



EXPRESSION OF INTEREST

RUDA/COMM/MKT/2023-24/05

PRE-QUALIFICATION OF
DIGITAL MEDIA & SOCIAL MEDIA



RAVI URBAN DEVELOPMENT AUTHORITY

151- Abu Bakar Block, Garden Town, Lahore

🌐 www.ruda.gov.pk

Tel: 042 99333531-6



Important Note

Bidders must ensure that they submit all the required documents indicated in the Pre-Qualification Documents (PQD) without fail. Applications received without, undertakings, valid documentary evidence, supporting documents and the manner for the various requirements mentioned in the PQD are liable to be rejected. The data sheets, valid documentary evidences for the critical components as detailed hereinafter should be submitted by the Bidder for scrutiny.

Applicability of RUDA Procurement Regulations 2022

This Pre-Qualification Process will be governed under RUDA Procurement Regulations 2022, as amended from time to time and instructions of the Government of the Punjab if and when received.



1. Invitation to Bid

1.1 RUDA Procurement Regulations 2022

RUDA Procurement Regulations 2022 will be strictly followed. These may be obtained from RUDA's website. <http://ruda.gov.pk/>. In this document, unless otherwise mentioned to the contrary, "Regulation" means a Regulation under the RUDA Procurement Regulations 2022.

1.2 Mode of Advertisement(s)

As per Regulation (17), this Pre-Qualification is being placed online at RUDA's websites & in Daily National Newspapers. The PQD carrying all details can be downloaded from RUDA's website but such document shall be accepted only when a pay order / DD of Rs. 5,000/- (issued by any schedule bank) is attached with the document upon submission in favour of **"Ravi Urban Development Authority"**.

1.3 Pre-Qualification Details (Instructions to Bidders)

The complete applications as required under this PQD, must be delivered at reception of Ravi Urban Development Authority, Lahore, not later than **1400hrs on 04 September, 2023**. Late proposals shall not be considered. All received proposals shall be publicly opened in the Committee Room of **Ravi Urban Development Authority**, 151-Abu Bakar Block, Garden Town, Lahore, at **1500hrs on the same day in the presence of prospective bidder or their representatives who chose to be present**.

The prospecting bidder shall submit bid which comply with the PQD. It will be the responsibility of the Bidder that all factors have been investigated and considered while submitting the Bid.

It must be clearly understood that the Terms and Conditions and Specifications are intended to be strictly enforced. The prospecting bidder should be fully and completely responsible for all the deliveries and deliverables to the Procuring Agency.



The Contact Person for all correspondence in relation to prequalification purpose is as follows:

Primary Contact

Name: Haroon Rauf

Designation: Deputy Director Procurement

Email: haroon.rauf@ruda.gov.pk/ marketing@ruda.gov.pk

Phone No: +92-42-99333531-6

Address: 151-Abu Bakar Block, Garden Town, Lahore.

All prospecting bidders should note that during the period from the receipt of the proposal and until further notice from the Contact Person, all queries should be communicated via Contact Person and in writing (e-mail/ Registered Letter) only.

All prospecting bidders are also required to state, in their proposals, the name, title, contact number (landline, mobile), fax number and e-mail address of the bidder's authorized representative through whom all communications shall be directed until the process has been completed or terminated.

The Procuring Agency will not be responsible for any costs or expenses incurred by prospecting bidders in connection with the preparation or delivery of PQD.

2. Definitions

- 2.1 In this document, unless there is anything repugnant in the subject or context:
 - 2.1.1 "Authorized Representative" means any representative appointed, from time to time, by the Client, the Procuring Agency or the Contractor.
 - 2.1.2 "Availability and Reliability" means the probability that a component shall be operationally ready to perform its function when called upon at any point in time.
 - 2.1.3 "Client" means the Project lead of technical / concerned wing of the Procuring Agency for whose' particular project the Goods / Services have been procured or any other person, duly appointed in writing, by the Client, for the time being or from time to time, to act as Client for the purposes of the Contract.
 - 2.1.4 "Bidder" means the interested Firm/Company/Supplier/Distributors that may provide or provides the general order items / services etc. and related



services to any of the public/private sector organization under the contract and have registered for the relevant business thereof.

- 2.1.5 "Contract" means the agreement entered into between the Procuring Agency and the Contractor, as recorded in the Contract Form signed by the parties, including all Schedules and Attachments thereto and all documents incorporated by reference therein.
- 2.1.6 "Day" means calendar day.
- 2.1.7 "Person" includes individual, association of persons, firm, company, corporation, institution and organization, etc., having legal capacity.
- 2.1.8 "Prescribed" means prescribed in the Pre-Qualification Document.
- 2.1.9 "Procuring Agency" means the **Ravi Urban Development Authority** (RUDA) or any other person for the time being or from time to time duly appointed in writing by the Procuring Agency to act as Procuring Agency for the purposes of the Contract.
- 2.1.10 "Origin" shall be considered to be the place where the Goods are produced or from where the Services are provided. Goods are produced when, through manufacturing, processing or assembling of components, a commercially recognized product results is substantially different in basic characteristics or in purpose or utility from its components. (The origin of Goods and Services is distinct from the nationality of the Contractor).
- 2.1.11 "Services" means service and other such obligations which the Contractor is required to provide to the Procuring Agency.
- 2.1.12 "Taking-Over Certificate" means the certificate to be issued by the Client to the Contractor, in accordance with the Contract.
- 2.1.13 "Eligible" is defined as any country or region that is allowed to do business in Pakistan by the law of Government of Pakistan.



SECTION I: INSTRUCTIONS TO BIDDERS

1. SCOPE OF APPLICATION

RUDA intends to pre-qualify of experienced and capable firms / companies for Digital Median and Social Media Marketing.

2. ELIGIBLE APPLICANTS

The Applicant may be a Sole Proprietor, Association of Persons, Firm or company applying for the assignment. The term Applicant used hereinafter would therefore apply to a single entity. Bidders are requested to submit the following:

- a. **EOI Application Form: Annex - A**
- b. **Power of Attorney:** The Applicant should submit a Power of Attorney as per the format enclosed at **Annex - B**, authorizing the signatory of the EOI Application to submit the Applicant.
- c. **Affidavit of Blacklisting, Correctness of Information & Non-Litigation:** The Bidder must submit an affidavit (**Annex - C**) on judicial stamp paper for non-blacklisting from all government/semi-government autonomous bodies, departments etc and that it has not gone against any such order in the court of law.
- d. Further that all the information submitted in the application is correct and true to the best of the knowledge.

3. COMPLIANCE & CLARIFICATION:

Notwithstanding anything stated elsewhere in this document, RUDA shall have the right to seek updated information from the Applicant to ensure their continued eligibility. Applicant shall provide evidence of their continued eligibility in a manner that is satisfactory to Procuring Agency. Applicant may be disqualified if it is determined by the Procuring Agency, at any stage of the process, that the Applicant will be unable to fulfill the requirements of the Project or fails to continue to satisfy the Eligibility Criteria. Supplementary information or documentations may be sought from Applicants at any time and must so be provided within a reasonable time frame as stipulated by Procuring Agency.

4. EOI PREPARATION COST:



The Applicant shall be responsible for all of the costs associated with the preparation of its EOI and its participation in the pre-qualification process. The Procuring Agency will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the pre-qualification process.

5. RIGHT TO REJECT ALL APPLICATIONS:

Notwithstanding anything contained in this EOI, Procuring Agency reserves the right to reject all EOIs/pre-qualification and to annul the process at any stage and any time prior to the acceptance and declaration of the pre-qualified bidders. Mere prequalification shall incur any right of the pre-qualified bidder for business or award of job/assignment as per RUDA Procurement Regulations 2022.

6. CONTENTS OF EOI:

The EOI Document comprises the contents as given in this document and would additionally include any Addenda issued in accordance with the provisions of this Document.

7. AMENDMENT OF EOI:

At any time prior to the deadline for submission of EOI Application, the Procuring Agency may, for any reason, whether at its own initiative or in response to clarifications requested by any Applicant, modify the EOI Document through an Addendum in accordance with RUDA Procurement Regulations 2022.

8. LANGUAGE:

The EOI and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by Applicant with the EOI's / Application may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language duly certified appropriately. Supporting materials, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the EOI, the English language translation shall prevail.

9. SEALING & MARKING OF EOI APPLICATIONS:



The Applicant shall seal the original duly marking the envelopes as “ORIGINAL”. The envelopes shall then super scribing “EOI APPLICATION for XXXXXXXXX” and also the name(s) of Applicant.

Deputy Director Procurement

Ravi Urban Development Authority

151-Abu Bakar Block, Garden Town, Lahore

If the envelope is not sealed and marked as instructed above, the Procuring Agency accepts no responsibility for the misplacement or premature opening of the contents of the EOI Application before submission or not processing of any envelope that was not identified as required.

10. LATE EOI APPLICATIONS:

EOI Applications received after the Due Date and Time shall not be entertained.

11. MODIFICATIONS / SUBSTITUTIONS / WITHDRAWALS OF EOIs

No EOI shall be modified or substituted or withdrawn by the Applicant once submitted.

12. OPENING & EVALUATION OF APPLICATION – DUE DATE:

The Procuring Agency or its authorized forum would open the Applications on the given time and Date mentioned in the Schedule of Pre-qualification/ in the presence of applicant who choose to attend. The Procuring Agency shall prepare a record of the opening of applications that shall include, as minimum, the name and contact information of the Applicants.

13. EVALUATION OF EOI CRITERIA:

The Procuring Agency would subsequently examine and evaluate EOI applications in accordance with the criteria set out in Section III.

14. CONFIDENTIALITY:



Information relating to the examination, clarification, evaluation, and recommendation for the pre-qualified Applicants shall not be disclosed to any person not officially concerned with the process. The Procuring Agency will treat all information submitted as part of EOI Application in confidence and would require all those who have access to such material to treat the same in confidence. The Procuring Agency will not divulge any such information unless it is ordered to do so by The Competent Authority or forum.

15. CLARIFICATIONS:

To facilitate evaluation of EOIs, the Procuring Agency may at its sole discretion, seek clarifications in writing from any Applicant participating in the EOI process.

16. QUALIFICATION & NOTIFICATION:

All Applicants whose applications have met or exceeded (“passed”) all the specified threshold requirements will, to the exclusion of all others, be prequalified by the Procuring Agency. After the evaluation of EOI Applications, the Procuring Agency would announce a list of pre-qualified Applicants. At the same time, the Procuring Agency would notify the other Applicants that their EOI Applications have been unsuccessful.

17. REDRESSAL OF GRIEVANCES:

In terms of Regulation 76 of RUDA Procurement Regulations 2022 all grievance petition shall be submitted to notify Grievance Redressal Committee for redressal.



SECTION II: GENERAL TERMS & CONDITIONS

- a) The Pre-Qualification of firms will remain valid for a period of one year extendable with agreement of both parties.
- b) The firms scoring minimum 65% marks in the Evaluation Criteria will be pre-qualified.
- c) After Pre-Qualification, the Procuring Agency will call proposals from the Pre-Qualified Bidders as and when desired.
- d) The services required will be specified at the time of assignment.
- e) The rates shall be inclusive of all applicable taxes whenever the financial bids will be quoted.
- f) Pre-Qualification of the firm in question may be cancelled in case of substandard performance.
- g) The Procuring Agency may cancel the Pre-Qualification Process at any stage of the Procurement.
- h) The results of Pre-Qualification will be intimated to the bidders.
- i) The Bidders are required to submit all the documentary evidence for establishing their responsiveness.

SECTION III: SCOPE OF SERVICES

1. Digital Media & Social Media Marketing:

- The digital agency / consultant will conduct research on the current standing of all social media platforms and Digital media presence of RUDA.
- The digital agency / consultant on board with RUDA will be responsible for creating the digital content of RUDA in a meaningful manner.
- The digital agency / consultant should develop a date-wise content calendar.
- The digital agency / consultant should be able to launch effective online campaigns and have an internal set-up to take up online advertising / boosting on behalf of RUDA.
- The digital agency / consultant must advise on and come up with creative ideas while working on the promotion of new schemes and projects launched by RUDA.



- The digital agency / consultant must respond to queries at all social media platforms in consultation with RUDA, similarly, standard set of responses must also be developed against a series of questions prior to responding.
- The digital agency / consultant must define the required metrics to measure progress and ROI (Return on Investment).
- The digital agency / consultant will be responsible for developing social media strategies for RUDA inclusive of digital marketing, monitoring and with continuous analysis. The digital agency / consultant must play a keen role in managing RUDA's presence on social media platforms covering Facebook, Twitter, Instagram, YouTube, LinkedIn or any other digital media platform
- RUDA representatives will remain the owner/admin of all social communities.
- Agency must provide all advertising account's backend access, i.e. but not limited to Facebook adverts, Google AdWords etc.
- The digital agency / consultant may be later required to engage RUDA's presence on other social media platforms as well.
- The digital agency must post on the LinkedIn as and when the vacancies are announced by RUDA.
- The digital agency / consultant would be required to submit monthly reports the format for which will be shared by the Marketing & Communications Team - to RUDA identifying impact and reach for the posts.
- All media plans / scheme promotions or any other content to be posted by the company shall first be approved by RUDA.
- The digital agency will be responsible for creating brand guidelines for social media.
- Client will not pay for any video editing, content development or for any animated videos.
- Agency will be responsible for designing and development of RUDA website when it's required.

*****The scope of work does not include managing RUDA website.**

Platforms to Manage (Separate Pages/Accounts etc. of RUDA):

1. Facebook
2. Instagram



3. LinkedIn
4. Twitter
5. YouTube
6. Google network
7. 3rd party media publications
8. Any other medium required by RUDA
9. 24 x 7 response management.
10. 24 x 7 monitoring and response on the RUDA's official social media channels.
11. Formulation of a Response Mechanism involving all stakeholders (viz. Bidder and RUDA) which facilitates end-to-end tracking of the response.
12. Creation of FAQs specific to brand, products and services for first level response (FLR).
13. FAQs to be formulated and shared with the RUDA every fifteen days based on user queries/feedback and any new information on product and services.
14. Creation of response templates based on various scenarios across brand, products and services.
15. Standard response template to be updated by the agency on a daily basis based on the response submitted by the RUDA and contact center to the various queries. The SRT to be shared with the RUDA on a weekly basis highlighting the updates.
16. First level of response should be managed by the Agency within a day, provided FLRs are pre-defined and approved by RUDA.
17. Management of negative media and handling the negative comments immediately and appropriately.
18. Minimize negative impact on the RUDA's brand on account of its official social media channels.
19. As per the requirement of the situation and need given by the RUDA, the agency should be able to provide multi-language support for response management. Further, any response given in vernacular language should be translated and given in English language along with actual language in the report submitted to the RUDA.
20. Community-building by maintaining positive image of RUDA through active promotion of CSR activities, positive achievements and stories of/from RUDA, and



regular engagement through response management and community post including creative and design on the above-mentioned social media platforms.

Below digital customer service matrix must be followed for all RUDA social assets:

85-90% response rate & less than 1-hour response time	During RUDA office hours
75-85% response rate & 24 hours response time	On weekends



SECTION IV: CRITERIA FOR EVALUATION

The Applicants / Bidders shall be pre-qualified using criteria given below.

MANDATORY CRITERIA

- Registration as a Legal Entity with Relevant Competent Authority.
- Valid NTN, PST Registration.
- Financial Statements of Last Year
- Minimum three (02) years of experience.
- Undertaking on a stamp paper of Rs. 100 (format attached as Annex-C) that firm neither has been blacklisted nor has gone in the court against such order.

Note: Firm / Company not fulfilling the mandatory criteria will be characterized as **nonresponsive** and will not participate in the further evaluation process.

TECHNICAL EVALUATION CRITERIA

• General Experience (20 Marks)

Sr. No.	No of Years' Experience (Incorporation of firms from relevant authority in number of years) (Attach Evidence)	Total Marks 20
1	2 years to 4 years	5
2	4 years to 6 years	10
3	6 years to 8 years	15
4	8 years or more	20

• Specific Experience (30 Marks)

Sr. No.	Experience of Similar Assignments (The applicant must attach Purchase Orders, Contracts or Performance Certificates for verifications)	Total Marks 30
1	Maximum five (05) Government, Semi Government relevant assignments (03 marks for each assignment)	15
	Maximum five (05) Corporate Sector relevant assignments (03 marks for each assignment)	15

Note: Working with public sector organization shall be preferred.



• **Human Resource (20 Marks)**

Sr. No.	Technical/Managerial Resource (Provide detailed CV & evidence of engagement / collaboration with personnel)	Total Marks 20
1	8 to 10 Employees	5
2	10 to 20 Employees	10
3	20 to 30 Employees	15
4	More than 30 employee	20

• **Average Annual Turnover in PKR of Organization of last 2 years (20 Marks)**

Sr. No.	Last 2 years Financial Statements (Attach Financial Statement of last two (02) years)	Total Marks 20
1	Less than 20 million	00
2	20 million to 30 million	05
3	30 million to 40 million	10
4	40 million to 50 million	15
5	50 million or more	20

• **Dedicated Staff for RUDA**

Sr. No.	Dedicated staff for RUDA jobs (Share the Resources Names, Designation & Experience)	Total Marks 10
1	2 to 3 Resources	3
2	4 to 5 Resources	6
3	6 to 8 Resources	10

Total Marks: 100 %

Passing Marks: 65 %



ANNEXURE-A EOI SUBMISSION FORM

[Location, Date]

To

Director Marketing
Ravi Urban Development Authority,
151-Abu Bakar Block, Garden Town, Lahore,
Pakistan

Dear Sir,

We are interested to **register / apply for pre-qualification of our organization / firm** in the following category.

Select any [✓]	Subject Pre-Qualification
	Digital Media / Social Media company

We, the undersigned, offer to provide in accordance with your Pre-Qualification Document Pre-Qualification Document No. **RUDA/COMM/MKT/2023-24/05** dated _ (insert date) _ and our Proposal.

We are hereby submitting our proposal, which includes the EOI Application sealed in envelope. Our Proposal shall be binding upon us up to expiration of the validity period of the Proposal, i.e. before the date indicated in _____ of the Proposal Data Sheet.

We also confirm that the Government of Pakistan/ Punjab has not declared us, or any, ineligible on charges of engaging in corrupt, fraudulent, collusive or coercive practices. We furthermore, pledge not to indulge in such practices in competing for or in executing the Contract, and we are aware of the relevant provisions of the Proposal Document.

We understand you are not bound to accept any Proposal you receive. We remain,

Yours sincerely,

Authorized Signature (Original) _____

Name and Designation of Signatory _____

Name of Firm _____

Address _____



ANNEXURE-B

Format of Power-of-Attorney POWER OF ATTORNEY

(On Stamp Paper of relevant value)

Know all men by these presents, we (name of the company and address of the registered office) do hereby appoint and authorize Mr. (full name and residential address) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for (name of the project) in response to the tenders invited by the (name of the Procuring Agency) including signing and submission of all documents and providing information/responses to (name of the Procuring Agency) in all matters in connection with our Bid.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this _____ day of _____ 20__

For _____

(Signature)

(Name, Designation and Address)

Accepted

(Signature)

(Name, Title and Address of the Attorney) Date:



ANNEXURE-C

(This should be written in the Rs.100 Stamp Paper)

UNDERTAKING

We, the undersigned, hereby offer to provide (*Insert Procurement Name*) required by Ravi Urban Development Authority (RUDA) in accordance with its Pre-Qualification Document due for opening on _____.

We are hereby submitting our Bid and we hereby declare that:

- a) All the information and statements made in this Bid/Proposal are true and we accept that any misrepresentation contained in it may lead to our disqualification;
- b) We are currently not on the removed/blacklisted or suspended by any procuring agency of Pakistan or by any regulatory body in Pakistan and has no dispute with any Government Organization.
- c) We, do not have any pending litigation/arbitration/bankruptcy proceeding (other than the litigation declared alongside this form) with any government department/public sector undertaking/ private sector entity/or any other agency for which we have executed/ undertaken the works/services during the last 2 years.

We agree to abide by the terms and conditions of the Pre-Qualification Document and in addition to the conditions we also agree to abide by all the special instructions mentioned in Pre-Qualification Document. We also hereby categorically confirm that we are fully capable to provide services of external auditors as laid down in the terms of reference

We fully understand and recognize that RUDA is not bound to accept this Bid/Proposal that we shall bear all costs associated with its preparation and submission, and that RUDA will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the evaluation. We remain,

Yours sincerely,

Name, ID Card No and Title of Signatory _____

Authorized Signature and Stamp [In full and initials]: _____

Name of Firm: _____

Contact Details: _____

I. WITNESS

Signature: _____ Designation & ID Card No. _____