



# EXPRESSION OF INTEREST

RUDA/COMM/MKT/78

PRE-QUALIFICATION OF FIRMS



## RAVI URBAN DEVELOPMENT AUTHORITY

151- Abu Bakar Block, Garden Town, Lahore [www.ruda.gov.pk](http://www.ruda.gov.pk)

Tel: 042 99333531-6



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### **Important Note**

Bidders must ensure that they submit all the required documents indicated in the Pre-Qualification Document (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 2020**

This Pre-Qualification Process will be governed under RUDA Procurement Regulations 2020, 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 2020

RUDA Procurement Regulations 2020 will be strictly followed. These may be obtained from RUDA's website: <https://ruda.gov.pk/legal-framework>. In this document, unless otherwise mentioned to the contrary, "Regulation" means a Regulation under the RUDA Procurement Regulations 2020.

### 1.2. MODE OF ADVERTISEMENT(S)

As per Regulation clause (16), this Pre-Qualification is being placed online at RUDA's website & in Daily National Newspapers. The PQD carrying all details can be downloaded from RUDA's website [www.ruda.gov.pk](http://www.ruda.gov.pk) for information only. All prospective bidders are required to register themselves with the Procurement Office, Ravi Urban Development Authority on deposit of Rs. 5,000/- (Non-refundable being the tender Cost) into Account No. 6010217231600018, in any branch of Bank of Punjab, on any working day (Monday to Friday) during office hours and submitting receipt of the same to RUDA.

*Note: The firm must obtain the PQD from Procurement Office for further participation.*

### 1.3. PRE-QUALIFICATION DETAILS

The complete applications as required under this PQD, must be delivered at reception of Ravi Urban Development Authority, Lahore, not later than **11:00 AM on 20<sup>th</sup> October, 2022**. 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 **12:00 PM** on the same day in the presence of prospective bidder or their representatives who chose to be present.

The prospective 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 prospective 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](mailto:haroon.rauf@ruda.gov.pk) or [marketing@ruda.gov.pk](mailto:marketing@ruda.gov.pk)

Phone No: +92-42-99333531-6



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

All prospective 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 prospective 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 prospective 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:
- 2.2. "Authorized Representative" means any representative appointed, from time to time, by the Client, the Procuring Agency or the Contractor.
- 2.3. "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.
- 2.4. "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.
- 2.5. "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.
- 2.6. "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.
- 2.7. "Day" means calendar day.
- 2.8. "Person" includes individual, association of persons, firm, company, corporation, institution and organization, etc., having legal capacity.
- 2.9. "Prescribed" means prescribed in the Pre-Qualification Document.
- 2.10. "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.



- 2.11. "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).
- 2.12. "Services" means service and other such obligations which the Contractor is required to provide to the Procuring Agency.
- 2.13. "Taking-Over Certificate" means the certificate to be issued by the Client to the Contractor, in accordance with the Contract.
- 2.14. "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 experienced and capable firms / companies for the following:

Sr. No.	Subject Pre-Qualification
1	Marketing & Consumer Research/ Media Monitoring
2	Real Estate Marketing
3	3D Modeling Agencies/VR/Holographic
4	Offset/Digital Printing & Souvenir Development
5	Public Relations Management (PR)

### 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:

- EOI Application Form: Annex - A**
- 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.
- 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.
- 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 pre-qualification shall incur any right of the pre-qualified bidder for business or award of job/assignment as per RUDA Procurement Regulations 2020

### **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 2020.

### **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 XXXXXXXX” 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 62 of RUDA Procurement Regulations 2020 all grievances / petitions shall be submitted to notified 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.
- 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/quotations 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.
- j) One RFP document is applicable for only single category submission. Multiple submissions are not allowed.

## SECTION III: SCOPE OF SERVICES

### 1. Marketing & Consumer Research/Media Monitoring/Companies

The company/ agency is required to collect market insights from open source & institutional data crawling to understand market trends and environment in order to produce better hypothesis. Company would be responsible for:

- Map trends & competition
- Detect signals on early opportunities
- Plan market relevant tests
- Collect & Analyses data
- Benchmark & build a forecast model
- Focus group & Telephonic surveys
- Media Monitoring
- Intimate the upcoming threats and opportunities
- Present info graphics-based dashboards in regular intervals
- Develop strategic reports following on researches and give clear recommendations

### 2. Real Estate Marketing Companies

#### Research and Advisory

- Develop Comprehensive Market Reports with focused Research and Analysis
- Provide Independent advice on market trends with Strategic and Analytical Advice
- Make Feasibility studies with detailed financial workings, Financial Analysis and Research
- Provide In-depth analysis of supply and demand position
- Keep Critical watch on pricing trends
- Investment appraisal, Development Appraisal and Due diligence
- Coordination with master planners and architects in project planning stages
- Location and Development Analysis with benchmarking performance ratios



### 3. 3D Modeling /VR/Holographic Agencies

The company/ agency is required to have Digital signage equipment which include indoor and outdoor SMD displays, Floor Standing Medias, Interactive displays, Interactive KIOSKS, 3D Hologram Fans, Transparent LCDs, Transparent SMDs, Flexible SMD displays, Hologram Table, Interactive Projectors, Video Walls, Multi-Touch Video Walls, Virtual Reality (VR) solutions & equipment, 3D displays, 3D content production and physical 3D models.

### 4. Public Relation Management (PR):

The following scope of work identifies the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing and Communications Department of RUDA.

#### **Objectives of PR:**

- Building Product Awareness: When introducing a new product or relaunching an existing use PR element to generate consumer attention and awareness through media placements.
- Providing Information: To provide customers with more in-depth information about products and services.
- Reinforcing the Brand: Reinforce RUDA as skills expert by maintaining positive relationships with key audiences, and thereby aiding in building a strong image of RUDA as an innovative, transparent and future driven company.

The selected company/ firm is required to develop and perform at minimum, but not limited to, following:

**Conduct a SWOT analysis:** The company/ Firm is required to Conduct a SWOT analysis of RUDA brand in terms of PR and formulate strategy that plays to its strengths, identifies promising opportunities, and mitigates threats.

The key deliverables are:

- PR strategy formulated for the entire year
- PR rollout plan with month-wise detailed activities proposed every quarter
- PR support in crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan as and when required
- List of top tier relevant media outlets including newspapers, television channels, and upcoming magazines and publications, compiled to be targeted through the year
- Online media/ blogger (YouTube, Instagram, and Facebook) engagement strategy plan for the entire year.

**Gain Media Attention for RUDA:** The company/ firm will work on ensuring that both digital and print media is utilized to highlight the impact of RUDA's work; including the programs and schemes launched or completed, partnerships or MoU's signed and showcase the impact both quantitatively and qualitatively (storytelling).

The key deliverables are:

- Preparation and Dissemination of press release to trade / business publications / organizations / general news outlets on major initiatives / achievements/programme / events by RUDA as per requirement.
- 4 articles/opinion pieces/stories on current and relevant topics to be published in top tier media outlets



- At least 2 interviews by senior Journalists/Editors/Influencers with RUDA team organized.

**Generate Brand Awareness:** The company/ firm will work on creating brand awareness and recall values for RUDA and its work and help to organize and support events.

The key deliverables are:

- Planning and organizing press conferences and media meets for national and local/regional media
- Media management of various seminars, workshops, exhibitions, and events organized by RUDA (if requested by RUDA management)
- Round-table discussion of top journalists and thought-leaders with RUDA top management Quarterly basis
- Develop a segment on skills development featuring RUDA CEO on television /radio (for example morning shows, talk shows, panel discussions) Quarterly basis.

**Monitor and Report Media Coverage:** The company/ firm will report all media coverage of RUDA and related topics.

The key deliverables are:

- Daily monitoring report reflecting key interest topics for RUDA (topics will be selected with mutual agreement of RUDA management and the vendor)
- Media Tracking- Print and digital (blogs, social media, news outlets, articles) wherever RUDA is mentioned
- Complete impact analysis and compiled reports of all published pieces (press releases, articles) and activities (events, press conferences)

## **5. Offset/ Digital Printing/ Souvenir Companies:**

Including but not limited to print marketing material like Brochures, Coffee table book, Newsletters, Promotional Leaflets, Application Forms, Booklets, Flexes Printing and installation, Event theme (Tunnels, branding inside and outside), File Folders & premium quality souvenirs, including printing and development of Marketing collaterals on required materials from the relevant representative of the Authority.



## 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 (03) 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 **non-responsive** and will not participate in the further evaluation process.

### TECHNICAL EVALUATION CRITERIA

- General Experience **(5 Marks)**

Sr. No.	No of years' experience (Incorporation of firms from relevant authority in number of years) (Attach Evidence)	Total Marks 05
1	3 years to 4 years	3
2	4 years to 5 years	4
3	6 years or more	5

- Specific Experience **(10 Marks)**

Sr. No.	Experience of Similar Assignments (The applicant must attach Purchase Orders, Contracts or Performance Certificates for verifications)	Total Marks 10
1	Maximum five (05) Government / Semi Government relevant assignments (01 marks for each assignment)	05
	Maximum five (05) Corporate Sector relevant assignments (01 marks for each assignment)	05

**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
	Expert	Relevant Experience	Marks
1	Team Leader	Min. 05 Years of Experience	5
2	Allocated Resource-1 (relevant)	Min. 05 Years of experience	5
3	Allocated Resource-2(Relevant)	Min. 7 Years' experience	5
4	Allocated Resource-3(Relevant)	Min. 3 Years of Experience	5

• **Average Annual Turnover in PKR of Organization of last 3 years (10 Marks)**

Sr. No.	Last 3 years Financial Statements (Attach Financial Statement of last three (03) years)	Total Marks 10
1	Under 5 million	2.5
2	Under 10 million	05
3	Under 20 million	7.5
4	Above 20 million	10

• **Dedicated Staff for RUDA (10 Marks)**

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
	Provide Names /Designation	

• **Quality Management Evaluation (45 Marks)**

Sr. No.	Detailed Presentation on the participated procurements	Total Marks 45
1	Presentation ANNEXURE-E	20
2	Technical Evaluation form ANNEXURE-D to be duly filled by the evaluating members as an integral part of the evaluation	25

**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
	Offset/ Digital Printing & Souvenir Development
	Marketing & Consumer Research/ Media Monitoring
	Real Estate Marketing
	3D Modeling Agencies/VR/Holographic
	Public Relations Management (PR)

We, the undersigned, offer to provide in accordance with your Pre-Qualification Document Pre-Qualification Document No. **RUDA/COMM/MKT/78** 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 further affirm that the Government of Pakistan/Punjab has not declared us ineligible due to allegations of corrupt, fraudulent, collusive, or coercive conduct. 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 “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 “UNDERTAKING”

(This should be written on Rs.100 Stamp Paper)

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:

- 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;
- 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.
- 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 3 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.