

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

# **TENDER FORM**

**Tender # ES/03/2017-18**

**Tender for Hiring Telesales &  
Marketing Services**

## **TECHNICAL PROPOSAL**

<b>Date of Issue</b>	<b>:</b>	<b>March 27, 2018</b>
<b>Last Date of Submission</b>	<b>:</b>	<b>April 17, 2018 (12 noon)</b>
<b>Date of Technical Proposal Opening</b>	<b>:</b>	<b>April 17, 2018 (12:30 pm)</b>
<b>Date of Financial Proposal Opening</b>	<b>:</b>	<b>May 02, 2018 (11:00 am)</b>

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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 on March 27, 2018 to "Hiring Telesales & Marketing Services for CEE".

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 with the passage of time.

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

Please contact Sr. Executive Purchase on 38104700 ext: 2150 for any information and query

Thank you.

-sd-

**Director CEE**

## **2. Instructions**

- i. The Institute of Business Administration, Karachi (IBA) expects that aspirant service providers 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 each and every page. Moreover, attach required supporting document according to the requirement.
- ii. It is of utmost important to fill in the Tender Form in writing in 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 item/column name or number etc that referred the column/item of the Tender Form.
- iii. You can collect the Tender Document from the office of Sr. Manager Procurement & Stores, Ground Floor, Fauji Foundation Building, IBA Main Campus, University Road, Karachi from March 27, 2018 to April 17, 2018 during working 9:00 AM to 12 noon.
- iv. The last date of submit the Tender Document in sealed envelope in April 17, 2018 by 12 noon in the Office of the Sr. Manager Procurement & Stores, Ground Floor, Fauji Foundation Building, IBA Main Campus, University Road, Karachi. The Tender will be opened on same day at 12:30 PM in the presence of representatives who may care to attend.
- v. Bid Security of 5% of total charges will be submitted along with Tender Documents in shape of PAY ORDER / DEMAND DRAFT only in the name of Institute of Business Administration.
- vi. 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.
- vii. Please attached last 3 plus years' financial turnover in terms of bank statement or financial statement.
- viii. Copy of Sales Tax & Income Tax Certificate should be attached.
- ix. Cliental list is required.
- x. Please mention "Tender Number" at top left corner of the envelopes. IBA, Karachi may reject any bid subject to relevant provision of SPP Rules 2010 any may cancel the bidding Process at any time prior to acceptance of bid or proposal as per Rule-25(i) of said rules.

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### 3. **BIDDING DATA**

- a. **Name of Procuring Agency:** Institute of Business Administration, Karachi
- b. **Brief Description of Works:** Hiring Telesales & Marketing Services for CEE
- c. **Procuring Agency's address:** Main Campus, University Road, Karachi
- d. **Amount of Bid Security:** Bid Security of 5% of total amount/cost will be submitted along with Tender Documents in 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 submit the Tender Document in sealed envelope in April 17, 2018 by 12 noon in the Office of the Sr. Manager Procurement & Stores, Ground Floor, Fauji Foundation Building, IBA Main Campus, University Road, Karachi. The Tender will be opened on same day at 12:30 PM in the presence of representatives who may care to attend.
- h. **Venue, Time, and Date of Bid Opening:** Tender will be opened on April 17, 2018 on 12:30 PM at IBA Main Campus, University Road, Karachi.
- i. **Time for Completion from written order of commence:** 90 days
- j. **Liquidity damages:** 2% liquidity damages of the total amount will be imposed per month for which the service provider failed to complete work within the execution period.
- k. **Pay Order / Demand Draft # \_\_\_\_\_, Amount (Rs): \_\_\_\_\_**  
**Drawn on Bank: \_\_\_\_\_, Dated: \_\_\_\_\_**

**Annexure 'A'**

**4. Technical Qualifications Criterion**

- a. *Maximum marks for Technical Proposal: 170*
- b. *Minimum qualifying percentage is 70%. Applicant who secured less than 70% will be categorically disqualified for further process.*
- c. *All claims made by the Tenderer regarding the below mentioned Evaluation criteria must be backed by verifiable proof of evidence. Tenderers may fill out the following form for self-evaluation. The Authority competent to evaluate is the Purchaser.*
- d. *Verifiable proof for all the above shall be mandatory. Non-submission may cause disqualification of the Service Provider for any further process. All Service Provider must fill the checklist format compliance of the eligibility criteria above.*

1. **Company Age:** (Certificate of Incorporation or Registration or similar documents to be submitted, duly verified copies by SECP) *(Please tick appropriate area)*

*Note: Please provide supporting documents of your claims.*

- i. 1 mark for every year, maximum 10 marks 10 Marks( )
- ii. Minimum Company age = 5 years standing in call centers operations 05 Marks( )

2. **Total current agents strength:** (serving other clients for at least more than 12 months) One agent means one agent per one seat per one shift. (local Pakistan based clients only) *(Please tick appropriate area)*

*Note: Please provide supporting documents of your claims.*

- i. 500 agents 10 Marks( )
- ii. 499 ~ 100 agents 05 Marks( )
- iii. Less than 100 agents 00 Marks( )

3. **Availability of seats:** Verifiable proof of evidence is required; written undertaking, with seating plan pictures to prove (with agents) within 4 weeks from the date of award of Letter of Acceptance by the Purchaser. *(Please tick appropriate area)*

*Note: Please provide supporting documents of your claims.*

- i. 100 ~ 50 seats 10 Marks( )
- ii. 49 ~ 30 seats 05 Marks( )
- iii. Less than 30 seats 00 Marks( )

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4. **Technical team strength:** (No. of resources in software development team engaged in making not only call center CRMs but also, related line-of-business applications like complaint systems, etc., with at least 5 years of experience and also the no. of people engaged in developing and maintaining the telephony platform (if different than the software team). Again, individuals with at least 5 years of similar professional experience are eligible. *(Please tick appropriate area)*

*Note: Please provide supporting documents of your claims.*

- |     |                        |             |
|-----|------------------------|-------------|
| i.  | 10 ~ 15 or more people | 15 Marks( ) |
| ii. | Less than 10 people    | 10 Marks( ) |

5. **Call center services' Clients' profile:** (number of currently running local campaigns, running for at least last 12 months, with a minimum of 10 seats.)

Note: Public Sector here means, Government entities (Provincial & Federal) whether autonomous or not, and also international development agencies. Private Sector Clients means those companies that are neither Govt. owned nor are a part of any international development agency. *(Please tick appropriate area)*

*Note: Please provide supporting documents of your claims.*

- |      |                                       |             |
|------|---------------------------------------|-------------|
| i.   | 2 Public Sector and 4 Private Clients | 20 Marks( ) |
| ii.  | 1 Public Sector and 2 Private Clients | 10 Marks( ) |
| iii. | 1 Public 1 Private Clients            | 05 Marks( ) |

6. **Having projects of similar nature:** (Outbound format) and provide end-to-end solution with complete understanding of processes and public-private partnership modalities.

*(Please tick appropriate area)*

*Note: Please provide supporting documents of your claims.*

- |      |                                |             |
|------|--------------------------------|-------------|
| i.   | 1 or more international client | 20 Marks( ) |
| ii.  | Only Local outbound campaign   | 10 Marks( ) |
| iii. | No outbound client             | 00 Marks( ) |

7. **Financial Strength:** (Last three (3) year's Average Gross revenue, only from call center business, rendering purely call center based services to clients in Pakistan). Duly verified financial statements required. *(Please tick appropriate area)*

Note: Revenue of a subsidiary or parent company engaged in same line of business also qualify.

*Note: Please provide supporting documents of your claims.*

- |      |                     |             |
|------|---------------------|-------------|
| i.   | 70 Million or above | 20 Marks( ) |
| ii.  | 70 ~ 50 Million     | 10 Marks( ) |
| iii. | 49 ~ 25 Million     | 05 Marks( ) |

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8. **Call Center Registration Certificate:** (Valid call center registration certificate from Pakistan Software Export Bureau *(Please tick appropriate area)*)

*Note: Please provide supporting documents of your claims.*

- |          |             |
|----------|-------------|
| i. Yes   | 05 Marks( ) |
| ii. None | 00 Marks( ) |

9. **Experience with marketing and social media:** (Prior Experience with marketing and social media campaigns with other government departments, private institutions and public-private partnership. *Note: Please provide supporting documents of your claims.*)

- |          |             |
|----------|-------------|
| i. Yes   | 10 Marks( ) |
| ii. None | 00 Marks( ) |

10. **Data, IT & Power Redundancy:** (All applications hosted by the Service provider must have real time redundant backup systems in place for power and connectivity and ensure 99.9% up time. Service provider must also ensure both IT and Power redundancy. It will be service provider's responsibility to make sure that uptime must be as per industry standards.

Architecture diagrams and power setup are details required.

*Note: Please provide supporting documents of your claims.*

- (a) Redundant data storage and hosting mechanism in place (Detailed architecture to be shared)

- |        |             |
|--------|-------------|
| i. Yes | 10 Marks( ) |
| ii. No | 00 Marks( ) |

(b)

- |   |             |
|---|-------------|
| iii. More than one operational Call Center site in Pakistan | 20 Marks( ) |
| iv. Readily available                                       | 10 Marks( ) |
| v. None   | 00 Marks( ) |

11. **Availability of configurable real-time dynamic dashboards:** (Availability of configurable real-time dynamic dashboards with public access that includes features for downloading recorded calls.

Supervisors/Managers with features for downloading (selective/bulk) recorded calls

*Note: Please provide supporting documents of your claims.*

- |                      |             |
|----------------------|-------------|
| i. Readily available | 10 Marks( ) |
| ii. None             | 00 Marks( ) |

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12. **Dedicated Accounts Manager:** (The Service provider must deploy a competent, technically qualified and well-experienced Project Manager (PMP trained) on the project for interfacing with the Purchaser, having experience of dealing with public and private sector departments to be seated both in the premises of PCSW and Helpline.

*Note: Please provide supporting documents of your claims.*

- |          |             |
|----------|-------------|
| i. Yes   | 10 Marks( ) |
| ii. None | 00 Marks( ) |

***Annex - B***

**5. About CEE at IBA, Karachi**

- 6.1 The Institute of Business Administration, Karachi combines with its program of formal management education, an elaborate program of management training for Executives and Professionals. These specialized programs are conducted by the Center for Executive Education (CEE) since 2004. The Center for Executive Education offers Executive programs for the public sector, not-profit sector and private sector executives; organizes customized courses for the corporate clients, and holds short courses on emerging issues and themes for those engaged in business.
- 6.2 The CEE at IBA requires services for Tele Sales and Marketing Organizations and Consulting Firms to increase the number of participants for all its offerings and services including but not limited to:
- a) Open Enrollment Programs
  - b) Client-Specific Programs.
  - c) Seminars and Conferences.
  - d) Post Graduate Diploma Programs.
  - e) Diploma Programs
  - f) Skill Development Programs
  - g) Summer School.

**7 Scope of Work**

- 7.1 IBA CEE intends to have a call center Service Provider platform primarily for reaching out to the public, private and other sectors organizations and companies in Pakistan. The interaction may include (inbound/outbound calls, helpline/complaint line with IVR facility, provide outbound survey calls facility, response capture facility, etc. The same platform would utilize as per the discretion of the Purchaser.
- 7.2 IBA CEE is a Center established at IBA, Karachi which offers professional training programs and consultancy to its clients from all sectors. Call-in information services shall also be considered.
- 7.3 CEE at IBA intends to contract out the aforementioned Services to a Call Center company. The selected Call Center Company (Service Provider) will manage interaction with professionals from all organizations on a program to program basis offered by IBACEE. This interaction with the professionals will be on behalf of IBA CEE and as per the strict guidelines as given to the contracted party.
- 7.4 IBA CEE will retain the ownership of all / any data/ helpline numbers (UAN etc.) / complaint systems or similar products. Purchaser will have the right to approve/disapprove call-center employees, software used and its developers, supervisors and project manager assigned to this project; in case of any complaints, or unsuitability due to education and/or work experience and/or attitude grievance shall be filed with the service provider against which, such employee(s) would be given a final warning and/or removed from the purchasers project within 48 hours. In the case of severity of the complaint, including but not limited to

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violation of the contract by any employee, humiliation or swearing at a professional or a representative of the purchaser or its client, would require equally severe repercussions of termination of such employee within 24 hours of the filing of the grievance by the purchaser.

## **8 Project Requirements**

- 8.1 Call Centre Agents: The number of Call Centre Agents / Operators / Agents / Call Agents are on total seat occupancy and may vary as per the requirements and may be further increased or decreased, as and when required by the Purchaser, at the unit rate quoted by the Service provider in Annexure-D. The Purchaser may seek either just a seat without an agent and place its own agent to perform the duty of a call center agent, in this case, the Contract shall charge the Purchaser only for its infrastructure and seat-use. The Purchaser may also seek services of call center agents from the service provider for which the agent along with the infrastructure/seat shall be charged.
- 8.2 The Purchaser would require agents to be fluent in speaking and understanding English and Urdu. The hiring of qualified call agents shall be the responsibility of the Service provider along with training costs of the agents to be borne by the Service provider.
- 8.3 Training of agents by IBA CEE will be done for only the programs it offers. IBA CEE is not responsible for Call Center Service training.
- 8.4 An agent quoted on monthly basis would be assumed to have a 48 hours work week. Agents can be stationed on a campaign only on official working hours as set by Govt of Pakistan and Govt. of Sindh.
- 8.5 An agent will also be cross utilized across several campaigns as per the discretion of the Purchaser.
- 8.6 The shift timings of agents at the call center would be determined in consultation with the Purchaser who can determine shifts in a day.
- 8.7 It is the prerogative of the Purchaser to seek agents with seats and infrastructure from the Service provider or the Agents be provided by the Purchaser or its Client(s) (varying from campaign to campaign).
- 8.8 Outbound/Inbound Calls (Manual via an agent): Since calls shall be made mostly to mobile numbers so a GSM based carrier service will be used for making such calls and to be billed at actual to the Purchaser. Each call shall be billed on a 30-second pulse basis, as per the agreement between the Purchaser and the Service provider from campaign to campaign or within a campaign from service to service. For landline numbers, again the cheapest mode of interaction (for instance, if PTCL / NTC is cheapest) would be preferred. In the case of Toll-Free number, inbound call charges, if any, to be charged at actual and outbound charges for any international calls and/or international SMS shall be charged on as per actual.

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- 8.9 The Service provider shall be obligated to acquire services of GSM / Cellular Mobile Operators (CMO) and /or WLL providers or any other telco for that matter, but would smartly use the PRI / E1 / SIP trunks for making outbound calls, i.e. a number of a particular mobile network will be called only from that mobile network's media, so as to keep the calling cost at the bare minimum.
- 8.10 Bidders shall quote outbound call rates for 30-second pulses and would only quote unit rates inclusive of pre-negotiated cost components for necessary redundancies as procured from third party telco service providers by the bidder. Any upfront or recurring costs involved in terms of PRI / E1 / SIP trunk would also be stated in this Annexure C.
- 8.11 If the number is engaged or not available, the call will be tried twice more, failing which it will be abandoned and the database shall be updated accordingly. However, only successful connected calls shall be billed. Inbound calls shall also be received in any of the preferred languages as listed above and all logs/recordings shall be made available on a real-time basis to the Purchaser.
- 8.12 The calls being received against each campaign must have proper logs, tagging over the dashboard and call recordings marked with details such as date, time and duration of the call etc. as per the need of the purchaser.
- 8.13 All call center solutions' features associated with outbound / inbound calls are required; a few of which are listed below, but from time to time the Purchaser may require more features as the need be and the technology progresses.
- 8.14 The recording of script of any such calls in any of the listed languages, with the option of different voice overs and background music, of the required quality to the satisfaction of the client, will be the responsibility of the Service provider;
- 8.15 Capable of recording responses against interactive calls, which would trigger various events within the system as specified by the Purchaser for further analysis Inbound and outbound calls recording facility.
- 8.16 Call recordings to be stored and be accessible over the web for immediate playback for the Purchaser for a minimum period of 18 months after which they will be transferred to the Purchaser, stored and duly tagged on a reliable media;
- 8.17 If all agents in the designated shift are busy, the calls should be put in a queue, and a recording should inform the caller after every one minute the expected wait time and their queue number, further giving options of call back;
- 8.18 Facility for requesting a callback and message recording option for the caller while on hold;  
Able to send out an automated/customized SMS and/or email to the Caller during the call.  
Have the arrangement to send out e-fax to the caller;

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- 8.19 Must have the facility to forward/route an incoming call to another agent, or to the IBA CEE Staff when required Must be able to capture delivery and nondelivery reports (reasons for nondelivery; invalid number, mobile switched off, busy, out of reach, etc.) for each SMS being sent out. Availability of such reports is subject to prevailing industry standards thus any limitations on the part of third party telecom provider will not be used to penalize service provider.

## **9 Other Requirements**

All requirements listed below must be read and adhered to:

- 9.1 Software required to support/manage/run the Helpdesk, Complaint Line, Outbound Survey Line, including but not limited to Other services, Reports, Dashboards with live stats and call playback/download feature, trouble ticketing application, complaint management system, bulk SMS applications with customized and random messaging options, etc. The software system should be able to obtain Caller ID and automatically populate the database field with any data related to the Caller ID.
- 9.2 The Service provider shall also be required to be technically competent in integrating with various line of business applications, running on open-source or SQL / ORACLE / SAP / similar platforms. And would also be required to show reports with geo-evidence (wherever required) on an online map. Any licensing cost or other relevant cost involved shall be borne by the purchaser. The scope shall vary from campaign to campaign.
- 9.3 The service provider will be solely responsible for seeking approvals for all such numbers, based on the applicable regulations, from the concerned authorities and ensure deployment and enforcement of such short codes/helpline numbers, etc.
- 9.4 All applications hosted by the Service provider must have real time redundant backups of data, with backup systems in place for power and connectivity and ensure 99.9% up time. This does not include the condition of force majeure. Hosting charges and any maintenance cost in this respect shall be charged to the Purchaser. However, any third party costs shall be transferred to Purchaser on actual. All bidders / Service providers must submit their draft Service Level Agreement (SLA) for evaluation along with their bids. These SLAs would carry details of hosting and maintenance and also the time in which the Service provider would respond to the Purchaser's request and the processing of those requests.
- 9.5 The service provider must have CRM (licensed / in-house developed/open source) enabled software to record, process and maintain profiles of professionals cohesively coupled with reporting module. The service provider must use any such CRM within their facility to ensure systematic log/entry of the information regarding each and every interaction. Internal CRM application of the Call Centre must be interoperable with leading platforms and open source solutions.

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- 9.6 The Service provider shall provide a real-time monitoring tool to monitor the incoming/outgoing calls for each campaign, down to an agent level, with the performance of an agent and campaign and its SLA shown on a real-time basis. This would include, but would not be limited to, Average Speed of Calling and Answering, Avg. Queue time, Real-time details of the queues at each campaign, Avg. Talk Time of a campaign and agent, Avg. Work Time Occupancy, Avg. Talk Time Occupancy and any other matrix that the Purchaser may require to determine the efficiency of the agents and the campaigns would need to be provided for.
- 9.7 The Service provider shall submit detailed reports at the day end along with all relevant details of seconds elapsed, delivery/nondelivery details, etc. for all services required/contracted.
- 9.8 The service provider is responsible to provide online configurable dashboards to view reports as and when required by the officials. Also, all call center industry standard reports may be desired which should be available via online interface seven days a week and 365 days a year (except holidays) from the commencement of the project.
- 9.9 All of these reports should be accessible via a web interface which apart from usual online accessibility necessarily also needs to be supported by all mobile devices (incl. tablets).
- 9.10 Online access to all recorded calls is mandatory. The service provider must provide visibility to Contact Centre Performance Indicators in an Online Dashboard to Purchaser.
- 9.11 The service provider must have a quality control mechanism in place for the calls being made, responses being received via calls and SMS and call being received/made must go through a rigorous quality check and reports to be shared with Purchaser on weekly basis with the option of call recordings to be downloaded (Selective/bulk). The Service provider must present prevailing quality control setup in detail in the technical document to be submitted.
- 9.12 Service provider shall be responsible for preparing various computer generated reports on prescribed formats, on weekly basis. There shall also be a monthly system improvement suggestions report. The system should be able to trigger automated alerts to assigned officials on the basis of configurable filters.
- 9.13 The system should also be able to provide the facility to shadow and listen to live calls (inbound/outbound) on random by dialing a certain number.
- 9.14 Call recordings should also be available on the online dashboard for playback and download (Bulk / Selective option). The service provider will provide a database synchronization facility for periodic synchronization of data with the purchaser's/purchaser's client's database as determined by the Purchaser on the case to case basis.
- 9.15 In case data backup is required by the purchaser then data dump should be provided within a maximum of 7 days from the date of request by the Purchaser.
- 9.16 The service provider should provide a periodic database backup facility on reliable media as determined by the Purchaser on a case to case and campaign to campaign basis.

- 9.17 The Service provider must have a dedicated team of developers / technical staff for its call center operations, experienced in successfully implementing and managing all call center related applications and software for clients, have experience in working on high volume, high-performance transaction software applications involving large databases, experience in SMSC integration, etc.
- 9.18 The Purchaser on a campaign to campaign basis and depending on the volume of the campaign may demand dedicated support staff to meet project objectives. The Service provider must ensure otherwise competent and experienced support staff is available (during working hours) for the online applications/systems of the Purchaser. The Purchaser would have the right to request a change in the project-assigned staff if deemed necessary by the Purchaser to which the Service provider shall comply.
- 9.19 The Service provider must deploy a competent, technically qualified and well-experienced Project Manager (preferably PMP or similar qualification) on the CCC project for interfacing with the Purchaser, capable of handling multiple campaigns / sub-projects at a time.
- 9.20 All sorts of access to the Purchaser's database shall be logged and available for review by the Purchaser. All data will be the property of CEE, IBA, Karachi. Access to the database shall be granted to approved/authorized officials only.
- 9.21 The service provider would sign a Non-Disclosure Agreement (NDA) with the Purchaser. Each employee of the service provider, who is deployed on the project, shall be bound not to share any information/data with any other third party or person other than the Purchaser or the Service provider. Based on campaign requirements, the employees/call center agents / other staff deployed on this project may first be cleared by the Purchaser. The Purchaser holds the right for conducting a criminal/NADRA/another check through the Special Branch / Police or other law enforcement agencies, if the need may be.
- 9.22 Each call made or received would have to be recorded in a digitized format, and stored in a database by the Service provider accessible 24/7 by the Purchaser. The system software should be linked to the database storing these calls, so that they may be retrieved using software/dashboard. If needed, the Purchaser could get a copy of the entire call database and may also ask Service provider to sync it with Purchaser's database. The purchaser may, at a later stage, specify rules for deletion of old calls or any other calls from the database.

## **10 Billing**

- 10.1 The bills being generated by the service provider should be according to the requirements of the purchaser in terms of format/required details and service provider should have the option of clubbing different campaigns into a single statement/bill.

## **11 Statement of Compliance**

- 11.1 Every bidder must submit a statement of compliance with the project scope, clarifying that all requirements stated above, shall be complied to. If any bidder is unable to provide for any service/requirement listed above in this section, the bidder explicitly states this (typed in bold) in the Project Scope Compliance Statement.

## **12 General Information**

12.1 The *Service Providers* are required to provide following basic information which is necessary for further processing of the proposal. Please attach documentary proof otherwise bid may be ignored. Failure to comply with the below mentioned mandatory requirements *Service Provider* may be disqualified.

- a) Specify the name of Firm and provide the information as per prescribed Form General-1 (attached).
- b) National Income Tax number (NTN).
- c) The firm must be registered with Security Exchange Commission of Pakistan or Registrar of Firms and Pakistan Telecommunication Authority (PTA). (Please attach copies of valid registration certificates.)
- d) The firm must have Call Center setup in Karachi, other locations are optional.
- e) The company must have at least Five (05) years relevant experience of similar assignment. Similar assignment means provision of call center facility and call center agent services to any corporate/ Govt. or large-scale enterprise.
- f) Last Three (03) years Audited (financial statement) Reports / Three Years Tax
- g) Tax Returns of the firm/ company.
- h) Power of attorney to sign the proposal.
- i) Credentials of Sub- Service Provider will not be considered.
- j) The firm should also have experience of Call center solutions provider with minimum 200 seats operational in Karachi and at least one either at Lahore or/and Islamabad or any other city of Pakistan.
- k) The firm should have Five (05) years proven a history of providing call center services from their premises (a wide spectrum of contact center services including but not limited to Voice, IVP, Robot Calls, SMS, MMS, Fax, Email, e-marketing etc.) with in-depth intelligent reporting.
- l) The firm should already be providing the Call Centre services to at least 5 enterprises/ SME customers within Pakistan.
- m) The firm must have the required relevant qualified personnel and enough strength to fulfill the requirement of assignment, including a technical and operational team available for support 24 hours a day, 7 days a week, throughout the year; a client services team with experienced project managers handling the client requirements.

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- n) The firm should be well reputed, trusted and has security policies in place to assure against data loss and theft, and strategies in place to deal with business continuity and data recovery.
- o) The firm must have a verifiable recommendation letter from each client served and must also have verifiable recommendation letter(s) from the client(s) referred to, in the bid.

## **13 Terms of Reference**

- The following terms of the works are agreed by the professional(s) / consultancy firm(s) / company etc:
- (i) **Receiving/Acceptance of Letter of Intent (LoI):** The Service Provider/Call Center/ Professional Firm etc will sign the copy of the LoI as acknowledgement.
  - (ii) **Date of Execution:** May 2018
  - (iii) **Place of Delivery:** Center for Executive Education, IBA, Karachi.
  - (iv) **Abrupt / Poor Performance:** Penalty 5% of the total amount will be imposed for which the Service Provider/Call Center/ Professional Firm etc s failed to deliver within the specified parameters.
  - (v) **Advance Payment:** Advance Payment subject to Bank Guarantee.
  - (vi) **Quarterly Payment:** All payments to the Service Provider/Call Center/Professional Firm etc will be on quarterly basis subject to Performance and Bank Guarantee.
  - (vii) **Production Execution:** Competent Authority reserves the right to change/alter/remove any item or article or reduce/enhance job without assigning any reason and Service Provider/Call Center/Professional Firm etc will abide the instruction.
  - (viii) **Condition of Works:** All items must meet in all respects with the requirement of the LoI and must be in acceptable format otherwise they will be liable to rejection.
  - (ix) **Execution of Services:** After completion of job delivered to the authorized personnel of the IBA-CEE who will sign the receipt with stamp on delivery note.
  - (x) **Rejection of Works:** We reserve the right to cancel any or all the items if assessment is not in accordance with our specification or if the completion of assignment is delayed.
  - (xi) **Disclosure of Confidential Script/Material:** All rights reserved with the IBA, Karachi and no information either in written/electronic media/copying form should be disseminated without the permission of the authority.
  - (xii) **Termination:** That upon termination of the agreement the Service Provider/Call Center/Professional Firm etc shall be permitted to remove all its devices and equipment which may have been placed by its at premises from the time to time.
  - (xiii) **Submission of Bills/Invoices:** Invoice/bill, Work Order & Delivery Challan should be submitted to Procurement & Stores Department, IBA, Karachi.
  - (xiv) **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 thereof shall be referred to the Director CEE of the IBA and the Service Provider/Call Center/Professional Firm etc for arbitration/settling of the dispute, failing which the decision of the court law in the jurisdiction of Karachi binding to the parties under the Arbitration Act 1940.
  - (xv) **Government tax(es), levi(es) and charges(s):** It will be charged at actual as per SRO.
  - (xvi) **Validity of Bid:** Validity is for ninety (90) days.

- (xvii) **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.
- (xviii) **Individual Company Profile:** Profile be attached with this document.
- (xix) **Contract Agreement:** The contract agreement for consulting and conducting survey will be for the period of SIX month effective from the Date of Signing. However, it may be extended for further ONE year on same terms and conditions.
  - (i) **Bid Security:** 5% Bid Security should be evaluated on higher cost and deposited along with the tender form in shape of PAY ORDER / DEMAND DRAFT only in the name of Institute of Business Administration, Karachi.
  - (ii) **Rules, Regulations & Policies:** All rules, regulations and policies will be governed in accordance to the SPPRA & IBA PP&P.
  - (iii) **Price / Rate:** Price / rate must be quoted on Tender Form only and submitted in sealed envelope.
  - (iv) **Government tax(es), levi(es) and charges(s):** It will be charged at actual as per SRO.
  - (v) **Rights:** IBA reserve the right to accept or reject any or all tender(s) or terminate proceedings at any stage in accordance to 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.
  - (vi) **Tender Document:** Available at the Office of Sr. Manager Procurement & Stores, Ground Floor, Fauji Foundation Building, IBA Main Campus, University Road, Karachi.
  - (vii) **Financial Proposal:** Financial Proposal(s) of Technically qualified firm(s) will be opened on May 02, 2018 at 11:00am.
  - (viii) **Minimum Qualifying Percentage:** is 70%
  - (ix) **Envelopes:** Separate Envelope of Technical Proposal, Financial Proposal & Bid Security should be further enclosed in a envelope & seal of Company should be affix on opening flaps.
  - (x) **Discourage Child Labor:** All staff must have CNIC and clearly mentioned to discourage work through child labor.
  - (xi) **Environmental Friendly Procedure:** Service provider / Manufacturer / Distributor must ensure Environmental Friendly procedure of manufacturing and avoid the use of Toxic material.
  - (xii) **Submission of Tender:** Last date for submission is April 17, 2018 up to 12 noon.
  - (xiii) **Opening of Tender:** Tender will be opened on April 17, 2018 on 12:30 PM at IBA Main Campus, University Road, Karachi.

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Stamp & Signature

- (xiv) **Stamp Duty:** 0.35% against total value of Work Order will be levied accordingly.
- (xv) **Experience:** At least 5 plus years experience required for this tender.
- (xvi) **Turn Over:** Please attached last 3 plus years' financial turnover in terms of bank statement or financial statement.
- (xvii) **Government tax(es), levi(es) and charges(s):** All Government taxes (including Income tax and stamp duty), levies and charges will be charged as per applicable rates / denomination of Purchase Order.
- (xviii) **Blacklisted:** Service provider/Service provider is required to provide affidavit that the firm is not Black Listed from any of the government / semi government / private organization / firm /agencies / department etc.
- (xix) **Sales Tax Registration Certificate:** Manufacturers / Firms / Service provider / Companies / Distributors must provide "Sales tax registration certificate with last month return copy both FBR and / or SRB" at the time of submission of bidding document.
- (xx) **Contract Agreement:** The contract agreement for services will be for the period of TWO years effective from the Date of Signing. However, based on performance it may be extended for further ONE year on same terms and conditions.

**Note:**

**This Terms & Conditions is integral part of contract agreement besides other clauses / articles.**

**Important Notes:**

- a) Verifiable proof for all the above shall be mandatory. Non-submission may cause disqualification of the *Service Provider* for any further process. All *Service Providers* must fill the checklist format compliance of the eligibility criteria above.

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Stamp & Signature

## **14 Integrity Pact**

Declaration of Charges, Fees, Commission, Taxes, Levies etc payable by the company/firm/agency works;

M/s \_\_\_\_\_, the professional(s) / consultancy firm(s) / company hereby declares that:

- (a) Its intention 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).
- (b) Without limiting the generality of the forgoing the 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 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.
- (c) The 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 IBA under any law, contract, or other instrument, be stand void at the discretion of the IBA.
- (d) Notwithstanding any right and remedies exercised by the IBA in this regard, company/firm/agency 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/service provider/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 mandatory requirement other than auxiliary services / works.**

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Stamp & 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 & Signature