		

TECHNICAL EVALUATION CRITERIA

SECTION – B

Note: Please note that DUHS can verify any document submitted by the agency at any point in time. In case of non-validation of any document submitted during/ after the bidding process, DUHS reserves the right to remove the agency from the DUHS’s panel.

- a) Bids / Proposals including Technical Proposal/Financial Proposals to be evaluated by the Committee constituted by the DUHS for the purpose.

- b) The Committee may seek the clarification from the bidder in writing or oral as the case may be, in case of committee deemed fit, however any clarification shall not be change the sanctity of original bid;
- c) The Bids / Proposals shall be evaluated conformity the requirements of terms & conditions of the bidding document based on the record / documentary evidence submitted by the bidder.
- d) **Technical Bids / Proposal Evaluation:**
- The following merit point system for weighing evaluation factors / criteria will be applied for technical proposals.
 - Maximum points / marks for technical bids / proposals are 100.
 - Bidders achieving **minimum 70% points / marks** will be considered only for further process besides compliance of all mandatory clauses. Documentary evidence must be attached in support of your claim.
 - Only those Financial Proposals will be announced / considered which were technically qualified by the Committee.

S#	Evaluation Parameters/Sub-parameters	Maximum Marks	Obtained Marks
1.	Experience of advertising business: Credible documentary evidence must be provided such as attach a certificate of incorporation / Partnership Deed / Sole Proprietorship / Documentary proof of experience in the form of work order, invoices, agreements & performance certificate)	Max. 10	
1.1	• Established More than 10 years	10	
1.2	• Established More than 5 years upto10 years	7	
1.3	• Established 5 years	5	
2.	Average Annual Turnover during the last 03 financial years (As per Income Tax Returns ITR & Audited Statements of Accounts must be provided)	Max. 15	
2.1	• PKR 150 Million and above	15	
2.2	• PKR 100 Million and above	10	
2.3	• PKR 75 Million and above	5	
2.4	• Below PKR 50 Million	00	
3.	The total worth of work executed of similar nature by the agency in the past 1 year (excluding digital/online media buying): (Provide a copy of Purchase Orders, Agreements, copies of invoices & satisfactory certificate)	Max. 15	
3.1	• More than Rs. 200 million	15	
3.2	• More than Rs. 140 million	10	
3.3	• More than Rs. 100 million	5	
3.4	• Less than Rs. 60million	00	
4.	Suspended for not more than 1 month by APNS, PBA or any other electronic/ print channel since the date of commencement of business operations: (Please provide proof of the same i.e., letters from both APNS and PBA) as well as an undertaking by the agency on company letterhead.	Max. 05	
4.1	• Never suspended since inception	5	
4.2	• Suspended in the past 1 year only once	4	
4.3	• Suspended in the past 1 year twice	3	
4.4	• Suspended for more than two times in the past 1 year	1	
5.	Number of noteworthy ATL 360-degree campaigns (must include TV, Print, Digital, Radio) that your agency has executed in the past 2 years (only those which included strategy building, concept development, visualization, production and media planning/release and are the intellectual property of the agency) (Kindly submit the list of ads developed, proof of media release, project description, corresponding dates and your role with the outcome of the campaign. Please provide on company letterhead). (Provide a copy of Purchase Orders, Agreements, copies of invoices & satisfactory certificate)	Max. 10	
5.1	• 10 or more	10	
5.2	• 8-9	7	
5.3	• 6-7	5	
5.3	• 5 or less	2	

6.	Publications or material your agency has developed in the past 5 years: (Kindly submit a list of the same, your role i.e. design, creative writing etc. and provide evidence/ samples of the same) (Provide a copy of Purchase Orders, Agreements, copies of invoices & satisfactory certificate) 1. Brand book 2. Identity guidelines 3. Annual Report 4. Packaging/product design (e.g., card design, zakat campaign, healthcare related can/container etc.) 5. Product/Technical guidebook 6. Calendars Please tick as appropriate	Max. 10	
6.1	• All 6 of the above	10	
6.2	• 5	08	
6.3	• 4	06	
6.4	• 3	04	
6.5	• 2	02	
6.6	• 1 or none	00	
7.	Awards won by your agency for any Above the Line (ATL) marketing campaign/s or brand/s in the past 3 years. <i>(Please attach copies of certificates of the same and a list detailing the award name, campaign/project/brand for which the award was received, body from which the award was received and date of receipt and in case of nomination then please provide relevant documentary evidence of the nomination – all information to be on company letterhead)</i>	Max. 10	
7.1	• 2 or more PAS/Effie awards	10	
7.2	• 1 PAS/Effie award	08	
7.3	• Won awards other than PAS/Effie	06	
7.4	• Nominated for 3 or more PAS/Effie award	04	
	• None	00	
8.	Number of full-time employees nationwide: <i>Please provide a list having staff name, designation/role, department, employment type(permanent/outsourced/intern etc.), location, years of experience, details of experience, qualification on letterhead with evidences & proofs</i>	Max. 05	
8.1	• More than 30	5	
8.2	• Between 20	4	
8.3	• Between 10	2	
8.4	• Less than 5	0	
9	Experience of agency in marketing campaigns of leading/reowned College, HEIs, educational institutions, hospital in the last 3 years. (Provide a copy of Purchase Orders, Agreements, copies of invoices & satisfactory certificate)	Max. 15	
9.1	• More than 3 campaigns	15	
9.2	• More than 2 campaigns	10	
9.3	• More than 1 campaign	05	
9.4	• None	00	
10	Campaign for any Reputable Hospital in Pakistan especially for Zakat and donation campaigns. (Credible documentary evidence must be provided e.g. copy of Purchase Orders, Agreements, copies of invoices & satisfactory certificate).	Max. 05	
10.1	• 300 bedded or more	05	
10.2	• 200 bedded or more	03	
10.3	• 100 bedded	02	
Total Points		100	
Remarks			

A) RELEVANT EXPERIENCE

Provide three (3) references, that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

Reference No. 1:

Firm/Company Name: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ Telephone: _____ Email: _____
Date and Type of Service(s) Provided: _____

Reference No. 2:

Firm/Company Name: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ Telephone: _____ Email: _____
Date and Type of Service(s) Provided: _____

Reference No. 3:

Firm/Company Name: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ Telephone: _____ Email: _____
Date and Type of Service(s) Provided: _____

Stamp & Signature

4. Access to Facilities and Documents

The Qualified agency will have access to all facilities (geographical locations) for recording of videos or Photography etc. after getting written approval from competent authority through proper channel for the period indicated in the approval.

5. Mode of Payment

Fees will be paid after the campaign is approved, launched, completed & certified by a satisfactory note from DUHS management through cheque.

6. Guidelines (Terms & Conditions)

INSTRUCTION TO BIDDERS

DUHS expects that aspirant firms/companies/agencies should furnish all the required documents to ensure a transparent and genuine presentation. Therefore, it is necessary to fill in the Tender Form meticulously and sign & stamp every page. Moreover, attach the required supporting documentation according to the requirement.

- It is mandatory to fill the Tender Forms in writing with ink or type. Do not leave any column/item blank. If you want to leave the item/column un-answered please, write ‘Doesn’t Apply/Doesn’t Arise’. If you need more space, please attach a paper & clearly mention the item/column name or number etc that referred to the column/item of the Tender Form.
- DUHS, Karachi may reject any bid subject to the relevant provision of SPP Rules 2010 and may cancel the bidding process at any time before acceptance of bid or proposal as per Rule-25(i) of said rules.
- All currency in the proposal shall be quoted in Pakistan Rupees (PKR).
- Firms / Companies shall maintain their status as an active / filer taxpayer with taxation authorities while rendering services to DUHS, Karachi.
- DUHS will select a firm on purely merit on the basis of Technical and financial proposals submitted by the firms, based on Single Stage Two Envelop.
- Agency(s) who meet the requirements of the TORs and the commercial and contractual conditions, and if the Agency finds any ambiguity, omission, or internal contradiction, or any feature that is unclear or that appears restrictive, they should seek clarification before the closing date of submission;
- The Firms are invited to submit a Technical Bid / Proposal and a Financial Bid / Proposal, clearly indicating ‘*Proposal for the Hiring of Advertising Agency*’.
- Client’s policy requires that the firm provide professional, objective, and impartial advice and at all times hold the Client's interests paramount, strictly avoid conflicts with the assignments or their own corporate interests.
- Proposed professional staff must be qualified and have adequate experience, preferably working under conditions similar to those prevailing in the country of the assignment.
- The agency should ensure that they submit a full proposal including all the supporting documents requested. It is essential to ensure accuracy in the curricula vitae of key staff submitted. An authorized representative of the firm initials all pages of the proposal and dates. Noncompliance with important requirements will result in rejection of the proposal;
- The original bid / proposal (Technical Bid / Proposal and Financial Bid / Proposal) shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting.
- The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Bid / Proposal", and the original and all copies of the Financial Bid / Proposal in a sealed envelope clearly marked "FINANCIAL BID/PROPOSAL" and warning: "DO NOT OPEN WITH THE TECHNICAL BID / PROPOSAL." Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and other information indicated and be clearly marked, "DO NOT OPEN, EXCEPT IN PRESENCE OF THE BID OPENING COMMITTEE." USB should contain only soft copy of Technical Proposal.
- After the deadline for submission of bids / proposals, the Technical Bid / Proposal shall be opened on the day in the presence of those who want to be present on the date specified in IFB by the procurement committee. The Financial Bid / Proposal shall remain sealed and will be opened in the presence of the representatives of the bidders that have technically qualified after opening of technical bid/proposal.
- From the time the bids are opened to the time the contract is awarded, if any firm wishes to contact the Client on any matter related to its proposal, it should do so in writing at the address indicated in documents. Any effort by the firm to influence the Client in the Client's proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the Firm's proposal.
- Evaluators of Technical Bids / Proposals shall have no access to the Financial Bids / Proposals until the technical evaluation, is concluded.
- Once the bids / proposals are received and opened, Agency shall not be required nor permitted to change the substance, the key staff and so forth;
- The process of bid / proposal evaluation shall be confidential;
- The financial bid / proposal should be in PKR comprising fees only;
- Bidders are requested to submit below mentioned number of copies clearly marked “ORIGINAL” & “COPY” for each technical and financial offer;
- Proposals received after bid closing time and date, or submitted otherwise than indicated in this shall not be considered.
- **Receiving / Acceptance of Purchase/Work Order:** The firm/company/agencies will sign the copy of the Purchase/Work Order as acknowledgement.

- **Delivery Challan:** Copies of Delivery Challan on which the Order number, date of delivery execution, quantity, quality, specs, manufacturer name are clearly mentioned. Non-compliance with this condition renders the goods liable to non-acceptance. After seven days, DUHS will not be responsible for any claim(s) / responsibility.
- **Delayed Delivery:** 2% liquidity damages of the total amount will be imposed per month for which the company/firm/agency failed to deliver within the delivery/execution period and maximum up to 10%.
- Competent Authority reserves the right to change/alter/remove any item.
- **Termination:** That upon the termination of this agreement, the service provider shall be permitted to remove all its devices and equipment which may have been placed at premises from the time to time.
- **Validity of Bid:** Validity is for ninety (90) days.
- **Company Profile:** The Company Profile is attached to this document.
- **Rules, Regulations & Policies:** All rules, regulations and policies will be governed in accordance with the SPPRA.
- **Arbitration:** In case of any dispute, difference, or and question which may at any time arise between the parties hereto or any person under them, arising out in respect of this letter of intent or this subject matter hereof shall be referred to the Registrar of the DUHS and CEO of the company/firm/agency for arbitration/settling of the dispute, failing which the decision of the court law in the jurisdiction of Karachi binding to the parties.
- **Government tax(es), levy(es) and charges(s):** It will be charged at actual as per SRO.
- **Discourage Child Labor:** All staff must have CNIC and clearly mentioned to discourage work through child labor.
- **Environmentally Friendly Procedure:** Supplier / Manufacturer / Distributor must ensure Environmentally Friendly procedure of manufacturing and avoid the use of Toxic material.
- **Stamp Duty:** 0.35% against the total value of Work Order will be levied accordingly.
- **Currency:** All currency in the proposal shall be quoted in Pakistan Rupees (PKR).
- **Active Tax Payer:** Manufacturers / Firms / Supplier / Companies / Distributors shall maintain its status as an active/filer taxpayer with taxation authorities while rendering services to DUHS, Karachi.
- **Delivery Time:** The items should be delivered within the time frame from the date of acceptance of the Purchase Order.

CLARIFICATIONS OF BIDDING DOCUMENTS

- An interested Bidder requiring any clarification of the bidding documents may notify the Procuring agency in writing. The Procuring agency will respond in writing to any request for clarification of the bidding documents which it receives not later than five **(05) working days** prior to the deadline for the submission of bids. Written copies of the Procuring agency's response (including an explanation of the query but without identifying the source of inquiry) will be sent to all interested bidders that have received the bidding documents.

PERIOD OF CONTRACT

- Initially, the contract shall be signed for a period of one year (12 months), however, DUHS at its own discretion can extend the contract for a further 12 months. The contractor shall be bound to provide the services & goods for an extended period without any increase in rate and terms & conditions.

**INTEGRITY PACK
(AFFIDAVIT)**

**DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC.
PAYABLE BY THE SUPPLIERS OF GOODS, SERVICES & WORKS IN
CONTRACTS WORTH RS. 10.00 MILLION OR MORE**

M/s. _____, the service provider hereby declared that:

- (a) Its intention not to obtain the procurement / services / work of any contract, right, interest, privilege, or other obligation or benefit from the DUHS or any administrative or financial offices thereof or any other department under the control of the DUHS through any corrupt practice(s).
- (b) Without limiting the generality of the forgoing the bidder / company / firm / agency represents and warrants that it has fully declared the charges, fees, commission, taxes, levies etc, paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within the DUHS directly or indirectly through any means any commission, gratification, bribe, gifts, kickback whether described as consultation fee or otherwise, with the object of obtaining or including the procurement or service contract or order or other obligations whatsoever from the DUHS, except that which has been expressly declared pursuant hereto.
- (c) The bidder / company / firm / agency / accepts full responsibility and strict liability for making any false declaration/statement, not making full disclosure, misrepresenting facts or taking any action likely to degrade the purpose of declaration, representation and warranty. It agrees that any contract / order obtained aforesaid shall without prejudice to any other right & remedies available to the DUHS under any law, contract, or other instrument, be stand void at the discretion of the DUHS.
- (d) Notwithstanding any right and remedies exercised by the DUHS in this regard, bidder / company / firm / agency agrees to indemnify the DUHS for any loss or damage incurred by it on account of its corrupt business practice & further pay compensation to the DUHS in any amount equivalent to the loss of any commission, gratification, bribe, gifts, kickback given by the bidder / company / firm / supplier / agency / service provider as aforesaid for the purpose of obtaining or inducing procurement / work / service or other obligation or benefit in whatsoever from the DUHS.
- (e) Non-disclosure of any material data pertaining to DUHS
- (f) Not to use any copyright or protected data of any other organization in any form.

Dow University of Health Sciences
Signature & Seal

(Name of Security Firm)
Signature & Seal

Note: This integrity pact is mandatory requirement other than auxiliary services / works.

Financial Proposal (Table A)

Bidder submit financial bid for at two campaigns pre-Ramadan and Ramadan, duration totaling two months' breakdown of their fee in respect of task mentioned below. Agencies are required to create and share a 360-degree concept for each campaign.

Services Required		Amount in PKR inclusive all Taxes
Strategic Campaign Planning & Creative Design		
A	Key Visual Conceptualization and designing, material development/printing of the healthcare services Awareness campaign. (Submission of 3 conceptualization and designing of the awareness campaign in a month out of which one will be selected)	
B	Key Visual Conceptualization and designing, material development/printing of the Zakat campaign (Submission of 3 conceptualizations and designing of the Zakat campaign in a month out of which one will be selected)	
Content Development, Production & Submission		
A	Casting and production of TVC Concept for the healthcare services awareness campaign of DUHS duration 60 seconds. The TVC is to be shot on Alexa with at least 4K quality and a professional director. (Submission of 3 TVC concepts in a month out of which one will be selected)	
B	Casting and production of TVC Concept for the Ramadan Zakat awareness duration 60 seconds. The TVC is to be shot on Alexa with at least 4K quality and a professional director. ((Submission of 3 conceptualizations and designing of the Zakat campaign in a month out of which one will be selected)	
C	Casting and production of Documentary duration 10 min introducing DUHS. The TVC is to be shot on Alexa with at least 4K quality and a professional director. (Submission of 3 TVC concepts in a month out of which one will be selected)	
Media Planning & Buying		
A	TV spots frequency would be 3,000 spots Pre-Ramadan and Ramadan combined.	
B	Radio media plan for Karachi and Sindh with total number of spots during Pre-Ramadan and Ramadan would be 5,000 spots.	
C	TV Spot frequency would be 5000 for the service campaign 08 Months	
D	Radio spot for Karachi and Sindh total 5000 spots in 06 Months	
DIGITAL CAMPAIGN		
A	Digital Media plan for the campaigns specified under Conceptualizing and Creative Designing	
B	Special events promotion	
C	Website and related recurring marketing and branding activities	
D	Social Media Management & SEO	
E	SMS Campaign	
Printing Material		
A	50 Panaflex (size: 10'X10') Hi Resolution eco solvent digital printing Polypropylene coated flex 380 GSM Matte	
B	50 Billboard (size:10'X10') Hi-Resolution eco-solvent digital printing Polypropylene coated flex 380 GSM Matte	
C	10 Wall Printing (size 10'X10') Hi-Resolution eco-solvent digital printing Polypropylene coated flex 380 GSM Matte	
D	50 DUHS Buses 3 sides on each bus = 150 (size Left & Right Side W 19.25ft H 4ft Backside W 5.6ft H 4ft) Matte Vinyl Wrap	
Total Amount (In Pak Rs.) Including Taxes, Levies etc.		
(Amount in Words)		

Note: At the time of awarding the contract to the qualified bidder a performance guarantee will be required Rs 5% of the contract value.

TECHNICAL PROPOSAL SUBMISSION FORM
(On Bidder's / Company's / firm's Letterhead)

[Location, Date]

To (Name and address of Client / DUHS)

Dear Sir,

We, the undersigned, offer to provide the the (insert title of assignment) in accordance with your IFB / NIT / Tender Document No. (insert number) dated (insert date) and our Proposal. We are hereby submitting our Proposal, which includes the Technical and Financial Bids sealed in one envelope.

Having examined the bidding documents including Addenda / Corrigendum Nos. [insert numbers & Date of individual Addendum / Corrigendum], the receipt of which is hereby acknowledged, we, the undersigned, offer to supply and deliver the SERVICES / GOODS under the above-named Contract in full conformity with the said bidding documents and at the rates/unit prices described in the price schedule or such other sums as may be determined in accordance with the terms and conditions of the Contract. The amounts are in accordance with the Price Schedules attached herewith and are made part of this bid. We undertake, we have no reservation to these Bidding Documents.

We undertake, if our bid is accepted, to deliver the Services / Goods in accordance with the delivery schedule specified in the schedule of requirements. If our bid is accepted, we undertake to provide a performance security/guaranty in the form, in the amounts, and within the times specified in the bidding documents. We agree to abide by this bid, for the Bid Validity Period specified in the Bid Document and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period. Until the formal final Contract is prepared and executed between us, this bid, together with your written acceptance of the bid and your notification of award, shall constitute a binding Contract between us.

We understand that you are not bound to accept the Most advantageous bid or any bid you may receive, not to give any reason for rejection of any bid and that you will not defray any expenses incurred by us in bidding. We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in Pakistan. We confirm that we comply with the eligibility requirements of the bidding documents.

We also confirm that the any Government organization (Federal / Provincial / Local) has not declared us, or any, ineligible on charges of engaging in corrupt, fraudulent, collusive or coercive practices. We furthermore, pledge not to indulge in such practices in competing for or in executing the Contract, and we are aware of the relevant provisions of the Proposal Document.

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

Authorized Signature [In full and initials]:**Name and Title of Authorized Signatory:****Name of Bidder:****Stamp / Seal :**

FINANCIAL PROPOSAL SUBMISSION FORM.
(On Bidder's / Company's / firm's Letterhead)

[Location, Date]

To (Name and address of Client / Competent Authority (DUHS))

Dear Sir,

We, the undersigned, offer to provide the **(Insert title of assignment)** in accordance with your IFB / NIT / Tender Document No. **(insert number)** dated **(insert date)** and our Technical Proposal. Our attached Financial Proposal is for the sum of **(insert amount in words and figures)**. This amount is inclusive of all taxes, duties, levies, Cess, Octroi etc.

Our Financial Proposal shall be binding upon us up to expiration of the validity period of the Proposal.

No commissions or gratuities have been or are to be paid by us to agents relating to this Bid / Proposal and Contract execution.

We also declare that the any Government organization (Federal / Provincial / Local) has not declared us or any Sub-Contractors for any part of the Contract, ineligible on charges of engaging in corrupt, fraudulent, collusive, or coercive practices. We furthermore, pledge not to indulge in such practices in competing for or in executing the Contract, and are aware of the relevant provisions of the Proposal Document.

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

Authorized Signature [In full and initials]:

Name and Title of Authorized Signatory:

Name of Bidder:

Stamp / Seal :

GENERAL COMPLIANCE CERTIFICATE

DECLARATION FOR ACCEPTANCE OF TENDER TERMS AND CONDITIONS (On PKR 100/- Stamp Paper)

[Location, Date]

To: [Name and address of Employer]

**Re: TENDER REFERENCE NO. DUHS/P&D/2023/11546, DATED: 15-09-2023
“HIRING OF ADVERTISING AGENCY”.**

Dear Sir,

I/we carefully gone through the Terms & Conditions as mentioned in the above referred Tender documents. I/we declare that all the provisions of this Tender are acceptable to my company. I /we further certify that I'm an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours faithfully,

Authorized Signature [In full and initials]:

Name and Title of Authorized Signatory:

Name of Bidder:

Stamp / Seal :

BIDDER PROFILE / DETAILS*(Add separate sheets, if required)*

1.	Registered Company Name	
2.	Company Registration Number / Certificate	
3.	Date of Registration	
4.	National Tax Number	
5.	General Sales Tax Number	
6.	Sindh Sales Tax (SST) Number (SRB)	
7.	Registration Certificate with EOBI / SESSI	
8.	Years of Operation of Company after its Registration	
9.	Details of Staff to be assigned for the project	
10.	Bank Name and Branch	
11.	Bank Account Number	
12.	Additional Professional Registration Details (if any):	
13.	Physical address	
14.	Postal address	
15.	Telephone Number	
16.	Fax Number	
17.	E-mail address	
18.	Blacklisting / Complaint / Litigation against the firm (By any govt. or other org. if any)	
19.	Name & Address of the companies / subsidiaries and associated companies, if any, with whom there is collaboration or joint venture	
20.	List of Machinery / Equipment (To be utilized for the advertising work)	
21.	Any other relevant detail	

Authorized Signature [In full and initials]:**Name and Title of Authorized Signatory:****Name of Bidder:**

Stamp / Seal:

**DECLARATION OF ANNUAL TURNOVER AND INCOME TAX
RETURN**

(On Bidder's / Company's / firm's Letterhead)

[Location, Date]

To: [Name and address of Employer]

**Re: TENDER REFERENCE NO. DUHS/P&D/2023/11546, DATED: 15-09-2023
“HIRING OF ADVERTISING AGENCY”.**

Dear Sir,

1) I/we hereby declare that, our firm's Annual Turnover in last 3 fiscal years (on closing of last fiscal year) is as follow:

F.Y ONE	F.Y TWO	F.Y THREE
PKR _____(Million)	PKR _____(Million)	PKR _____(Million)

And,

2) I/we hereby declare that, our firm had filed Income Tax Returns (ITR) for last 3 years. (Copy ITR of 03 (three) years.

Yours faithfully,

Authorized Signature [In full and initials]:

Name and Title of Authorized Signatory:

Name of Bidder:

Stamp / Seal :

Encl : As above

CLIENT LIST
(On Bidder's / Company's / firm's Letterhead)

Location, Date]

To: [Name and address of Employer]

Re: TENDER REFERENCE NO. DUHS/P&D/2023/11546, DATED: 15-09-2023
“HIRING OF ADVERTISING AGENCY”.

Dear Sir,

I / we hereby declare that we had completed / ongoing following projects / contracts in Public and Private Sector University and/or Govt. / Semi Govt. organization and/or large National / Multi-National organization registered with SECP **during the last five (05) years** ending on the deadline for bid submission (copy of satisfactory performance certificate / reference letter / agreements / contracts / work orders are attached for your reference):

Sr. No.	Client Name / End User	Nature of Client (Govt. / Semi Govt. / Private Sector)	/ Scope of Work	Name & Location of Project	Year	Total yearly contract value (PKR)

Yours faithfully,

Authorized Signature [In full and initials]:

Name and Title of Authorized Signatory:

Name of Bidder:

Stamp / Seal :

Encls: As above.

FORMAT OF BANK GUARANTEE FOR BID SECURITY

Bank Guarantee No.: _____
Dated of _____
issue: _____
Valid upto: _____
Value (Rs.): _____

To: [Name & Address of the Procuring Agency]

Dear Sir,

WHEREAS M/s. _____ (hereinafter called the Bidder) have requested us through _____ Bank Ltd., to furnish Bid Security by way of Bank Guarantee in your favor in the sum of **[Amount of the Guarantee in Words and Figures]** against your tender Notice No. _____ dated _____ for **HIRING OF ADVERTISING AGENCY**”.

WE HEREBY AGREE AND UNDERTAKE:

- i To make unconditional payment to you on demand without further question or reference to the Bidder in case of withdrawal or modification of bid or any default or non-execution of the Contract or refusal to accept order by the Bidder from the date of opening of bids until the expiry of the validity of their offer.
- ii To keep this guarantee in full force from (date) _____ up to (date) _____ he date until which the Bidder offer is valid.
- iii To extend the period of guarantee if such extension be necessary beyond the date stated in Para (ii) and as so desired by the Bidder.

Any claim arising out of this guarantee must be lodged with this Bank within the period the guarantee is valid and before the date of its expiry. After this date the guarantee will be considered null and void and should be returned to us.

Yours faithfully,

Name of the Bank: _____

Authorized officer’s Signature & Seal: _____

Witness 1: _____

Witness 2: _____

Sworn & Sign before me

This day of

FORMAT OF BANK GUARANTEE FOR PERFORMANCE SECURITY

Bank Guarantee No.: _____
 issue: _____ Dated of _____
 _____ Valid upto: _____
 _____ Value (Rs.): _____

To: [Name & Address of the Procuring Agency]

Whereas [Name of Bidder] (hereinafter called "the Bidder") has undertaken, in pursuance of Contract No. [number] dated [date] to supply [description of services] (hereinafter called "the Contract").

And whereas it has been stipulated in the said Contract that the Bidder shall furnish to the Dow University of Health Sciences, Karachi with a Bank Guarantee by a scheduled bank for the sum of 5% of the total Contract amount as Security for compliance with the Bidder's performance obligations in accordance with the Contract.

And whereas we have agreed to provide a Guarantee: for the said Bidder

Therefore, we hereby unconditionally and irrevocably guarantee, on behalf of the Bidder, up to a total of [Amount of the Guarantee in Words and Figures] and we undertake to pay you, upon your first written demand declaring the Bidder to be in default under the Contract and without requiring the Dow University of Health Sciences, Karachi to initiate action against the Bidder and without cavil or argument any sum or sums within the limits of [Amount of Guarantee] as aforesaid. The amount stated in the demand made under this guarantee shall be conclusive proof of the amount payable by the Guarantor under this guarantee.

The obligations of the Guarantor under this guarantee shall be valid for one month after the completion of contractual obligations by the Bidder to the Dow University of Health Sciences, Karachi for which this Guarantee is being given, and until all and any obligations and sums due have been paid in full.

Yours faithfully,

Name of the Bank: _____

Authorized officer's Signature & Seal: _____

Witness 1: _____

Witness 2: _____

Sworn & Sign before me

This day of

A F F I D A V I T

(Must be Printed on Rs. 100/- Stamp Paper)

We, M/s. _____ hereby undertake that:

- i.** Our company is neither blacklisted nor suspended by any National / International, including Provincial and Federal Government Organization.
- ii.** Any director or owner of our company is not awarded any punishment from any Court of Law.
- iii.** We has submitted the correct and complete information along with our bid/offer.
- iv.** If any document / information is found forged / engineered / false / fake / bogus at any stage OR any criminal proceedings found in any court of law during the contract period, DUHS has right to terminate our services immediately without assigning any reason and making any refund or payment and we may be declared as Blacklisted and the performance guarantee and payment, if any may be forfeited.

Authorized Signature [In full and initials]:

Name and Title of Authorized Signatory:

Name of Bidder:

Stamp / Seal:

ATTESTED BY NOTARY PUBLIC

INTEGRITY PACT

DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC. PAYABLE BY THE SUPPLIERS/CONTRACTORS/CONSULTANTS.

Contract Number: _____ Dated: _____

Contract Value: _____

Contract Title: _____

[Name of Supplier/Contractor/Consultant] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Sindh (GoS) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoS) through any corrupt business practice.

Without limiting the generality of the foregoing, **[Name of Supplier/ Contractor/ Consultant]** represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit, in whatsoever form, from Procuring Agency (PA), except that which has been expressly declared pursuant hereto.

[Name of Supplier/Contractor/Consultant] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with PA and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[Name of Supplier/Contractor/Consultant] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to PA under any law, contract or other instrument, be voidable at the option of PA.

Notwithstanding any rights and remedies exercised by PA in this regard, **[Name of Supplier/Contractor/Consultant]** agrees to indemnify PA for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to PA in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by **[Name of Supplier/Contractor/Consultant]** as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit, in whatsoever form, from PA.

[Procuring Agency]

[Supplier /Contractor/Consultant]

FORM OF CONTRACT

Specimen Purpose only

THIS AGREEMENT made on this _____ day of _____ 2023 between M/s.

(Name and Address of the Contractor) (hereinafter referred to as the CONTRACTOR, which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its successors and assigns) of the ONE PART and the DOW UNIVERSITY OF HEALTH SCIENCES, KARACHI (hereinafter referred to as the DUHS, which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to mean and include its successors and assigns) of the OTHER PART.

WHEREAS the Contractor is a service provider. AND WHEREAS the DUHS is procuring agency. The DUHS intends to hire firm for advertising services, therefore, invited bids through N.I.T No.

dated _____.

WHEREAS the Contractor (successful bidder) submitted his bid vide _____ in accordance with the bid document and was selected as “successful bidder” pursuant to the bidding process and negotiation on contract prices, awarded the “Letter of Acceptance” (LoA) No. to the Contractor on _____.

BOTH THE PARTIES HERETO agree to abide the terms and conditions as mentioned in:

(Conditions of Contract) of Tender Document.

(Signature of Contractor / Authorized Representative)
Name: _____
Designation: _____
Address: _____
Seal: _____

(Signature of Authorized Officer of the DUHS)
Name: _____
Designation: _____
Address: _____
Seal: _____

WITNESS – 1

WITNESS – 2

Name: _____
CNIC #: _____
Address: _____

Name: _____
CNIC #: _____
Address: _____