

Bidding Documents

Hiring of Advertisement Agency Services

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Document Number

PLDDB/Pro/Sep/47

Punjab Livestock & Dairy Development Board

29 E-II, Model Town Lahore
Ph: 042 – 35915346-47; URL: www.plddb.pk



Tender Notice

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Hiring of Advertisement Agency Services

Punjab Livestock & Dairy Development Board (PLDDB) is a non-profit Organization established under Section 42 of the Companies Ordinance, 1984. The PLDDB has been aimed to develop Livestock & Dairy sector of the Punjab while facilitating small & large farmers in production, processing & marketing with the latest infrastructure and modern farming technologies to improve their animals' genetics and milk/ meat production ratio. PLDDB is managing a modern Livestock Farm at Livestock Experiment Station (LES) Khizerabad, district Sargodha having around 1600 acres land and 1500 small and large animals.

PLDDB invites sealed Tenders from registered firms/ authorized representatives for Hiring of advertisement agency services including event management, documentary productions, arrangement of farmers day across Punjab, photography, thematic designing of all material of PLDDB, marketing material designing, marketing campaign designing, newsletter writing and designing, promotional campaigns, website content development, advert designing for social media, designing of presentation slides, promotional video clips production and any other matter related to image building of the PLDDB. Initially contract period is 6 months which will be extended for another one year on the basis of satisfactory performance.

Interested parties may send sealed envelope containing Technical & Financial Bid against said services. Bidders are required to submit 1% of Financial Bid as bid security (estimated financial bid amount is Rs. 2,400,000) at the under given address on or before 25th September, 2017 till 11:00 am. Tender will be opened at 11:30 am on the same day in the presence of all Bidders or their authorized representatives.

Tender Document is immediately available at PPRA MIS and PLDDB official website and the same is mandatory to be obtained a signed copy from Procurement Section of PLDDB Head Office 2 days before opening of the tender while paying PKR 500 (non-refundable) to the Account Department of the company. PLDDB reserves the rights to accept or reject all the tenders prior to acceptance, as per PPRA rules 2014.



Procurement Section
Punjab Livestock & Dairy Development Board

29-EII, Model Town, Lahore

Ph. 042 –35915346-7, URL: www.plddb.pk



TORs for advertisement agency

Services Agency will be responsible to manage the following tasks for the PLDDB;

- i. Arrangement of farmers' day at least 02 in a month in the district finalized by PLDDB. Board has planned to conduct the farmers' days in the all districts of the Punjab in one year.
- ii. Compiling content including photography of the important events, content writing and designing of newsletter of the Board quarterly.
- iii. Thematic designing and branding of different events organized by the Board.
- iv. Designing of all sort of marketing material of different products of the Board.
- v. Promotional campaign designing for different products of the Board.
- vi. Agency will depute at least one permanent qualified resource person with the team of the Board to plan and execute the activities.
- vii. Website content development and upgradation of the web on daily basis.
- viii. Designing of promotional advert for Social Media regarding different activities of the Board.
- ix. Designing of effective marketing campaigns for different products of the Board.
- x. Different projects presentation slides designing for various purposes.
- xi. Designing & Branding of all activities of the Board.
- xii. Documentaries Production comprises the following specifications:
 - a- DPLDDB is working on the capacity building of the farmers to change their conventional farming practices through audio video and SMS communication channels in collaboration with a well-reputed cellular company.

- b- For this purpose, PLDDB needs to produce audio, video and SMS on different situations. Ad Agency will be responsible to identify Agri-livestock situations for Audio & Video documentary and SMS production.
- c- Documentary frequency in 06 months will be at least 6 videos of 2 to 5 minutes each, Audio drama requirement is 5 dramas of 2 to 5 minutes and SMS frequency will be at least one SMS daily as per standards of Telenor Pakistan.
- d- Service Agency will be responsible to finalize the situation, writing the script, direction of the project, pre-production, production and post production process, all above activities will be at Agency's own cost which he may quote in the financial bid during Tender.
- e- Content should be of high quality and the Board may play on the large screen or should be equal to broadcast quality.
- f- All the content i.e. SMS, Audio, Video and other products will be duly approved by Cellular Company (which have signed agreement with PLDDB) and PLDDB both then it will be finalized.

Terms & Conditions:

- a) All interested parties having at least 5 year experience in the same field with well reputed organizations may participate in the Bid.
- b) Initially contract period is 06 months only but agency has rights to disconnect the contract at any stage.
- c) All pages of technical and financial bid should be duly signed and stamped.
- d) Contract may be extended for another year on the basis of performance satisfaction.
- e) PLDDB has planned to hire the agency on retainership basis so bidders are required to submit financial bid clearly mentioning their monthly retainership fee including all other expenses involved in the execution of assignments given above till the ready product, agency will not pay anything other than financial bid amount on monthly basis.
- f) Agency may calculate finances involved in all above jobs but Board requires an accumulative amount in Rupees clearly mentioned in the financial bid, ambiguous bid will be rejected on the spot and no excuse will be accepted.
- g) PLDDB will bear only printing cost, on air space cost, publishing cost and other dissemination costs rest all cost will be responsibility of the Agency.
- h) PLDDB will not bear any extra cost including transportation, equipment ect and will pay only amount quoted in the financial document.
- i) Only well reputed parties having working experience with government agencies may participate in the tender.

- j) PLDDB encourages legal business in the country so only NTN registered Firms may participate in the Bidding process.
- k) Financial bid must be inclusive all sort of taxes.
- l) Tenders received after due date and time will not be entertained at any cost.
- m) PLDDB procurement committee will reject the tender/s which are ambiguous by any aspect. For clarification about any clause, bidders are required to visit the undersigned office.
- n) PLDDB reserves the rights to accept or reject all the tenders prior to acceptance, as per PPRA rules 2014.

Bids' Submission instructions:

Bidders are required to follow the following instructions:

1. Any offer not received as per Terms and Condition for the tender enquiry is liable to be ignored.
No offer should be considers if,
 - I. Received without earnest money from unregistered firm or a firm not registered for the item / service mentioned in this tender.
 - II. Received after the time and date fixed.
 - III. The tender is unsigned.
 - IV. The offer is ambiguous.
 - V. The offer is conditional.
 - VI. The offer is from a firm blacklisted, suspended, or removed from the approved list.
 - VII. The offer is recovered from the telegram.
 - VIII. Offer received from shorter validity than required in the tender enquiry and
 - IX. The offer is for store/ service NOC confirming to specification Indicated in the tender enquiry.
2. Offer will remain valid for one year from the date of opening the tender.
3. Successful bidder will provide services within 10 days of the agreement.
4. The procuring Agency reserves the rights to purchase full or part of the store /service or ignore/scrape/cancel the tender assigning any reasons (as per PPRA Rules 2014 clause No.35).
5. (a) In the case the offer is withdrawn, amended or revised during the validity period of the order, the earnest money is liable to be forfeited.
(b) In the case of contractor fails to execute the contract strictly in accordance with terms and conditions laid down in the contract at risk and expense.
6. The Procuring Agency reserves the right to claim compensation for the loss caused by in the delivery of store and provision of services, as per detail.

GENERAL INSTRUCTIONS

1. Tender should be addressed to the Procurement cell of PLDDB.
2. Tender should be quoted final rates both in word as well as in figures.
3. Bidders are required to submit 1% of financial bid as earnest money (refundable in case of non-successful bidding) in favor of PLDDB.
4. Any condition, ambiguous or called incomplete offer in any respect shall be ignored. No supplementary or revised offer after the opening of tender shall be entertained.
5. The tenders should indicate the tender's complete address or the place where store / service will be offered for inspection.
6. The tender shall enclose catalogue/leaflets/literature and other technical data, if any in respect of store/service offered by them.
7. The tender should specifically indicate their NTN Number.
8. Any erasing / cutting / crossing etc appearing in the offer must be properly signed by the person signing in the tender. Moreover, all pages to the tender must also be properly signed. Offer with any over-writing shall in no circumstances be accepted.
9. In case of representative's participation in the bidding process, he/ she must have NOC by the senior management of his/her office.

Required Documents to be submitted as part of Tender Notice:

Following documents are required to be submitted as part of the Bid document, if any of them is missing, Bid will be declared unqualified:

- 1) Valid tax registration certificate
- 2) Company/ Firm registration certificate, authority letter in case of dealer
- 3) Bank account statement
- 4) List of Public & Private Sector clients
- 5) A detailed campaign already launched by the Agency which must have sample of Print media, Electronic media, Audio/ Video production, Documentary, Outdoor, Event Management and other related services given in the TORs on page 03, missing of any will lead to rejection of the Bid.
- 6) Any other information

Tender Submission Form

(Applicant's Internal Official Letter Number.....)

To,

Punjab Livestock & Dairy Development Board,
29, E-II, Model Town,
Lahore.

From,

.....,

SUBJECT: **Tender Submission for Hiring of advertisement agency services**

Dear Sir,

It is submitted that our organizationis interested to participate in the Bidding process of Hiring of advertisement agency services advertised by your Organization in the PPRA MIS, National newspapers and official website. It is further stated that our organization is fully competent and fulfill your requirements as per your Bidding Document. Detail of our representative is as under:

Authorized person:

Signature:

Dated:

Authorities:

A- ON BEHALF OF PLDDB

Authorized Person:

Designation:

Seal:

B- ON BEHALF OF TENDER SUBMITOR

Authorized Person:

Designation:

Seal:

Bona-fide Statement by the Bidder

I hereby declare that the information and particulars furnished above by my office are true. I further declare that if any of the above particulars or information is found by the company to be inaccurate or false in any respect whatsoever, my Tender before or after the acceptance may be canceled and the whole process may be considered void ab-initio.

Authorized Signature.

*Procurement section
Punjab Livestock & Dairy Development Board*

Closing Remarks by Bidders

I hereby declare that the Bidding Process was transparent and proceeded as per PPRA rules-2014; the process was conducted in the presence of all bidders or their representatives and was according to the clauses mentioned in the Bidding Documents issued by PLDDB. Further I secured the score as per the quoted technical and financial bids by my office.

Authorized signature

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**Financial Bid for
Advertisement Agency Services**

To,
Procurement Committee,
PLDDB,

From,

.....,

.....,

SUBJECT: Financial Bid for Advertising Agency services

Dear Committee Members,

It is hereby stated that I have participated in the tender captioned in the subject line. I am fully competent to accomplish the tasks give in the TORs on page 03. My financial quotation is as attached and if I qualify as lowest bidder and I am awarded the job then I am bound to complete the jobs given on page 03 & 04 and I will demand monthly retainer ship fee only against all jobs.



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