



Marketing / P.R. / Graphics / Website Design / Branding

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1 Document Brief

1.1 Purpose

Ravi Urban Development Authority, hereinafter also referred to as “RUDA”, is soliciting proposals from qualified organizations in the general fields of marketing, branding, public relations, content development, graphics, and website design to develop comprehensive and cohesive, marketing materials for print and web applications. Additional information about the full scope of the RFP can be found under “Scope of Work” below.

1.2 Important Dates

Advertisement Date: 26th February 2021

RFP Issuance Last Date: Friday 5th March 2021

Responses to questions by: Friday 5th March 2021

Proposals Submission and RFP issuance date: Friday 5th March 2021 before 1600 HRS

Proposals Submission and RFP issuance date is Extendable upto another 7 days, which shall be informed via addendum on the RUDA website.

1.3 RFP SUBMISSION GUIDELINES

Proposals will be received until 4pm at RUDA Head Office, 51-N Gurumangat Road, Opposite Ramada Hotel, Marketing Department and one copy may be emailed at the address provided in the Primary contact details. Any proposal received after above date and time will not be accepted. Questions regarding proposals should be directed to:

Primary

Contact Name: Ms Maryum Kazmi

Designation: Officer Marketing

Contact Number: +92 324 6624362

Email: maryam.kazmi@ruda.gov.pk

Original copy of your proposal must be submitted to be considered. Any proprietary information contained in the proposal should be so indicated. However, if the entire contents, or a major portion, of a proposal, is designated as proprietary, then that proposal will not be considered. A company official that has authorization must sign proposals in blue ink to commit company resources. The full cost of proposal preparation is to be borne by the proposing firm. Sole responsibility rests with the contractor to see that the proposal(s) are received on time at the stated location.

1.4 Proposal Contents

1. Name of the lead firm and any sub consultants
2. Point of contact (name, title, e-mail and phone number) at lead firm and location of the lead firm's office.
3. Qualifications and technical competence of lead firm and sub-consultants in the type of work required.
4. Description of lead firm and sub-consultant experience on no more than three similar projects including a list of references with current contact information, including contact name, agency, address, telephone and email address.
5. Listing of key project personnel and their qualifications and experience
6. Description of the technical approach proposed for accomplishment of the work

7. A proposed schedule and work plan for the accomplishment of the work described
8. A proposed project budget
9. Financial Bid for the monthly retainer services as per the scope mentioned in RFP document
10. Firm's financial statements
11. Completed questionnaire
12. References
13. Any other pertinent information
14. Signed application

1.5 Rules and Regulations

The RUDA Procurement Regulations (RUDA Rules), 2020 will be strictly followed. These may be obtained on request from the office.

1.5.1 Mode of Advertisement(s)

This Tender is being placed online at RUDA's website, as well as being advertised in print media. The bidding document carrying all details can be downloaded from RUDA's website <http://www.ruda.gov.pk> for information only.

1.5.2 Type of Open Competitive Bidding

Single Stage – Three Envelope Bidding Procedure shall be followed.

1.6 Disqualification

Agency will be considered disqualified prior/during evaluation process or after award of the contract/agreement if the agency;

- a. Is blacklisted by the Government of Pakistan and Punjab or any other government organization.
- b. At any stage, is found maligning the image of RUDA, the Government of Pakistan, the Government of Punjab, or any of its constituents.
- c. Previous performance is found unsatisfactory during the verification process of the client list
- d. Is suspended by All Pakistan Newspaper Society (APNS), and/or Pakistan Broadcasters Association (PBA), and/or Associated Press of Pakistan and/or Pakistan Advertising Association (PAA) in the last 01 year. Attach - APNS and PBA certificate for non-suspension where applies.
- e. Has provided misleading information or forged documents at any stage of the process.

2. Project Details

2.1 Introduction

As one of the most densely populated cities in the world and a major cultural and entertainment hub, Lahore has a magnificent historical and architectural heritage, which is matched by its status as a powerhouse for economic infrastructural and political developments as well as educational progress. Home to the 'Old walled city', a world heritage site and known as the "Mughal City of Gardens," Lahore is also revered by the Sikhs for its historical and religious significance to their faith. Ranking second amongst the top 30 of the world's largest cities, Lahore is the capital of the Pakistani province of Punjab, which enjoys a steadily growing reputation as a regional urban center of commercial, financial and industrial significance. Life source to Lahore, the Ravi River is integral to the city's culture and heritage; known as Parushani or Iravati to the Vedics and Hydraotes to the Ancient Greeks.

Ravi has been marked by the passage of great historical and cultural events, with its Western bank being home to the

tombs of the Mughal Emperor, Jahangir and his consort Noor Jahan as well as the famous Baradari. The famed Lahore Fort and the Shalimar Gardens are both UNESCO World Heritage Sites and their fountains once drew water from Ravi. However, today, Ravi's beauty has been marred by pollution and environmental degradation, and it awaits restoration and reclamation that is its due.

Ravi Urban Development Authority (RUDA) is a 30-year residential project aimed at the development of the world's longest riverfront (46 km) on the River Ravi in the city of Lahore. Reckoned as one of the major constructional projects in the history of Pakistan, RUDA aims at the utilization of Government funds to curtail environmental, historical, cultural and urban elements of Lahore that have long been neglected. In addition to the provision of ideal, affordable living units to the people of Lahore, the project is targeted at the elimination of pollution through solid and wastewater treatment, prevention of floods through barrages and retaining walls, replenishing of the River Ravi, boosting of investments from overseas Pakistanis and generation of revenue through the tourism and hospitality industry.

2.2 Key Challenges

Some of the challenges that RUDA targets include:

Overpopulation

Currently home to approximately nine million residents, Lahore is likely to have a population of 12.2 million people by 2025, if the population growth rate of 2.35 % per annum is maintained with a slightly declining trend. This also means greater waste disposal and hence increased water consumption. Furthermore, untreated waste is disposed into the Ravi River which can cause clogging of tributaries essential to the survival of residents in and around Ravi. The unclean water carries various microbes through which various water-borne diseases are transmitted.

Traffic congestion

The roads leading to and from the North and the North West generate heavy congestion in the city which mars the aesthetic essence of urban town planning. Moreover, air pollution subsequently poses health issues that can aggravate if left unattended.

Heavy pollution in the River Ravi

The dying Ravi River needs to be developed as a perennial freshwater body although currently there is little or no water flow in the river, due largely to the direct discharge of both untreated domestic and industrial wastewater into the River. With annual floods and toxic pollution being ever-present features of the Ravi, Lahore's organic growth is limited.

2.3 Solutions

The solutions identified by RUDA are listed below:

Water Sustainability: Maintaining the flow of Ravi at a specific water level through conservation and sustainability will allow Lahore to revitalize and reinvigorate its water resources. Control of catchment pollution through specific legislations will be done to ensure better river water quality for sustainable riverfront urban development.

Flood Control: Establishing flood mitigation measures to prevent the destruction of riverfront developments is an important concern for RUDA. The frequent flood episodes have been the result of unsupervised control over water resources. Many have been left destitute as a result of such impromptu flooding and RUDA aims at channelizing the Ravi to withstand 1000 years flood return period.

Ecological Cleansing: Treating wastewater before discharge into the river will ensure good river water quality and the prevention of water-borne and air-borne diseases. Refreshing the larger water bodies will ultimately bring cleaner water to people at the riverbank who are otherwise least concerned about their health.

Environmental Sustainability: Controlling catchment pollution through specific legislation to ensure better river water quality for sustainable riverfront urban development

Aesthetic Planning of Riverfront: The riverfront is planned to incorporate various high-end departments/sectors such as Medical City, Innovation City, Financial City, Government City, Entertainment City, Knowledge City, Sports City, etc.

2.4 Project Plan: Operations & Functions

The project is divided into 3 phases of 10 years each.

2.4.1 Phases

Phase 1:

The first phase is subdivided into 2 years and involves the construction of 3 wastewater treatment plants. Combined with Bio-gas and Concentrated Solar Power plants, this facility fulfills the dual function of discharging clean water into the Ravi and potentially generating 80MW of renewable energy sufficient to power 16,000 homes. This phase also involves the creation of several conditions varying from urban promenade to ecological reserve and creating a myriad of locations for high-density and low-density development including marinas, riverfront dwellings, canal-side housing, eco-resorts and urban parks. The center of the island would be a park that will become the new forest reserve grown from the reclaimed soil of the Anoo Bhati forest, covering 75 Hectares/ 185 Acres. If 65% of the park area is allocated to woodland planting, a new forest will be created with 78,000 trees, compensating for over half of the forest alone.

Phase 2:

This phase involves the establishment of 3 wastewater treatment plants. Combined with Biogas and Concentrated Solar Power plants, this facility will fulfill the dual function of discharging clean water into the Ravi and potentially generating 100MW of renewable energy sufficient to power 20,000 homes. The location will become an urban generator for major ecotourism and cultural activities. The strip presents opportunities for unique architectural interventions situated along the metro spine, drawing tourists from across the country. The rich cultural heritage of Lahore can be celebrated with community-based conferences, tying in with other urban activities on the Riverfront. The location will become an urban generator for major ecotourism and cultural activities. The strip presents opportunities for unique architectural interventions situated along the metro spine, drawing tourists from across the country. The cities that will be established in this phase include Innovation City, Financial City, Government City and Entertainment City.

Phase 3:

A single large wastewater treatment plant and 7 bridges will be constructed in this phase. The current plan adds approximately 50 hectares/123 Acres to the area of the forest, allowing it to extend away from the river, thereby increasing its area by 35%, which is sufficient to plant 6500 new trees. In addition to the forest resorts, areas of wetland planting and habitat will be created to the north of Dhana Bhani forest to compensate for habitat lost in the creation of the river channel. Here eco chalets and facilities will be situated in the landscape, creating a zero-carbon resort that is completely in balance with the environment. Where the educational emphasis in Phase 1 is on medicine, the focus in Phase 2 is on technology and in Phase 3 it is on ecology. Surrounded by forest restoration projects, the botanical gardens will showcase the ecological restoration undertaken by the project to serve as an exemplar of holistic urban design on the world stage, which will lead to it becoming a destination in its own right. In addition to the forest resorts, areas of wetland planting and habitat will be created to the north of Dhana Bhani forest to compensate for habitat lost in the

creation of the river channel. Here eco chalets and facilities will be situated in the landscape, creating a zero-carbon resort that is completely in balance with the environment. The cities established in this phase include Knowledge City and Sports City.

2.4.2 Riverfront Attractions

Medical City

RUDA devotes a 2000 hectare area to preventive medicine. It will include the best and most prestigious hospitals in the world sharing expertise in all medical fields, creating a focus for the latest trends in medical planning, operations and technology, thereby putting Lahore at the forefront of international healthcare.

Entertainment City

Theme parks, amusement parks, cultural attractions and resorts play an important role in the urban economy. These parks not only provide a healthy entertainment facility to the general public but also attract and promote international and national tourism. The proposed facility will create 9000 direct employment opportunities and 9000 indirect and induced employment opportunities.

Innovation City

Innovation economics is a growing economic doctrine that reframes the conventional economics theory. Located to the North West, development is progressing along the M2 Motorway to Islamabad, along with the northern bypass road where small scale developments including the University City, IT City and Space Centre will create the context for the establishment of a center for innovation.

Financial City

The metropolitan cities are considered as the engine of the international financial system as they host the headquarters of the most important and famous international stock exchange markets, financial supervision institutions, law firms and consulting companies. The financial city will position Lahore as a stepping-stone within the region and reinforce RUDA's role as the financial heart of the region, enabling it to emerge as a destination of choice for foreign investors.

Government City

The Government Centre hosts many governmental buildings/ offices of the government departments and institutions. The proposed Government City and Financial City require around 9.15 million Sq. m land area, which will generate 105,000 direct and 132,000 indirect & induced employments.

Knowledge City

The island is planned as the commercial center of the city, drawing towards itself universities and educational establishments placed locally as well as on the corresponding waterfronts. Keeping in view the importance of knowledge city, it is proposed that an ICT / Knowledge Park with an area of 2.6 million square meters may be established in Project Area. The proposed ICT / Knowledge City will have led to 19,916 direct and 9,723 indirect and induced employment.

Sport City

Sports activities play a pivotal role in the urban economy. Sports city with sports infrastructures like stadia and other venues have a wide impact on the further development and attractiveness of the Project. The Sports city will be created where the facilities and infrastructure are developed cohesively and sustainably to make Lahore a serious contender on the world stage. A venue for world-class sporting events will include stadia, arenas, athletes village, training facilities, five-star hotels, equestrian and golf-themed residential developments, motorsports facilities including an F1 circuit. The international sports training center, along with an advanced treatment center to attract international teams to hold their

training camps.

3. Scope of Work

3.1 The Opportunity

RUDA desires to develop comprehensive and cohesive marketing and outreach materials to help build the brand and identity of the authority. This is a unique and exciting opportunity for a marketing/public relations/planning/graphic design firm(s) to help build a brand for new growing authority and the Lahore city—one of the most economically significant metropolitans in the country and one of the largest industrial corridors in South Asia.

In addition to branding, RUDA desires to improve the city's aesthetics, facilitate communication with local property owners, stakeholders and the general public, foster economic development through marketing of the project to prospective industries and businesses to attract new companies to the area, inform, bring together and help instill a sense of pride among stakeholders and help change the negative perceptions historically associated with Pakistan.

The successful firm(s) should have a strong understanding of design, branding, economic development and the Lahore area, particularly in and around River Ravi, its challenges and opportunities and be able to develop a complete marketing and branding strategy that draws upon the strengths of the area. More specifically, please see the desired Scope of Work and Deliverables list below.

Please note, RUDA is currently undertaking, with the help of the Government of Pakistan. The successful firm(s) selected through this RFP should have experience working in similar projects and must be able to work and collaborate with the consulting firm that is currently undertaking the master planning of the riverfront. The scope of the master plan includes assessment of current conditions of the River Ravi and Lahore, transportation and transit infrastructure improvement analysis and recommendation, typical small area landscaping plans design, land use and market analysis of the Lahore district.

3.2 Pre-Qualification of Advertising Agencies for Above The Line (ATL) & Below The Line (BTL) Advertising/Marketing Services

The advertising agencies selected/impanelled shall provide the following services as required by RUDA as and when required:

1. To develop advertising strategies for enhancing the corporate image of RUDA.
2. To provide media plans at electronic and print media.
3. To develop concepts/designing of artworks/production ideas of videos, TVCs, radio ads and TV telops.
4. To develop concepts/designing of artworks of TV commercials, and Audio (voiceover) for Radio and various campaigns.
5. To place RUDA advertisements on print and electronic media.
6. To Suggest and execute new ideas to enhance visibility.
7. To develop the BTL marketing strategy and placement plan for RUDA for international investors.
8. To provide services of concept development & designing of artwork.
9. To develop ideas for effective marketing and branding of RUDA.
10. To develop concepts/designing of artworks for branding our existing and new products via designing attractive campaigns, point of sales (POS), including but not limited to banners, standees, backdrops, diaries, calendars, branded souvenirs/giveaways, and other branding and marketing material, as and when required, across RUDA network, tender notices, expression of interest (EOI), notices of hiring/job opportunity ads, and procuring goods, office equipment, supplies, spaces, etc. and other office procurements.

11. To arrange and facilitate designing and printing of material with artwork that will include Annual Reports/Quarterly Reports.
12. To maintain and manage PR campaigns of the Authority.
12. Any other assignments related to ATL and BTL mediums.

Note: Initial contract will be made for 01 year. However, if required, it will be extended/renewed up to a maximum of 3-6 months on mutual understanding. A monthly fee shall be paid to the firm qualifying to provide the services mentioned in 3.2.

3.2.1 Eligibility Criteria for Category 1 (ATL & BTL Services)

The selection process comprises of three phases:

Phase I - Initial Screening:

The agency must qualify for Initial Screening (Phase – I) to proceed to the next phases. Agencies are required to fulfill mandatory requirements and provide hard copies of the required list of documents cited in Annexure – A. Furthermore, agencies are also required to provide information in Pre-qualification Form i.e., Annexure – B.

Phase II - Eligibility Criteria Rating Mark Sheet: (25 marks)

The agency must qualify in Eligibility Criteria Rating Mark Sheet by securing at least 15 marks out of 25 to proceed to Phase III. Eligibility Criteria for qualifying Phase II of the process is attached at Annexure - C.

Note: All agencies will be required to provide their portfolio of multinational or local clients in the last 5-10 years for ATL & BTL, Social Media Presence and Influence (Annexure C). Provide the required information on the company letterhead and also provide a copy of the contract agreement and point of contact of each client.

Phase III – Presentation: (100 marks)

Advertising agencies qualifying in Phase II will be required to deliver a 30-min. presentation. Presentations will be evaluated by a selection committee. Agency must qualify in the presentation phase by securing at least 60 percent aggregated. RUDA reserves the rights to accept or reject any proposal and solely reserve the right to score and evaluate the proposal as per requirements of the Authority.

3.2.2 Presentation Guidelines

Presentation Guidelines Presentations should include the following:

Brief Introduction of the Agency: Each agency should provide a brief introduction of itself including; name, official address, operations across the country, number of current clients, and expertise of notable team members, preferably in a tabular format.

Previous Campaigns: Each agency will be required to quote at least 3 campaigns along with samples of artwork, TVC, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions) other than RUDA, in their presentations. Additionally, agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.

Marketing & Communications Plan: Each agency will be required to present annual Marketing & Communications Plan to enhance RUDA's corporate image/brand equity, developed specifically keeping in consideration RUDA's target market and products. Marketing & Communications plan should include a comprehensive ATL, BTL plan for RUDA.

Note: Presentations need to be submitted in hard and soft copies. Hard copies need to be submitted a day before the

presentation date and soft copies need to be submitted on the day of presentation.

Maximum 03 advertising agencies with the highest marks (not less than 60 marks out of 100) in both phases (II & Phase III) will be selected as qualified ad-agencies for ATL, BTL Services on the RUDA panel. The number of agencies may vary as per the requirement of the RUDA Committee

Annexure – A

Mandatory Requirements/List of Documents to be attached

Agencies meeting the below mentioned requirements will qualify for Phase – II of evaluation. Non- compliance to any of the given field(s) will result in disqualification of the agency for further processing for Phase – II.

S. #	Particulars	Evidence Attached		Evidence Attached at Appendix
		Yes	No	
1.	Profile Document of Agency			
2.	GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents			
3.	Copy of accreditation certificate from All Pakistan Newspaper Society (APNS) for ATL Services.			
4.	Copy of Non-suspension certificate from All Pakistan Newspaper Society (APNS) and Pakistan Broadcast Association (PBA) for ATL Services.			
5.	Registration of All Pakistan Newspapers Society (APNS), Pakistan Broadcast Association (PBA) and Pakistan Advertising Association (PAA)			
6.	Certificate to the effect that the agency is not involved in litigation with any department.			
7.	Copy of Registration Certificate with SECP			
8.	Affidavit on Stamp paper of Rs.200/- stating that agency/service provider is not Blacklisted/Defaulter by any organization			
9.	Financial Soundness Proof 500 million (Bank Reference or Bank Statement or Audited Report / Accounts)			

**Prequalification Form
Phase – I**

General Information									
Domain Applied For (Please Tick): <input type="checkbox"/> ATL & BTL Services									
Name of Agency									
Abbreviated Name				Company's Date of Formation					
National Tax Number				Sales Tax Registration Number					
Number of Employees (Experienced Professionals Statements)				Number of Registered Offices					
Legal Status	Private Limited		Sole Proprietor		Joint Venture		Partnership		
Head Office Address									
City				Phone					
Email Address				Website					
Regional Office Address									
City				Phone					
Fax Number									
Financial Worth of the Agency									
Net Worth (2019)									
Turnover (2019)									
Last 3 Years of Company's Profit/Loss (Please provide 3 years Audited)		2019							
		2018							
		2017							

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	
Fax		Other details	

Note: all the fields are mandatory. Incomplete information may lead to the rejection of the proposal.

Prior experience of working with any Government Authority at the Federal or Provincial Level:

Yes ☐ NO ☐ (Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed: Name:
For and on behalf of
(Name of Applicant Firm)

Eligibility Criteria (Phase- II)**For Category 1 (ATL & BTL Services)**

S.No.	Descriptions	Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attach Evidence as Appendix
1.	The company has been in existence for years	6		6 marks for above 10 years	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	
				3 marks for 5-10 years		
				2 marks for less than 5 years		
2.	Number of Govt. and Development organizations worked with	6		6 marks for above 3	Attach client list and documentary evidence	
				3 marks for 1-3 years		
				0 marks for No Experience		
3.	The expertise of ATL & BTL Campaigns (Years)	7		7 marks for above 10 years	Attach certificate/photographs and any other documentary evidence	
				5 marks for 5-10 years		
				3 marks for 1-5 years		
4.	Client Details/Portfolio	6		6 marks for above 10 Clients	Provide a portfolio of clients. Complete Details of Campaigns need to be provided including samples of artwork, TVC's, print ads, etc.	
				4 marks for 5-10 Clients		
				2 marks for less than 5 Clients		
Total Marks		25	0	Qualified/Disqualified		

Affidavit / Declaration

(As Required by the State Bank of Pakistan through BPRD Circular No.13, Dated December 11, 2014) (To be printed on Rs.200/- Stamp Paper)

I, _____ S/o _____, _____ Proprietor/Authorized Representative/Partner/Director of M/s _____, having NTN # _____, holding CNIC # _____, hereby state on solemn affirmation as under:

1. That the above-named firm/company has not been adjudged insolvent from any Court of law.
2. That no execution of decree or order of any Court remains unsatisfied against the firm/company.
3. That the above-named firm/company has not been compounded with its creditors.
4. That my/our firm/company has not been convicted of a financial crime.

That whatever stated above is true and correct as to the best of my knowledge and belief. City:

Dated:

DEPONENT

(PROPRIETOR / REPRESENTATIVE)/DIRECTOR

I solemnly affirmed and stated by the above-named deponent, personally, before me, on this Day of _____, 2020 who has been identified as per his/her CNIC.

COMMISSIONER FOR TAKING AFFIDAVIT

Submission Form

(To be printed on bidder's letterhead)

To

Date: _____

Marketing Department,
Ravi Urban Development Authority,
51 – Gurumangat Road, Opposite Ramada Hotel,
Lahore

Dear Sir,

Having examined the pre-qualification document, the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide advertising services and deliver the required item or services in conformity with the said document as may be ascertained under the pre-qualification proposal.

We undertake, if our proposal is accepted, to deliver the services by the scope of work specified in this document.

If the proposal is accepted then until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award of contract shall constitute a binding contract between us.

Dated this day of _____ 2020.

[Seal & signature] [In the capacity of]

3.3 Pre-Qualification of Advertising Agencies for Digital Media Marketing Services

The advertising agencies selected/impaneled shall provide the following services as required by RUDA as and when required:

1. Manage, monitor, and moderate RUDA's social media platforms and further uplift the image of RUDA through community building on social media. Social media platforms include Facebook, Twitter, YouTube, Instagram, and LinkedIn, which will follow a social media strategy developed and mutually agreed upon by RUDA and the Agency.
2. Social media marketing to promote RUDA employer brand, products, and Services through creative content (original and sourced), videos, in line with the housing finance industry practices and trends.
3. Community building and social marketing by maintaining a positive image of RUDA through active promotion of the corporate brand, culture, CSR activities, achievements, and stories of/from RUDA, and regular engagement on all social media platforms.
4. Manage and provide social media organic growth analysis as and when required and target populations
5. Digital PR and Crises Communications to manage the digital community through posts, responses, online press releases, blogs, digital placements, media monitoring, and event activations (in consultation with RUDA).
6. Monthly reporting of data analytics of each of the social media platforms to note trends, popular content and performance in general.
7. Any other assignment related to digital marketing.

Note: Note: Initial contract will be made for 01 year. However, if required, it will be extended/renewed up to a maximum of 3-6 months on mutual understanding. A monthly fee shall be paid to the firm qualifying to provide the services mentioned in 3.3.

3.3.1 Eligibility Criteria for Category 2 (Digital Media Marketing Services)

The selection process comprises of three phases:

Phase I - Initial Screening

The agency must qualify for Initial Screening (Phase – I) to proceed to the next phases. Agencies are required to fulfill mandatory requirements and provide hard copies of a required list of documents cited in Annexure – A. Furthermore, agencies are also required to provide information in Pre-qualification Form i.e., Annexure - B

Phase II - Eligibility Criteria Rating Mark Sheet: (25 marks)

The agency must qualify in Eligibility Criteria Rating Mark Sheet by securing at least 15 marks out of 25 to proceed to Phase III. Eligibility Criteria for qualifying Phase II of the process is attached at Annexure - C.

Note: All agencies will be required to provide their portfolio of multinational or local clients in the last 5-10 years for Digital Media Marketing Services (Annexure C). Provide the required information on the company letterhead and also provide a copy of the contract agreement and point of contact of each client.

Phase III – Presentation: (100 marks)

The agency qualifying in Phase II will be required to deliver a 30-min. presentation. Presentations will be evaluated by a selection committee. Agency must qualify in the presentation phase by securing at least 60 percent aggregated. RUDA reserves the rights to accept or reject any proposal and solely reserve the right to score and evaluate the proposal as per requirements of the Authority.

3.3.2 Presentation Guidelines

Presentations should include the following:

1. **Brief Introduction of the Agency:** Each agency should provide a brief introduction of itself including; name, official address, operations across the country, number of current clients, and expertise of notable team members, preferably in a tabular format.
2. **Previous Campaigns:** Each agency will be required to quote at least 3 campaigns along with samples of artwork, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions) other than RUDA, in their presentations. Additionally, agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.
3. **Marketing & Communications Plan:** Each agency will be required to present annual Marketing & Communications Plan to enhance RUDA's corporate image/brand equity, developed specifically keeping in consideration RUDA's target market and products. Marketing & Communications plan should include a comprehensive Digital Media Marketing plan for RUDA.

Note: Presentations need to be submitted in hard and soft copies. Hard copies need to be submitted a day before the presentation date and soft copies need to be submitted on the day of presentation. Maximum 02 advertising agencies with highest marks (not less than 60 marks out of 100) in both phases (II & Phase III) will be selected as qualified ad-agencies for Digital Media Marketing Services on RUDA panel. The number of agencies may vary as per requirement of RUDA.

Annexure – A

Mandatory Requirements/List of Documents to be attached

Agencies meeting the below mentioned requirements will qualify for Phase – II of evaluation. Non- compliance to any of the given field(s) will result in disqualification of the agency for further processing for Phase – II.

S. #	Particulars	Evidence Attached		Evidence Attached at Appendix
		Yes	No	
1.	Profile Document of Agency			
2.	GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents			
3.	Copy of Registration Certificate with SECP			
4.	Affidavit on Stamp paper of Rs.200/- stating that agency/service provider is not Blacklisted/Defaulter by any organization			
5.	Financial Soundness Proof (Bank Reference or Bank Statement or Audited Report / Accounts)			

Prequalification Form
Phase – I

General Information									
Domain Applied For (Please Tick): <input type="checkbox"/> Digital Media Marketing Services									
Name of Agency									
Abbreviated Name				Company's Date of Formation					
National Tax Number				Sales Tax Registration Number					
Number of Employees (Experienced Professionals) Statements)				Number of Registered Offices					
Legal Status	Private Limited		Sole Proprietor		Joint Venture		Partnership		
Head Office Address									
City				Phone					
Email Address				Website					
Regional Office Address									
City				Phone					
Fax Number									
Financial Worth of the Agency									
Net Worth (2019)									
Turnover (2019)									
Last 3 Years of Company's Profit/Loss (Please provide 3 years Audited)		2019							
		2018							
		2017							

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	
Fax		Other details	

Note: all the fields are mandatory. Incomplete information may lead to rejection of proposal.

Prior experience of working with an Authority at Federal or Provincial Level:

YES ☐ NO ☐ (Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed:

Name:

For and on behalf of

(Name of Applicant Firm)

Eligibility Criteria (Phase- II)
For Category 2 (Digital Media Marketing Services)

S. No.	Descriptions	Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attach Evidence as Appendix
1.	Company has been in existence since years	6		6 marks for above 10 years	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	
				3 marks for 5-10 years		
				2 marks for less than 5 years		
2.	Number of Government Development organizations worked with	6		6 marks for above 3 years	Attach client list and documentary evidence	
				3 marks for 1-3 years		
				0 marks for No Experience		
3.	Expertise of Digital Marketing Campaigns (Years)	7		7 marks for above 10 years	Attach certificate/photographs and any other documentary evidence	
				5 marks for 5-10 years		
				3 marks for 1-5 years		
4.	Client Details/Portfolio	6		6 marks for above 10 Clients	Provide portfolio of clients. Complete Details of Campaigns need to be provided including samples of artwork, TVC's, print ads etc.	
				4 marks for 5-10 Clients		
				2 marks for less than 5 Clients		
Total Marks		25	0	Qualified/Disqualified		

Affidavit / Declaration

(As Required by the State Bank of Pakistan through BPRD Circular No.13, Dated December, 11, 2014) (To be printed on Rs.200/- Stamp Paper)

I, _____ S/o _____, _____ Proprietor/Authorized Representative/Partner/Director of M/s _____, having NTN # _____, holding CNIC # _____, hereby state on solemn affirmation as under:

1. That the above-named firm/company has not been adjudged insolvent from any Court of law.
2. That no execution of decree or order of any Court remains unsatisfied against the firm/company.
3. That the above-named firm/company has not been compounded with its creditors.
4. That my/our firm/company has not been convicted of a financial crime.

That whatever stated above is true and correct as to the best of my knowledge and belief. City:

Dated:

DEPONENT

(PROPRIETOR / REPRESENTATIVE)/DIRECTOR

I solemnly affirmed and stated by the above-named deponent, personally, before me, on this Day of _____, 2020 who has been identified as per his/her CNIC.

COMMISSIONER FOR TAKING AFFIDAVIT

Submission Form

(To be printed on bidder's letterhead)

To

Date: _____

Marketing Department,
Ravi Urban Development Authority,
51 – Gurumangat Road, Opposite Ramada Hotel,
Lahore

Dear Sir,

Having examined the pre-qualification document, the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide advertising services and deliver the required item or services in conformity with the said document as may be ascertained in accordance with the pre-qualification proposal.

We undertake, if our proposal is accepted, to deliver the services in accordance with the scope of work specified in this document.

If the proposal is accepted then until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award of contract shall constitute a binding contract between us.

Dated this _____ day of _____ 2020.

[Seal & signature] [In the capacity of]

Financial Proposal Contents

Print and Electronics publishing will be as per PID/ DGPR approved rates and pre-qualified agencies. In case of non availability of pre-qualified rates for certain jobs, Job based 3 Quote process will be adapted.

Below mentioned jobs include creative work

MEDIUM	Handle/ Medium	DESIRED MONTHLY REFERRAL TRAFFIC	MINIMUM FREQUENCY OF POSTS	Organic Reach Pr. Month	Year End Target	Monthly Spending
FACEBOOK	Official Page	3000 new Likes 1000 new Shares	Daily	7'000 Views	50'000 Likes	
INSTAGRAM	Official Page	2500 new Likes 1000 new Shares	Daily	3000 views	40'000 Followers	
TWITTER	Official Handle	2000 Re-Tweets	Minimum Once a day/	All Organic	3000 Re-Tweets	
	Chairman's Handle	3000 new Likes	Situational		5000 new Likes	
LINKED-IN	Official Page HR Page	500 new Likes 200 new Shares	3 pr Week	5'000 views	25'000 Page Followers	
Website	WWW.RUDA. GOV.PK	10'000 Visitors 3'000 Unique Visitors Google search Page 1	Daily Updation	700 visitors	Daily Traffic 10'000 Unique 500	
SNAPCHAT	Official Handle	200 Likes	twice a week	All Organic	10'000 Followers	
PINTEREST	Official Page	1500 Followers	twice a week	400 Views	10'000 Following	
TUMBLR	Official Handle	500 Re-Blogs	twice a week	All Organic	8'000 Following	
YOUTUBE	Official Page	5'000 Views 1'000 Shares	one video pr week	400 Views 100 Subscribers	30'000 Subscribers	
Bloggers	Multiple Bloggers	2'000 Views 700 Shares 50 Comments	2 Blogs pr Month	400 Views	100'000 Views/ Reach	
VLOGGERS	Voice of RUDA News Vloggers	2'000 Views 700 Shares 50 Comments	4 V Logs pr Month	400 Views 100 Subscribers	50'000 Subscribers	
Monthly Spending TTL						
Retainer						
Cost						
Grand Total						

PR Proposal:

Please attach an effective PR Campaign with monthly Retainer Charges and details of the services included.

3.4 Deliverables

1. Authority Brand/Identity collaterals
2. Branding/Logo re-design – Refine or redesign of existing logo into a more dynamic and improved aesthetics that can be used in a variety of formats, from marketing materials, web, print, etc.
3. Stationary Package – Letterhead, envelopes, business cards, mailing labels, email signature, thank you/note cards, etc.
4. E-Newsletter Template – One to three templates of the e-newsletter would be desirable. These templates would be used for “RUDA news” “Messages from CEO/Chairman”, “Meeting Notices”, etc.
5. Print Newsletter Template – One or two versions of a printed newsletter that can be filled quarterly for print and web distribution.
6. Print Organization Brochure/Annual Report – 6 to 8 pages booklet full size, full color that can be filled out to offer information about the authority, board members, staff, goals and objectives, etc.
7. Print Key Facts/At-A-Glance – 2-page template that can be filled in with basic information about Lahore, River Ravi and RUDA. These can be used as inserts into third party packets such as real estate brokers, building owners, economic development staff, etc.
8. Press/Organization Kit – Folder with pertinent information about RUDA for the press and/or prospective property owners that have not yet joined RUDA.
9. Power Point/Prezi – Template that can be filled in for presentations about RUDA projects or about the RUDA itself.
10. Website – RUDA desires to develop an award-winning website with an overall look and functionality that builds on RUDA brand/identity and serves as a one-stop for all information related to Lahore and RUDA.

Desired features include:

1. Award winning design
2. Mobile/Tablet optimized
3. Social media integration
4. Newsletter sign-up
5. Video integration
6. Blog design and integration
7. Search Engine Optimized
8. Calendar integration
9. Staff/Board profile
10. File manager
11. Survey
12. Translation
13. Original artwork/graphics
14. Easy to use, integrated Content Management System
15. Contact us, community profile, infrastructure, landscaping and beautification, economic development, transit and transportation, news and press releases, etc.
16. mapping integration (google or GIS)
17. Hosting Solutions
18. 3D Rendering and walk through of RUDA Zones in the City.

Additional Scope/Deliverables if budget permits:

1. Tradeshow booth – Design and Fabrication/Construction cost
2. Video production: 5 minute “this is RUDA” / “The Future of Riverfronts” video
3. Print Ad campaign design for add to be placed in Newspaper

The key responsibilities of the agency shortlisted are listed below:

ACTIVITY	TECHNICAL SPECIFICATIONS:
PRINT MATERIAL	<p>The pre-qualified agencies may be responsible for printing all RUDA marketing material and advise RUDA on the most suitable paper grammage, dimensions, print techniques, and ensure satisfactory delivery of the required quantities according to the established timelines while directly coordinating with a top tier printer. Generally, RUDA printing requirements include flyers, brochures, reports, invitation cards, quarterly newsletters, one-pagers and any other printed material.</p> <p>The agency shortlisted from the pool of the pre-qualified firms based on the cost for each task order will be responsible to ensure that all printing is of the best industry quality and up to the satisfaction level of RUDA.</p>
GIVEAWAY MATERIAL	<p>The agency shortlisted from the pool of the pre-qualified firms based on the cost that may be responsible for the production and/or procuring and stocking RUDA giveaway material and may deliver specified quantities to the RUDA office as and when required. This material will include RUDA branded mugs, diaries, calendars, pens, swag bags, mementos, shields, giveaways such as branded USBs etc.</p> <p>The agency will be responsible to ensure that all such giveaway materials are of the best industry quality and up to the satisfaction level of RUDA.</p>
EVENT SUPPORT	<p>The agency will be responsible for providing all event-related support to RUDA as and when required. This includes backdrops, standees, media walls, SMD screens, podium covers, name tents, props, cut-outs, banners.</p> <p>The agency will be responsible for printing, installation, dismantling, storage and advising on possibilities to reuse such material as and when possible.</p> <p>RUDA may request some support from the agency to designate the Client Service Representative (CSR) and additional human resources to be present at certain events. This support will be required in very rare instances.</p> <p>RUDA events are generally in Lahore but maybe in very limited instances may also include other cities. Furthermore, coverage of all official events includes, but is not limited to B2B meetings, signing of MOAs, signing of MOUs etc.</p>
PRINT AD RELEASES	<p>The agency will be responsible to release all print ads for RUDA in newspapers (Urdu, English and/or regional and international) as directed for marketing/publicity and announcement purposes such as the call for applications, RFPs, EOIs, and Job Opportunities etc. RUDA will provide guidance on the frequency, placement, and size of these ads but the</p>

OUT OF HOME (OOH)	<p>agency may also provide its input to the benefit of the RUDA strategy.</p> <p>The agency will be responsible to advise and procure any electronic screens, billboards, streamers, airport screens, pamphlets, posters, any other medium of OOH advertising that RUDA may intend to undertake. This may or may not be part of an overall campaign. The agency will be responsible for securing permissions, advising on best available spots for such OOH advertising, printing, securing the desired spots, installation and dismantling. The agency will also monitor that all such OOH ads stay on for the desired period and share reports with RUDA as and when required.</p>
EVENT/FIELD PHOTOGRAPHY	<p>RUDA may require agency to provide support from time to time for photography. This may include event and field photography. Depending on the level and importance of the activity and in case of specific events RUDA may also review the portfolio of the proposed photographer before the activity and may require the agency to propose a substitute. This will include the photographer getting a thorough brief from RUDA POC beforehand and the agency making sure that this brief is followed.</p> <p>The photos must be high resolution and showcase action, impact and RUDA efforts well. To enhance the marketing efforts, RUDA desires original, high-quality photography of the area surrounding River Ravi. Examples of desired photography include aerial shots of Ravi, photos of manufacturing facilities such as an assembly line, dams, barrages, bridges, riverbanks, residential units, rail, roads, retail, truck traffic, public transit, utilities and water facilities, landscaping and streetscapes, etc. Moreover, pictorial documentation of the RUDA designated River Ravi belt should be done to chronologically capture the developmental stages/phases.</p> <p>The agency will be responsible to ensure that all such photography is of the best industry quality and up to the satisfaction level of RUDA PoC. RUDA photography opportunities are generally in Lahore but in very limited instances may also include other cities. RUDA will have all perpetual copyrights to all photo material produced under such activity.</p>
EVENT VIDEOGRAPHY	<p>HD quality video coverage of all RUDA events, as and when required, with full audio. Each video will then be edited into a short 2-minute Video News Report (VNR) styled montages cut on music to form a comprehensive social media video. These videos may also include short straight-to-camera video testimonials with participants and RUDA team, opening and closing 2-D graphics, music and titling. In some cases, the VNRs may also require background narration and a basic script. Moreover, video graphic documentation of the RUDA designated River Ravi belt should be done in order to chronologically capture the developmental stages/phases.</p> <p>The videos must be based on the brief provided by the RUDA Communications team and up to the highest industry standards and acceptable to the client. There may be multiple rounds of feedback and</p>

		<p>the agency must be committed to finalize and deliver each video within a week of the date of the filming. The final deliverable will be 2 broadcast level DVDs of the edited videos and finally a hard drive with all edited videos and rushes. RUDA will have all perpetual copyrights to all video material produced under such activity.</p> <p>The agency will be responsible to ensure that all such videography is of the best industry quality and up to the satisfaction level of RUDA POC.</p> <p>RUDA videography opportunities are generally in Islamabad, Karachi, and Lahore but may be in very limited instances may also include other cities.</p>
MASS CAMPAIGNS	MEDIA	<p>From time to time, RUDA may run specific short-term mass media awareness campaigns for its specific activities. These campaigns must highlight the specific activity and its significance, and RUDA's role as an enabler. The agency will be responsible for proposing, and implementing these mass media campaign after getting a thorough brief from the RUDA POC through channels such as:</p> <p>Print Ads Television Ads Radio PSAs OOH Advertisements Digital Media Campaigns Road Shows</p> <p>Any other mediums that the agency may want to propose for RUDA's multifarious city-structure and riverfront attractions.</p>
DIGITAL CAMPAIGNS	MEDIA	<p>From time to time, RUDA may run specific short-term digital media awareness campaigns for its specific activities. These campaigns must highlight the specific activity and its significance, and RUDA's role as an enabler. The agency will be responsible for producing the digital adverts (different sizes suitable for different publications) through the GD, proposing, and implementing an effective digital advertisement plan for on online channels such as but are not limited to:</p> <p>Tribune.com.pk techjuice.pk propakistani.pk tech.com.pk pakwired.com techistan.pk/ etc.</p> <p>The plan should propose value additions for consideration and the agency must inform RUDA and agree with the RUDA POC on ad impression targets. The agency must ensure that the plan it proposes meets those targets at the minimum. Platforms can change if desired.</p>
ANY ADVERTISING COMMUNICATION SUPPORT GRAPHICS/MAPS	OTHER OR	<p>As and when required, the agency should be willing to provide any and all communication support to RUDA Pakistan.</p> <p>One to three versions of maps/aerials of the riverfront boundaries within larger metropolitan Lahore context for insertion into a variety of marketing materials. Watermarks and graphics to enhance marketing</p>

COPYWRITING/CONTENT DEVELOPMENT	<p>materials. Note that RUDA has commissioned renderings of the future vision of the area in and around Ravi which can be inserted in the marketing materials as well.</p> <p>The agency must have excellent strategies for brand messaging/taglines/core values/mission, goals & purpose statements. All written content must be reviewed multiple times in order to ensure that there is no chance of errors, informational blunders or factual discrepancies. Content generated must comply with the essence of RUDA's goals and objectives.</p>
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3.5 Special Requirements/Disclaimers

RUDA desires the selected consultant(s) responding to this RFP to develop high-quality marketing materials. RUDA is in the process of engaging a multi-disciplinary firm to master plan the city of Lahore. The master plan would analyze current conditions and make improvement recommendations related to economic development, landscaping and beautification, land use, urban design, streetscapes, transit and transportation. Selected consultant(s) responding to this RFP must be willing to collaborate and coordinate work with existing RUDA consultant working on the Master Plan as well as the staff, to achieve the best solutions possible for the Lahore and its mighty RUDA project.

The award of the contract will be to whose responses comply with the requirements set forth in this request for proposal, and whose proposal is most advantageous to RUDA, with price considered, and taking into consideration all aspects of the responses. Rates will not be the sole determining factor. The Board of Members of the Authority reserves the right to reject any or all proposals, to waive technicalities and to make an award in whole or in part and as deemed in its best interest and will not reimburse any offer or for its Request for Proposal preparation costs. RUDA may decide to split the work outlined in this RFP amongst multiple firms if deemed in the best interest of RUDA. The written proposal documents supersede any verbal or written prior communications between the parties. All companies submitting a proposal will be notified of award.

4. Questionnaire

Complete this questionnaire in responding to this RFP and ensure to attach the following details in the prompt you submit for evaluation.

4.1 Company Credentials Checklist

Name of individual and phone number who can be contacted for further explanation or clarification of your proposal

1. Date local office was established and address
2. A statement of previous/current experience of the contractor (and sub-contractors) in directly related projects
3. Provide a listing of other governments/large corporate developments in the metro-Lahore area for which you have provided consulting services
4. Provide documentation outlining ability to secure insurance levels required by RUDA
5. Provide Sample Agreement. (An award of bid will not imply the RUDA's acceptance of the terms of sample bidder's agreement.)
6. Provide information on firm's financial stability
7. Provide any alternative solutions for cost savings
8. Financial statements along with tax return files for the past 5 years

4.2 References

Please list by company name, services rendered by the staff which are similar in size to RUDA and scope of operation. Please provide the name of the individual to contact and phone number where they can be reached. Three references required.

REFERENCE #1

CompanyName: _____

Address: _____

Authorized Representative: _____

Telephone Number: _____ Fax: _____ E-Mail: _____

REFERENCE #2

Company Name: _____

Address: _____

Authorized Representative: _____

Telephone Number: _____ Fax: _____ E-Mail: _____

REFERENCE #3

Company Name: _____

Address: _____

Authorized Representative: _____

Telephone Number: _____ Fax: _____ E-Mail: _____

PROPOSAL PRICE:

IN COMPLIANCE WITH THE ATTACHED SPECIFICATIONS, THE UNDERSIGNED OFFERS AND AGREES, IF THIS PROPOSAL IS ACCEPTED BY THE RAVI URBAN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS WITHIN NINETY (90) DAYS OF THE DATE OF PROPOSAL DEADLINE, TO FURNISH ANY OR ALL OF THE ITEMS UPON WHICH PRICES ARE QUOTED AT THE PRICE SET OPPOSITE EACH ITEM.

Contact Name: _____

Company Name: _____

Address: _____

Signature of Authorized Representative

Printed Name of Authorized Representative Phone: _____

Fax: _____

Cell: _____

E-Mail: _____

4.3 Additional Disclaimers/Requirements

Right of Rejection: RUDA reserves full freedom (in addition to the right to reject any bids) in awarding bids to consider all available factors including, but not limited to price, the provision of needed and unneeded features, usefulness, and prior experience. Hence, RUDA may award bids to other than the lowest bidder if, in the judgment of the jury, the interest of the RUDA will be best served by awarding to another.

Liability for Errors: While RUDA has made considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this RFP is supplied solely as a guideline. The information is not guaranteed or warranted accurate by RUDA, nor is it necessarily comprehensive or exhaustive.

Firm Pricing: The proposal must be firm for at least ninety (90) days after the closing date of the RFP. All pricing should include delivery-F.O.B. destination.

Price List: An itemized price list for all goods and services used to satisfy this need should be included in bid along with all warranties-standard and extended options.

Bid Amendments: RUDA reserves the right to amend this RFP before the proposal due date. All amendments and additional information will be sent to all vendors who have received the document and should be acknowledged in your proposal.

Bid Withdrawal: A submitted proposal may be withdrawn before the due date by a written request to RUDA's Executive Director. A request to withdraw a proposal must be signed by an authorized individual.

Competence: Qualified contractors must demonstrate competence and experience in all areas of expertise required by the scope of services. If subcontractors are to be used, describe the function and approximate percentage of work they will be conducting.

Insurance requirements: Contractor shall procure and maintain in full force and effect, at all times during the term of this Agreement, general liability insurance, worker compensation insurance auto insurance. All insurance companies providing coverage must have a good rating, approved by the RUDA in advance and at its sole discretion.

1. The contractor shall plan and conduct the services to comply with local, state and federal laws, rules and regulations, to adequately safeguard persons and property from injury.
2. The contractor shall obtain and maintain current any licenses, certificates, registrations, permits and any other item or permission necessary to perform and complete the services outlined in this Request for Proposal.
3. The contractor shall comply with all Pakistan, Lahore District, Punjab Government and Transportation rules and regulations either currently in effect or as may be promulgated in the future while performing services for RUDA.
4. The contractor shall ensure that all employees qualify for employment under the stipulations required by the government.
5. The contractor shall adequately protect workers, landowners, tenants, adjacent property, and the public during its operations.
6. The contractor shall execute a contract tendered by RUDA before initiating service.