

*Tender Fee: Rs. 1,500/-
(Non-Refundable)*

TENDER FORM

Tender # ES/01/24-25

Corporate Video Documentation

Date of Issue : July 4, 2024
Last Date of Submission : July 19, 2024 (3:00 PM)
Date of Opening of Tender : July 19, 2024 (3:30 PM)

Company Name: _____

NTN: _____, SRB Registration Number: _____

GST 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
Corporate Video Documentation (ES/01/24-25)	Single Stage One Envelope	2%
Document Fee & Important Dates		
▶ <i>Tender Fee:</i> Rs. 1,500/-		
▶ <i>Issuance start date:</i> July 4, 2024, from 9:00 AM		
▶ <i>Issuance end date & time:</i> July 19, 2024, till 3:00 PM		
▶ <i>Submission date & time:</i> July 4, 2024, till July 19, 2024, from 9 AM to 3:00 PM		
▶ <i>Opening date & time:</i> July 19, 2024, at 3:30 PM		

RFP Document may be collected after submission of the 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 the 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/>

SPPRA Website: <https://ppms.pprasindh.gov.pk/PPMS/public/portal/notice-inviting-tender>

CONTENTS

1. Introduction	Page 4
2. Instructions to Bidder	Page 5
3. Bidding Data	Page 6
4. Terms and Conditions	Page 7
5. Integrity Pact	Page 10
6. Purpose	Page 11
7. Scope of Work	Page 12
8. Bidder Qualification Criteria	Page 17
9. Bill of Quantity	Page 18

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 on July 4, 2024, to "*Corporate Video Documentation*".

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 July 4, 2024, to July 19, 2024, during working 9:00 AM to 3:00 PM.
- d. The last date of submitting the RFP Document in a sealed envelope is July 19, 2024, 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 "Tender Number" 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 the 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 active / filer taxpayer with taxation authorities while rendering services to IBA, Karachi.
- j. A **Pre-bid briefing** shall be held on June ZZ, 2021, at IBA Main Campus at 3 PM to understand the scope of the work

Stamp and Signature

3. Bidding Data

- A. Name of Procuring Agency:** Institute of Business Administration, Karachi
- B. Brief Description of Works:** Corporate Video Documentation
- C. Procuring Agency's address:** IBA Main Campus, University Enclave, Karachi
- D. Amount of Bid Security:** - Bid Security of 2% of the 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):** 90 (Ninety Days)
- F. Performance Security Deposit:** Successful bidder should provide 5% Performance Security of the total value of the Work Order in the form of a Pay Order or bank guarantee before submission of the 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 July 19, 2024, by 3 PM in the Office of 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 July 19, 2024, 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 Timeline provided 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. Deposit Receipt No:** _____ **Dated:** _____
Amount (in words and figures): _____
Pay Order / Demand Draft #: _____, **Amount: Rs.** _____
Drawn on Bank: _____, **Dated:** _____

 Stamp and Signature

4. Terms and Conditions

a. Bid Security

Bid Security, in the shape of a bank draft/pay order in the name of “**Institute of Business Administration**” Karachi, equivalent to 2% of the total cost of the bid, should be submitted along with the tender documents.

b. Performance Security

The successful bidder should provide 5% Performance Security of the total value of the Purchase Order in the form of a Pay Order or bank guarantee prior to the signing of the Contract. The Performance Security shall extend at least three months beyond the completion of the contract.

c. Validity of the Tender

All proposals and prices shall remain valid for 45 days from the closing date of the submission of the proposal. However, the Bidders are encouraged to state a longer period of validity for the proposal.

d. Currency

All currency in the proposal shall be quoted in Pakistan Rupees (PKR).

e. Ownership

The ownership of all products and services rendered under any contract arising as a result of this tender will be the sole property of IBA.

f. Arbitration and Governing Law

This tender and any contract executed under this tender shall be governed by and construed in accordance with the laws of Pakistan. The IBA and all bidders responding to this tender and parties to any contract executed pursuant to this tender shall submit to the exclusive jurisdiction of the Pakistani courts. The arbitration proceeding will be governed by the Arbitration Act, of 1940, and the substantive and procedural law of Pakistan. The venue shall be Karachi.

g. Acceptance of Tender

The IBA reserves the right not to accept the lowest and to annul the bidding process without assigning any reason whatsoever. IBA Karachi may ask to provide a demo unit that the supplier quoted in the tender. After the final inspection of the unit, the decision will be made.

h. Support Capabilities

The Service Provider should indicate the support capabilities for all the hardware provided during the course of the warranty.

Stamp and Signature

i. Compliance with Specifications

The Bidders shall provide information as per requirements given in BoQ. However, Bidders can submit multiple solutions.

j. Bid Evaluation:

The bid will be considered as the Most Advantageous on most closely conforming to evaluation criteria and other conditions specified in the bidding document and having the Least cost.

k. Cancellation

IBA reserves the right to cancel any or all of the above items if the material is not in accordance with its specifications or if the delivery is delayed.

l. Invoice

The invoice/bill should be submitted to the Procurement Department.

m. Stamp Duty

The Stamp duty of 0.35% against the total value of the Purchase Order will be levied accordingly.

n. Completion Time

The supply should be completed at IBA within 3 to 4 weeks from LoA.

o. Liquidity Damages

Liquidity damages at the rate of 2% per month of the total contract amount will be imposed on delayed work, up to 10% of the total contract value.

p. Increase in Price

No increase in the value of the items will be accepted on account of either unit price, total price, any or all other charges, duties, taxes, the scope of supply and or any other head of account shall be allowed.

q. Increase in Taxes

For any increase in taxes, the IBA should not be responsible, but, if any taxes are reduced, the IBA should get its benefit.

Stamp and Signature

r. Payment

Payment will be made within 30 working days after completion as per BoQ and submission of Invoices.

s. Default

If the Bidder fails to timely deliver services as per BoQ, IBA Karachi reserves the right to penalize and may also terminate the contract.

t. Force Majeure

The Service provider shall not be held liable in the event of their failure to comply with the delivery schedule of the ordered items(s) for reasons of Force Majeure including war and other instabilities invasion, the act of foreign enemies, embargo, civil war etc.

u. Emergency Outage Management

Bidder should have a Disaster Recovery site to resume the business in case of primary site failure with a minimum service outage.

Stamp and Signature

5. Integrity Pact

- (a) Its intention is not to obtain the Provide and Supply 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).
- (b) Without limiting the generality of the forgoing the Bidder 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 Provide and Supply or service contract or order or other obligations whatsoever from the IBA, except that which has been expressly declared pursuant hereto.
- (c) The Bidder 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 and remedies available to the IBA under any law, contract, or other instruments, be stand void at the discretion of the IBA.
- (d) Notwithstanding any right and remedies exercised by the IBA in this regard, Bidder agrees to indemnify the IBA for any loss or damage incurred by it on account of its corrupt business practice and 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/bidder as aforesaid for the purpose of obtaining or inducing Provide and Supply and /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.

Stamp and Signature

6. Purpose

Institute of business administrations invites sealed proposals from qualified and experienced video production agencies to create a high-quality corporate video. The video will showcase our company's vision, mission, values, products/services, infrastructure, team, and achievements.

Condition for Contract /General Guidelines

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 successful bidder shall agree to the following terms of reference to provide services to IBA.

- a) IBA reserves the right to award or not to award this contract, bidders who fail to submit complete and attach all the relevant documents shall be disqualified.
- b) IBA shall enter a formal contract with the successful bidder only and reserves the right to terminate the contract if the performance of the Bidder is unsatisfactory.
- c) Bidders to ensure that their bid documents are submitted online through the E-tendering portal by or before the closing date and time.
- d) All documents and information received by IBA from bidders will be treated strictly confidential.
- e) All expenses related to participation in this bidding process shall be borne by the bidder.
- f) IBA reserves the right to request the submission of additional information from applicants to clarify/further understand aspects of the technical proposal if required. IBA also reserves the right to verify any information provided by the applicants.
- g) IBA has the right to visit business premises to verify the information shared in tender documents. A bidder presenting information intentionally incorrectly or fraudulently will be disqualified.
- h) The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. IBA shall upon request communicate to any bidder, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.

Stamp and Signature

7. Scope of Work

A. Pre-production: Pre-production would include narrative development (including, but not limited to - style, format, project length, target audience, featured success stories, etc.), finalise shooting script, interview questions, casting (if necessary), treatment of the project, audio/visual storyboard, along with the road plan for the undertaking of a particular project.

B. Production: The production phase would include shooting/compiling raw footage in the field, assigned locations or on IBA premises, finding suitable stock footage (if required), B-roll, and additional images (as and when required).

C. Post-Production: Post-production would include editing of the raw footage, voice-over (if required), and finding suitable background music and animation elements/motion graphics (if required), for a project and as outlined by IBA. The qualifying bidder might also be required to edit, and package footage recorded by vendors, on behalf of IBA, in the past.

Deliverables: A professionally edited corporate video in various formats suitable for web, social media, presentations, and events

Requirements:

- Proven experience in producing corporate videos for reputable organizations.
- Creative approach and ability to effectively convey our brand message and identity.
- Technical expertise in videography, editing, and post-production.
- Proper budget breakdown with taxation
- Timely delivery within the specified budget and timeline
- Compliance with all legal and copyright requirements

The following scope of work identifies the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing and Communications Department of IBA:

i. Photography:

- a. The qualifying bidder will be responsible for taking high-quality photographs – and share short-listed images with IBA, in accordance with IBA’s specific requirements.
- b. The company/firm will also be responsible for treating and correcting select images for each school, subject and/or activity.
- c. In addition to this, they should also have a creative eye for taking photos from different and unique angles.
- d. It is expected from the photographers to evoke emotional responses through their vivid photography skills.
- e. Moreover, the firm should deliver professionally edited and formatted photos via online transfer service or via an external/USB device.

Stamp and Signature

ii. Videography:

The qualifying bidder will be responsible for developing high-quality videos, keeping in mind the following:

- Corporate video must be developed using the latest techniques and equipment and must be compatible with various formats.
- The videographer must have a creative streak which is reflected in the video angles/video quality.
- Any music in the video should be licensed.
- Script will be provided keeping in mind the nature of the video clip.
- Voice Over will be required keeping in mind the nature of the video clip and script provided. The script can be tailored according to the of video content and the guidelines provided by IBA.
- The final version of the video must be shared in the following two formats: high-end broadcast quality (1920 x 1080); compressed versions which can be easily shared via WhatsApp (with subtitles)
- The video must be prepared in accordance with the branding guidelines and protocols followed by IBA (to be shared with the bidder, upon qualifying).
- Preparing the script, creative designing, voiceovers, graphics, sub-titles, texturing, editing, and captions will be the responsibility of the applicant.
- The applicant should be able to deploy shininess, transparency, translucency, reflectivity, texture, rigging & skinning, lighting, special VFX, and colour wherever required.
- Provide music for the video
- Be able to shoot video footage on campus / multiple locations or any other location designated by IBA for incorporating in the animation video as desired by IBA.
- Preparing draft/sample videos for approval to IBA and later finalising them as per the direction provided by IBA.
- Provide the video with English subtitles if required by IBA.
- Be able to deliver videos in the format as required by IBA for its social media platforms (YouTube, LinkedIn, Instagram, Facebook) as well as mobile format along with its source files after completion of each video. A frame rate of 24 fps is typically acceptable and renders faster than 29.97 fps.

In case of brief changes, the applicant would be required to make creative revisions.

iii. Editing and Music:

- a) Present a final version with editing.
- b) Add graphics, and motion graphics as per the need of the communication objective set by IBA management.
- c) Adding music to the final video will be the responsibility of the bidder.

Stamp and Signature

iv. Storyboarding:

Provide storyboarding for each video before shooting if required by IBA.

v. Voice over:

Getting a voiceover will be the responsibility of the bidder.

The three phases of any production-based assignment may be defined, as follows:

A. Pre-production: Pre-production would include narrative development (including, but not limited to - style, format, project length, target audience, featured success stories, etc.), finalise shooting script, interview questions, casting (if necessary), treatment of the project, audio/visual storyboard, along with the road plan for the undertaking of a particular project.

B. Production: The production phase would include shooting/compiling raw footage in the field, assigned locations or on IBA premises, finding suitable stock footage (if required), B-roll, and additional images (as and when required).

C. Post-Production: Post-production would include editing of the raw footage, voice-over (if required), and finding suitable background music and animation elements/motion graphics (if required), for a project and as outlined by IBA. The qualifying bidder might also be required to edit, and package footage recorded by vendors, on behalf of IBA, in the past.

Sample video for reference:

✓ https://www.facebook.com/watch/?ref=embed_video&v=10156833917800101

Reference for Infographics & animation elements:

✓ https://www.youtube.com/watch?v=9_Qko9-4Ed8&t=7s

✓ <https://youtu.be/tDv08Yh6xNg>

Editing Style:

✓ <https://youtu.be/nWF4anmzpow>

✓ <https://www.youtube.com/watch?v=8fsH8qxDDY4> (video is infographics, doesn't have video production etc)

Corporate Video:

The qualifying bidder will be responsible for developing 2 high-quality videos, keeping in mind the following:

Stamp and Signature

Objective:

Communicate IBA's legacy and its growth/ expansion over the last 70 years.

1. Highlight the 3 schools individually:
 - a. School of Business Studies
 - b. School of Economics and Social Sciences
 - c. School of Mathematics & Computer Science
2. Highlight all of IBA's Labs and the Library
3. Highlight all the Centers of Excellence:
 - a. Center for Entrepreneurial Development (CED)
 - b. Center for Executive Education(CEE)
 - c. Center for Excellence in Islamic Finance (CEIF)
 - d. Center for Excellence in Journalism (CEJ)
 - e. Center for Information & Communication Technology (CICT)

Other Centers

- f. Center for Business & Economic Research (CBER)
 - g. Center for Innovation in Learning & Ed-Transformation (CILET)
 - h. Population Research Center (PRC)
4. Office of Student Affairs (OSA)
 - a. Office of Student Societies
 - b. Health & Wellness Center
 - c. Office of Diversity, accessibility, and Inclusivity (ODAI)
 - d. International Resource Center
5. Sports & Community Engagement (SP@CE) showcasing:
Facilities List – Text as Animation and videos

Indoor Sports Facilities

- a. Gymnasium for girls and Boys
- b. Snooker, Carrum, Foosball, Ludo, Chess, Table Tennis and Badminton

Outdoor Sports Facilities

- c. Cricket Ground
- d. Tennis
- e. Basketball
- f. Throwball
- g. Football
- h. Volleyball
- i. Netball
- j. Handball

Showcase our Student Alumni Center and other facilities.

- k. Event Hall
- l. Amphitheatre
- m. Society Offices
- n. Student Lounge
- o. Music/ Jam room
- p. Hostels
- q. Cafeteria
- r. Staff and Faculty Residences
- s. Transportation (Shuttle service)
- t. Mac Labs
- u. Writing Center

6. Career Development Center

Results to be achieved:

- o Get the donors interested in IBA for potential partnership.
- o Stakeholders/Target Audience:
 - Potential donors (National and International)
 - Corporates
 - Showcase a holistic view of IBA at Education Fairs (Local/ International)

What is required:

1. Vendor to suggest a mood board for the video and style of video /animation.
2. Storyboard and script to be provided by the vendor.

Voice over:

1. Getting voice-over will be the responsibility of the bidder.
2. The three phases of any production-based assignment may be defined, as follows:

Timelines:

The timelines for videos will be mutually decided between the M&C department and will be mentioned on a project-to-project basis.

Bidders must have all the below equipment.

- Full frame DSLR with Carl-Zeiss Prime lenses or equivalent for videography
- Full frame DSLR with dedicated photography lenses for photoshoot
- Drone for Aerial coverage

Stamp and Signature

8. Bidder Qualification Criteria

S. No	Description	Yes	No
1.1	At least 5 years or more experience in the production of video documentation. <i>(Please provide Documentary proof; copies of contract or Purchase Orders)</i>		
1.2	Working Experience with at least 4 universities/HEIs in Pakistan in the last 5 years. <i>(Please provide Documentary proof; copies of contract or Purchase Orders)</i>		
1.3	Production Team experience of Corporate Films for more than 5 years: DOP Videographer Editor Animator <i>(Please attach CV on clearly stating required experience)</i>		
1.4	Last 3 years' turnovers of a minimum of 3 million (per year) as per. <i>(Provide Annual Return and Audited Financial Statement)</i>		
1.5	Storyboard for Corporate Video <i>(Provide a certificate of enlistment)</i>		
1.6	Accredited with the Pakistan Broadcaster Association (PBA) for the last (03) years <i>(Provide a certificate of enlistment)</i>		
1.7	Has your firm ever been blacklisted by IBA or any other Government firm? <i>(Please provide an undertaking on Rs.100/-Stamp paper that your firm is not blacklisted by IBA and any other firm)</i>		
1.8	Sales tax registration certificate both FBR and SRB and NTN certificates. <i>(Provide a copy of a valid SST Registration Certificate)</i>		

Note: Please note that IBA 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, the IBA reserves the right to remove the agency from the IBA's panel.

9. Bill of Quantity:

Sr #	Description & Features	Qty	Unit Price	Total Amount
1.	Video Production Film (TVC/Documentary etc.) Tentative Duration: 4 to 5 minutes With a Complete scope of work Including Canned music with mixing & editing Original Background Including all Studio and other relevant charges	1 video		
2.	Charges for an extra 1-minute output	Per minute		
3.	BTS shoot edit	1 job		
4.	Voiceover Charges (Celebrity)	1 job		
5.	Voiceover Charges (Non-Celebrity) (Male) (Optional)	1 job		
Total				
15% SST (If Applicable)				
Grand Total				

Grand Total Amount (in words) Rupees _____

Stamp and Signature

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 and Signature