

***Tender Fee: Rs. 3,000/-
(Non-Refundable)***

**Request for Proposal (RFP) for
“Hiring of Services of
Marketing/Communication Firm”**

Tender # ES/01/21-22

FINANCIAL PROPOSAL

Date of Issue: October 13, 2021

Last Date of Submission: October 29, 2021 (3:00 PM)

Opening of Technical Proposal: October 29, 2021 (3:30 PM)

Opening of Financial Proposal: November 12, 2021 (3:30 PM)

Company Name: _____

NTN: _____, SRB Registration Number: _____

Pay Order / Demand Draft # _____, Dated: _____

Amount of Rs. _____, Drawn on Bank _____

Notice Request for Proposal (NIT)

Request for Proposal

The Institute of Business Administration, Karachi (IBA) invites sealed bids from active taxpayer firms/companies/agencies registered with relevant tax authorities for the following RFP.

RFP Title (Ref. No.)	Procedure	Bid Security
Hiring of Services of Marketing/Communication Firm/Agency (ES/01/21-22)	Singe Stage Two Envelopes	2%
Document Fee & Important Dates		
Tender Fee: Rs. 3,000/- Issuance start date: October 13, 2021, at 9 AM Issuance end date & time: October 29, 2021, at 3 PM Submission date & time: October 13, 2021, to October 29, 2021, from 9 AM to 3 PM Pre-bid briefing: October 25, 2021, 3 PM at IBA, Main Campus, University Enclave, Karachi Technical Proposal Opening date & time: October 29, 2021, at 3:30 PM Financial Proposal Opening date & time: November 12, 2021, at 3:30 PM		

RFP Document may be collected after submission of paid fee challan from the Office of the **Head of Procurement, Fauji Foundation Building, IBA Main Campus, University Enclave, Karachi** on any working day (Monday to Friday). Alternatively, the RFP document can be downloaded from the website. The Tender fee challan is to be generated from the IBA website <https://www.iba.edu.pk/tenders/> which may be deposited in any branch of Meezan Bank Ltd. Sealed bids should be dropped in Tender Box placed at the Security Office, Gate # 4, IBA Main Campus University Enclave Karachi and will be opened on the same date & venue in the presence of the bidders' representatives who may wish to attend. In case of a holiday, the tender shall be opened/received on the next working day at the same place and time. Bid Security in the form of Pay Order or Demand Draft has to be submitted in favor of "IBA Karachi" along with the Financial Proposal.

Kindly mention "Tender Number" at the top left corner of the envelope.

N.B. IBA Karachi reserves the right to reject any bid or cancel the bidding process subject to the relevant provision of SPP Rules 2010.

REGISTRAR

IBA, Main Campus, University Enclave, Karachi 75270
111-422-422 Fax (92-21) 99261508
Contact Person Sr. Executive Procurement on 38104700 ext.: 2152
Email tenders@iba.edu.pk Website <https://www.iba.edu.pk/tenders/>

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1. Introduction

Dear Tenderer:

Thank you, the interest you have shown in response to the IBA's advertisement which has floated in IBA & SSPRA websites and newspapers on October 13, 2021, to "*Hiring of Services of Marketing/Communication Firm*".

The Institute of Business Administration, Karachi (IBA) is the oldest business school outside North America. It was established in 1955 with initial technical support provided by the Wharton School of Finance, University of Pennsylvania. Later, the University of Southern California (USC) set up various facilities at the IBA & several prominent American professors were assigned to the IBA. The course contents, the curriculum, the pedagogical tools & the assessment & testing methods were developed under the guidance of reputed scholars from these two institutions. IBA has zealously guarded the high standards & academic traditions it had inherited from Wharton & USC while adapting and adjusting them over time.

We expect to avail services/works/items of high standards that meet our prime & basic specifications through this transaction.

Please contact Sr. Purchase Executive on 38104700 ext.: 2152 for any information and query

Thank you.

-sd-

Registrar

2. Instructions to Bidder

- a. IBA Karachi 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.
- b. 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.
- c. You can collect the RFP Document from the office of Head of Procurement, Ground Floor, Fauji Foundation IBA Main Campus, University Enclave, Karachi from October 13, 2021, to October 29, 2021, during working 9:00 AM to 3:00 PM.
- d. The last date of submitting the RFP Document in a sealed envelope is October 29, 2021, by 3 PM in the Office of the Security Gate # 4, Ground Floor, Fauji Foundation IBA Main Campus, University Enclave, Karachi. The Tender will be opened on the same day at 3:30 PM in the presence of representatives who may care to attend.
- e. Bid Security of 2% of total charges will be submitted along with RFP Documents in the shape of Pay Order / Demand Draft only in the name of the Institute of Business Administration.
- f. Successful bidder should provide 5% Performance Security of total value of Purchase Order / Work Order in the form of Pay Order or bank guarantee before submission of invoice. The Performance Security shall extend at least three months beyond the Date of Delivery/Completion of work / Contract.
- g. Please mention "RFP Detail" at the top left corner of envelopes. IBA, 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.
- h. All currency in the proposal shall be quoted in Pakistan Rupees (PKR).
- i. Firms / Companies shall maintain their status as an active / filer taxpayer with taxation authorities while rendering services to IBA, Karachi.
- j. A **Pre-bid briefing** shall be held on October 25, 2021, at IBA Main Campus at 3 PM for understanding the scope of the work.
- k. Envelopes: Separate Envelopes of Technical Proposal, Financial Proposal shall be submitted. Bid Security should be further enclosed in an envelope & seal of Company should be affixed on opening flaps.

Stamp & Signature

3. Purpose

In today's world, every organization requires a brand personality that represents the organization's vision, mission & values. Students & their parents rely on the perceived brand image of educational institutions.

IBA, which has always been the leader & preferred choice for students needs to up the game on building brand equity & brand differentiation in the new age.

The Marketing strategy & its implementation project has two primary objectives.

- i. To evolve the brand image of the institute as a multi-faceted, multi-disciplinary leading institute which comprises of three major schools offering quality education and focuses on developing leaders of tomorrow.
- ii. IBA seeks to receive proposals from professional branding agencies that fit the following profiles:
 - Company to have extensive experience in handling brands.
 - Should have company experience in handling local & international brands.
 - Should have experience of working with the education sector
 - Should have in-house digital capability facilities
 - Should have done some communication consultancy projects with international firms/ bodies
 - Should have in-house video production capabilities/facilities

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SECTION – E

Financial Proposal

4. Bill of Quantity

Prepare and submit your best pricing offer and cost sheet. Pricing should include, but not limited to, the following scope:

S.#	Description	Unit	Cost (PKR)
1	<ul style="list-style-type: none">• Media Planning, Negotiation, Buying• Public Relations• Social Media management• Content Creation & Creative Development <i>(For detailed scope refer to Article 4 of the Technical Proposal)</i>	On a retainership basis (annual)	
Total			
SST			
Grand Total Amount			

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5. Additional Requirements

Please quote the rates in the following table for the services that may be assigned in addition to the core scope of services and on which the agency will be engaged on a case-to-case basis.

Services	Regular Events (1-2 hrs.)	Per event Cost (PKR) incl all taxes	Special Events (3-4 hrs.)	Per event Cost (PKR) incl all taxes
Photography				
Deliverables	Digital / Soft Copy with selected fully edited, colour corrected, cropped, and straightened photos		Digital primarily Printed & Pasted (only selected)	
Equipment	DSLR Cameras (Branded Canon/Nikon/Sony 2018 models onwards) with required lenses		DSLR (Branded Canon/Nikon/Sony 2018 models onwards) with required lenses	
Photographer	Category B Photographer With at least two cameras		Category A photographer With at least four cameras	
Videography				
Deliverables	Unedited Footage Fully edited Footage 1-2 Testimonials fully edited		2-3 Mins Video Highlights 6-7 testimonials fully edited	
Equipment	All equipment must be 4k quality including, cameras, and cables		All equipment must be 4k quality including, cameras, and cables	
Live Coverage				
Deliverables	OB Event Video, Event highlights fully edited		OB Event Video, Event highlights fully edited	
Equipment	All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup		All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup	
DVCs			Per-minute rate (incl all taxes)	
Deliverables	<ul style="list-style-type: none"> o 4K Video Equipment: Camera, Lighting, Sound, Power, etc. Director, DOP, Technicians, Crew & Production: Postproduction: Sound, Music, VO, Animation & Editing o Location cost: IBA (FoC) o Talent Cost As per requirement 			

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6. Bidding Data

- A. Name of Procuring Agency:** Institute of Business Administration, Karachi
- B. Brief Description of Works:** Request for Proposal (RFP) For Marketing/Communication Services
- C. Procuring Agency's address:** -Main Campus, University Enclave, Karachi
- D. Amount of Bid Security:** - Bid Security of 2% of total amount/cost will be submitted along with Tender Documents in the shape of PAY ORDER / DEMAND DRAFT only in the name of Institute of Business Administration, Karachi
- E. Period of Bid Validity (days):** - Ninety Days
- F. Performance Security Deposit:** Successful bidder should provide 5% Performance Security of total value of Work Order in the form of Pay Order or bank guarantee before submission of invoice. The Performance Security shall extend at least three months beyond the Date of Delivery/Completion of work / Contract.
- G. Deadline for Submission of Bids along with time:** The last date of submitting the Tender Document in sealed envelopes is October 29, 2021, by 3 PM at the Security Office Gate # 4, IBA Main Campus, University Enclave, Karachi. The Tender will be opened on the same day at 3:30 PM in the presence of representatives who may care to attend.
- H. The venue, Time, and Date of Bid Opening:** The tender will be opened on October 29, 2021, at 3:30 PM at IBA Main Campus, University Enclave, Karachi.
- I. 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 IBA
- J. 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.
- K. Tender fees deposit: Date: Amount:** (in words and figures)

Chalan # _____, Amount: Rs. _____ Dated _____

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7. Terms & Conditions

The following terms of the supply are agreed by the manufacturer/supplier/distributor/firms or companies:

- 1. Receiving / Acceptance of Purchase/Work Order:** The firm/company/agencies will sign the copy of the Purchase/Work Order as acknowledgement.
- 2. 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, IBA will not be responsible for any claim(s) / responsibility.
- 3. 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%.
- 4.** Competent Authority reserves the right to change/alter/remove any item.
- 5. 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.
- 6. Submission of Invoices:** Invoice / Bill should be submitted to Procurement Department.
- 7. Advance Payment:** Advance Payment is subject to Bank Guarantee.
- 8. Validity of Bid:** Validity is for ninety (90) days.
- 9. Company Profile:** The company Profile is attached to this document.
- 10. Rules, Regulations & Policies:** All rules, regulations and policies will be governed in accordance with the SPPRA.
- 11. Price / Rate:** must be quoted on Tender Form only and submitted in a sealed envelope.
- 12. General Sales Tax:** will be paid on applicable items only by the company/firm/agency.
- 13. 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 IBA 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.
- 14. Performance Security:** Successful bidder should provide 5% Performance Security of total value of Work Order in the form of Pay Order or bank guarantee before submission of invoice. The Performance Security shall extend at least three months beyond the Date of Delivery/Completion of work / Contract / Warranty, whichever is longest.
- 15. Government tax(es), levy(es) and charges(s):** It will be charged at actual as per SRO.

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- 16. Rights:** IBA reserve the right to accept or reject any or all tender(s) or terminate proceedings at any stage in accordance with the rules & regulations framed by SPPRA. IBA, also reserve the right to issue Purchase Order / Work Order for any single items to different lowest responsive bidders or issue Purchase Order / Work Order for all the items to any lowest responsive bidder.
- 17. RFP Document:** Tender Document available at the Office of Head of Procurement, Ground Floor, Fauji Foundation IBA Main Campus, University Enclave, Karachi.
- 18. Discourage Child Labor:** All staff must have CNIC and clearly mentioned to discourage work through child labour.
- 19. Environmentally Friendly Procedure:** Supplier / Manufacturer / Distributor must ensure Environmentally Friendly procedure of manufacturing and avoid the use of Toxic material.
- 20. Stamp Duty:** 0.35% against the total value of Work Order will be levied accordingly.
- 21. Currency:** All currency in the proposal shall be quoted in Pakistan Rupees (PKR).
- 22. Active Tax Payer:** Manufacturers / Firms / Supplier / Companies / Distributors shall maintain its status as an active/filer taxpayer with taxation authorities while rendering services to IBA, Karachi.
- 23. Delivery Time:** The items should be delivered within the time frame from the date of acceptance of the Purchase Order.
- 24. Conditional /Optional / Alternate Bids:** Such bids will not be accepted.
- 25. Envelopes:** Separate Envelopes of Technical Proposal, Financial Proposal & Bid Security should be further enclosed in an envelope & seal of Company should be affixed on opening flaps.

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8. Integrity Pact

Declaration of Charges, Fees, Commission, Taxes, Levies etc. payable by the firms/companies/agencies works;

M/s. _____, the firms / companies / agencies hereby declare that:

1. Its intention is not to obtain the procurement work of any Contract, right, interest, privilege, or other obligation or benefit from the IBA or any administrative or financial offices thereof or any other department under the control of the IBA through any corrupt practice(s).
2. Without limiting the generality of the forgoing the manufacturer/supplier/distributor 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 IBA 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 IBA, except that which has been expressly declared pursuant hereto.
3. The manufacturer/supplier/distributor 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 IBA under any law, contract, or other instruments, be stand void at the discretion of the IBA.
4. Notwithstanding any right and remedies exercised by the IBA in this regard, manufacturer/supplier/distributor agrees to indemnify the IBA for any loss or damage incurred by it on account of its corrupt business practice & further pay compensation to the IBA in any amount equivalent to the loss of any commission, gratification, bribe, gifts, kickback given by the 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 IBA.

Note:

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

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It is hereby certified that the terms and conditions have been read, agreed upon and signed.

M/s _____

Contact Person _____

Address _____

Tel # _____ Fax _____

Mobile _____ Email _____

Stamp & Signature