EXPRESSION OF INTEREST DOCUMENT

For

Hiring of Media and Communications/ Advertising Firm

September 2017

Multi Sectoral Nutrition Center (MSNC)
Planning & Development Department
Government of the Punjab

MSNC
MULTI SECTORAL NUTRITION CENTER
Making Nutrition a Priority

DISCLAIMER

1. The information contained in this Expression of Interest (EOI) document or subsequently provided to Bidder(s), whether verbally or in written form by or on behalf of the Multi Sectoral Nutrition Center (MSNC), Planning & Development Department or any of their employees or advisors, shall be subject to the terms and conditions set out in this EOI document and any other terms and conditions subject to which such information is provided.

2. This EOI document does not purport to contain all the information each Bidder may require. This EOI document may not be appropriate for all persons, and it is not possible for the MSNC, P & D Department, their employees or advisors to consider the investment objectives, financial situation and particular needs of each Bidder who reads or uses this EOI document. Certain Bidders may have better knowledge of the proposed Project than others. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI document and obtain independent advice from appropriate sources. MSNC, P & D Department, its Representatives, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document.

3. MSNC, P & D Department may, in their absolute discretion, but without being under any obligation to do so, update, amend, add to any or all of the provisions or supplement the information of this EOI document or cancel the present Invitation and call for fresh Invitations. Such changes would be intimated to all Bidders using this EOI Document.

4. MSNC, P & D Department reserves the right to reject any or all of Expression of Interests (EOIs) submitted in response to this EOI Invitation at any stage without assigning any reasons whatsoever. MSNC, P & D Department also reserves the right to hold or withdraw from or cancel the process at any stage up to the final pre-qualification / shortlisting.

5. Neither MSNC, P & D Department nor their employees or representative will have any liability in case of non-receipt of any correspondence from them to the bidders due to the postal delays.

6. Mere submission of this EOI or Pre-qualification or issue of RFP does not vest any right in the Bidder for being selected for the project.

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ACRONYMS & ABBREVIATIONS

EOI	Expressions of interest
GoPb	Government of the Punjab
MSNC	Muti Sectoral Nutrition Center
MOU	Memorandum of Understanding
P&D	Planning & Development
POA	Power of Attorney
RFP	Request for Proposal
EOI	Expression of Interest

SECTION I: INSTRUCTIONS TO BIDDER

A. Scope of Application

1. Multi Sectoral Nutrition Center (MSNC), Planning & Development Department, referred to as "the Client" hereinafter wishes to receive EOIs for Qualification to shortlist experienced and capable firms / companies for the RFP stage.
2. Shortlisted Bidders would be subsequently invited to submit the proposal in respect of the "Media and Communications/Advertising Firm" referred to as "Contractor" hereinafter.

B. Eligible Bidders

1. May be a single company or a group of maximum 2 firms / companies (hereinafter referred to as Consortium), coming together for providing Media and Communications/Advertising services. The term Bidder used hereinafter would therefore apply to a single entity and/or a Consortium or joint venture.

2. The Bidder should submit a Power of Attorney as per the format enclosed at Appendix 1A, authorizing the signatory of the EOI Application to commit the Bidder.

3. EOIs submitted, in response to the EOI, by a Consortium should comply with the following additional requirements:

    a. Number of members in a consortium would be limited to maximum of 2;
    b. The EOIs should contain the information required for each member of the Consortium;
    c. An individual Bidder cannot at the same time be member of a Consortium applying for this Project. Further, a member of a particular Consortium cannot be member of any other Consortium applying for this Project; an undertaking towards this end needs to be submitted by all members;
    d. Members of the Consortium shall nominate one member as the Lead Member. The nomination shall be supported by a Power of Attorney as per the format enclosed at Appendix 1B;
    e. Members of the Consortium shall enter into a Memorandum of Understanding (MOU) as per the format enclosed at Appendix 10 and duly notarized for the purpose of making the EOI Application and submitting a Proposal. The MOU shall, inter alia:
        i. Convey the intent to enter into the Contract Agreements and subsequently carry out all the responsibilities specified in the Contract Agreement, in case the assignment is awarded to the Bidder; and
        ii. Clearly outline the proposed roles and responsibilities of each member in case of Consortium at each stage.

4. Notwithstanding anything stated elsewhere in this document, the Client shall have the right to seek updated information from the Bidder to ensure their continued eligibility. Bidder(s) shall provide evidence of their continued eligibility in a manner that is satisfactory to the Client. Bidder may be disqualified if it is determined by the Client, at any stage of the process, that the Bidder will be unable

to fulfil the requirements of the Project or fails to continue to satisfy the Eligibility Criteria. Supplementary information or documentations may be sought from Bidders at any time and must so be provided within a reasonable time frame as stipulated by the Client.

5. A firm which has been barred or disqualified either by any department/agencies of the Government of Pakistan /Punjab or Government departments/agencies of their respective country, in case of International bidder(s) would not be eligible to submit an EOI Application, either individually or as member of a Consortium. Bidder to submit an affidavit to this effect.

C. Changes in Consortium Composition

After shortlisting, change in the composition of the Consortium (except lead member) will be subject to approval of the Client but applications to change the consortium should reach the Client at least 10 days before the last date for submission of RFP. Conditions for such approval will be provided in the RFP document.

D. Number of EOIs

Each Bidder shall submit one (01) EOI Application in response to this EOI. Any Bidder, which submits or participates in more than one EOI Application will be disqualified and will also cause the disqualification of the Consortiums of which it is a member as the case may be.

E. EOI Preparation Cost

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

F. Examination of EOI

1. It would be deemed that by submitting the EOI, Bidder has:

   a. Made a complete and careful examination of the EOI; and
   b. Received all relevant information requested from the Client.

2. The Client shall not be liable for any mistake or error on the part of the Bidder in respect of the above.

G. Right to Accept or Reject all Applications

1. Notwithstanding anything contained in this EOI, the Client reserves the right to accept or reject all EOI and to annul the pre-qualification process and reject all EOIs / proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, with assigning reasons.

2. The Client reserves the right to reject any EOI Application if:
   a. At any time, a material misrepresentation is made or uncovered, or
   b. The Bidder does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the EOI.

3. Such misrepresentation / improper response would lead to the disqualification of the Bidder. If the Bidder is a Consortium, then the entire Consortium would be disqualified / rejected.

H. Contents of EOI

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

I. Clarifications

Interested parties may address their queries relating to the EOI to the Office of the MSNC. The queries should reach the above latest by September 29, 2017, 04:00 pm. The MSNC would endeavor to respond to the queries. The responses will be sent by fax/ email.

J. Amendment of EOI

1. At any time prior to the deadline for submission of EOI Application, the Client may, for any reason, whether at its own initiative or in response to clarifications requested by any Bidder, modify the EOI Document by the issuance of an Addendum.
2. Any Addendum thus issued will be sent in writing to all those who have sent queries to the EOI Document, and shall also be uploaded on MSNC or P & D Building website.

K. Language

The EOI and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by Bidder with the EOIs; 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, shall not be considered. For the purpose of interpretation and evaluation of the EOI, the English language translation shall prevail.

L. Currency

The currency for the purpose of the EOIs; Application shall be the Pak Rupee (PKR). The conversion to Pak Rupees shall be clearly indicated in the Appendix 6. In all such cases, the original figures in the relevant foreign currency and the PKR equivalent thereof must be given. The exchange rate(s) applied shall be clearly stated. The conversion to PAK Rupees shall be based on 01US$=104.5 PKR. The Client reserves the right to use any other suitable exchange rate for the purposes of uniform evaluation for all Bidders.

M. Validity of EOIs

EOIs shall remain valid for a period not less than 90 days from the EOI Application Due Date. The Client reserves the right to reject any EOI Application, which does not meet this requirement.

N. Format and Signing of EOI Application

1. The Bidder would provide all the information as per this EOI. The Client would evaluate only those EOIs that are received in the required format and are complete in all respects.
2. The Bidder shall prepare one original of the documents comprising the EOI Application and clearly marked "ORIGINAL". In addition, the Bidder shall make two copies of the EOI Application, clearly marked "COPY". In the event of any discrepancy between the original and the copies, the original shall prevail.
3. The EOI Application and its copies shall be typed or written in indelible ink and each page shall be initialled and stamped by the Bidder. All the alterations, omissions, additions, or any other amendments made to the EOI Application shall be initialled by the person(s) signing the EOI Application.

O. Sealing and Marking of EOI Applications

1. The Bidder shall seal the original and copy duly marking the envelopes as "ORIGINAL" and "COPY". The envelopes shall then be sealed in an outer envelope super scribing 'EOI for Feasibility and Master Planning Study for Development of a New Economic City in Punjab, Pakistan' and also the name(s) of bidder / consortium.
2. Each EOI (original and copy) shall contain:
   a. Power of Attorney (POA) for the signing authority as per the format enclosed at Appendix 1A. Alternatively, at EOI stage, authorization letter issued by the CEO or suitably authorized person would suffice subject to the power of attorney being submitted before the RFP submission deadline;
   b. Power of Attorney for the Lead member of the consortium as per the format enclosed at Appendix 1B, in case of Consortium;
   c. Bidder details (Appendix 2);
   d. EOI's Application in the prescribed format (Appendix 3) along with supporting documents;
   e. Completed Format for Experience as in Appendix 4, along with supporting documents;
   f. Completed Format for Financial Capability as in Appendix 5 6 & 7, along with supporting documents;
   g. A consortium applying at EOI stage, if unable to submit POA for lead member nomination, MOU, Board resolutions, etc., may submit the Letter of intent signed by all Consortium members to form a Consortium including nomination of a lead member and to ensure submission of related documents including (b) above and the MOU (k below), etc. before signing of contract agreement, if selected. (Appendix 6);
   h. Format of Anti collusion certificate as in Appendix 8;
   i. Format of Assignment Undertaking as in Appendix 9A;
   j. In case of a Consortium, an undertaking from each member of Consortium certifying that it is an exclusive member of that particular consortium alone, and not a member of any other consortium nor an independent Bidder, bidding for this Project and has submitted only one (1) EOI Application in response to this EOI (Appendix 9 B).
   k. MOU in case of a Consortium (Appendix 10); and
   l. Documentary evidence, if applicable, relating to experience of group companies/associates.

3. The envelope shall be addressed to:

Syed Hussain Haider
Project Director
Mutli Sectoral Nutrition Center, P & D Department
Office No. 518, 4th Floor, Planning & Development Building, Lahore, Pakistan

4. If the envelope is not sealed and marked as instructed above, the Client assumes no responsibility for the misplacement or premature opening of the contents of the EOI Application submitted.

P. EOI Application Due Date

EOI Applications should be submitted by October 06, 2017 till 1500 hours PST on the EOI Application Due Date mentioned in the Schedule of Pre-qualification Process, at the address provided above in the manner and form as detailed in this EOI. EOI Applications submitted by either facsimile transmission, telex or e-mail will not be considered for evaluation and shortlisting. However, the Client reserves the right to extend the EOI Application Due Date and Time, at any time prior to opening of EOIs in response to this EOI. In such cases the EOI applications received prior to such extension shall not be opened. Further, if the EOI document is materially modified long/during such extended period, the EOI application received prior to extension shall be returned to the bidders and appropriate time shall be allowed for resubmission of the EOI applications.

Q. Late EOI Applications

EOI Applications received after the Due Date shall not be considered

R. Modifications/ Substitution/ Withdrawal of EOIs

The Bidder may modify, substitute or withdraw its EOIs after submission, provided that written notice of the modification, substitution or withdrawal is received by the Client before the EOI's Due Date and time. No EOI shall be modified or substituted or withdrawn by the Bidder after the EOI Due Date and time.

S. Evaluation of Application - Due Date

The Client would open the Applications on the opening due date mentioned in the Schedule of Pre-qualification Process, for the purpose of evaluation.

T. Evaluation of EOI – Criteria

The Client would subsequently examine and evaluate EOIs in Accordance with the criteria set out in Section 3.

U. Evaluation of EOI - Supporting Documents

The Client reserves the right to call for supporting documentation to verify the data provided by Bidder, at any time during the pre-qualification process. The Bidder in such cases would need to provide the requested clarification / documents promptly and within the stipulated time failing which the Bidder is liable to be disqualified at any stage of the shortlisting process.

V. Evaluation of EOI - Right to Reject

The Client reserves the right to reject any EOI Application if:

1. At any time, a material misrepresentation is made or uncovered; or
2. The Bidder does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the EOI.

W. Confidentiality

Information relating to the examination, clarification, evaluation, and recommendation for the short-listed Bidders shall not be disclosed to any person not officially concerned with the process. The Client 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 Client will not divulge any such information unless it is ordered to do so by higher authority that has the power under law to require its disclosure.

X. Tests of responsiveness

Prior to evaluation of EOIs, the Client will determine whether each EOI Application is responsive to the requirements of the EOI. An EOI Application shall be considered responsive if the EOI Application:

1. Is received by the Due Date including any extension thereof;
2. Is accompanied by the letter of intent (Appendix 6), if applicable, (to form a consortium and submission of MOU duly supported by Board resolution and charter documents before the RFP submission deadline); and
3. Contains information required as per Appendix 3, 4, 5, 6 and 7.

The Client reserves the right to reject any EOI Application which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Client in respect of such EOI Applications.

Y. Clarifications

To facilitate evaluation of EOIs, the Client may at its sole discretion, seek clarifications in writing from any Bidder regarding its EOI.

Z. Qualification and Notification

After the evaluation of EOIs, the Client would announce a list of shortlisted Bidders who meet the Qualification Criteria. At the same time, the Client would notify other Bidders that their EOI Applications have been unsuccessful. The shortlisted Bidders would then be requested by the Client to submit a detailed Proposal in the form and manner to be set out in the RFP Document.

SECTION 2: TERMS OF REFERENCE

1. INTRODUCTION

According to the National Nutrition Survey (NNS) 2011 stunting, wasting and micronutrient deficiencies are endemic in Pakistan - with stunting reported at 44%, wasting at 15% and underweight at 32%. Recognizing the need to address malnutrition as top priority, a number of opportunities have been paved by the GoPb - including a Health Sector Plan 2020, and the establishment of the Multi Sectoral Nutrition Center (MSNC). This establishment is an initiative of the Planning and Development Department, Government of Punjab - in response to the prevailing dismal nutrition status of Children under-five. At present, the Center is mobilizing major efforts towards highlighting the said issue and is collaborating with eight different sectors namely; Health, Education, Population, WASH, Food, Agriculture, Social Protection, Livestock and Fisheries to combat malnutrition through a multi-sectoral approach. The Centre is currently engaged in running two programs i.e. the "Multi Sectoral Nutrition Strategy (MSNS)" and a "Stunting Reduction Framework" encompassing strategies from all the relevant departments and sectors.

2. RATIONALE/JUSTIFICATION

- MSNC has limited staff who cannot undertake the responsibility of efficiently managing all of the communication activities, and different sectors report to the Multi Sectoral Nutrition Center, so the Media Firm can help in organizing the activities and reporting on them by providing consolidated quarterly reports
- MSNC staff is engaged in the formulation of the Multi-Sectoral Nutrition Communications Strategy, which can be refined further by the Media Firm after consultation with the relevant stakeholders.
- Due to the wide ranging responsibilities, the MSNC Communications Team has limited time at their disposal for carrying out research, conducting surveys and implementing innovative communication ideas. The Media Firm can conduct

surveys and carry out these activities, in urban and rural areas of Punjab due to their experienced staff.

- MSNC staff has limited time and resources to engage with a wide variety of newspapers, radio stations and TV channels. It will be included in the Scope of Work of the Media Firm to engage with the media industry (including social media). and get content published/aired related to nutrition.

3. PURPOSE AND OBJECTIVES

The main objective of the Media Firm is to accelerate, optimize and widen outreach coupled with expanding connectivity of the communication activities of the Multi Sectoral Nutrition Center. The Media Firm will organize communication activities, assist in ongoing communication work and produce communication products as and when needed.

Due to the scope, diversity and complex nature of the work of each of the sectors and the geographic area that they cover in Punjab, it is not possible for the communication team at MSNC to effectively and simultaneously organize communication activities for each of them. The Media Firm will complement the output of the communications team of MSNC, to ensure that all sectors receive comparable and effective coverage in communications. Under such circumstances, MSNC employs additional services of third party firms/institutions to facilitate in the discharge of communication activities.

The Communications Strategy of the Multi-Sectoral Nutrition Center is a living document which is in the process of being compiled by MSNC Communications department. Periodic review of this document is needed to refine and update it, with repeated consultations with stakeholders from different sectors. It will be the responsibility of the Media Firm to hone the Communications Strategy when needed, with their expertise in the communications field and review the document with an analytical and a critical eye.

Strong communication activities are required to bring visibility and provide a comprehensive and multi-dimensional coverage of the Punjab government's projects related to nutrition. To monitor progress of inputs and activities, outputs and outcomes

under WASH, Health, Education, Population, Family Planning, Agricultures (Crops, Livestock and Poultry, Fisheries) and Social Protection, MSNC requires experienced organizations/consultancy firms to conduct field visits to project locations to complement MSNC's communication mechanisms in Punjab and to produce research and independent surveys whenever needed, to complement communication efforts. The services of such organizations can also be used for organizing innovative communication activities like arranging community street theatres in the rural areas of Punjab or producing visual content in the local languages for dissemination.

The Media firm will work as an independent firm under the supervision of MSNC to produce communication products including press releases and TVCs, organize communication activities and engage media contacts. Flexibility can be created through the contract to modulate the media firm's output based on the requirements of the center.

The purpose of this solicitation is to sign Long Term Arrangements (LTAs) with firm(s) for providing communication services in Punjab. MSNC may choose to award LTAs to one or more firms. The agreement would be made under a Long Term Arrangement (LTA) for an initial period of one year with possibility of extension for further two years. MSNC reserves the right not to enter into any contract after LTA entry based on specific terms of reference for the specific location(s) and entry into an LTA should not be understood as de facto resulting in subsequent contracts.

4. DELIVERABLES

The Communications Firm is expected to deliver the following:

a. **General Deliverables:**

I. Hold monthly meetings with the Communications team of the *Multi Sectoral Nutrition Center* on the progress of communication related activities

II. Review of the available global and national material on Nutrition and preparation of electronic and print materials (press releases (Urdu and English), brochures, leaflets, banners, backdrops, standees, flexes, radio ads,

TVCs, billboard strategies social media messages etc) in English, Urdu, Punjabi and/or Saraiki

III. Polish and update Communications Strategy of the Multi Sectoral Nutrition Center (when needed) with inputs from all relevant sectors, on annual basis.

IV. Prepare and archive mailing list for the dissemination of material as and when required by MSNC.

V. Development of quick, deadline driven innovative communication products as and when required by MSNC

VI. Outreach to media for dissemination and publication of communication products related to MSNC's work on nutrition

VII. Management of Social Media Websites for MSNC, and development of content for social media campaigns

VIII. Develop communication related reports and compendiums.

IX. Develop high end presentations for MSNC, whenever needed.

X. Liaison with different organizations, educational institutions, as and when required.

b. Campaign-specific Deliverables:

The selected firm is expected to provide *Campaign-specific Deliverables* and closely liaison with the Communication Team;

I. Engage with the Communication Team from conceptual design to dissemination drives of any and all campaigns approved by the MSNC;

II. Submit multi-lingual *Public Service Message* Poster designs and other promotional material as required by the Communications team

III. Submit *Flex-Advertising Campaigns* as and when required by MSNC

IV. Submit *Video-branding* as and when required by MSNC;

V. Submit multi-lingual *infomercials,* highlighting breast-feeding, stunting and malnutrition as and when deemed appropriate by MSNC

VI. Develop and manage Social Media Content for MSNC in general, and Social Media Campaigns in particular.

VII. Updating social media content on weekly/ monthly bases for example daily/ weekly updates in form of pictures or short videos and provide monthly report regarding the online traffic on social media websites

VIII. Conduct awareness walks and activities, ensuring appropriate media coverage

IX. Plan and perform any other activities required for the specific campaign.

c. Event-Specific Deliverables:

The selected firm is expected to provide *Event-specific Deliverables* and closely liaison with the Communication Team:

I. Prepare briefing kits, manuals, brochures, standees, backdrops and all relevant materials required for MSNC *Training Workshops in* the Targeted Districts, Union Councils & Health facilities

II. Prepare mailing lists, speaker lists and all relevant materials required for events such as *Stakeholders Roundtables, Advocacy Conferences, Launches* as and when deemed necessary by the MSNC;

III. Submit press releases (Urdu and English), a post-event report and provide press reporting of the events.

IV. The videography and digital photography of all conducted events will be submitted to the Department through an appropriate mechanism.

V. The selected firm shall be expected to plan, organize, and manage all the events, activities, campaigns listed above and maintain a detailed record of the communication (including ICT-based recording/geo-tagging of activities & feedback from participants) and providing weekly/ monthly reports to keep a check and balance and to see how effective our campaigns have been.

SECTION 3: CRITERIA FOR EVALUATION

A. Shortlisting

The Bidder/consortium shall be pre-qualified using criteria given below on the basis of their:

1. Technical Experience; and
2. Financial capability in terms of:
   a. Turn over
   b. Net worth

On each of these parameters, the Bidder would be required to meet the evaluation criteria (Section 3C). Bidders meeting all the criteria will only be qualified for issuance of request for proposal.

B. Eligibility

The presence of the following items has to be checked before Bidders are evaluated for shortlisting:

1. Registration Certificate;
2. Copy of Registration with Securities & Exchange Commission or Registrar of Firms; / Relevant registration Authority (in case of international bidder)
3. Copy of Registration with Income Tax Department;
4. List of permanent professional staff along with C.Vs of relevant core staff showing project-wise experience with exact time duration for each project (Appendix 4);
5. List of similar works completed during last 10 years and similar works in hand, indicating total cost of such works and cost of projects received against those works along with date of start and completion or expected date of completion (Appendix 4);
6. A certificate / affidavit that Bidder is not blacklisted by any Government / Autonomous Body;
7. Audited statements of accounts for the last 3 years (Appendix 5);
8. Any other relevant information.

C. Evaluation Criteria

Once all Bidders that have not submitted the required items, or those that are non-compliant to the terms laid out in the EOI's Instructions to Bidders are removed from the list, remaining Bidders would be evaluated according to the following criteria:

Table 1: Criteria for Shortlisting of Request for Prequalification

Sr. No.	Criteria		Marks
1	**General**		
1.1	Registration of Firm or Company		Qualifying Criteria
1.2	Not blacklisted by any department of the Govt. of the Punjab		Qualifying Criteria
1.3	Active taxpayer		Qualifying Criteria
1.4	The lead member of the consortium must secure **50%** of the technical marks.		Qualifying Criteria
1.5	Company/Firm has its own Production Studio with in house editing suits and creative studio		Qualifying Criteria
2	**Technical criteria**		**70%**
2.1	An Operational History of at least 2 years, with experience in monitoring and validation project activities		**10**
	a	*2 years*	*5*
	b	*3-5 years*	*7*
	c	*More than 5 years*	*10*
2.2	*Offices in Major Cities of Pakistan* *One mark for each city*		*3*
2.3	Experience and standing in for Media and Communications/Advertising related assignments		**10**
	a	*1-2 Completed Projects*	*3*
	b	*3-5 Completed Projects*	*5*
	c	*6 and more Completed Projects*	*8*
	2 marks shall be awarded for any project with Govt.		*2*
2.3	Experience of similar assignments (either individually or as a consortium member) each having a minimum total project estimated cost of **PKR 10 Million or above**.		**10**
	a	*At least 2 Similar Projects*	*5*
	b	*3-4 Similar Projects*	*7*
	c	*5 or more Similar Projects*	*10*
2.4	**Professional capability** of the Bidder such as availability of qualified and experienced technical professionals (Min 7 years' experience with advanced degrees) to include:		**22**
	A	*Creative Director*	*5*
	B	*Art Director*	*5*

	C	*Director Production*	*4*
	D	*Copy Writer English/Urdu*	*4*
	E	*Graphic Designers*	*2*
	f	*Director of Photography*	*2*
2.5	Five (05) recent 360 degree Campaign run by the firm / company 3 marks for each campaign		**15**
3	**Financial criteria**		**30%**
3.1	Minimum **Average Annual Turnover** for last three financial years		**15**
	A	*PKR 20-40 Million*	*5*
	B	*PKR 41-60 Million*	*10*
	C	*Above PKR 60 Million*	*15*
3.2	Minimum **Net Worth** as of latest audited financial filings, certified by Chartered Accountant.		**15**
	A	*PKR 5-9 Million*	*5*
	B	*PKR 10-15 Million*	*10*
	C	*Above PKR 15 Million*	*15*
4	**Special Conditions for a Consortium**		
4.1	In case the Bidder is a Consortium, turnover, net worth and would be taken as an **arithmetic sum** of net worth, turnover of each member of the Consortium, calculated in the ratio of their stake in the consortium. The Consortium would be required to meet the threshold criteria on the basis of aggregate figures subject to provisions of this Clause.		Qualifying Criteria
4.2	In case of JV/Consortium, Experience and Professional Expertise of Firm (as in section 2.3 and 2.4) will be evaluated based on the following criteria • Lead Firm 75% weightage • Local Firm 25% weightage		

Note:
Total Marks----------100
Qualifying Marks----------65

APPENDIX 1A

FORMAT FOR POWER OF ATTORNEY FOR SIGNING PROPOSAL

(On a Stamp Paper of appropriate value)

POWER OF ATTORNEY

Know all men by these presents, we _____ (name and address of the registered office) do hereby constitute, appoint and authorize Mr./Ms. _____ (name and address of residence) 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 EOI for the [insert name of project in the Pakistan, including signing and submission of all documents and providing information/ responses to MSNC (The Client), representing us in all matters before GoPb, and generally dealing with the Client in all matters in connection with our proposal for the said project.

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

For ----------

(Signature)
(Name, Title and Address)

Accepted

_____ (Signature)
(Name, Title and Address of the Attorney)

Bidder seal & stamp

Notes:

1. To be executed by the sole Bidder or the Lead Member in case of a Consortium duly supported .by a Board Resolution

2. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.

3. Also, where required, the executants(s) should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favor of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.

APPENDIX 1B

FORMAT FOR POWER OF ATTORNEY FOR LEAD MEMBER OF CONSORTIUM

(On a Stamp Paper of appropriate value)

POWER OF ATTORNEY

Whereas, Multi Sectoral Nutrution Center, P & D, has invited EOI from interested Bidders for the [insert name of project}.

Whereas, the members of the Consortium are interested in competing for the Project in accordance with the terms and conditions of the EOI and other connected documents in respect of the Project, and

Whereas, it is necessary under the EOI for the members of the Consortium to nominate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all such acts, deeds and things as may be necessary in connection with or incidental to the Consortium's proposal for the Project .

NOW THIS POWER OF ATTORNEY WITNESSETH THAT:

We, M/s. _____, and M/s. _____ (the respective names and addresses of the registered office) do hereby constitute, appoint and authorize M/s. _____ as the Lead Member of the Consortium and as our attorney, to do on behalf of the Consortium, all or any of such acts, deeds or things as may be necessary in connection with or incidental to the Consortium's proposal for the Project, including submission of EOI application/ proposal, participating in conferences, responding to queries, submission of information/ documents and generally to represent the Consortium in all its dealings with MSNC, P & D DEPARTMENT or any other Government Agency or any person, in connection with the Project until culmination of the process of selection and thereafter till the Contract Agreement is entered into with the MSNC, P & D DEPARTMENT.

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

Dated this _____ Day of _____ 2017.

(Executants)

(To be executed by all the members of the Consortium)

Bidder seal & stamp

Note:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.

2. The executants(s) should submit for verification the extract of the charter documents and documents such as Board Resolution and Power of Attorney in favor of the person executing this Power of Attorney in favor of the Lead Member.

APPENDIX 2

DETAILS OF BIDDER

1. (a) Name
   (b) Country of Incorporation
   (c) Address of the corporate headquarters and its branch office (s), Pakistan
   (d) Date of incorporation and / or commencement of business

2. Brief description of the Bidder's company including details of its main lines of business and proposed roles and responsibilities in this Project.

3. Name, Designation, Address and Phone Nos. of Authorized Signatory of the Bidder:
   (a) Name:
   (b) Designation:
   (c) Bidder's Company:
   (d) Address:
   (e) Telephone No:
   (f) E-mail Address:
   (g) Fax No:

4. Details of individual (s) who will serve as the point of contact / communication for the Mutli Sectoral Nutrition Center, P & D, within the Bidder's company.
   (a) Name:
   (b) Designation:
   (c) Address:
   (d) Telephone No.
   (e) E-mail address:
   (f) Fax No.

5. In case of Consortium:
   (a) The information above (1-4) should be provided for all the Members of the Consortium
   (b) Information regarding role of each Member should be provided as per table below:

Sr. No.	Name of Member	Lead Member / Associate	Role of the Member
1			
2			

Specify whether Lead Member, Associate Member

(Signature of Authorized Signatory)

Bidder seal & stamp

APPENDIX 3

FORMAT FOR LETTER OF EOI APPLICATION

[On the Letter Head of the Bidder (in case of Single or Lead Member (in case of a Consortium)]

Date: ----------

Project Director
Mutli Sectoral Nutrition Center, P & D Department,
Office Number 518, 5th Floor, P&D Building, Lahore, Pakistan.
Phone: +92 42-99210364

[insert name of Project]

Sir,

Being duly authorized to represent and act on behalf of _____ (hereinafter referred to as "the Bidder"), and having reviewed and fully understood all of the qualification requirements and information provided, the undersigned hereby expresses its interest and apply for qualification for the [insert name of Project].

We are enclosing our Expression of Interests (EOIs), in one Original and two Copies, with the details as per the requirements of the EOI, for your evaluation.

The undersigned hereby also declares that the statements made and the information provided in the EOIs are complete, true and correct in every detail.

We confirm that the EOI application is valid for a period of 90 days from the due date of submission of EOI application and is unconditional.

Yours faithfully,

(Signature of Authorized Signatory)

(Name, Title and Address of the Bidder)

Bidder seal & stamp

APPENDIX 4

INFORMATION RELATED TO EXPERIENCE

FORM 1

[Using the format below, provide information on each project for which you, and each associate for this project, was legally contracted as a corporate entity or as one of the major members within an consortium, for carrying out project similar to the ones requested under this Project. Use maximum 20 pages. Please provide Client's certification and/or evidence of the contract agreement.]

Project name:	Value of the agreement (in current PKR):
Country: Location within country:	Duration of project (months):
Name of Client:	Total No. of staff-months (by your company) on the project:
Start date (month/year): Completion date (month/year):	Value of total project provided under an agreement (in current PKR) In case of consortium, value of part of the project provided by Bidder under the agreement (in current PKR):
Name of associated members, if any:	No. of professional staff-months provided by associated members:
Name of senior professional staff of your company involved and functions performed :	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Note:

1. Only the eligible projects that satisfy technical criteria shall be included.
2. All the Financial numbers are to be given in Pak Rupees
3. The format shall be filled up for each member of the consortium and as a cumulative experience for the consortium

(Signature of Authorized Signatory)

Bidder seal & stamp

FORM 2: CURRICULUM VITAE (CV) FOR PROFESSIONAL STAFF

1. **Current Position** [*only one candidate shall be nominated for each position*]: _____

2. **Name of Company** [*Insert name of company proposing the staff*]: _____

_____

3. **Name of Staff** [*Insert full name*]: _____

4. **Date of Birth**: _____ **Nationality**: _____

5. **CNIC No** (if Pakistani):_____ **or Passport No:** _____

6. **Education** :

Degree	*Major/Minor*	*Institution*	*Year*

7. **Membership of Professional Associations**: _____

_____

8. **Other Training** [*Indicate significant training since degrees under 6 - Education were obtained*]: _

_____

_____

9. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: _____

_____

10. **Employment Record** [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

Employer	*Position*	*From (MM/YYYY)*	*To (MM/YYYY)*

11. Detailed Tasks Assigned

[*List all tasks to be performed under this Project*]

12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[*Among the assignments in which the staff has been involved, indicate the following information for those projects that best illustrate staff capability to handle the tasks listed under point 11.*]

1) Name of project: _____

Year: _____

Location: _____

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

2) Name of assignment or project: _____

Year: _____

Location: _____

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

3) Name of assignment or project: _____

Year: _____

Location: _____

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

[Unroll the project details group and continue numbering (4, 5, ...) as many times as is required]

13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

_____ Date: _____

[Signature of staff member or authorized representative of the staff] *Day/Month/Year*

Full name of authorized representative: _____

APPENDIX 5
FORMAT FOR ESTABLISHING FINANCIAL CAPABILITY

FINANCIAL CAPABILITY OF SINGLE ENTITY

Turnover, Net Worth and Net Cash Accruals

Net Worth (PKR. Millions)	Net Cash Accruals (CA) (PKR. Millions) Not applicable			Turnover (PKR. Millions)		
As on closing date of last financial year	Year	Year	Year	Year	Year	Year

01USS=104.50 PKR.

(Signature of Authorized Signatory)

Bidder seal & stamp

Signature , Name, Address and Membership No. of Chartered Accountant

NOTE

Please attach detail of calculation of above financial values and their basis of calculation.

FINANCIAL CAPABILITY OF CONSORTIUM

Turnover, Net Worth and Net Cash Accruals

Member	Equity Share (%)	Turn Over (PKR million)			Net worth (PKR million)
		Year	year	Year	As on closing date of last financial year
Members (Consortium 1)					
Members (Consortium 2)					
Members (Consortium 3)					
Total					

01US$=104.50PKR.

Aggregate Turnover = Rs ---------- millions
Aggregate Net worth = Rs _____ millions

(Signature of Authorized Signatory)

Bidder seal & stamp

Signature , Name, Address and Membership No. of Chartered Accountant

NOTE

PLEASE ATTACH DETAIL OF CALCULATION OF ABOVE FINANCIAL VALUES AND THEIR BASIS OF CALCULATION.

APPENDIX 6

LETTER OF INTENT TO FORM A CONSORTIUM

[On the Letter Head of the Bidder (in case of Single Entity) or Lead Member (in case of a Consortium)]

Date: ----------

Project Director
Mutli Sectoral Nutrition Center, P & D,
Office Number 518, 5th Floor, P&D Building, Lahore, Pakistan.

[insert name of Project]

Sir,
We, ... hereby convey our intent to form a consortium with ..... and ..... for the successful execution of the captioned Project. The Lead member of the Consortium will be ..... .
We commit to provide the following appendices and documents before the RFP submission deadline:

1. Appendix 1A – The Power of Attorney for signing authority
2. Appendix 1B – The Power of Authority for Lead Member
3. Appendix 10 - Duly notarized MOU of the Consortium.
4. Documentary Evidence

The mode of execution of the Power of Attorney would be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the consortium members and when it is so required the same would be under common seal affixed in accordance with the required procedure.

The consortium members would submit for verification the extract of the charter documents and documents such as Board Resolution and Power of Attorney in favor of the person executing this Power of Attorney in favor of the Lead Member.

Yours faithfully,

(Signature of Authorized Signatory)

(Name, Title and Address of the Bidder)

Bidder seal & stamp

APPENDIX 7

GUIDELINES FOR PROVIDING INFORMATION RELATED TO FINANCIAL CAPABILITY

1. The Bidder should provide the Financial Capability based on its own audited financial statements. Financial capability of the Bidder's parent company or its subsidiary or any associate company (who are not Members of the Consortium) will not be considered for computation of the Financial Capability of the Bidder.

2. Member Code LM = Lead member, AM = Associate Member

3. Instructions for calculation of Financial Capability:

(a) ***Net Cash Accruals*** = (Profit After Tax + Depreciation + Other non-cash expenditure)
(b) ***Net Worth*** = Subscribed and Paid-up Equity (including Share Premium, if any) + Reserves - Revaluation Reserves - Miscellaneous expenditure not written off-Deferred Revenue Expenditure-Deficit in Profit & Loss Account
(c) ***The financial year*** would be the same as followed by the Bidder for its annual report. Year 1 will be the last Financial Year. Year 2 shall be the year immediately preceding Year 1.
(d) The Bidder shall provide audited Annual Reports as required under this Bid Document. For a Consortium, audited Annual Reports of all Members shall be provided.
(e) In case of a Consortium comprising of members with holdings in each other, the cross holdings between the group companies comprising part of the Consortium will be deducted for the purpose of Net Worth calculations.

4. ***Financial details of the Bidder***. If the Bidder is a consortium the Financial Details of all the members should be provided in the following manner.

Name of Member Role of Member

Sr. #	Particulars as per the Audited Balance Sheet	Year 3	Year 2	Year 1	Total
1	Profit After Tax (PAT)				
2	Depreciation				
3	Other non-cash expenditure				
4	Subscribed and Paid up Equity				
5	Reserves				
6	Revaluation reserves				
7	Miscellaneous expenditure not written off				
8	Deferred Revenue Expenditure				
9	Deficit in Profit & Loss Account				
10	**Net Cash Accruals = (1+2+3)**				
11	**Net Worth = (4+5-6-7-8-9)**				

(Signature of Authorized Signatory)

Bidder seal & stamp

Signature, Name, Address and Membership No. of the Chartered Accountant

APPENDIX 8

FORMAT FOR ANTI-COLLUSION CERTIFICATE

[To be submitted on the letter heads of the Bidder separately]

Anti-Collusion Certificate

Date: ----------

Project Director
Mutli Sectoral Nutrition Center, P & D Department,
Office Number 518, 5th Floor, P&D Building, Lahore, Pakistan.
Phone: +92 42-99210364

[insert name of Project]

Sir,

We hereby certify and confirm that in the preparation and submission of this EOIs, we have not acted in concert or in collusion with any other Bidders or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive, restrictive or monopolistic trade practice.

We further confirm that we have not offered nor will offer any illegal gratification in cash or kind to any person or agency in connection with the instant EOIs.

Dated this _____ Day of _____, 2017_

Name of the Bidder

Signature of the Authorized Person

Note:
To be submitted by each Member in case of Consortium.

MSNC
MULTI SECTORAL NUTRITION CENTER
Making Nutrition a Priority

APPENDIX 9A
FORMAT FOR PROJECT UNDERTAKING

[In case of Single Bidder]
[To be submitted on the letter heads of the Bidder separately]

Date: ----------

Project Director
Mutli Sectoral Nutrition Center, P & D Department, Office Number 518, 5th Floor, P&D Building, Lahore, Pakistan.
Phone: +92 42-99210364

[insert name of Project]

Sir,

We have read and understood the EOI Document in respect of the captioned Project provided to us on www.ppra.punjab.gov.pk

We hereby agree and undertake as under:

(a) Not withstanding any qualification or conditions, whether implied or otherwise, contained in our EOI, we hereby represent and confirm that our EOIs is unqualified and unconditional in all respects.

(b) We are not barred by the Government or any of its Department or Agency from participating in any project.

Dated this _____ Day of _____, .

Name of the Bidder

_____

Signature of the Authorized Person

Bidder seal & stamp

APPENDIX 9B
FORMAT FOR PROJECT UNDERTAKING

[In case of Consortium]
[To be submitted on the letter heads of the Bidder separately]

Date: ----------

Project Director
Mutli Sectoral Nutrition Center, P & D Department, Office Number 518, 5th Floor, P&D Building, Lahore, Pakistan.
Phone: +92 42-99210364
[insert name of Project]

Sir,

We have read and understood the EOI Document in respect of the captioned Project provided to us on www.ppra.punjab.gov.pk

We hereby agree and undertake as under:

(a) We hereby agree and undertake to be an exclusive member of the consortium and not a member of any other consortium nor an independent bidder, applying for this Project and have submitted only one (1) EOI Application in response to this EOI

(b) Not withstanding any qualification or conditions, whether implied or otherwise, contained in our EOI, we hereby represent and confirm that our EOIs is unqualified and unconditional in all respects.

(c) We are not barred by the Government or any of its Department or Agency from participating in any project.

Dated this _____ Day of _____, .

Name of the Bidder

_____

Signature of the Authorized Person

Bidder seal & stamp

APPENDIX 10

FORMAT FOR MEMORANDUM OF UNDERSTANDING (MOU)

(On Non – judicial stamp paper of appropriate value duly attested by notary public)

This Memorandum of Understanding (MOU) entered into this _____day of _____ 2017 at _____ Between _____(hereinafter referred as"_____") and having office at _____, Pakistan. Party of the First Part

And

_____ (hereinafter referred as"_____") and having office at _____, Pakistan Party of the Second Part. The member is individually referred to as Party and collectively as Parties.

WHEREAS the Mutli Sectoral Nutrition Center, P & D has invited Expression of Interest Expression of Interest (EOI) from entities interested in [insert name of Project].

AND WHEREAS the Parties have had discussions for formation of a Consortium for competing for the said project and have reached an understanding on the following points with respect to the Parties' rights and obligations towards each other and their working relationship.

IT IS HEREBY AS MUTUAL UNDERSTANDING OF THE PARTIES AGREED AND DECLARED AS FOLLOWS:

1. The parties undertake that there shall be no changes in respect of the lead member in case of a consortium till the execution of the contract agreement.
2. That the Parties shall carry out all responsibilities which will be specified in terms of the Contract Agreement.
3. That the roles and the responsibilities of each Party at each stage of the section shall be as follows:

Name of the Member	Type of Member	Roles and Responsibilities

4. That the Parties shall be jointly and severally liable for the execution of the Project in accordance with the terms of the Contract agreement to be executed on award of the Project.
5. That the Parties affirm that they shall execute the Project in good faith and shall take all necessary steps to see the Project through expeditiously. They shall not negotiate with any other party for this Project.
6. That this MOU shall be governed in accordance with the laws of Pakistan and courts in Punjab shall have exclusive jurisdiction to adjudicate disputes arising from the terms herein.

In witness whereof the Parties affirm that the information provided is accurate and true and have caused this MOU to be duly executed on the date and year above mentioned.

Witness:

1. First Party
2. Second Party

Bidder seal & stamp

CHECKLIST OF DOCUMENTS TO BE SUBMITTED

EOI containing the following:

1. Original ☐
2. 2 Copies ☐

Contents of EOI:

Letter of EOI Application *(Appendix 3)*	☐
Letter of intent to form a Consortium (*Appendix 6*) and the MOU (*Appendix 10*)	☐
Power of Attorney for signing of proposal *(Appendix 1A)*	☐
Power of Attorney for lead member of consortium (*Appendix 1B*)	☐
Bidder details (*Appendix 2*) including the following:	☐
a. Registration Certificate (name of relevant professional institutions) along with latest renewal letter;	☐
b. Copy of Registration with Securities & Exchange Commission or Registrar of Firms; / Relevant registration Authority (international bidder)	☐
c. Copy of Registration with respective Income Tax Department;	☐
d. A certificate / affidavit that Bidder is not blacklisted by any Government / Autonomous Body;	☐
Completed Format for Experience (*Appendix 4*)	☐
Completed Format for Financial Capability (*Appendix 5 & 7*)	☐
Documentary evidence, relating to experience of group companies/associates, (if applicable)	☐
Anti collusion certificate (*Appendix 8*)	☐
Project Undertaking (*Appendix 9A or 9B*, whichever applicable)	☐