



MINISTRY OF HOUSING & WORKS
FEDERAL GOVERNMENT EMPLOYEES HOUSING AUTHORITY
REQUEST FOR PROPOSALS



Federal Government Employees Housing Authority (FGEHA), Islamabad Office invites sealed proposals from Advertising Agencies/Firms/businesses having national/international repute for **“DESIGNING, PROCUREMENT AND EXECUTION OF ADVERTISING PRODUCTS AND SERVICES FOR SECTORS G-13 & G-14/ISLAMABAD”**. The Bidder/Firm must have adequate experience of planning, designing, execution and detailed technical supervision of advertising services.

The Bidders should visit the project site to get acquainted with the existing conditions and also to get familiar with the quantum of work and nature of assignment. A joint visit to the project site can be arranged on request.

A Pre-bid meeting will be held on **02-02-2021 at 14:30 Hrs** in the office of the Director Revenue, FGEHA, Islamabad. Single-stage Two-Envelope (SSTE) bidding procedure as per Rule 36 (b) of PPRA Rules-2004 shall be adopted as described below:

- A Technical Proposal / Presentation must be provided to FGEHA covering all parts of the Scope of Work
- The envelope of **“FINANCIAL PROPOSAL”** must be accompanied with minimum **01%** of quoted amount as **Bid Security** in the form of Deposit at Call in favor of Federal Government Employees Housing Authority, with an undertaking in Technical Proposal, that the Financial Bid is accompanied with the requisite Bid Security.

Partial and incomplete Bids will not be considered. 'Technical Proposal' and 'Financial Proposal' are to be submitted at the address mentioned below by **08-02-2021 at 11:00 Hrs**. The envelopes containing Technical Proposals shall be opened on the same date at **11:30 Hrs** in the presence of authorized representative of consultants who choose to attend. Proposals received after the prescribed time and date shall be rejected.

All the applicable Federal taxes must be considered while preparing the Financial Proposal and are required to be built in the quoted rates and not be mentioned separately.

Minimum Eligibility Criteria

A list of Qualifying Requirements (QRs) and the supportive documents that need to be submitted is given below. Any bidder not meeting any of the following QRs or not submitting any of the documents shall be rejected. Only those bidders who satisfy all the Qualifying Requirements would be eligible for being called for giving presentation.

S.#	Qualifying Requirement (QR)	Documents to be enclosed by the bidder
1	• Must be a registered advertising agency/firm.	1a) Proof registration and address of address of registered office 1b) Certificate of ownership and nature of entity (public, partnership, subsidiary, etc.).
2	• Must have a valid Income Tax/Sales Tax registration with FBR.	2a) Income Tax registration certificate and 2b) tax returns for past three years.
3	• Possess sound professional experience and must have worked on at least two projects of similar	3) Certification of satisfactory performance (not more than 1 month old) by previous

	nature in the past five years, with satisfactory performance for the services specified in this RFP.	clients/projects
4	<ul style="list-style-type: none"> should not have been penalized or found guilty in any court of law and the agency shall not have been blacklisted, debarred and defaulted to/by any financial or administrative institution/ State Government / Bank/ CDA, and other, any regulatory authority and not involved in any major litigation that may have impact or compromise the delivery of services required 	4) Self-Certification on letter head to be provided. However FGEHA, reserves the right to independently verify the same
5	<ul style="list-style-type: none"> Neither the agency nor its proprietor / directors / partners has defaulted to any Bank. 	5) Duly attested self-Certification on letter head, by name of owner
6.	<ul style="list-style-type: none"> Sound financial background and status 	6) Bank and other financial status statements of last two years.

The bidders providing fake, forged, unsubstantiated and false information shall be liable to legal actions i.e. disqualification and blacklisting.

FGEHA reserves the right to verify any/all of the above information provided by the interested parties.

Scope of Work

- Design and execution of attractive commercial and educative advertisements(sign boards, banners, digital and/or non-digital sign boards, etc.)
- Mass awareness campaigns.
- All advertisement products should be user and environment friendly, not violating rights of any sect or community

The successful bidder will operate on revenue sharing basis with FGEHA and has to adhere to following guidelines/ instructions, failing which the contract/ agreement will be treated as cancelled.

- It has to be ensured that no damage is done to the existing infrastructural (green belts, electric poles etc.)
- The advertisement products should be environmental friendly, not violating rights of any sect or community.
- The advertisement firm has to maintain a decent distance between the ground standing advertising products/ (Moppies/standees to avoid visual pollution.
- FGEHA reserves the right to run advertisement campaigns of its projects.

Qualitative Evaluation Criteria for Advertising Agency

S#	Criteria	Weightage
1	Share of FGEHA in Revenue Receipts	25
2	Understanding of the Scope of Work	10
3	Administration of SoW: Ability to service the Client and scale up the activities, if necessary	10
4	Financial background, fairness and transparency	15
5	Creativity and media innovation (planning and execution) ability for outdoor advertisement, including event management	20
6	Ability to provide localized and timely integrated services across all media together based on visualization of client's objectives	10
7	Previous experience and history	10

	Total	100
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Note: Only the Agencies scoring 60 or more out of 100 will be considered eligible for short-listing for financial bidding.

The tenure of the contract with the Agency/ies, so appointed, would run for 2 years (further extendable to one year) from date of appointment under the current RFP. However, this would be subject to satisfactory performance of every one year from date of appointment, which would be solely adjudged by FGEHA. All the rights relating to the Trade Marks and Copy Rights in respect of publicity work generated by the Agency on behalf of FGEHA and paid for by FGEHA shall vest with FGEHA.

Interested firms may purchase the RFP documents upto **05-02-2021** during working hours (**10:00 Hrs to 17:00 Hrs**) from office of the undersigned upon cash payment of **Rs.1000/-** (non-refundable).

This advertisement is also available on www.ppra.org.pk and at www.fgeha.gov.pk. FGEHA reserves the right to reject any or all the bids without assigning any reasons thereof.

F.G.E. Housing Authority reserves the right to reject any or all the Bids as per PPRA rule 33 prior to acceptance of any Bid.

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