

## University of Engineering \& Technology

## Peshawar

# REQUEST FOR PROPOSAL (RFP) 

For<br>\section*{HIRING CONSULTANT}

For

## Provision of Communications/ Marketing \& Logistics Services

## Definitions:

a) "Bidder" means a registered For-Profit Organization or a Consulting Firm that is, Management Consultant or Project Management Consultant or Operations' Management Consultant or Communications/ Marketing Consultant or Logistics Consultant complying with criteria given in this document that has submitted its bid as per the criteria/ specifications listed.
b) "Bidding document" means this document along with its appendices and annexure offered to the prospective firms as a result of RFP against payment of specified charges in order to invite technical and financial bids to carryout Management \& Conduct of this assignment and all other associated functions assigned by the Client i.e., University of Engineering \& Technology, Peshawar, Khyber Pakhtunkhwa under the provisions of award of contract/ contract agreement.
c) "Contract" means the Contract signed by the Parties and all the attached documents listed in its Clause 1 that is the General Conditions (GC), the Special Conditions (SC) by which the GC may be qualified or supplemented, and the Appendices.
d) "Contract Price" means the entire sum of portion thereof payable to the Consulting firm under the Contract in lieu of the performance and conduct of campaign and associated activities as per contract agreement.
e) "Client" means the organization/ department with which the selected Consultant/ consulting firm signs the Contract for the provision of Services hereinafter referred to as University of Engineering \& Technology, Peshawar.
f) "Consultant" means registered For-Profit Organization or a Consulting Firm that is, Management Consultant or Project Management Consultant or Operations' Management Consultant or Communications/ Marketing Consultant or Logistics Consultant that will provide the Services to the Client under the Contract.
g) "Bid Data Sheet" means such part of the Instructions to Consultants used to reflect specific assignment conditions.
h) "Day" means calendar day.
i) "Government" means the Government of Khyber Pakhtunkhwa.
j) "Instructions to Consultants" means the document which provides Consultants with all information needed to prepare their Proposals.
j) "Joint Venture" means a Consultant which comprises of two Partners each of whom will be jointly and severally liable to the Client for all the Consultant's obligations under the Contract.
k) "KPPRA" means Khyber Pakhtunkhwa Public Procurement Regulatory Authority, established by the Government of Khyber Pakhtunkhwa
l) "Bid bond" means the surety given by the firm in order to protect the intellectual labour on the part of the PE.
m) "Personnel" means qualified persons provided by the Consultant and assigned to perform the Services or any part thereof.
n) "Proposal" means a technical proposal or a financial proposal, or both.
o) "QCBS" means Quality- and Cost-Based Selection.
p) "RFP" means this Request for Proposal.
q) "Services" means the work to be performed pursuant to the Contract.
r) "Standard Electronic Means" includes facsimile and email transmissions.
s) "Government" means Federal Government or any Provincial Government in Pakistan including its any subsidiary/ associate Ministry/ Department/ Authority/ Board/ Commission/ Corporation etc
t) "Terms of Reference" (TOR) means the document included in the RFP, which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client and the Consultant, and expected results and deliverables of the assignment.

## NOTICE INVITING TENDER

University of Engineering \& Technology (UET), Peshawar intends to hire the services of a firm/ company. The aim of this request is to hire a Firm/ Company with relevant experience in assistance to the Government (Public Sector Institutions/ Organizations) in the areas of Communications/ Marketing \& Logistics Services.

Sealed bids are invited from well-established and reputed firms/ companies registered with relevant National \& Provincial Tax Authorities, i.e., FBR and KPRA for undertaking this assignment. Tender Documents containing bidding procedure, terms \& conditions, scope of work, and technical specifications can be obtained from the office of Superintendent Store, University of Engineering \& Technology, Peshawar during office hours (for any query contact Superintended store on 0919276797 Ext:3016) or may be downloaded from UET, Peshawar website up to last submission of bids i.e., Wednesday, 26 ${ }^{\text {th }}$ January 2022 against non-refundable payment of Rs. 1000/- in the form of a Demand Draft/ Pay Order issued by a scheduled commercial bank in favour of Treasurer.

The system of selection of the firm/ company shall be based on Quality and Cost Based Selection (QCBS) under KPPRA Rules whereas the method of procurement shall be single stage two envelopes comprising of single package containing two envelopes separately sealed Technical and Financial Bid clearly marked in bold and legible letters. Pre-bid Meeting shall be held on, Wednesday , 19th of January 2022 at 1100 AM in the office of the undersigned.

Sealed bids shall be submitted latest by Wednesday, 26 ${ }^{\text {th }}$ of January, 2022 at 10:30 am. Bids shall be opened on the same day at 11:00 am in the presence of interested bidders or their authorized representatives, if any, in the Conference Hall of the University of Engineering \& Technology, Peshawar on the above noted date and time. The $2 \%$ bid Security must be accompanied with the bidding documents in the form of a Demand Draft/ Pay Order issued by a scheduled commercial bank in favour of Treasurer.

Clarification/ information (if any) may be obtained on any working day during office hours. No query will be entertained at the time of bid opening. The Competent Authority reserves the right to Cancel anyone or all the bids, the reason for cancellation shall be communicated to the supplier/firm upon request.

Director Admissions<br>University of Engineering \& Technology<br>Peshawar, Khyber Pakhtunkhwa<br>0919216784

## 2. Instructions to the Consultant (ITC) and Data Sheet:

2.1 To prepare a proposal, please use the attached Forms/ Documents listed in the Data Sheet.
2.2 Consultants requiring a clarification of the Documents must notify the Client, in writing, not later than 5 days before the proposal submission date. Any request for clarification in writing shall be sent to the Client's address indicated in the Data Sheet. The Client shall respond to such requests and copies of the response shall be sent to all invited Consultants.
2.3 At any time before the submission of proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by an invited consulting firm, modify the Documents by amendment. The amendment shall be sent in writing to all invited bidders and will be binding on them. The Client may at its discretion extend the deadline for the submission of proposals.
2.4 Conflict of Interest \& Conflicting Relationships. Consultants are required to provide professional, objective, and impartial advice and holding the Procuring Entity interest Paramount. They shall strictly avoid conflict with other assignments or their own corporate interest. Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Procuring Entity, or that may reasonably be perceived as having such effect. Failure to disclose said situations may lead to the disqualification of the Consultant or the termination of its Contract Without limitation on the generality of the foregoing, Consultants, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:
i) A consultant that has been engaged by the Procuring Entity to provide goods, works or services other than Consulting Services for a project, any of its affiliates, shall be disqualified from providing consulting services related to those goods, works or services conversely, a firm hired to provide consulting services for the preparation or implementation of a project, any of its affiliates, shall be disqualified from subsequently providing goods or works or services other than consulting services resulting from or directly related to the firm's consulting services for such preparation or implementation.
ii) A Consultant (including its Personnel and Sub Consultants) or any of its affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Consultant to be executed for the same or for another Procuring Entity.
iii) A Consultant (including its Personnel and Sub Consultants) that has a business or family relationship with a member of the Procuring Entity's staff who is directly or indirectly involved in any Part of (a)
the preparation of the Terms of Reference of the Assignment, (b) the selection process for such assignment, or (c) supervisions of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved.
2.4.2 Conflicting Relationships:

Government officials and civil servants may be hired as consultants only if:
i) They are on leave of absence without Pay;
ii) They are not being hired by the Entity they were working for, six months prior to going on leave; and
iii) Their employment would not give rise to any conflict of interest.

### 2.5 Fraud and Corruption:

2.5.1 It is Government's policy that Consultants under the contract(s), observe the highest standard of ethics during the procurement and execution of such contracts. In pursuit of this policy, the Procuring Entity follows the instructions contained in Khyber Pakhtunkhwa Public procurement Rules 2014 which defines
"Corrupt and fraudulent practices" includes the offering, giving, receiving, or soliciting, directly or indirectly of anything of value to influence the act of another Party for wrongful gain or any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempt mislead a Party to obtain a financial or other benefit or to avoid an obligation;

Under Rule 44 of KPPR 2014, "The PE can inter-alia blacklist Bidders found to be indulging in corrupt or fraudulent practices.

Such barring action shall be duly publicized and communicated to the KPPRA. Provided that any supplier or contractor who is to be blacklisted shall be accorded adequate opportunity of being heard".
2.6 This Request for proposal (RFP) for outsourcing is open to all eligible bidders/ firms as mentioned in the Bid Data Sheet (BDS) and more specifically described in the Schedule of Requirement in of this RFP Documents.
2.6.1 Government-owned enterprises in Pakistan may participate only if they are legally and financially autonomous and authorized to participate in bidding.
2.6.2 The Bidder must possess valid Registration under Sales \& Income Tax Authorities including Provincial Governments or SECP, on ATL of FBR, Relevant Provincial Tax Authorities like KPRA and also with other relevant bodies where applicable.
2.6.3 The Bidders under a declaration of ineligibility for corrupt and fraudulent practices issued by any Government (Federal, Provincial or Local) or a public sector organization are NOT ELIGIBLE

### 2.7 Integrity Pact:

Pursuant to Rule (5) of KPPRA Rules 2014 Consultant undertakes to sign an Integrity Pact in accordance with prescribed format attached hereto for all the procurements estimated to exceed Rs. 2.5 million.
2.8 One Bid One Bidder: Bidders shall submit only one Bid, either by itself, or as a partner in a joint venture or Bidding Consortium. After issue of Letter of Acceptance, a bidder may not participate in a joint venture or consortium with the successful Bidder. In case of a Bid by a joint venture or Bidding Consortium, the Consortium Members shall nominate in writing one entity amongst themselves to represent the Bidding Consortium in all dealings with PE during the Bidding Process.
2.9 The GCC along with the provision of KPPRA Act 2012, Procurement Rules 2014 and the SBDs made there under will applicable mutatis mutandis

## 3. PREPARATION OF PROPOSAL

3.1 You are requested to submit a technical and a financial proposal. Your proposal shall be written in English language in typed form.

## a. Technical Proposal

3.2 In preparing the technical proposal, you are expected to examine all terms and instructions included in the Documents. Failure to provide all requested information shall be at your own risk and may result in rejection of your proposal.
3.3 During preparation of the technical proposal, you must give particular attention to the following:
i) The estimated number of key professional staff-months required for the Assignment is stated in the Data Sheet. Your proposal should be based on several key professional staff-months substantially in accordance with the above number. However, you may propose changes in the light of your experience through your comments on the TOR.
ii) The key professional staff proposed for the assignment shall preferably be employees of the bidder/ bidders (in case of JC).
iii) Proposed staff should have experience preferably under conditions like those prevailing in the area of the Assignment. The minimum required experience of
proposed key staff shall be as listed in the Data Sheet.
iv) No alternative to key professional staff may be proposed, and only one curriculum vitae (CV) may be submitted for each position (if required).
v) Deliverables/ reports must be in the English Language. Working knowledge of the national language by the firm's personnel is recommended. The knowledge of the regional language where the Assignment is located will be considered additional qualification.
3.4 Your technical proposal shall provide the following and any additional information, using the formats attached in

## Appendix 1:

I-Form-1 A brief description of the Consultant's organization and an outline of previous experience on assignments of a similar nature. For each assignment, the outline should indicate, inter alia, the profiles of the staff provided, duration, contract amount and firm's involvement.

I-Form-2 A list of relevant projects presently being undertaken by the Firm and expertise-wise total number and number of staff deployed on the projects being presently under-taken.

I-Form-3 Consultants' understanding of the objectives of the project, their approach towards the assignment and a description of methodology that the consultants propose to perform on the activities and completion of the assignment.

I-Form-4 Any comments or suggestions on the ToRs; The Consultant's comments, if any, on the data, services and facilities to be provided by the Client and indicated in the TOR.

I-Form-5 CVs recently signed by the proposed key professional staff. Key information should include number of years with the firm, and degree of responsibility held in various assignments especially during the last ten (10) years.

I-Form-6 A work plan and time schedule for the key personnel also showing the details of functions to be performed by each key personnel.

I-Form-7 The composition of the proposed staff team, the tasks which would be assigned to each staff members and their positions.

Any additional information as requested in the Data Sheet.
3.5 The technical proposal shall not include any financial information. The

Consultant's comments, if any, on the data, services and facilities to be provided by the Client and indicated in the TOR shall be included in the technical proposal. The Technical Proposal should not include the cost/ financial bid under any circumstances; else it would be summarily rejected.

## b. Financial Proposal

3.6 The financial proposal should list the costs associated with the Assignment. These normally cover remuneration for staff in the field, per diem, housing, transportation for mobilization and demobilization, services and equipment (vehicles if any, office equipment furniture and other associated requirements), the firms should offer competitive costs as per their services rendered and costing should be specific to each activity. These costs should be broken into local costs. Your financial proposal should be prepared using the formats attached as Appendix 2 i.e. Form Nos. 1 through 3.
3.7 The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
3.8 All pages of the Technical and Financial Proposals are to be authenticated.
3.9 Costs shall be expressed in Pak Rupees.
3.10 Conditional, erroneous and incomplete Bids will be rejected outright
3.11 The firm shall neither assign nor transfer, entirely or in part, the obligation derived here from in favour of any third party

## 4. SUBMISSION OF PROPOSALS

4.1 The firm shall submit one original technical proposal and one original financial proposal. Each proposal shall be in a separate envelope. All technical proposals shall be placed in an envelope clearly marked "TECHNICAL PROPOSAL" and the financial proposals in the one marked "FINANCIAL PROPOSAL". These two envelops, in turn, shall be sealed in an outer envelope bearing the address and information indicated in the Data Sheet. The envelope shall be clearly marked, "DO NOT OPEN, EXCEPT IN PRESENCE OF THE COMMITTEE."
4.2 The representative's authorization shall be confirmed by a written "POWER OF ATTORNEY" accompanying the proposals. All pages of the technical and financial proposals shall be initialled by the person or persons signing the proposal.
4.3 The proposal shall contain no interlineations or overwriting except as necessary to correct errors made by the Consultants themselves. Any such corrections shall be initialled by the person or persons signing the proposal.
4.4 The completed technical and financial proposals shall be delivered on or before the time and date stated in the Data Sheet.
4.5 The proposals shall be valid for the number of days stated in the Data Sheet from the date of its submission. During this period, you shall keep available the professional staff proposed for the assignment. The Client shall make its best effort to complete negotiations at the location stated in the Data Sheet within this period.
4.6 Modification, Substitution and Withdrawal of Proposal: No proposal can be withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period as specified in BDS of this RFP. However, bidder/s is allowed to withdraw his bid documents till deadline for submission of proposals. The bid documents are submitted, modifications and substitutions in the bid documents shall not be allowed.
4.7 Period of Bid Validity: The Bids/ proposals shall be valid for a period of 180 days from the date of opening of the technical proposals. A proposal valid for a shorter period may be rejected as non-responsive.

In exceptional circumstances, Chairperson of Procurement/ Selection Committee may solicit the bidder's consent for an extension of the validity period. The request and responses shall be made in writing.
4.8 Pre-Proposal Conference: The bidder's authorized representatives (not exceeding two) are invited to attend the Pre-bid meeting at their own cost, which would take place at the venue mentioned below and time:

Venue: Office of Director Admissions, University of Engineering \& Technology, Peshawar on Wednesday, 19th of January, 2022 at 11:00 am

The purpose of the meeting would be to clarify queries on any aspect pertaining to the document. The amendments/ clarifications, if any, occurred during discussion and agreed to by the department would be hosted the same day on official website of information department.
4.9 Proposal Opening: The Procurement Committee would open the proposal, in the presence of authorized representative(s) of the bidder who choose to attend, at the time, date and location stipulated in the RFP. The maximum number of authorized representatives allowed to each bidder will not be more than two. The bidder/s representative(s) shall sign a register evidencing their attendance.

## 5. PROPOSAL EVALUATION

5.1 Single stage - two envelope procedure shall be adopted in ranking of the proposals. The technical evaluation shall be carried out first, followed by the financial evaluation. Firms shall be ranked using a combined technical and financial score. The Contract will be awarded to the best evaluated bid on the basis of HIGHEST RANKING FAIR BID under Section 2 (C)(i) of KPPRA Act 2012. Determination of successful bidder shall be made on the basis of grading obtained in technical evaluation and submitted financial bid,
to which weightage of $\mathbf{7 0 \%}$ (technical): $\mathbf{3 0 \%}$ (financial) has been assigned respectively.
5.2 Clarification of Proposals: In the process of examination, evaluation and comparison of proposal, the PE may, at its discretion, ask bidder(s) for clarification of its proposal which the bidder will be obliged to furnish in writing failing which its bid is not liable to be evaluated.
5.3 Correction of Errors: Bidders are advised to exercise adequate care in quoting the prices/ fees. No modification/ correction in quotations will be entertained once the commercial bids are submitted. Even before submission of the proposal, care should be taken to ensure that any corrections/ overwriting in the proposal are initialled by the person signing the proposal form
5.4 Arithmetic errors in proposals will be corrected as follows: In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern.

## TECHNICAL PROPOSAL

5.5 The technical evaluation committee appointed by the Client shall carry out its evaluation, applying the evaluation criteria and merit point system specified in the Data Sheet. Each responsive proposal shall be attributed a technical score (St). Bidder/s scoring less than seventy percent ( $\mathbf{7 0 \%}$ ) points shall be rejected and their financial proposals be returned un-opened.

## FINANCIAL PROPOSAL

## For Quality cum Cost Based Selection

5.6 The financial proposals of the Bidder/s scoring more than 70\%, on the basis of evaluation of technical proposals shall be opened in the presence of the representatives of these firms, who shall be invited for the occasion and who care to attend. The Client shall inform the date, time and address for opening of financial proposals as indicated in the data Sheet. The total cost and major components of each proposal shall be publicly announced to the attending representatives of the firms.
5.7 The evaluation committee shall determine whether the financial proposals are complete and without computational errors. The lowest financial proposal (Fm) among the technically qualified bidders shall be given a financial score (Sf) of 100 points. The financial scores of the proposals shall be computed as follows:
$\mathrm{Sf}=100 \times \mathrm{Fm}$
F ( $\mathrm{F}=$ amount of specific financial proposal)
5.7 Proposals, in the quality cum cost-based selection shall finally be ranked according to their combined technical (St) and financial (Sf) scores using the weights ( T - the weight given to the technical proposal, $\mathrm{P}=$ the weight given to the financial proposal; and $\mathrm{T}+\mathrm{P}=1$ )
indicated in the Data Sheet:

## $\underline{S=S t} \times \mathbf{T} \%+\mathbf{S f} \times \mathbf{P \%}$

## 6. CONTRACT NEGOTIATION

6.1 Prior to the expiration of proposal validity, the Client shall notify the successful Consultant that submitted the highest-ranking proposal in writing invite it to negotiate the Contract.
6.2 Negotiations normally take from two (02) to five (05) days. The aim is to reach agreement on all points and initial a draft contract by the conclusion of negotiations.
6.3 Negotiations shall commence with a discussion of your technical proposal. The proposed methodology, work plan, staffing including price and any suggestions you may have made to improve the TOR. Agreement shall then be reached on the final TOR, the staffing, and the bar charts, if any, which shall indicate activities, staff, periods in the field and in the home office, staff months, logistics and reporting.
6.4 Changes agreed upon shall then be reflected in the financial proposal, using proposed rates/ fee per month or on quarterly basis. The successful firm/ firms are authorized to adjust the total sum of their financial bids in accordance to the estimated rates of the procuring entity for the purpose to arrive at the contract agreement and procuring entity shall enter into contract in order to protect public interest by adding benefits to the public exchequer.
6.5 Having selected Consultants on the basis of, among other things, an evaluation of proposed key professional staff, the Client expects to negotiate a contract on the basis of the staff named in the proposal. Prior to contract negotiations, the Client shall require assurances that the staff members will be available. The Client shall consider substitutions of key staff in order to facilitate the bidder/s.
6.6 The negotiations shall be concluded with a review of the draft form of the contract. The Client and the Consultants shall finalize the contract to conclude negotiations. If negotiations fail, the Client shall invite the Consultants that received the second highest score in ranking to Contract negotiations. The procedure will continue with the third in case the negotiation process is not successful with the second ranked consultants.

## 7. AWARD OF CONTRACT

7.1 The contract shall be awarded after successful negotiations with the selected Consultants and approved by the competent authority. Upon successful
completion of negotiations/ Initialling of the draft contract, the Client shall promptly inform the other Consultants that their proposals have not been selected.

The selected Consultant is expected to commence the Assignment on the date and at the location specified in the Data Sheet.

## 8. PERFORMANCE GUARANTEE

The successful firm shall deposit with the Procurement Entity (University of Engineering \& Technology, Peshawar), within Fifteen (15) days of Contract Signing, an unconditional and irrevocable Performance Guarantee (PG) amounting to $\mathbf{1 0 \%}$ of the bid value. The Performance Guarantee can be paid in the form of Performance Bank Guarantee or in the form of Insurance Guarantee or in the form of Pay Order or in the form of a Fixed Deposit Receipt pledged to the University of Engineering \& Technology, Peshawar. The Performance Guarantee should remain valid for a period of 30 days beyond the completion of the period of contract or beyond 30 days of any extended period of the contract.

## 9. TERMS OF PAYMENT

9.1 Mode of payment shall be in the form of cross cheque through on Account payment in the name of the bidder
9.2 Payment shall be made in following manner:
i. $50 \%$ upon completion of Communications/ Marketing Campaign etc before execution of the activity (test)
ii. $50 \%$ upon providing Logistics Services (within 30 days after providing services and submission of final report)

## 10. TERMINATION OF CONTRACT

Chairperson or his/ her authorized representative of the Procurement/ Selection Committee of UET Peshawar may terminate the Contract in case of the occurrence of any of the campaigns specified below:
10.1 If the firm becomes insolvent or goes into compulsory liquidation.
10.2 If the firm in the opinion of the PE, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
10.3 If the firm submits to PE a false statement which has a material effect on the rights, obligations or interests of the department.
10.4 If the firm places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to the PE.
10.5 If the firm fails to provide the quality services as envisaged under this Contract or violates any of the clauses of the contract. Reasons for the same would be recorded in writing. In such an occurrence PE shall give a written advance notice of 30 days before terminating the Contract which will stand terminated after expiry of the
notice period.
10.6 Any other reason as may be mentioned in the contract at the time of contract execution with the firm.

## 11. REJECTION CRITERIA/ GROUNDS FOR REJECTION OF BIDS

Besides other Terms \& Conditions mentioned in RFP in general and Data Sheet in particular, following vital conditions should be strictly complied with, failing which the Bid may be rejected.
11.1 Failure to furnish all information required as per RFP or submission of Bid not substantially responsive to the RFP in any respect may lead to rejection of Bid.
11.2 Incomplete Bids will be rejected outright.
11.3 The Technical Bid shall contain no commercial details failing which the PE shall reserve the right to reject the bid summarily.
11.4 Bids not submitted under single stage two envelopes in two separate envelopes as prescribed in the RFP.
11.5 Bids received after due date \& time will straightaway be rejected
11.6 The Bidder engages in corrupt or fraudulent practices in competing for the Contract award.

## 12. TERMS OF REFERENCE (TOR) FOR THE ASSIGNMENT

### 12.1 DETAILED SCOPE OF WORK: Annex-A

12.2 Do's \& Don'ts: Guidelines for the Assignment
12.3. BID PRICE: RFP document can be purchased from the office of Superintendent Store, UET Peshawar against payment of Rs. 1,000/- in the form of a Demand Draft/ Pay Order issued by a scheduled commercial bank in favour of Treasurer. In case of non-payment of the fee of Rs. 1,000/- towards the RFP form, the offer will not be opened/ considered.

### 12.4. DELIVERABLES

The deliverables of the assignment are to be prepared and submitted to the competent forum as per details/ functions defined at Section 12.2 of RFP i.e. Scope of Services.

## 13. CONFIRMATION OF RECEIPT

13.1 Please inform the Department:
i) that you received the letter of invitation;
ii) whether you will submit a proposal;

## Bid Data Sheet

### 1.1 The name of the Assignment is:

## "Provision of Communications/ Marketing \& Logistics Services"

### 1.2 The name of the Client is: <br> University of Engineering \& Technology, Peshawar

### 1.3 Eligible Bidders:

1. Firm/ Company must have a valid National Tax Number (NTN) Certificate and must be registered/ enlisted with Khyber Pakhtunkhwa Revenue Authority (KPRA)
2. Firm/ Company shall be present on Active Taxpayer Lists (ATLs) of FBR and KPRA.
3. Applying Bidder shall be a For-Profit Organization or Firm/ Company. Firm/ Company can either be a Management Consultant or Project Management Consultant or Operations' Management Consultant or Communications/ Marketing Consultant or Logistics Consultant.
4. A minimum of 5 Years' Experience is required in providing similar nature of services.

The description and the objectives of the Assignment are:

## As per TORs included in RFP

1.4 Phasing of the Assignment (if any): Annexure/ Scope of work
1.5 Pre-Proposal Conference: The Department shall hold a pre-bid meeting on Wednesday 19th of January, 2022 at 11:00 am. in the Office of Director Admissions , University of Engineering \& Technology, Peshawar

## 2 Documents for RFP

2.1 The Documents are: LOI, Data Sheet, Technical \& Financial Proposal forms TOR/ Background information, Draft Form of Contract, Sample formats/ Appendices etc.
2.2 The address for seeking clarification is: University of Engineering \& Technology, Peshawar, Khyber Pakhtunkhwa, Phone No. 091-921 6784
3.1 (i) Bidders in JV/ Consortium are eligible to apply. Yes
(ii) Bidders shall note that JV/ Consortium shall be allowed only for Two Entities.
3.1.1 The key staff of the bidder must be proficient in written and spoken English.
(ii) The sub-consultant by client may participate in several proposals: $\underline{N o}$
(iii) Bidder/s can propose project staff from outside if they do not want to engage their
regular/ permanent staff in this assignment however marks shall be only awarded to regular employees of the bidder/s as required.
(v) The applying bidder should designate a Project Manager/ Coordinator/ Administrator/ Focal Person/ Team Lead who would be a single point contact for handling of the functions related to the performance of Assignment.
4.1 The number of copies of the Proposal required is: One original.
4.2 The address for writing on the proposal is: University of Engineering \& Technology, Peshawar, Pakistan. Telephone:091-921 6784
4.3 The date and time of proposal submission are Wednesday, 26 ${ }^{\text {th }}$ of January 2022 till 10:30 am which will be opened the same day at 11:00 AM in the Conference Hall of University of Engineering \& Technology, Peshawar.
4.4 Validity period of the proposal is: 180 days
5. The points/ weightage given to each category of Evaluation Criteria are:
5.1 Criteria, sub-criteria, and point system for the evaluation of the Full Technical Proposals:

| S. <br> No. | Titles/ Heads | Marks <br> Distribution | Remarks |
| :---: | :--- | :---: | :---: |


|  | Organizations whereas Government would mean Federal Government or any Provincial Government or any District Government or any Public Sector Autonomous Body. <br> Projects with Private Entities shall not be considered. <br> Relevant Projects would mean only related to any sort of Communications/ Marketing and/ or Events Management and/ or Logistics. | worth above 10 million shall be awarded 1 extra mark, above 25 million 2 extra marks, above 50 million 3 extra marks. 1 additional mark per project shall be awarded if the project has been implemented in $K P$. Max Marks: 40 | projects must have been implemented in KP in last 10 years having two in last 5 years. <br> Out of Four Mandatory Projects, one similar assignment is mandatory related to Communications/ <br> Marketing and one with Logistics with any Department of KP in last 5 years. |
| :---: | :---: | :---: | :---: |
| 4 | Human Resource (Regular Professional Staff) <br> Staff must be on company's payroll for the past 6 months. <br> $50 \%$ Staff shall be mandatory from $K P$. <br> Staff Composition shall have a Proper Structure of Management. | 25 Marks <br> 3 marks per staff member <br> Max marks: 25 | Contracts' Copies, 6 Months Payroll Slips and CNICs or Domiciles of Staff shall be provided. <br> Key Staff must have a minimum qualification of 16 years and 2 years' post qualification professional experience. |
| 5 | Methodology, Work Plan, Innovation and Approach | 10 marks <br> Methodology, Innovation \& Approach: 5 Work Plan: 2.5 Technical Feasibility: 2.5 marks | Proposal shall be submitted on the format of SBD s of KPPRA for Procurement of Consultancy Services. |
| 6 | Annual Turnover of last 5 years | 5 marks <br> 1 mark per 20 million turnover | Agreement Deeds/ Contracts of last 5 years shall be provided |

## Total points for the criterion: 100

5.2 The minimum technical score (St) required to pass is $\mathbf{7 0 \%}$
5.3 The date, time and address of the financial proposal opening are: - will be communicated after evaluation of technical bids
5.5 The weights given to the Technical and Financial Proposals are:-

Technical: 70\% Financial: 30\%
5.6 The Assignment is expected to commence in February, 2022

Location of the Assignment: Khyber Pakhtunkhwa/Punjab/Sind/Baluchistan

## Scope of Work: Technical Details for Proposal Development

Scope of this Assignment includes work related to Communications/ Marketing and Logistics. Few of the key assignments are described below:

## A. Communications/Marketing

1. Managing all Social Media accounts (strategy, engagement, and community management) and Developing Content

Deliverables:
Below deliverables shall be considered for Facebook, Instagram, and Twitter handles

1. Community management (answering queries, filtering spam comments, editing, and other necessary tasks related to community management)
2. Generate awareness regarding the subject jobs in the targeted community
3. Creation of daily/weekly content calendar
4. Providing social media analytics in the form of reports on daily basis.
5. All the content created must be Licensed free and be owned by UET after creation.
6. Post approval must route through UET authorities
7. Any other related task assigned by the University authorities

## B. Logistics

The selected firm/company will be responsible to provide the following services:

1. The selected firm/company will arrange/provide/rent space for the test centers in all the test cities with a capacity to accommodate reasonable number of candidates (approved by University) per test center
2. The selected firm/company will arrange chairs for seating of candidates in the test centers, chairs shall be placed at an approved distance in rows and columns.
3. The selected firm/company will be required to provide campala/shamiyana in case of outdoor test centers.
4. The selected firm/company will be required to provide adequate lighting and sound system in all the test centers.
5. The selected firm/company will be responsible to provide chairs and tables to the invigilation staff in all test centers.
6. The selected firm/company will be responsible to provide stage along with sofa chairs and tables to the supervisory staff in all test centers.
7. The selected firm/company will be responsible to provide all around kanat to enclose the outdoor test centers.
8. The selected firm/company will be responsible to provide security through reputable security companies at the all the test centers.
9. The selected firm/company will be responsible to provide booths for candidates' roll numbers verification at the entry points of all the test centers.
10. The selected firm/company will be responsible to provide booths for collection of mobile phones and will be responsible to develop a mechanism for collecting mobile phones, keep them safe and return them back to the candidates after the test.
11. The selected firm/company will be responsible to provide transport (cars/Van, as per requirement) for each test center.
12. The selected firm/company will be responsible to provide drinking water points for the candidates at each test center.
13. Pedestal fan for candidates (one fan per ten candidates) as specified if required.
14. The selected firm/company will be responsible to provide booths for the supervisory staff to keep and distribute the testing materials to the invigilation staff at each test center.
15. The selected firm/company will be responsible to provide ground for physical test (for running, climbing etc.) as per PESCO requirements.
16. The selected firm/company will be responsible to provide booths for students' roll numbers verification at the physical test centers.
17. The selected firm/company will be responsible to provide booths for checking of physical parameters of candidates.
18. The selected firm/company will be responsible to provide security through reputable security firms at the physical test center grounds.
19. The selected firm/company will be responsible to provide transport (cars/Vans as per requirement) to the physical test center ground.
20. Generator set availability at each station as per electric load requirements at all centers.
21. Refreshment for staff on duty on rehearsal day and test day
22. Internet availability at designated point in each centre
23. Logistic arrangement at all center must be completed one day before seating arrangement date.
24. Payment of Electricity bills of all the centers. (written and Physical tests)
25. Separate booths for male and Female for medical emergency treatment at centers.
26. Separate booths for Media and Rescue-1122 at all centers.
27. One help desk for Computer Operators at each center.
28. Hand mikes at each center.
29. Refreshment for UET Staff, Guests and invigilation staff.
30. Items required for COVID-19 as per Standard Operating Procedures(SOP) as per Government Instructions.
31. Any other related task assigned by the university
C. Security
i. Approved Security Staff arrangement at each hall at entrance/exit points etc as per plan to conduct the test.
ii. Walk through gates at each station along with other security related equipment's etc

## D. Transportation

i. Two vehicles (Hiace/Vigo/Car, not below 2016 model) for each centre for transportation purposes on rehearsal and test day or as directed by team leader
ii. Three vehicles(inclusive of POL Charges) Hiace/Vigo/Car not below 2016 Model for contract period at the disposal of Focal Person/Director Admissions ,UET, Peshawar.

## Duration of Assignment:

February 01, 2022 to January 30, 2023 or any other extended period.

## Financial Details:

The proposed budget of the bidder shall include all sorts of Human Resource Cost, Travelling Cost in entire Khyber Pakhtunkhwa, Logistics cost, Operational/ Administrative Cost, Applicable Taxes, Purchase or Rent Cost for Equipment/Buildings/Services (if needed any) and any other cost deem appropriate to bidder/s may be included in the Financial Proposal.

Rates in Financial Proposal can be Quoted @ Per Candidate for the ease of PE \& Consultant which shall be inclusive of all the above explained heads/ components and taxes.

## Required Documents to be Submitted for the Bid

The following documents shall be submitted by the applying firms at the time of tender opening:

- Technical \& Financial Proposals (on the prescribed formats of KPPRA SBDs for Procurement of Consultancy Services)
- Profile
- Company Incorporation Certificate, NTN \& KPRA Certificates
- Audit Reports of Last 5 Financial Years
- Agreement Deeds/ Contracts of relevant Projects/ Assignments of last 10 years
- Contract Copies (extension letters if applicable), (latest) Payroll Slips and CNICs or Domiciles of Staff Members of the Bidder
- Projects' Briefs (1-2 Page/s each) of relevant Projects/ Assignments
- Affidavit


## Reporting Mechanism

Besides the submission of final technical and financial report, the Consulting Firm must submit timely progress/ interim/ deliverable wise report/s (if applicable) where required along with taking the department in loop (where applicable and required).

## Alteration/ Addition/ Subtraction

The Department shall be authorized to make necessary changes in the features and/ or scope of an activity or a specific component (during or before the activity; provided it does not affect the schedule or any major component) within the range of total released/ agreed budget/ quotation. In case if the budget exceeds due to any change desired by the department, the ToRs can be revised upon a mutual agreement of both the parties.

## Required Undertaking

Undertaking must be submitted along with Cover Letter. It should be signed by the CEO/ MD/ Concerned In-charge. The undertaking must be submitted on a Stamp Paper of PKR 100. All the information must be printed. The undertaking must include the following:

- The provided information, facts figures and documents are correct and not fake
- The applying entity has never been blacklisted by any government institution in Pakistan
- The applying entity shall face disciplinary and legal consequences in case of any fake or wrong information is provided


## For Queries, Contact

Office of Director Admissions , University of Engineering \& Technology, Peshawar or call on ( 0919216784$)$.

## Enclosures

- Sample Forms for:-
- Technical Proposal
- Financial Proposal


## STANDARD FORMS

## APPENDIX-I

## TECHNICAL PROPOSAL FORMS

## FIRM'S REFERENCE

## Relevant Services Carried Out in the Last Five Years Which Best Illustrate Qualifications

Using in the format below, provide information on each reference assignment for which your firm, either individually as a corporate entity or as one of the major companies within a consortium, was largely contracted.

| Assignment Name: <br> "As in Bid Data Sheet" | Country: <br> Khyber Pakhtunkhwa, |
| :--- | :--- |
| Location within Country: <br> Peshawar, Pakistan | Professional Staff Provided by <br> Your Firm: |
| Name of Client: | No of Staff: |
| Address: | No of Staff Months: |
| Start Date (Month/Year): | Completion <br> (Month/Year): |
| Approx. Value of Services (in <br> Rs.) |  |
| Fame of Associated |  |
| Fis), if any: | No. of Professional Staff <br> Provided <br> Firm(s) |
| Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions <br> performed: |  |
| Narrative Description of Project |  |

Consultants' Name: $\qquad$

## PRESENT STAFF DEPLOYMENT

(As of $\qquad$ )

Major Project(s) Presently Undertaken Project Name Location Associates(s)

| Field of Expertise | Total Number of <br> Permanent Staff | Staff Assigned <br> to Above Projects |
| :---: | :---: | :---: |
|  |  |  |

## COMMENTS/SUGGESTIONS OF CONSULTANT

On the Terms of Reference (TOR)
1.
2.
3.
4.
5.
6.

Etc.

On the data, services and facilities to be provided by the Client indicated in the TOR:-
1.
2.
3.
4.
5.

Etc.

## APPROACH PAPER ON METHODOLOGY PROPOSED FOR PERFORMING THE ASSIGNMENT

Approach and Methodology proposed by the firm to carry out the assignment is sub divided in to several areas which include the following heads.
> Understanding of objectives
> Quality of Methodology
> Innovativeness
> Conciseness, Clarity \& Completeness in Proposal Presentation

## FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED KEY STAFF

1. Proposed Position:
2. Name of Firm: $\qquad$
3. Name of Staff: $\qquad$
4. Profession: $\qquad$
5. Date of Birth:
6. Years with Firm:
7. Nationality:
8. Membership in Professional Societies:
9. Detailed Tasks Assigned on the Project:
10. Key Qualifications: optional
[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use up to one page].
11. Education: optional
[Summarize college/university and other specialized education of staff member, giving names of institutions, dates attended and degrees obtained.]
12. Employment Record: Required
[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, title of positions held and location of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate.
13. Languages:- optional
[Indicate proficiency in speaking, reading and writing of each language: excellent, good, fair, or poor].
14. Certification: Required

I, the undersigned, certify that to the best of my knowledge and belief, these bio-data
correctly describe myself, my qualifications and my experience.

Date: $\qquad$
Signature of Staff Member
Day/Month/Year

## WORK PLAN AND TIME SCHEDULE FOR KEY PERSONNEL (Optional)



Full Time:
Part Time:
$\qquad$
Activities Duration
Yours faithfully,

Signature $\qquad$
(Authorized Representative)
Full Name
Designation
$\qquad$
Address

## COMPOSITION OF THE TEAM PERSONNEL AND THE TASKS TO BE ASSIGNED TO EACH TEAM MEMBER

## 1. Technical/Managerial Staff

| Name | Position | Task Assignment |
| :--- | :--- | :--- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## APPENDIX-II

FINANCIAL PROPOSAL FORMS

## FINANCIAL PROPOSAL FORMS

## SUMMARY OF COST (in PKR)

Final cost in PKR (in figure) $\qquad$
(in words) $\qquad$

Dated $\qquad$
$\qquad$

Chief Executive/Authorized Signature \& Seal $\qquad$

Address of the company $\qquad$

## Part-II

## 13. CONTRACT AGREEMENT (Sample)

THIS CONTRACT ("Contract") is entered into this [insert starting date of assignment], by and between [insert PE 's name]("the PE") having its principal place of business at [insert PE 's address], and [insert Consultant's name]("the Consultant") having its principal office located at [insert Consultant's address].

WHEREAS, the PE wishes to have the Consultant Performing the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these services,
NOW THEREFORE THE PARTIES hereby agree as follows:

1. Services (i) $\begin{array}{r}\text { The Consultant shall perform the services specified in } \\ \text { Annex A, "Terms of Reference and Scope of Services," which is }\end{array}$ made an integral Part of this Contract ("the Services").
(ii) The Consultant shall provide the reports listed in Annex B, "Consultant's Reporting Obligations," within the time Period listed in such Annex, and the Personnel listed in Annex C, "Cost Estimate of Services, List of Personnel and Schedule of Rates" to Perform the Services.
2. Term
3. Taxes \&

Duties
3. Payment

The Consultant shall perform the Services during the period commencing [insert start date] and continuing through [insert completion date] or any other period as may be subsequently agreed by the parties in writing.

The PR firm/Advertising Agency shall be entirely responsible for all applicable taxes, duties and other such levies imposed by the concerned local provincial and federal authorities in Pakistan

## A. Ceiling

For Services rendered pursuant to Annex A, the PE shall pay the Consultant an amount not to exceed [insert amount]. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

## B. Payment Conditions

Payment shall be made in [specify currency], no later than 30
5. Project
Administration
6. Performance Standard
7. Confidentiality
8. Ownership of Material
days following submission by the Consultant of invoices in duplicate to the Coordinator designated in Paragraph 4.

## A. Coordinator

The PE designates Mr./Ms. [insert name] as PE's Coordinator; the Coordinator shall be responsible for the coordination of activities under the Contract, for receiving and approving invoices for Payment, and for acceptance of the deliverables by the PE.

## B. Timesheets

During the course of their work under this Contract the Consultant's employees providing services under this Contract may be required to complete timesheets or any other document used to identify time spent, as instructed by the Coordinator.

## C. Records and Accounts

The Consultant shall keep accurate and systematic records and accounts in respect of the Services, which will clearly identify all charges and expenses. The PE reserves the right to audit, or to nominate a reputable accounting firm to audit, the Consultant's records relating to amounts claimed under this Contract during its term and any extension, and for a period of three months thereafter.

The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the PE considers unsatisfactory.

The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the PE's business or operations without the prior written consent of the PE.

Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the PE under the Contract shall belong to and remain the property of the PE. The Consultant may retain a copy of such documents and software.

If and where applicable, liquidated damages (LD) shall be levied for delay start date of services @ Rs. 1000.00 per day. However, the amount so deducted shall not exceed, in the

## 9. Liquidated damages

10. Legal status to render Survey
11. Force

Majeure
9. Dispute

Resolution
aggregate the value of the performance security.
The Bidder must be allowed and meet all conditions set
forth by the GoKP to render PR services and licensed as such.
Force majeure shall mean any campaign, act or other circumstances not being an campaign, act or circumstance under the control of the Department or of the PR firm. Nonavailability of materials/ supplies/ Human resource/other resource ancillary and incidental to the conduct of instant services or of import license or of export permit or requisite NOC from concerned department/agency shall not constitute Force majeure. If by reasons of Force Majeure supplies or services cannot be delivered by the due delivery date then the delivery date may be extended appropriately by the Department keeping in view all the circumstances and requirements of the Department.

The PR firm shall not be liable for liquidated damages, forfeiture of its Performance Security, blacklisting for future tenders, termination for default, if and to the extent of his failure/ delay in performance/ discharge of obligations under the Contract is the result of an campaign of Force Majeure.

If a Force Majeure situation arises, the PR firm shall, by written notice served on the Department, indicate such condition and the cause thereof. Unless otherwise directed by the Department in writing, the PR firm shall continue to perform under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prcampaigned by the Force Majeure campaign.
i). The Department and the PR/ Consulting firm shall make every effort to amicably resolve, by direct informal negotiation, any disagreement or dispute arising between them under or in connection with the Contract.
ii). If, after thirty working days, from the commencement of such informal negotiations, the Department and the consulting firm have been unable to amicably resolve a Contract dispute, either party may, require that the dispute be referred for resolution by arbitration under the Pakistan Arbitration Act, 1940, as amended, by Secretary Law, Parliamentary Affairs and Human Rights Department KP in accordance with said Law. The award shall be final and binding on the parties.

Signed by
Signed by

Title:
Title:

