

**Tender Fee: Rs. 1,000/-  
(Non-Refundable)**

# **TENDER FORM**

## **Tender # ES/13/24-25**

### **Production of Video Documentary**

**Date of Issue : December 30, 2024**

**Last Date of Submission : January 17, 2025 (3:00 PM)**

**Date of Opening of Tender : January 17, 2025 (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 (IBA) Karachi, invites online bids on SPPRA EPADS (only) from tax-compliant Service Providers, registered with the relevant tax authorities and SPPRA EPADS, for the following tender:

<b>Tender Title (Ref. No.)</b>	<b>Procedure</b>	<b>Bid Security</b>
Production of Video Documentary (ES/09/24-25)	Single Stage One Envelope	2%
<b>Tender Fee &amp; Dates</b>		
▶ <i>Tender Document Fee:</i> Rs. 1,000/-		
▶ <i>Issuance start date:</i> December 30, 2024, at 9:00 AM		
▶ <i>Issuance end date &amp; time:</i> January 17, 2025, at 3:00 PM		
▶ <i>Submission date &amp; time:</i> December 30, 2024, to January 17, 2025, from 9 AM to 3 PM		
▶ <i>Opening date and time:</i> January 17, 2025 at 3:30 PM		

Tender documents are available at the Office of the **Head of Procurement, Fauji Foundation Building, IBA Main Campus, University Enclave, Karachi**, on any working day (Monday to Friday). The tender documents can also be downloaded from the IBA and SPPRA EPADS websites. The tender fee challan be generated from the IBA website at <https://tenders.iba.edu.pk> and deposited at any branch of Meezan Bank Ltd.

Tender Document/Bid (with a copy of Bid Security/Earnest Money and supporting documents) should be submitted/uploaded on SPPRA EPADS <https://portalsindh.eprocure.gov.pk/>. The original Bid Security along with the Original Bid (duly signed and stamped) be delivered to IBA, Karachi on below mentioned address before bid opening schedule. Bids will be opened on the same date and venue in the presence of the bidders' representatives who may wish to attend.

Please ensure that bid security, in the form of a Pay Order or Demand Draft, is submitted in favor of 'IBA Karachi' along with the tender.

**N.B. (1)** IBA Karachi reserves the right to reject any bid or cancel the bidding process subject to the relevant provision of SPP Rules 2010.

**(2)** Only uploaded bid along with supporting documents will be accepted. In case there is a contradiction between bidder's EPADS submitted bid and manually submitted bid, bid submitted on EPADS will be considered valid for evaluation purpose.

#### **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](mailto:tenders@iba.edu.pk) Website <https://www.iba.edu.pk/tenders>

SPPRA Website: <https://portalsindh.eprocure.gov.pk/>

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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 December 30, 2024, for "*Production of Video Documentary*".

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. Filling the Tender Forms in writing with ink or type is mandatory. 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 & mention the item/column name or number etc that referred to the column/item of the Tender Form.
- c. Tender Document can be downloaded from IBA & SPPRA EPADS websites from December 30, 2024, to January 17, 2025, from 9:00 AM to 3:00 PM.
- d. The last date to submit the Tender Document online is January 17, 2025, by 3 PM on SPPRA EPADS. 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 Tender Documents in the shape of a Pay Order / Demand Draft only in the name of the Institute of Business Administration.
- f. The successful bidder should provide 5% performance security for the total value of the purchase 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. 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 taxpayers with taxation authorities while rendering services to IBA, Karachi.

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### 3. Bidding Data

- A. Name of Procuring Agency:** Institute of Business Administration, Karachi
- B. Brief Description of Works:** Production of Video Documentary
- 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):** 45 (Forty-Five 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 for submitting the Tender Document is January 17, 2025, by 3 PM on SPPRA EPADS. 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 January 17, 2025, 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:** \_\_\_\_\_

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## **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.

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**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.

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**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.

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## 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.**

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## 6. Purpose

The documentary will commemorate IBA Karachi's 70-year journey, highlighting its key milestones, achievements, and impact on education and society. The goal is to create an engaging and visually compelling narrative that reflects the IBA legacy and projects its future vision.

### **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.

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## **7. Scope of Work**

**Duration: 4-5 minutes** (with multiple adaptations of different durations)

### **1. Pre-Production**

#### **a. Concept Development:**

- Define the core message and narrative arc of the documentary.
- Emphasize key moments in the history of IBA like significant events, partnerships, achievements etc.
- Blend tradition with innovation, showcasing the institute's evolution.

#### **b. Scriptwriting:**

- Develop a cohesive script that aligns with the objectives.
- Focus on a storytelling format that flows through the eras, transitions, and significant developments.

#### **c. Storyboarding:**

- Create a visual outline detailing each segment of the documentary.
- Incorporate visuals, transitions, and key messages for smooth progression.

#### **d. Mood boards:**

- Develop visual concepts to determine the aesthetic tone (e.g., archival footage vs. CGI representation).
- Decide on a color palette, animation style, and design elements to be consistent across the documentary.

### **2. Production**

#### **a. Filming & Visual Content:**

- Shoot new footage of both campuses, classrooms, labs, offices, facilities and key infrastructures, record necessary interviews/testimonials.
- High-quality drone footage for aerial views of the campuses.

#### **c. Archival Integration:**

- Incorporate historical photos, videos, and documents from the IBA archives.

### **3. Post-Production**

#### **a. Editing:**

- Assemble the footage and content into a coherent and engaging storyline.
- Smooth transitions between decades and key milestones to keep viewer engagement.

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**b. Sound & Music:**

- Create an inspiring soundtrack that matches the tone and pacing of the documentary.
- Add voiceovers or narration for key sections to emphasize.

**c. Graphics & Titles:**

- Include branded graphics, titles, and lower thirds wherever required.
- Integrate anniversary branding and key messaging for visual consistency.

**d. Animation/Visual Effects:**

- Enhance segments with animations, especially for statistics or growth timelines.
- Use animation to explain innovations or future projects at IBA.

**e. Final Output:**

- Produce the documentary in multiple formats (full-length and short versions) for distribution across platforms (website, social media, events).

**4. Distribution & Adaptation**

**a. Digital Launch:**

- Create shorter promotional clips for social media to drive engagement.

**b. Event Screening:**

- Plan an exclusive premiere screening at IBA 70th-anniversary gala or key event.
- Organize live or virtual screenings for alums and partners globally.

**Deliverables:**

1. **Conceptualization** – Detailed narrative and storytelling approach.
2. **Scripting** – Final documentary script with clear direction.
3. **Storyboards & Mood boards** – Visual representation of scenes and aesthetic tone.
4. **Filming & Archival Integration** – Full footage, both newly shot and historical.
5. **Post-Production** – Final edited documentary, sound design, CGI, and animation.
6. **Distribution Plan** – Comprehensive plan for release across various platforms.

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## 8. Bidder Qualification Criteria

### SECTION A: Mandatory Criteria

S. No	Description	Yes	No
1.1	Must be a registered production house/advertising or creative agency for at least <b>3 years</b> . <i>(Certificate of incorporation/Partnership Deed/Sole Proprietorship)</i>		
1.2	Sales tax registration certificate both FBR and/or SRB” and NTN certificates. <i>(Provide a copy of valid SST Registration Certificate)</i>		
1.3	Must have completed <b>at least 2 large-scale documentary projects</b> for national/international clients. <i>(Client letters, service orders, or relevant documentary evidence)</i>		
1.4	The company should have a <b>fully equipped office</b> in Karachi with an in-house team for production, editing, and post-production. <i>(Office address and team organogram)</i>		
1.5	Has your firm ever been <b>blacklisted</b> 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>		
1.6	Average Annual Turnover of 2 million per year in last 3 years, as per Annual Return		

**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.

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**SECTION B: Technical Evaluation Criteria***(Max Score: 50 marks)*

<b>S. No</b>	<b>Description</b>	<b>Marks Distribution</b>	<b>Max Marks</b>	<b>Obtained</b>
2.1	<p><b>Professional Experience and Portfolio</b></p> <ul style="list-style-type: none"> <li>• More than 10 years</li> <li>• 5 to 10 years</li> <li>• 3 to 5 years</li> </ul> <p><i>(Attach a certificate of incorporation / Partnership Deed / Sole Proprietorship / Documentary proof of experience)</i></p>	<p>10</p> <p>8</p> <p>5</p>	10	
2.2	<p><b>Documentary Projects in Similar Fields (Education, Corporate) in last 3 years</b></p> <ul style="list-style-type: none"> <li>• 3 or more similar documentaries</li> <li>• 1 to 2 similar documentaries</li> </ul>	<p>10</p> <p>5</p>	10	
2.3	<p><b>Clientele (National/International) in last 3 years</b></p> <ul style="list-style-type: none"> <li>• Handled 5 or more major clients</li> <li>• Handled 2-4 major clients</li> </ul> <p><i>(List of clients with project details)</i></p>	<p>10</p> <p>5</p>	10	
2.4	<p><b>Production Quality (Concept, Filming, Editing)</b></p> <ul style="list-style-type: none"> <li>• Quality of work demonstrated through sample videos and showreel.</li> </ul> <p><i>(Judged by the IBA Team based on creativity, technical skills, and storytelling)</i></p>		10	
2.5	<p><b>Use of Technology (CGI, Animation, Special Effects)</b></p> <p>Demonstrated ability to use advanced techniques like CGI, motion graphics, or drone footage in past projects.</p> <p><i>(Examples of past projects)</i></p>		10	

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**SECTION C: Presentation (In Person)**

Pitch presentation of the concept + storyboard or mood board for the documentary.  
(Maximum marks 40) | Presentation Time: 30 mins

We expect the bidders to present their creative concept for a 70th-anniversary documentary that captures the legacy of IBA Karachi, impact, and vision for the future. The documentary should creatively narrate the journey, highlighting its milestones and contributions to education and society, Structured in three parts—The Beginning, The Transformation, and The Vision Forward—

The bidder to propose an original approach, emphasis on high-quality visuals, compelling storytelling, and interviews with key figures is encouraged.

A panel of experts will gauge the concept presentation on the following criteria:

Clarity of our Scope of Work	Understanding of IBA Brand	Concept Building	Execution Plan	Total
10	10	10	10	40

**Weightage for Final Selection:**

1. Technical Evaluation (Sections B): **25%**
2. Presentation: **50%**
3. Cost Effectiveness: **25%**

Those bidders who qualify the Mandatory Qualification Criteria will be invited by the Procurement Department for the presentation.

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**9. Bill of Quantity:**

Sr #	Description & Features	Qty	Unit Price	Total Amount
1.	<b>Video Production</b> Film (TVC/Documentary etc.) Tentative Duration: 4 to 5 minutes With a Complete scope of work Including Canned music with mixing & editing Original Background Without voiceover Including all Studio and other relevant charges	1 video		
2.	Charges for an extra 1-minute output	Per minute		
3.	Voiceover Charges (Celebrity)	1 job		
4.	Voiceover Charges (Non-Celebrity)	1 job		
<b>Total</b>				
<b>15% SST (If Applicable)</b>				
<b>Grand Total</b>				

**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