

PRE-QUALIFICATION DOCUMENTS

Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements

Prequalification Notice No. HQ-NADRA-PRQ-83/2026



National Database & Registration Authority
HQ Islamabad



Section I - Instructions to Applicants (ITAs)

This Section contains detailed information for preparing and submitting the Applications for pre-qualification, in addition to information on opening and evaluation of the Applications.

Section I contains provisions that are to be used by the Procuring Agencies without modification.

Section II - Pre-qualification Data Sheet (PDS)

This Section contains provisions that supplement the ITA (in Section-I), and are specific to respective Pre-qualification Proceedings.

Section III - Qualification Criteria and Requirements

This Section prescribes the methodology, criteria, and requirements to be used to determine the capacity and capability of the applicants for the supply of goods and related services in accordance with the requirements of the Procuring Agency, with an objective to prequalify them for Invitation to Bid(s), and sign the framework agreement(s) with the selected bidder(s), in case of open Framework Agreement(s) for the purpose of awarding Call off Contracts.

Section IV - Application Forms

Brief of the Document

Procurement Notice -

It is the Invitation for Prequalification of interested Service Providers willing to sign framework agreement with the NADRA HQs Islamabad for provision of Advertising and social media services, in accordance with the provisions of the agreement.

Prequalification Document

(For Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements)

PART 1 - PREQUALIFICATION PROCESS

This Section contains Application Submission Form and other allied forms required to be submitted with the Application.



Section V - Eligible Countries

This Section contains information regarding eligible countries in accordance with the Policy of the Federal Government.

PART 2 -- SUPPLY REQUIREMENTS Section**VII – Schedule of Requirements**

This Section includes a brief description of the Services including provisional estimate of the required Technical Specifications and Drawings (if applicable), and Delivery and Completion Schedules.

Procurement Notice For Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements

1. The NADRA HQ Islamabad intends to avail advertising and social media services through Open Framework Agreement for the period of three years.
2. The NADRA HQ Islamabad intends to prequalify suppliers for Invitation to Bid(s), and sign the framework agreement(s) with the selected bidder(s) for subsequent Call of Quotations, by the Procuring Agency.
3. The objective of the intended Open framework agreement(s) is the on-requirement basis of services, the purpose of this Pre-Qualification Notice is to provide the very basic information to enable the potential applicants to decide whether or not to respond to this Pre-qualification notice.
4. Only the pre-qualified applicants shall be entitled to participate in the procurement proceedings, and it is expected that the Invitation to Bids/call for quotations will be made to the Prequalified Applicants in *July 2026* and Open Framework Agreement(s) will be signed b/w the HQ NADRA and the successful bidder(s) as Framework Agreement Suppliers in *August, 2026* (expectedly) for the period of three years starting from the date of agreement.
5. Bidders are required to submit bid security amounting to PKR 250,000/- for each LOT in shape of Bank Draft / Call Deposit Receipt (CDR) / Pay order in favor of NADRA HQ alongwith the proposal.
6. Pre-qualification process is open for all national Applicants subject to fulfilling the eligibility requirements mentioned in the respective Prequalification Documents. Interested Applicants may obtain further information from the NADRA HQ Islamabad at the address mentioned below during office hours.
7. The Prequalification Documents are also available on NADRA official website for the interested applicants which can be viewed and downloads from tenders.nadra.gov.pk without any cost.
8. Applications for pre-qualification of Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements should be submitted in sealed

envelopes and delivered to the address mentioned below on or before 1100 hours dated **6th August, 2026** and be clearly marked Application for "Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements". Applications/Proposals will be opened on the same day at **1130 Hours** by concerned Tender opening board. Late Applications will be rejected.

9. Pre-qualification Meeting to be held on **28th July, 2026** (11:00 AM) at NADRA HQ G-5/2 Islamabad on the below mentioned address:

**NADRA HQ Procurement Department
State Bank of Pakistan Building, Shahrah-e-Jamhuriat
G-5/2, Islamabad**



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PART 1

Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements



Section I - Instructions to Applicants

A. General	
1. Scope of Application	1.1 In connection with the “Invitation for Pre-qualification”, the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods and Related Services incidental thereto as specified in Section VII (Schedule of Requirements).
2. Source of Funds	2.1 Source of funds is same as referred in Invitation for Prequalification.



3. Fraud and Corruption	3.1 The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed Contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts. 3.2 The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, subconsultants, service providers, suppliers, and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Call-off Contract performance (in the case of award of a Call-off Contract), and to have them audited by auditors appointed by the Procuring Agency. 3.3 Any communication between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication. 3.4 Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in
	3.5 competing for the contract. Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.



4. Eligible Applicants	4.1 An Applicant may be a private entity, a state-owned enterprise or institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture (JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent. In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Call-off Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Call-off Contract conditions that apply. In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Call-off Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Call-off Contract conditions that apply. The JV shall nominate a Representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.
	4.2 An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected. 4.3 An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint venture or as a sub-contractor among them for the same contract. However, if prequalified only one prequalified Applicant will be allowed



	to bid for the same contract. All Bids submitted in violation of this provision will be rejected.
	4.4 Applicants shall be considered to have a conflict of interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent Framework Agreement(s) or Call off Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who: (a) are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Call-off Contract and/or the Prequalification or Bid evaluation process of such Contract; or (b) would be involved in the implementation or supervision of such Framework Agreement or Call-off Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process during the execution of the Framework Agreement and/or Call-off Contract.
	4.5 An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Call-off Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA's website.
	4.6 Applicants that are state-owned enterprises or institutions in the Islamic Republic of Pakistan may be eligible to participate only if they can establish, that they: (a) are legally and financially autonomous; (b) operate under commercial law, and (c) are not under administrative control of the Procuring Agency.



	4.7 An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.
5. Eligibility (in terms of Nationality)	5.1 Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.

B. Contents of the Pre-qualification Documents	
6. Sections of Prequalification Documents	6.1 This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.
	PART 1 Prequalification Procedures • Section I - Instructions to Applicants (ITA) • Section II - Prequalification Data Sheet (PDS) • Section III - Qualification Criteria and Requirements • Section IV - Application Forms • Section V - Eligible Countries • Section VI - Fraud and Corruption PART 2 Supply Requirements • Section VII – Schedule of Requirements
	6.2 Unless obtained directly from the Procuring Agency or downloaded directly from the website link referred in the Invitation for Prequalification, the Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly by the Procuring Agency or downloaded from the website link shall prevail.



	6.3 The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.
7. Clarification of Prequalification Documents and Pre-Application Meeting	7.1 An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing at the Procuring Agency's address indicated in the PDS. The Procuring Agency will respond in writing to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants who have obtained the Prequalification Documents directly from the Procuring Agency (or through its website link), including a description of the inquiry but without identifying its source. If so, indicated in the PDS, the Procuring Agency shall also promptly publish its response at the web page identified in the PDS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so following the procedure under ITA 8 and in accordance with the provisions of ITA 17.2. 7.2 If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a preApplication meeting at the place, date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.



	7.3 Minutes of the Pre-Application meeting, if applicable, including the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.
8.Amendment of Prequalification Documents	8.1 At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum.
	8.2 Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page identified in the PDS: Provided that an Applicant who had either already submitted their Applications or handed over the applications to the courier prior to the issuance of any such addendum shall have the right to withdraw his already filed Application and submit the revised Application prior to the original or extended Application submission deadline.
	8.3 To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 17.2: Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.



C. Preparation of Applications	
9. Cost of Applications	9.1 The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.
10. Language of Application	10.1 The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the Procuring Agency, shall be written in the language specified in the PDS . Supporting documents and printed literature that are part of the Application may be in another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS , in which case, for purposes of interpretation of the Application, the translation shall govern.
11. Documents Comprising the Application	11.1 The Application shall comprise the following: (a) Application Submission Letter, in accordance with ITA 12.1; (b) Eligibility: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1; (c) Qualifications: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and (d) any other document required as specified in the PDS.
12. Application Submission Letter	12.1 The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.
13. Documents Establishing the Eligibility of the Applicant	13.1 To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).
14. Documents Establishing the Qualifications of	14.1 To establish its qualifications to perform the contract(s) in accordance with Section III (Qualification Criteria and Requirements), the Applicant shall provide the information



the Applicant	requested in the corresponding Information Sheets included in Section IV (Application Forms). 14.2 Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows: (a) for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted). (b) value of single contract - Exchange rate prevailing on the date of the contract. 14.3 Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency. 14.4 The documentary evidence of the Applicant's qualifications to conclude a Framework Agreement, and/or to perform any Call-off Contract(s) if awarded, shall establish to the Procuring Agency's satisfaction: (a) that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer's Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency's Country; (b) that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the call off contract) represented by an Agent in the country, equipped and able to carry out the Supplier's maintenance, repair, and spare parts stocking obligations in respect of the Goods.
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15. Signing of the Application and Number of Copies	15.1 The Applicant shall prepare one set of the original documents comprising the Application as described in ITA 11 and clearly mark it "ORIGINAL". The original set of the Application shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Applicant. In case the Applicant is a JV, the Application shall be signed by an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories. 15.2 The Applicant shall submit copies of the signed original Application, in the number specified in the PDS, and clearly mark them "COPY". In the event of any discrepancy between the original and the copies, the original shall prevail. 15.3 When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, The Applicant shall submit ORIGINAL and COPIES in accordance with the procedures specified in the PDS.
D. Submission of Applications	
16. Sealing and Identification of Applications	16.1 The Applicant shall enclose the original and the copies (if required) of the Application in a sealed envelope that shall: (a) bear the name and address of the Applicant; (b) be addressed to the Procuring Agency, in accordance with ITA 17.1; and (c) bear the specific identification of this Prequalification process indicated in the PDS reference ITA 1.1. 16.2 When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, The Applicant shall seal the original and the copies in accordance with the procedures specified in the PDS. 16.3 The Procuring Agency will accept no responsibility for not processing any envelope that was not identified as required in ITA 16.1 above.



17. Deadline for Submission of Applications	17.1 Applicants may either submit their Applications by mail, by courier or by hand. Applications shall be received by the Procuring Agency at the address and no later than the deadline indicated in the PDS. When so specified in the PDS, Applicants have the option of submitting their Applications electronically, in accordance with electronic Application submission procedures specified in the PDS.
	17.2 If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended. 17.3 The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement).
18. Late Applications	18.1 The Procuring Agency reserves the right to accept Applications received after the time for submission of Applications, however subject to the condition that the same is received within the date specified as last date for submission of applications but before the time for opening of the Applications.
19. Opening of Applications	19.1 The Procuring Agency shall open all Applications at the date, time and place specified in the PDS. Late Applications shall be treated in accordance with ITA 18.1. 19.2 Applications submitted electronically, if permitted pursuant to ITA 17.1, shall be opened in accordance with the procedures specified in the PDS. 19.3 The Procuring Agency shall prepare a record of the opening of Applications to include, as a minimum, the name of the Applicants. A copy of the record shall be distributed to all Applicants.
E. Procedures for Evaluation of Applications	



20. Confidentiality	20.1 Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance with ITA 28.
	20.2 From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 28, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing.
21. Clarification of Applications	21.1 To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing.
	21.2 If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.
22. Responsiveness of Applications	22.1 The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 21.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.
23. Margin of Preference	23.1 Unless otherwise specified in the PDS, a margin of preference shall not apply in the Bidding process resulting from this Prequalification.
24. Sub-contractors	24.1 Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into account the qualification and



	experience of the Subcontractor) should meet the qualification criteria.
F. Evaluation of Applications and Prequalification of Applicants	
25. Evaluation of Applications	25.1 The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 27.
	25.2 Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services.
	25.3 In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III. 25.4 Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant's subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.



26. Procuring Agency's Right to Accept or Reject Applications	26.1 The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without thereby incurring any liability to the Applicants.
27. Prequalification of Applicants	27.1 All Applicants whose Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency. 27.2 An Applicant may be “conditionally prequalified,” that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency. 27.3 Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.
28. Notification of Prequalification	28.1 The Procuring Agency shall notify all Applicants in writing of the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately. 28.2 The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them.
29. Request for Bids	29.1 Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified.



30. Changes in Qualifications of Applicants	30.1 Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 27 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if: (a) a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members; (b) as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or (c) in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition. 30.2 Any such change should be submitted to the Procuring Agency before the date of “Invitation to Bids”.
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31. Constitution of Grievance Redressal	31.1 Procuring agency shall constitute a Grievance Redressal Committee (GRC) comprising of odd number of person with proper power and authorization to address the complaint. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending the nature of the procurement. 31.2 Any party or applicant can file its written complaint against the eligibility parameters or any other terms and conditions prescribed in the prequalification or bidding documents found contrary to provision of Procurement Regulatory Framework, and the same shall be addressed by the GRC well before the application/proposal submission deadline. 31.3 Any Bidder feeling aggrieved by any act of the procuring agency after the submission of his bid may lodge a written complaint concerning his grievances not later than seven of the announcement of technical evaluation report and five days after issuance of final evaluation report. 31.4 In case, the complaint is filed against the technical evaluation report, the GRC shall suspend the procurement proceedings. 31.5 In case, the complaint is filed after the issuance of the final evaluation report, the complainant cannot raise any objection on technical evaluation of the report:
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	Provided that the complainant may raise the objection on any part of the final evaluation report in case where single stage one envelop bidding procedure is adopted. 31.6 The GRC shall investigate and decide upon the complaint within ten days of its receipt. 31.7. Any bidder or the procuring agency not satisfied with the decision of the GRC may file Appeal before the Appellate Committee of the Authority on prescribed format after depositing the fee as prescribed in “Redressal of Grievance Regulations, 2021”. 31.8 The Committee, upon receipt of the Appeal against the decision of the GRC complete in all respect shall serve notices in writing upon all the parties to Appeal. 31.9 The committee shall call the record from the concerned procuring agency or the GRC as the case may be, and the same shall be provided within prescribed time. 31.10 The committee may after examination of the relevant record and hearing all the concerned parties, shall decide the complaint within fifteen (15) days of receipt of the Appeal. 31.11 The decision of the Committee shall be in writing and shall be signed by the Head and each Member of the Committee. The decision of the committee shall be final.
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32. Mechanism of Blacklisting	32.1 The Procuring Agency shall bar for the time prescribed under Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either: i. Involved in corrupt and fraudulent practices as defined under rule-2; ii. Fails to perform his contractual obligations; or iii. Fails to abide by bid securing declaration; 32.1 The Procuring Agency shall bar for not more than the time prescribed in Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either: i. Involved in corrupt and fraudulent practices as defined in Rule-2 of Public Procurement Rules; ii. Fails to perform his contractual obligations; and
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	iii. Fails to abide by the id securing declaration; 32.2 The show cause notice shall contain: (a) precise allegation, against the bidder or contractor; (b) the maximum period for which the Procuring Agency proposes to debar the bidder or contractor from participating in any public procurement of the Procuring Agency; and (c) the statement, if needed, about the intention of the Procuring Agency to make a request to the Authority for debarring the bidder or contractor from participating in public procurements of all the procuring agencies. 32.3 The procuring agency shall give minimum of seven days to the bidder or contractor for submission of written reply of the show cause notice 32.4 In case, the bidder or contractor fails to submit written reply within the requisite time, the Procuring Agency may issue notice for personal hearing to the bidder or contractor/ authorize representative of the bidder or contractor and the procuring agency shall decide the matter on the basis of available record and personal hearing, if availed. 32.5 In case the bidder or contractor submits written reply of the show cause notice, the Procuring Agency may decide to file the matter or direct issuance of a notice to the bidder or contractor for personal hearing. 32.6 The Procuring Agency shall give minimum of seven days to the bidder or contractor for appearance before the specified officer of the Procuring Agency for personal hearing. The specified officer shall decide the matter on the basis of the available record and personal hearing of the bidder or contractor, if availed 32.7 The procuring Agency shall decide the matter within fifteen days from the date of personal hearing unless the personal hearing is adjourned to a next date and in such an eventuality, the period of personal hearing shall be reckoned from the last date of personal hearing..
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	32.8 The Procuring Agency shall communicate to the bidder or contractor the order of debarring the bidder or contractor from participating in any public procurement with a
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	statement that the bidder or contractor may, within thirty days, prefer a representation against the order before the Authority. 32.9 Such blacklisting or barring action shall be communicated by the procuring agency to the Authority and respective bidder or bidders in the form of decision containing the grounds for such action. The same shall be publicized by the Authority after examining the record whether the procedure defined in blacklisting and debarment mechanism has been adhered to by the procuring agency. 32.10 The bidder may file the review petition before the Review Petition Committee Authority within thirty days of communication of such blacklisting or barring action after depositing the prescribed fee and in accordance with "Procedure of filing and disposal of review petition under Rule-19(3) Regulations, 2021". The Committee shall evaluate the case and decide within ninety days of filing of review petition 32.11 The committee shall serve a notice in writing upon all respondent of the review petition. The notices shall be accompanied by the copies of review petition and all attached documents of the review petition including the decision of the procuring agency. The parties may file written statements along with essential documents in support of their contentions. The Committee may pass such order on the representation may deem fit. 32.12 The Authority on the basis of decision made by the committee either may debar a bidder or contractor from participating in any public procurement process of all or some of the procuring agencies for such period as the deemed appropriate or acquit the bidder from the allegations. The decision of the Authority shall be final.



Section II - Prequalification Data Sheet (PDS)	
A. General	
ITA 1.1	The identification number of the Invitation for Prequalification is: HQ-NADRA-PRQ-83/2026 The Procuring Agency is: Headquarter National Database and Registration Authority (NADRA) The list of Contract is: Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements
ITA 2.1	The name of the Procuring Agency is: Headquarter National Database and Registration Authority (NADRA) The name of the Project or Procurement is: "Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements"
ITA 4.2	Maximum number of members in the JV shall be: "not allowed". JV is not allowed
ITA 4.7	A list of debarred firms and individuals is available on the PPRA's website: http://www.ppra.org.pk
B. Contents of the Prequalification Document	
ITA 7.1	For clarification purposes, the Procuring Agency's address is: NADRA HQ Procurement Department State Bank of Pakistan Building, Shahrah-e-Jamhuriat G-5/2, Islamabad
ITA 7.1 & 8.2	NADRA Web page: www.nadra.gov.pk Authority Web Page www.ppra.org.pk
ITA 7.2	Prequalification Meeting to be held on 28th July, 2026 (11:00 AM) at NADRA HQ G-5/2 Islamabad.
C. Preparation of Applications	
ITA 10.1	This Prequalification document has been issued in the "English"
ITA 11.1 (d)	The Applicant shall submit with its Application, the following additional documents: N/A
ITA 14.2	The source for determining exchange rates is: N/A

ITA 15.2	In addition to the original, the number of copies to be submitted with the Application is: None
D. Submission of Applications	
ITA 17.1	The deadline for Application submission is: Date: 6th August, 2026 Time: 1100 Hours For Application submission purposes only, the Procuring Agency's address is: NADRA HQ Procurement Department State Bank of Pakistan Building, Shahrah-e-Jamhuriat G-5/2, Islamabad Applicants "shall not" have the option of submitting their Applications electronically.
ITA 19.1	The opening of the Applications shall be at: Date: 6th August, 2026 Time: 1130 Hours Address: NADRA HQ Procurement Department State Bank of Pakistan Building, Shahrah-e-Jamhuriat G-5/2, Islamabad
ITA 19.2	The electronic Application opening procedures shall be: N/A
E. Procedures for Evaluation of Applications	
ITA 23.1	A margin of domestic preference <i>"shall not"</i> apply.



ITA 31.1	If an Applicant wishes to make a Prequalification related Complaint, the Applicant should submit its complaint, in writing (by the quickest means available, that is either by email or fax), to: For the attention: Mr. Raza Ul Islam, Email: Muhammad.raza@nadra.gov.pk Title/position: President Grievance Redressal Committee Procuring Agency: NADRA HQ Address: NADRA HQs, SBP Building, Shahrah-e-Jamhuriat, G-5/2, Islamabad. In summary, at this stage, a Pre-qualification related Complaint may challenge any of the following: 1.the terms of the Pre-qualification Documents; and 2.the Procuring Agency’s decision not to prequalify an Applicant.
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Section III - Qualification Criteria and Requirements

This Section contains the criteria that the Procuring Agency shall use to conclude Open Framework Agreement(s). The criteria and methodology described is to evaluate Bids. No other factors, methods or criteria shall be used other than specified in these Bidding documents for the Primary Procurement process. **Part-1 Prequalification**

PRE-QUALIFICATION DOCUMENTS

For Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements

Prequalification Notice No. NADRA-HQ-PRQ-83/2026

Issue Date: _____, 2026

Brief of the Document

This is the Invitation for Prequalification of interested applicants willing to sign a framework agreement with the NADRA HQ, Islamabad, for the Appointment of Advertising Agencies & Social Media Companies in accordance with the provisions of the agreement.

Prequalification Document

(Appointment of Advertising Agencies and Social Media Companies through Open Framework Agreements)

PART 1 - PREQUALIFICATION PROCESS

Section I - Instructions to Applicants (ITAs)

This Section contains detailed information for preparing and submitting the Applications for Prequalification, in addition to information on opening and evaluation of the Applications. Section I contains provisions that are to be used by the Procuring Agencies without modification.

Section II - Prequalification Data Sheet (PDS)

This Section contains provisions that supplement the ITA (in Section-I), and are specific to respective Prequalification Proceedings.

Section III - Qualification Criteria and Requirements

This Section prescribes the methodology, criteria, and requirements to be used to determine the capacity and capability of the Applicants for the supply of goods and related services in accordance with the requirements of the Procuring Agency, with an objective to prequalify them for Invitation to Bid(s), and sign the framework agreement(s) with the selected bidder(s), in case of open Framework Agreement(s) for the purpose of awarding Call off Contracts.

Section IV - Application Forms

This Section contains Application Submission Form and other allied forms required to be submitted with the Application.

Section V - Eligible Countries

This Section contains information regarding eligible countries in accordance with the Policy of the Federal Government.

Section-I- Instructions to Applicants

PART 1 – Prequalification

A. General		
1. Scope of Application	1.1	In connection with the "Invitation for Prequalification", the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods and Related Services incidental thereto as specified in Section VII (Schedule of Requirements).
2. Source of Funds	2.1	Source of funds is same as referred in Invitation for Prequalification.
3. Fraud and Corruption	3.1	The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.
	3.2	The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, sub-consultants, service providers, suppliers, and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Call-off Contract performance (in the case of award of a Call-off Contract), and to have them audited by auditors appointed by the Procuring Agency.
	3.3	Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.

	3.4	Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.
	3.5	Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19.
4. Eligible Applicants	4.1	An Applicant may be a private entity, a state-owned enterprise or institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture (JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent. In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Call-off Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Call-off Contract conditions that apply. In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Call-off Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Call-off Contract conditions that apply. The JV shall nominate a Representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.
	4.2	An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected.
	4.3	An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint

		venture or as a sub-contractor among them for the same contract. However, if prequalified only one prequalified Applicant will be allowed to bid for the same contract. All Bids submitted in violation of this provision will be rejected.
	4.4	Applicants shall be considered to have a conflict of interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent Framework Agreement(s) or Call off Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who: (a) are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Call-off Contract and/or the Prequalification or Bid evaluation process of such Contract; or (b) would be involved in the implementation or supervision of such Framework Agreement or Call-off Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process-during the execution of the Framework Agreement and/or Call-off Contract.
	4.5	An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Call-off Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA's website.
	4.6	Applicants that are state-owned enterprises or institutions in the Islamic Republic of Pakistan may be eligible to participate only if they can establish, that they: (a) are legally and financially autonomous; (b) operate under commercial law, and (c) are not under administrative control of the Procuring Agency.
	4.7	An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.

5. Eligibility (in terms of Nationality)	5.1	Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.
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B. Contents of the Prequalification Documents

6. Sections of Prequalification Documents	6.1	This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.
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		PART 1 Prequalification Procedures • Section I - Instructions to Applicants (ITA) • Section II - Prequalification Data Sheet (PDS) • Section III - Qualification Criteria and Requirements • Section IV - Application Forms • Section V - Eligible Countries • Section VI - Fraud and Corruption PART 2 Supply Requirements • Section VII - Schedule of Requirements
	6.2	Unless obtained directly from the Procuring Agency or downloaded directly from the website link referred in the Invitation for Prequalification, the Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly by the Procuring Agency or downloaded from the website link shall prevail.
	6.3	The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.
7. Clarification of Prequalification Documents and Pre-Application Meeting	7.1	An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing at the Procuring Agency's address indicated in the PDS. The Procuring Agency will respond in writing to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants who have obtained the Prequalification Documents directly from the Procuring Agency (or through its website link), including a description of the inquiry but without

		identifying its source. If so, indicated in the PDS, the Procuring Agency shall also promptly publish its response at the web page identified in the PDS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so following the procedure under ITA 8 and in accordance with the provisions of ITA 17.2.
	7.2	If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a pre-Application meeting at the place, date and time mentioned in the PDS . During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.
	7.3	Minutes of the Pre-Application meeting, if applicable, including the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.
8. Amendment of Prequalification Documents	8.1	At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum.
		8.2 Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page identified in the PDS : Provided that an Applicant who had either already submitted their Applications or handed over the applications to the courier prior to the issuance of any such addendum shall have the right to withdraw his already filed Application and submit the revised Application prior to the original or extended Application submission deadline.
	8.3	To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its

		discretion, extend the deadline for the submission of Applications in accordance with ITA 17.2: Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.
C. Preparation of Applications		
9. Cost of Applications	9.1	The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.
10. Language of Application	10.1	The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the Procuring Agency, shall be written in the language specified in the PDS . Supporting documents and printed literature that are part of the Application may be in another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS , in which case, for purposes of interpretation of the Application, the translation shall govern.
11. Documents Comprising the Application	11.1	The Application shall comprise the following: (a) Application Submission Letter, in accordance with ITA 12.1; (b) Eligibility: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1; (c) Qualifications: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and (d) any other document required as specified in the PDS.
12. Application Submission Letter	12.1	The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.
13. Documents Establishing the Eligibility of the Applicant	13.1	To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).
14. Documents Establishing the Qualifications of the Applicant	14.1	To establish its qualifications to perform the contract(s) in accordance with Section III (Qualification Criteria and Requirements), the Applicant shall provide the information requested in the corresponding Information Sheets included in Section IV (Application Forms).
	14.2	Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:

		(a) for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted). (b) value of single contract - Exchange rate prevailing on the date of the contract.
	14.3	Exchange rates shall be taken from the publicly available source identified in the PDS . Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency.
	14.4	The documentary evidence of the Applicant's qualifications to conclude a Framework Agreement, and/or to perform any Call-off Contract(s) if awarded, shall establish to the Procuring Agency's satisfaction: (a) that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer's Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency's Country; (b) that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the call off contract) represented by an Agent in the country, equipped and able to carry out the Supplier's maintenance, repair, and spare parts stocking obligations in respect of the Goods.
15. Signing of the Application and Number of Copies	15.1	The Applicant shall prepare one set of the original documents comprising the Application as described in ITA 11 and clearly mark it "ORIGINAL". The original set of the Application shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Applicant. In case the Applicant is a JV, the Application shall be signed by an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories. 15.2 The Applicant shall submit copies of the signed original Application, in the number specified in the PDS, and clearly mark them "COPY". In the event of any discrepancy between the original and the copies, the original shall prevail. 15.3 When the Applications are submitted electronically, if

		permitted pursuant to ITA 17.1, the Applicant shall submit ORIGINAL and COPIES in accordance with the procedures specified in the PDS .
D. Submission of Applications		
16. Sealing and Identification of Applications	16.1	The Applicant shall enclose the original and the copies (if required) of the Application in a sealed envelope that shall: (a) bear the name and address of the Applicant; (b) be addressed to the Procuring Agency, in accordance with ITA 17.1; and (c) bear the specific identification of this Prequalification process indicated in the PDS reference ITA 1.1.
	16.2	When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, the Applicant shall seal the original and the copies in accordance with the procedures specified in the PDS .
	16.3	The Procuring Agency will accept no responsibility for not processing any envelope that was not identified as required in ITA 16.1 above.
17. Deadline for Submission of Applications	17.1	Applicants may either submit their Applications by mail, by courier or by hand. Applications shall be received by the Procuring Agency at the address and no later than the deadline indicated in the PDS . When so specified in the PDS , Applicants have the option of submitting their Applications electronically, in accordance with electronic Application submission procedures specified in the PDS .
	17.2	17.2 If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.
	17.3	The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement).
18. Late Applications	18.1	The Procuring Agency reserves the right to accept Applications received after the time for submission of Applications, however subject to the condition that the same is received within the date specified as last date for submission of applications but before the time for opening of the Applications.

19. Opening of Applications	19.1	The Procuring Agency shall open all Applications at the date, time and place specified in the PDS . Late Applications shall be treated in accordance with ITA 18.1.
	19.2	Applications submitted electronically, if permitted pursuant to ITA 17.1, shall be opened in accordance with the procedures specified in the PDS .
	19.3	The Procuring Agency shall prepare a record of the opening of Applications to include, as a minimum, the name of the Applicants. A copy of the record shall be distributed to all Applicants.

E. Procedures for Evaluation of Applications		
20. Confidentiality	20.1	Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance with ITA 28.
	20.2	From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 28, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing.
21. Clarification of Applications	21.1	To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing.
	21.2	If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.
22. Responsiveness of Applications	22.1	The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 21.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.
23. Margin of Preference	23.1	Unless otherwise specified in the PDS , a margin of preference shall not apply in the Bidding process resulting from this Prequalification.
24. Sub-contractors	24.1	Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into account the qualification and experience of the Subcontractor) should meet the qualification criteria.

F. Evaluation of Applications and Prequalification of Applicants		
25. Evaluation of Applications	25.1	The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 27. 25.2 Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services. 25.3 In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III. 25.4 Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant's subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.
	26.1	The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without thereby incurring any liability to the Applicants.
	27.1	All Applicants whose Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency. 27.2 An Applicant may be "conditionally prequalified," that is, qualified subject to the Applicant submitting or correcting certain

		specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency. 27.3 Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which
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	must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.	
28. Notification of Prequalification	28.1	The Procuring Agency shall notify all Applicants in writing of the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately. 28.2 The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them.
29. Request for Bids	29.1	Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified.
30. Changes in Qualifications of Applicants	30.1	Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 27 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if: (a) a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members; (b) as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or (c) in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition. 30.2 Any such change should be submitted to the Procuring Agency before the date of "Invitation to Bids".
31. Constitution of Grievance Redressal	31.1	Procuring agency shall constitute a Grievance Redressal Committee (GRC) comprising of odd number of person with proper power and authorization to address the complaint. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending the nature of the procurement. 31.2 Any party or applicant can file its written complaint against the eligibility parameters or any other terms and

		conditions prescribed in the prequalification or bidding documents found contrary to provision of Procurement Regulatory Framework, and the same shall be addressed by the GRC well before the application/proposal submission deadline. 31.3 Any Bidder feeling aggrieved by any act of the procuring agency after the submission of his bid may lodge a written complaint concerning his grievances not later than seven of the announcement of technical evaluation report and five days after issuance of final evaluation report. 31.4 In case, the complaint is filed against the technical evaluation report, the GRC shall suspend the procurement proceedings. 31.5 In case, the complaint is filed after the issuance of the final evaluation report, the complainant cannot raise any objection on technical evaluation of the report: Provided that the complainant may raise the objection on any part of the final evaluation report in case where single stage one envelop bidding procedure is adopted. 31.6 The GRC shall investigate and decide upon the complaint within ten days of its receipt. 31.7 Any bidder or the procuring agency not satisfied with the decision of the GRC may file Appeal before the Appellate Committee of the Authority on prescribed format after depositing the fee as prescribed in "Redressal of Grievance Regulations, 2021". 31.8 The Committee, upon receipt of the Appeal against the decision of the GRC complete in all respect shall serve notices in writing upon all the parties to Appeal. 31.9 The committee shall call the record from the concerned procuring agency or the GRC as the case may be, and the same shall be provided within prescribed time. 31.10 The committee may after examination of the relevant record and hearing all the concerned parties, shall decide the
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		complaint within fifteen (15) days of receipt of the Appeal. 31.11 The decision of the Committee shall be in writing and shall be signed by the Head and each Member of the Committee. The decision of the committee shall be final.
32. Mechanism of Blacklisting	32.1	The Procuring Agency shall bar for the time prescribed under Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either: i. Involved in corrupt and fraudulent practices as defined under rule-2; ii. Fails to perform his contractual obligations; or

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	32.1 (Cont)	iit. Fails to abide by bid securing declaration;. 32.2 The show cause notice shall contain: (a) precise allegation, against the bidder or contractor; (b) the maximum period for which the Procuring Agency proposes to debar the bidder or contractor from participating in any public procurement of the Procuring Agency; and (c) the statement, if needed, about the intention of the Procuring Agency to make a request to the Authority for debarring the bidder or contractor from participating in public procurements of all the procuring agencies. 32.3 The procuring agency shall give minimum of seven days to the bidder or contractor for submission of written reply of the show cause notice. 32.4 In case, the bidder or contractor fails to submit written reply within the requisite time, the Procuring Agency may issue notice for personal hearing to the bidder or contractor/ authorize representative of the bidder or contractor and the procuring agency shall decide the matter on the basis of available record and personal hearing, if availed. 32.5 In case the bidder or contractor submits written reply of the show cause notice, the Procuring Agency may decide to file the matter or direct issuance of a notice to the bidder or
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		contractor for personal hearing. 32.6 The Procuring Agency shall give minimum of seven days to the bidder or contractor for appearance before the specified officer of the Procuring Agency for personal hearing. The specified officer shall decide the matter on the basis of the available record and personal hearing of the bidder or contractor, if availed 32.7 The procuring agency shall decide the matter within fifteen days from the date of personal hearing unless the personal hearing is adjourned to a next date and in such an eventuality, the period of personal hearing shall be reckoned from the last date of personal hearing.. 32.8 The Procuring Agency shall communicate to the bidder or contractor the order of debarring the bidder or contractor from participating in any public procurement with a statement that the bidder or contractor may, within thirty days, prefer a representation against the order before the Authority. 32.9 Such blacklisting or barring action shall be communicated by the procuring agency to the Authority and respective bidder or bidders in the form of decision containing the grounds for such action. The same shall be publicized by the Authority after examining the record whether the procedure defined in blacklisting and debarment mechanism has been adhered to by the procuring agency. 32.10 The bidder may file the review petition before the Review Petition Committee Authority within thirty days of communication of such blacklisting or barring action after depositing the prescribed fee and in accordance with "Procedure of filing and disposal of review petition under Rule-19(3) Regulations, 2021". The Committee shall evaluate the case and decide within ninety days of filing of review petition 32.11 The committee shall serve a notice in writing upon all respondent of the review petition. The notices shall be accompanied by the copies of review petition and all attached documents of the review petition including the decision of the
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		procuring agency. The parties may file written statements along with essential documents in support of their contentions. The Committee may pass such order on the representation may deem fit. 32.12 The Authority on the basis of decision made by the committee either may debar a bidder or contractor from participating in any public procurement process of all or some of the procuring agencies for such period as the deemed appropriate or acquit the bidder from the allegations. The decision of the Authority shall be final.
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Section II - Prequalification Data Sheet (PDS)

A. General	
ITA 1.1	The identification number of the Invitation for Prequalification is: NADRA-HQ-PRQ-83/2026 The Procuring Agency is: Headquarter National Database and Registration Authority (NADRA) The list of contracts is: Advertising and social media services through Open Framework Agreement for the period of three years
ITA 2.1	The name of the Procuring Agency is: Head Quarters National Database and Registration Authority (NADRA) The name of the Project or Procurement is: Advertising and social media services through Open Framework Agreement for the period of three years
ITA 4.2	Maximum number of members in the JV shall be: "not applicable"
ITA 4.7	A list of debarred firms and individuals is available on the PPRA's website: http://www.ppra.org.pk
B. Contents of the Prequalification Document	
ITA 7.1	For clarification purposes, the Procuring Agency's address is: NADRA HQ Procurement Department NADRA (Ground floor), G-5/2, Islamabad
ITA 7.1 & 8.2	NADRA Web page: www.nadra.gov.pk Authority Web Page www.ppra.org.pk

ITA 7.2	Pre-Application Meeting : Pre-qualification Meeting to be held on 28th July, 2026 (11:00 AM) at Headquarters NADRA, Sector G-5/2, Islamabad.
C. Preparation of Applications	
ITA 10.1	This Prequalification document has been issued in the "English"
ITA 11.1 (d)	The Applicant shall submit with its Application, the following additional documents: N/A
ITA 14.2	The source for determining exchange rates is: N/A
ITA 15.2	In addition to the original, the number of copies to be submitted with the Application is: None
D. Submission of Applications	
ITA 17.1	The deadline for Application submission is: Date: 6th August, 2026 Time: 1100 Hours For Application submission purposes only, the Procuring Agency's address is: Procurement Department NADRA HQs Applicants "shall not" have the option of submitting their Applications electronically.
ITA 19.1	The opening of the Applications shall be at: Date: 6th August, 2026 Time: 1130 Hours Address: Procurement Department, HQS NADRA
ITA 19.2	The electronic Application opening procedures shall be: N/A

E. Procedures for Evaluation of Applications	
ITA 23.1	A margin of domestic preference "shall not" apply.
ITA 31.1	If an Applicant wishes to make a Prequalification related Complaint, the Applicant should submit its complaint, in writing (by the quickest means available, that is either by email or fax), to: For the attention: Mr. Raza ul Islam, Title/position: President Grievance Redressal Committee Procuring Agency: NADRA HQ Address: NADRA HQs, SBP Building, Shahra-e-Jamhoriyat, G-5/2, Islamabad. Fax number: 051-9245752 In summary, at this stage, a Prequalification related Complaint may challenge any of the following: 1. the terms of the Prequalification Documents; and

Section-II – Prequalification Data Sheet

S. No	Requirement	Page#
1	Firm has a Valid NTN Registration	
2	Firm has a Valid GST Registration	
3	Firm is active on ATL list of FBR	
4	Affidavit for Non-Blacklisting	
5	Application Form as per attached format	
6	SECP Registration	
7	Bid Security amounting to PKR 250,000 in shape of Bank Draft / CDR / Pay Order for each LOT	

Eligibility Criteria: (Sr.# 1 to 7 are mandatory)

Note: Eligibility Criteria documents are Mandatory from S1 to S7. In case any document is missing, the bidder will be disqualified. (Ensure that documents are attached in the correct sequence, with the Eligibility Criteria document clearly displaying its page number)

Following is addition to above mentioned eligibility criteria

ELIGIBILITY CRITERIA

All Applicants (Advertising Agencies and Social Media Companies) must fulfill the eligibility criteria of the Advertisement Policy 2021 (Guideline/Procedure) as published on the Press Information Department's website (www.pid.gov.pk), and shall abide by all PPRA rules.

Category-Specific Eligibility: Applicants shall apply, and shall be evaluated, only for the category(ies) /LOT(s) Advertising Agency and/or Social Media Company - in which they hold valid, current enlistment with PID. Applicants enlisted with PID in both categories may apply for one or both, but must submit separate, clearly marked documentation and be evaluated independently for each category/LOT applied for.

LOT-1	Advertising Agency for publishing of advertisement in print and electronic media
LOT-2	Social media company for services related to social media

- The Applicant should have a fully operational office in Islamabad/Rawalpindi.
- The Applicant should have a complete organizational structure to cater for holistic communication and engagement needs, with specialized/qualified professionals having adequate experience in dealing with print, electronic and digital media, public relations, public engagement, printing and publication, as relevant to the category applied for.

- The Applicant must adhere to PID Guidelines/Instructions; in case of violation, NADRA reserves the right to suspend, blacklist, or delist the Applicant (in the relevant category) at any point in time.
- Applicants failing to participate in six (06) consecutive competitions would be deemed inactive and are required to apply for re-enlistment with PID.
- Applicants may provide documentary evidence of the work referred to in the document.
- All sample work and creative/content material should be attached and submitted before or on the date of final submission.
- NADRA reserves the right to reject all bids as per Rule 33 of PPRA 2004.

1. **Procurement Title:** Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements (Three Years Open Frame Work)
2. **Scope of Work:** Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements
3. **Tender Type:** National
4. **List of Services required:**

S #	Item Name
01	Appointment of Advertising Agencies & Social Media Companies through Open Framework Agreements

4. **Delivery Timelines:** Timeline will be intimated in Every Purchase Order
5. **Place of Execution of Services:** As intimated by NADRA
6. **Payment Terms:** Payments will be made after completion of services against each Purchase Order issued, payment may be made on milestone and deliverable basis (payment term will be decided on case to case basis)

8. Liquidated Damages (LD):

In case of any delay in delivery LD @ 0.1% of the total value of the delayed item, per day, up to a maximum of 10% of the total value of the delayed item shall be charged.

9. Technical Evaluation (Specification/Eligibility/Qualification) Criteria:

(Provide evaluation criteria as per clause 29 of PPRA Rules 2004)

Eligibility and Qualification Criteria			Documentation	
No.	Subject	Requirement	Single Entity	Submission Requirements
1	Conflict of Interest	No conflicts of interest in accordance with PDS	Must meet requirement	Application Submission Letter
2	Eligibility		Must meet requirement	Application Submission Letter with documentary evidence
3	NTN Registration	Valid NTN Registration	Must meet requirement	Documentary Evidence

4	GST Registration	Valid GST Registration	Must meet requirement	Documentary Evidence
5	ATL on FBR	Active on ATL list of FBR	Must meet requirement	Documentary Evidence
6	SECP Registration	Must be registered with SECP under Companies Act for at least one year	Must meet requirement	Documentary Evidence
7	Blacklisting	The agency must submit an affidavit on Stamp Paper indicating that agency should not be blacklisted and is not under litigation with any Government department and also submit a non-collusion certificate	Must meet requirement	Documentary Evidence

EVALUATION CRITERIA – A (FOR BOTH LOTS)

CONCEPT DEVELOPMENT & THEMATIC IDEAS ABOUT CORPORATE MATERIAL OF NADRA

SR. #	FACTOR	Compliance
1	Applicant (Advertising Agency and/or social media Company, as applicable) must have valid PID registration in the relevant category	Yes
2	5 similar nature assignments completed in this regard. Present clients' (Commercial/public sector) details and their reference details needs to be attached.	Yes
3	Following professionals should be permanently attached (CVs to be attached) Graphic designer Production team Creative Content Creator staff	Yes

Note:- Applicants will be called for presentation (Evaluation Criteria - B) after scrutiny of above documents.

EVALUATION CRITERIA - B

1	Presentation to board containing creative projects for NADRA. Advertising Agency Applicants shall present Part I (traditional/creative media); Social Media Company Applicants shall present Part II (digital/social media strategy); Applicants applying for both categories shall present both parts. <u>Part I (Advertising Agency):</u> i. One TVC, One Radio Spot, Three print media Ads along with the adaptations for Social Media (video and Static), BTL material on any TWO of the following products: ○ CNIC – Getting Your First ID ○ PakID – All NADRA Services in One Mobile App ○ Succession Certificate/Letter of Administration ○ Civil Registration Management System – Registration of Vital Events and Getting Id Documents from NADRA ○ NADRA Biker Service ○ Mobile ManPack Registration Unit ii. Development of an Official NADRA Brand Mascot & Character Identity System Develop a distinctive, ownable, and future-ready mascot concept that serves as the official brand ambassador for NADRA across all communication platforms and citizen touchpoints. Agencies are encouraged to explore either (a) a single AI-powered character with a strong, recognizable personality, or (b) a family of complementary characters representing different age groups, professions, and life stages to reflect Pakistan's diversity and the full spectrum of NADRA services. <u>Part II (Social Media Company):</u> Digital Media Solution A comprehensive social media strategy proposal for all NADRA social media platforms, ensuring consistent audience engagement through a mix of communication tools, including static posts, videos, polls, interactive campaigns, and other innovative content formats to	
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	maximize reach, engagement and overall communication effectiveness. Any other relevant material the proponent wants to present about NADRA's products Marking of presentation will be evaluated on following parameters i. CONCEPT DEVELOPMENT ii. THEMATIC/ INNOVATIVE IDEAS iii. COPY AND CONTENT iv. DESIGN AND PRODUCTION v. PERSONAL MEDIA PROMOTION AND ADOPTATION STRATEGY (PRESENTATION)	
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Section IV - Application Forms

FORMAT OF PROPOSAL

Proponents are to prepare their response in the format defined below:-

- Title Page: Showing date and time, proponent name, address, telephone number, contact person, and the Category applied for (Advertising Agency and/or Social Media Company).
- Table of Contents: Should cover all sections of the response.
- Executive Summary: A brief summary of the key features of the proposal.
- Company Profile: Short overview of the company, its goals and expectations.
- Accreditations: List of required accreditations, including PID enlistment certificate(s) for the category (or categories) applied for.

The Applicant shall, at the time of application, submit a clear request on company letterhead along with the following details:

Category applied for: Advertising Agency / Social Media Company/ Both (tick as applicable), with PID enlistment number(s) for each category ticked.	
Details of head office and sub-offices, along with proof of address(es).	
Complete Company profile.	
Details of the authorized contact person(s).	
Details of all employees, with designation and professional qualification, by breakup: Ad Agency: Creative; Client Service/Marketing; Support Staff Social Media Company: dedicated digital/social media staff	
Total	
NTN number	

SECP Registration	
Date of establishment	
Client Details	
Public Sector	
Private Sector	
PID Registration	

AUTHORISED SIGNATURE

(of Executive Director or the person authorized to sign mail for him)

ATTACHMENT

NAME:		DESIGNATION:	
SIGNATURE's Specimen:	(i)	(ii)	(iii)

Copy of National Identity Card (NIC)	
Copy of National Tax Number (NTN)	
Copy of Sales Tax Registration	
Copy of Securities & Exchange Commission of Pakistan (SECP) Registration	

Application Submission Letter

Date: _____

Prequalification Notice No. NADRA-HQ-PRQ-83/2026

Prequalification Title: For Appointment of Advertising Agencies and Social Media Companies through Open Framework Agreement

To: NADRA HQ Islamabad

We, the undersigned, apply to be prequalified for the referenced IFP and declare that:

(a) No reservations: We have examined and have no reservations to the Prequalification Document.

(b) No conflict of interest: We have no conflict of interest in accordance with ITA 4.4;

(c) Eligibility: We (and our subcontractors) meet the eligibility requirements as stated ITA 4.1, we have not been suspended by the Procuring Agency based on execution of a Bid/Proposal Securing Declaration in accordance with ITA 4.5;

(d) State-owned enterprise or institution: (Tick appropriate)

- ☐ We are not a state-owned enterprise or institution
- ☐ We are a state-owned enterprise or institution but meet the requirements of ITA 4.6

(e) Not bound to accept: We understand that you may cancel the Prequalification process at any time without incurring any liability to the Applicants, in accordance with ITA 26.1. Only suppliers or contractors who have been pre-qualified shall be entitled to participate further in the procurement proceedings

(f) True and correct: All information, statements and description contained in the Application are in all respect true, correct and complete to the best of our knowledge and belief.

Signature

(Authorized representative(s) of the Applicant)

Name: _____

Designation: _____

Duly authorized to sign the Application for and on behalf of:

Address: _____

Dated: _____

[For a joint venture, either all members shall sign or only the authorized representative, in which case the power of attorney to sign on behalf of all members shall be attached]

Form ELI -1.1 (continued)

Date: _____

Prequalification Notice No. NADRA-HQ-PRQ-83/2026

Page 02 pages 02

1. Applicant's name	
2. Street Address:	Postal Code: City: Country:
3. P.O. Box and Mailing Address:	
4. Telephone Number:	
5. Fax Number:	
6. E-mail Address:	
7. Web Site:	
8. Contact Name:	
9. Contact Title:	
10. Type of Business:	
11. Category (Ad Agency/ Social Media Company/ Both):	
12. Nature of Business:	
13. Year Established:	
14. Dates, Numbers, and Expiration Dates of Current Licenses and Permits [If Applicable]:	

15. Current registration with relevant authorities information [If Applicable]:	
16. Proof of product and facility registrations with Procuring Agency's country regulatory authority and international agencies [If Applicable]	
17. Name of government agency(ies) responsible for inspecting and licensing of facilities in the country of origin of the raw material and or processing of the goods [If Applicable]: Date of last inspection:	
18. Quality Assurance Certification [If Applicable] (Please include a copy of your latest certificate with the PQ Application):	

Signature & Stamp

(Authorized representative(s) of the Applicant)

Form FIN – 3.1
Financial Situation and Performance

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: _____

Date: _____

Joint Venture Member Name, if any: _____

Prequalification Notice No. NADRA-HQ-PRQ-83/2026

Prequalification Title: For Appointment of Advertising Agencies through Open Frame Work Agreement

Page 01 of 02 pages

Type of Financial information in (PKR)	Historic information for previous 3 (three) years (Amount in PKR equivalent)			
	Year 1	Year 2	Year 3	
Information from Income Statement				
Total Revenue (TR)				
Profits Before Taxes (PBT)				
Profits After Taxes (PAT)				
Type of Financial information in (PKR)	Historic information for previous 3 (three) years			
	Year 1	Year 2	Year 3	

Information from Income Statement			
Total Revenue (TR)			
Profits Before Taxes (PBT)			
Profits After Taxes (PAT)			
Information from Bank Statement (If no Financial Statement)			
Total Credit (of last twelve months statement)			
Closing Balance			

Signature & Stamp

(Authorized representative(s) of the Applicant)

Form FIN – 3.1 (continued)

Applicant's Name: _____

Date: _____

Joint Venture Member Name, if any: _____

Prequalification Notice No. NADRA-HQ-PRQ-83/2026

Prequalification Title: For Appointment of Advertising Agencies through Open Frame Work Agreement

Page 02 of 02 pages

Signature & Stamp

(Authorized representative(s) of the Applicant)

Form- EXP-1

[illegible]

Campaign Portfolio				
Top 5 Campaigns during the last three years [Public & Private Sector]				
Procuring Agency	Value	Year	Type of Supplies	Remarks

Signature & Stamp
(Authorized representative(s) of the Applicant)

Form- PER 1

Historical Contract Non-Performance, and Pending Litigation and Litigation History

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: _____

Date: _____

Joint Venture Member Name, if any: _____

Prequalification Notice No. NADRA-HQ-PRQ-83/2026

Prequalification Title; For Appointment of Advertising Agencies & Social Media Companies through Open Frame Work Agreement

Page 01 of 02 pages

Non-Performed Contracts in accordance with Section III, Qualification Criteria and Requirements Sub Factor 2.1			
☐ Not debarred due to deviation from commitment of Bid Securing Declaration			
☐ Not debarred due to non-performance or			
Year	Non-performed portion of contract	Contract Identification	Total Contract Amount (PKR)
	<i>[insert amount and percentage]</i>	Contract Name & No: Name of Procuring Agency: Reason(s) for nonperformance:	

Pending Litigation, in accordance with Section III, Qualification Criteria and Requirements Sub Factor 2.2

☐ No pending litigation in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.2.

Or

☐ Pending litigation in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.2 is indicated below.

Year of dispute	Amount in dispute (currency)	Contract Identification	Total Contract Amount (PKR)
		Contract Name & No: Name of Procuring Agency: Matter in dispute: Party who initiated the dispute: Status of dispute:	

Section VII – Schedule of Requirements
(For Appointment of Advertising Agencies)

History and Overview

National Database & Registration Authority (NADRA) is Pakistan's national authority responsible for registering citizens and establishing their legal identity. It maintains the central national identity database and issues secure identity credentials, including CNIC, NICOP, and POC. Through advanced biometric verification and digital infrastructure, NADRA enables reliable identification to support governance, national security, and efficient public service delivery across Pakistan.

Comprehensive details of NADRA's history, the organization, its projects and services can be found at: www.nadra.gov.pk

Public Awareness via Social and Mainstream Media

NADRA is committed to keeping citizens well informed through timely, accurate, and accessible public communication. It regularly shares information about registration, identity verification, succession certificates, and other citizen services to help people understand procedures and requirements before visiting a registration centre.

Through its official social media platforms, website, print media, electronic media, and public awareness campaigns, NADRA ensures that citizens receive updated information on new services, policy changes, required documents, fee structures, and important announcements. These efforts reduce public confusion, improve service delivery, and enhance the overall customer experience by enabling citizens to access the right information at the right time.

Identity Services

NADRA issues legal identity and provide registration solutions, including CNIC, NICOP, POC, CRC and FRC, serving citizens, overseas Pakistanis and individuals of Pakistani origin.

Computerised National Identity Card (CNIC)

Computerised National Identity Card (CNIC) is an identity document issued by NADRA under Section 9 & 10 of NADRA Ordinance..

[More detail](#)

National Identity Card for Overseas Pakistanis (NICOP)

National Identity Card for Overseas Pakistanis (NICOP) is an identity document issued by NADRA under Section 12 of...

[More detail](#)

Pakistan Origin Card (POC)

Pakistan Origin Card (POC) is issued by NADRA to foreign nationals of Pakistani origin under Section 11 of NADRA...

[More detail](#)

Juvenile Card / Child Registration Certificate (CRC)

Child Registration Certificate (CRC) and Juvenile Card are the identity documents and issued to children under 18 years of...

Family Registration Certificate (FRC)

Family Registration Certificate means a certificate issued by the Authority which reflects, verifies and provides a record of...

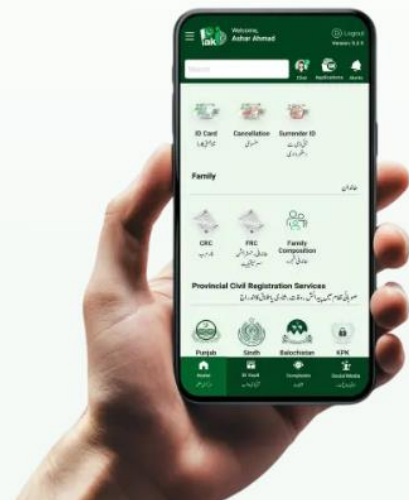
Cancellation Certificate

NADRA issues Cancellation Certificate under Section 17(3) of NADRA Ordinance 2000.

PakID Mobile App

A secure, all-in-one app for applying, verifying, and accessing identity services, anytime, anywhere. Explore the digital services available through Pakistan's official mobile identity platform.

[Learn more about PakID](#)



Pakistan's #1
Free Business App

Downloads
Apple Store

2.88M

Downloads
Google Play Store

13.6M

App Rating

4.7 ★
out of 5

Version

5.5.7

Scan QR code to

Download PakID APP



Civil Registration Management System (CRMS)

The foundational layer of Pakistan's registration ecosystem is the Provincial Civil Registration and Management System (CRMS), which is deployed across 11,000+ Union Councils. The system facilitates the registration of vital life events and issuance of birth, death, marriage and divorce certificates. The technical provisioning of CRMS is extended by NADRA under bilateral agreements with all provincial and local governments.

Based on the Provincial CRMS data, NADRA acquires the biometrics and issues the legal identity to the citizens of Pakistan. In line with the statutory mandate of NADRA, multipurpose databases have been developed duly linked with unique legal identifier to support the online verification, digitization, e-governance and registration of things across public and private sectors in Pakistan. This integrated ecosystem plays a critical role in supporting national population census and enables sectoral planning for housing, agriculture, industry and population management.

SCOPE OF THE ENTIRE WORK

The scope of work is multi-pronged and is divided into two parts, corresponding to the two Prequalification categories. An Applicant shall only be assigned work, and evaluated, under the Part(s) matching the category(ies) for which it is prequalified.

- Part A – Advertising Agency Scope: traditional and print/broadcast corporate material, documentaries and commercials, outdoor advertising, event management, and souvenirs/giveaways.
- Part B – Social Media Company Scope: digital and social media strategy, content development & production, community engagement, paid digital campaigns and analytics/reporting.

Both categories are expected to deliver the best possible branding ideas; create themes, innovative and creative ideas as per new trends; ensure the image-building and stature of the organization is well kept; identify content and create informational materials for mass-media and digital audiences concerning NADRA's national and international programmes; and deliver presentations on time for every evaluation.

PART A – ADVERTISING AGENCY SCOPE

Applicable only to Applicants prequalified under the Advertising Agency category.

A.1 Print, Electronic & Digital Media

Concept development and production of:

- PakID mobile application – Explainer and promotional videos & static images
- TV Commercial
- Radio Concepts – Radio sound bites in local
- Jingles
- Documentary – Curtain Raiser videos
- Infographics/ static posts
- Production of explanatory videos, whiteboard animations, walkthrough explainers
- Video shoots of conferences, events, exhibitions and other campaigns
- Animation-driven videos
- Designing and executing awareness campaigns

A.2 Event Management

- Design and layout of venue
- Photo coverage, video coverage with on-line large-screen display
- Photo album

A.3 Creative Execution for Submission/ Presentation (Advertising Agency)

Applicants under this category are required to enclose the following, noting that NADRA's target market is both local and international:

A.4 Agency Capability (Advertising Agency)

Ad agency need to come up with the following:

- A video Ad for TV Shoot
- Radio Ads in local language
- Static posts for social media
- Plan for BTL Marketing
- A presentation on ideas to promote

As part of its response, the proponent shall submit:

- An actual work sample from a previous advertising/marketing campaign, including all media components and message/media development strategies, chosen to best demonstrate strategic and creative capability relevant to NADRA.
- A detailed listing of the firm's experience in advertising for the past two years, including client names, brief description of work undertaken, and duration of association.
- A description of physical resources and facilities, including whether the firm has an office in Islamabad, and a list of facilities/equipment available for production of multimedia communication tools (listed separately for Headquarters, Regional office, and Islamabad).
- A presentation on ideas to promote.

PART B – SOCIAL MEDIA COMPANY SCOPE

Applicable only to Applicants prequalified under the Social Media Company category.

B.1 Content Production

- Design and production of static posts, short-form and long-form videos, motion graphics, reels/stories, infographics, and other innovative digital content formats.
- Localization of content for regional languages and audiences where required.

B.2 Community Engagement

- Present and execute innovative ideas for community engagement
- Support during crisis communication or service-disruption events, as directed by NADRA.

B.3 Paid Digital Campaigns

- Planning, execution, and optimization of paid social media and digital advertising campaigns in support of NADRA's citizen-service and public-awareness objectives.
- Audience targeting, budget planning and campaign performance optimization across platforms.

B.7 Creative Execution for Submission/ Presentation (Social Media Company)

Applicants under this category are required to submit:

- A sample detailed digital media proposal for NADRA's PakID Mobile App.
- Any other relevant material the proponent wishes to present about NADRA's products on digital/social channels.

B.8 Agency Capability (Social Media Company)

As part of its response, the proponent shall submit:

- An actual work sample from a previous social media marketing campaign, including all media components and message/media development strategies, chosen to best demonstrate strategic and creative capability relevant to NADRA.
- A detailed listing of the firm's experience in social media marketing for the past two years, including client names, brief description of work undertaken, and duration of association.
- A description of physical resources and facilities, including whether the firm has an office in Islamabad, and a list of facilities/equipment available for production of digital/multimedia communication tools (listed separately for Headquarters, Regional office, and Islamabad).
- A description of the firm's content production and community management team structure (e.g., content strategists, designers, video editors, community managers, paid media specialists).

ACCEPTANCE OF PROPOSALS

Proponent may participate for full/any part of programme. NADRA is not bound to accept the lowest price or any proposal of those submitted. Proposals will be assessed in light of the evaluation criteria as given in this document. Subsequent to the submission of proposals, interviews and negotiations may be conducted with some of the proponents, but there will be no obligation to receive further information, whether written or oral, from any proponent to disclose the nature of any proposal received. NADRA will not be obliged in any manner to any proponent until a written letter of appointment has been duly executed relating to an approved proposal.

The initial invitation to advertising agencies by department/organization will be for presentation of concepts and copies, sketches, preliminary designs, story boards and scripts based on which, short listing of agencies will be done and the short - listed agencies will be invited for a final presentation based on actual artwork.

SELECTION PROCEDURE

The Selection Committee shall consist of three members including a senior level representative of PID, a representative of the concerned department and an external media expert.

The recommended Advertising Agency will be selected by an Evaluation Team comprising NADRA Board and including a senior level representative of PID, a representative of the concerned department and an external media expert.

QUOTES FOR THE MARKETPLACE

NADRA reserves the right to request quotes where considerations indicate that it is in the NADRA's best interest.

OWNERSHIP OF RESPONSES

All responses to this document become the property of NADRA

COST OF RESPONDING

The proponents shall wholly absorb all costs incurred in the preparation and delivery of proposals and presentations. NADRA shall not be liable for any expenses/liabilities incurred by the proponent pursuant to the preparation of the proposal.

LIABILITY OF ERROR

NADRA shall not be held liable or accountable for any errors or omissions in any part of this document. Nothing in this intended to relieve proponents from forming their own opinions and conclusion in respect of the matters addressed herein.

CONFIDENTIALITY AND SECURITY

(a) Restriction of use:- This documents or any portion thereof, many not be used for any purpose other than the submission of proposals in response of this document.

(b) Security Policies:- The successful agency must agree to maintain security standard consistent with relevant security policies. These include strict control on divulgence of information and maintaining confidentiality of information gained while caring out their duties.

(c) Confidentiality:- All proposals submitted by proponents shall be held in strict confidence and will not be revealed directly or indirectly to any other party. Information pertaining to NADRA/Government of Pakistan obtained by the contractor as a participation in this project is confidential and must not be disclosed without written Authorization.

INQUIRIES

All inquiries related to this document must be written from and directed to NADRA. Information obtained from any other source is not official and may be not be accurate. Inquiries and responses will not be recorded and may be distributed to all the proponents at NADRA's sole discretion.

PUBLIC ENGAGEMENT DEPARTMENT

National Database and Registration Authority HQs

Shahra-e-Jamhuriat, Islamabad

Telephone:-(051-90391343)

e.mail: media@nadra.gov.pk

NOTES:

Failure to comply with the following will result in non-consideration or rejection of the proposal:-

- a) Any effort by the proponent to influence NADRA, directly or indirectly, in NADRA's proposal evaluation, proposal comparison or contract award decision may result in the rejection of the proponent's proposal.
- b) The creative/media proposal should not contain any financial data or information as this may be construed as an attempt to influence the evaluation process. Proposals that are not substantially responsive to the requirements will not be considered.

DECLARATION

IT IS TO CERTIFY THAT I HAVE READ AND CLEARLY UNDERSTOOD ALL THE TERMS AND CONDITIONS MENTIONED IN THE TENDER DOCUMENTS.

SIGN & STAMP: _____

NAME: _____

DESIGNATION: _____