GOVERNMENT OF PAKISTAN

MINISTRY OF PLANNING, DEVELOPMENT & SPECIAL INITIATIVES

(Procuring Agency)

TENDER DOCUMENT

(Closed Framework Agreement under PPRA Rules)

FOR

PROJECT DevCom

Development Communication, Media Production, Creative Design, Printing & Event Management Services

Tender No. MoPDSI/DevCom/2026-27/_____

Issued on: ____/____/2026

Last Date of Submission: ____/____/2026 (1500 hrs)

Single Stage – Two Envelope Bidding

(PPRA Rule 14 read with Rule 36)

Closed Framework: one (01) successful supplier shall be awarded the Framework Agreement for each Lot, being the lowest evaluated, substantially responsive and technically qualified bidder.

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INVITATION FOR BIDS (TENDER NOTICE)

Government of Pakistan, Ministry of Planning, Development & Special Initiatives (the "Procuring Agency") invites electronic bids through EPADS from eligible, reputable and financially sound firms / organizations / companies, registered with relevant tax and regulatory authorities of Pakistan, for the procurement of services under a Closed Framework Agreement for Project DevCom – Development Communication, Media Production, Creative Design, Printing and Event Management Services, as detailed in the Schedule of Requirements (Section IX).

Bidding shall be conducted under Single Stage – Two Envelope procedure in accordance with Public Procurement Regulatory Authority (PPRA) Rules, 2004 (as amended), and is open to all eligible bidders meeting the qualification criteria specified in this document. Unlike an open empanelment/prequalification panel, this is a closed framework: bidders are technically and financially evaluated at the outset, and the substantially responsive bidder that achieves the prescribed technical qualifying score and offers the lowest evaluated Lot price shall be recommended for award of the Framework Agreement for that Lot.

This consolidated master bidding document contains seven service Lots. Bidders may bid for one or more Lots. Each Lot shall be evaluated and awarded separately, with one (01) successful framework supplier per Lot. Where the Lots are floated separately on EPADS, the relevant Lot-specific provisions, scope, evaluation criteria, samples and BoQ shall apply independently.

- Lot 1 – Video, Audio & Digital Content Production (Reels, Short-Form & Long-Form Videos, TVCs, DVCs, Documentaries, Interviews, Testimonials, Podcasts, Radio Spots, Jingles, Voiceovers & Other Audio-Visual Content)
- Lot 2 – Animation, Motion Graphics & AI-Assisted Video Production Services (2D Animation, AI-Assisted Video, Explainer Videos, Character Animation, Motion Graphics, Titles, Intros/Outros & Animated Digital Content)
- Lot 3 – Creative Design, Branding, Printing, Publications & Promotional Materials
- Lot 4 – Photography, Videography & Cameraman Services (Event Coverage, Standalone Cameraman/Camera Operator Services, Documentaries, Testimonials, Interviews, Professional Shoots, Field Documentation, Drone Coverage, Livestreaming & Post-Event Content)
- Lot 5 – Event Management, Stage, SMD/LED & Technical Production Services
- Lot 6 – Digital Media, Content Production & Content Collaboration Services (Social Media Campaigns, Content Production, Content Collaborations, Digital Marketing, Media Buying, Paid Promotion, Influencer/Creator Engagement, Digital PR, Analytics & Reporting)
- Lot 7 – Web, Digital Platforms & Interactive Solutions (Websites, Microsites, Landing Pages, Web Portals, Digital Campaign Platforms, Interactive Content, Dashboards, UI/UX Design & Related Digital Development)

Key Dates and Information

Particulars	Details
Tender Reference No.	MoPDSI/DevCom/2026-27/_____
Procuring Agency	Ministry of Planning, Development & Special Initiatives, Government of Pakistan
Method of Procurement	Single Stage – Two Envelope (PPRA Rule 14 & 36)
Bidding Type	Open Competitive – Closed Framework Agreement (1 Year), one awarded supplier per Lot
Bid Security	No monetary Bid Security required; Bid-Securing Declaration mandatory
Performance Security	Not required at framework level unless specifically stated
Date of Issue	_____/_____/2026
Pre-Bid Meeting Date & Time	_____/_____/2026 at 1100 hrs

Particulars	Details
Last Date & Time for Bid Submission	_____/_____/2026 at 1500 hrs (sharp)
Bid Opening (Technical)	_____/_____/2026 at 1530 hrs
Bid Opening (Financial)	Date to be notified to technically qualified bidders
Venue for Submission & Opening	Electronic submission and opening through EPADS; Procurement Cell, Ministry of Planning, Development & Special Initiatives, Islamabad, for official correspondence/clarifications
Tender Document Fee	PKR 5,000 (non-refundable) in the form of DD/Pay Order in favour of DDO, MoPDSI

Bids shall be submitted electronically through EPADS on or before the stated deadline. The EPADS system shall not accept submissions after the deadline. The Procuring Agency reserves the right to reject all bids at any time prior to acceptance, in accordance with PPRA Rule 33.

This tender notice is also being published on the PPRA website (www.ppra.org.pk), the Ministry's official website, and in leading national newspapers, in compliance with PPRA Rule 11.

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SECTION I – INSTRUCTIONS TO BIDDERS (ITB)

These Instructions to Bidders are issued under the Public Procurement Regulatory Authority (PPRA) Rules, 2004, and shall be read in conjunction with the Bid Data Sheet (BDS), General Conditions of Contract (GCC) and Special Conditions of Contract (SCC).

1. Scope of Bid

1.1 The Procuring Agency invites electronic bids through EPADS for services described in Section IX under a Closed Framework Agreement for Project DevCom.

1.2 The Closed Framework Agreement shall be valid for one (1) year from the date of signing. No extension beyond one year shall be made under the same Closed Framework Agreement.

1.3 The Procuring Agency reserves the right to issue call-off Purchase Orders against the framework at any time. Issuance of a call-off does not guarantee any minimum volume.

2. Source of Funds

2.1 The Procuring Agency has been allocated public sector development budget under Project DevCom for the relevant financial year, and intends to apply a portion of these funds towards eligible payments under the Framework Agreement.

3. Eligible Bidders

3.1 A Bidder shall be a sole proprietorship, partnership, private limited company, public limited company, or a sole agent lawfully established and operating in Pakistan, registered with SECP, FBR, PRA and any other regulatory body as applicable.

3.2 A Bidder shall not have been declared blacklisted / debarred by any Federal or Provincial Government department, autonomous body, international donor agency, or by PPRA at the time of bid submission.

3.3 Bidders shall be legally, financially and technically capable of performing the contract. Joint Ventures / Consortia are permitted provided a lead partner is nominated and a JV Agreement (notarized) is submitted.

3.4 Foreign firms are not eligible to bid independently. They may participate through a duly registered local partner or as a JV partner.

3.5 A Bidder may apply for one or more Lots. Each Lot shall be evaluated and awarded separately in accordance with this document. No monetary Bid Security is required; however, a duly signed Bid-Securing Declaration in the prescribed form shall be submitted for each Lot bid.

4. Eligible Services

4.1 All services to be supplied under the Framework Agreement shall originate from Pakistan or be delivered by Pakistani-based studios, production houses and agencies.

4.2 The Bidder shall be the actual producer / service provider or an authorized sole agent. Sub-contracting is permitted only with prior written approval.

5. Contents of Bidding Documents

Invitation for Bids, ITB, BDS, GCC, SCC, Scope of Services & Technical Specifications, Eligibility Criteria, Evaluation Criteria, Mandatory Sample Submission Requirements, Schedule of Requirements (BoQ), Bidding Forms, Draft Framework Agreement and Annexures.

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6. Clarification of Bidding Documents

6.1 A prospective Bidder requiring any clarification shall contact the Procuring Agency in writing not later than seven (7) days prior to the deadline for bid submission.

6.2 The Procuring Agency shall respond in writing within three (3) working days.

7. Pre-Bid Meeting

7.1 The Procuring Agency shall hold a pre-bid meeting at the date, time and venue specified in the BDS.

8. Amendment of Bidding Documents

8.1 At any time prior to the deadline, the Procuring Agency may amend the bidding documents by issuing addenda communicated in writing to all prospective bidders.

9. Cost of Bidding

9.1 The Bidder shall bear all costs associated with the preparation and submission of its bid.

10. Language of Bid

10.1 The bid and all correspondence shall be written in English. Supporting documents in another language may be accepted with an accurate English translation.

11. Documents Comprising the Bid – Single Stage–Two Envelope System (EPADS)

11.1 Technical Proposal (EPADS): Cover letter, Bidder profile (T-1), NTN/FBR certificate, PRA registration, SECP registration, audited financial statement (T-2), Bank Account Maintenance Certificate, self-declaration of non-blacklisting (T-3), truthfulness affidavit (T-4), technical proposal / methodology (T-5), work plan (T-6), similar assignments list (T-7), CVs of key personnel (T-8), equipment list (T-9), portfolio / showreel (T-10), sample submission index (T-10A), litigation disclosure (T-11, see §11.4), Bid-Securing Declaration (Annexure C), JV agreement / POA if applicable. No monetary bid security is required.

Financial Proposal (EPADS): Cover letter, Price Schedule – BoQ (F-1) per Lot, Summary of Prices (F-2), and breakdown of rates where required, uploaded only in the designated Financial Proposal section of EPADS.

11.2 The Technical Proposal envelope shall contain NO pricing information. Inclusion of any price information in the technical envelope shall result in disqualification.

11.3 Mandatory Sample Submission: Bidders MUST submit physical or digital samples of past work as part of their Technical Proposal, as specified in Section VI (Mandatory Sample Submission Requirements) for each Lot bid. Samples are mandatory and non-submission will lead to disqualification.

11.4 **Litigation & Blacklisting Disclosure: Bidders shall disclose, on Form T-11, any ongoing or past litigation/arbitration involving the firm during the last five (5) years, along with current status, and shall confirm non-blacklisting status. Non-disclosure of a material litigation matter may lead to disqualification even if the matter itself would not otherwise have been disqualifying.**

11.5 Sample Format: Samples may be submitted as: (a) printed hard copies in a labelled ring-binder with index; (b) USB drive / external SSD with all sample files (PDF, JPG, MP4, MP3, etc.); (c) password-protected online gallery links (Vimeo, Dropbox, Google Drive) — passwords must be valid for at least 180 days. Submitting low-resolution or watermarked samples only is grounds for disqualification.

11.6 Sample Ownership: All submitted samples become the property of the Procuring Agency and will not be returned. Bidders should retain copies for their own records.

11.7 Authenticity: The Procuring Agency reserves the right to verify sample authenticity. Misrepresentation leads to blacklisting under PPRA Rule 19.

12. Bid Prices and Discounts

12.1 Prices shall be quoted in PKR, inclusive of all applicable taxes, duties, levies, royalties, transportation and insurance, except Sales Tax (which shall be shown separately).

12.2 Prices shall be firm and fixed for the entire one-year duration of the Framework Agreement.

12.3 Conditional discounts (linked to award of multiple Lots) are permitted but must be clearly stated.

12.4 Bidders shall quote unit rates for every item in the Schedule of Requirements. Items left blank or quoted as 'NIL' shall be deemed to be covered by other rates.

13. Currencies of Bid

13.1 All prices shall be quoted in PKR. Payments shall also be made in PKR.

14. Bid Validity

14.1 Bids shall remain valid for 180 days from the date of bid opening.

14.2 In exceptional circumstances, the Procuring Agency may request an extension of bid validity.

15. Bid Security Requirement

15.1 No monetary Bid Security shall be required. In lieu thereof, each Bidder shall submit a duly signed Bid-Securing Declaration in the prescribed form. Failure to submit the Bid-Securing Declaration shall render the bid non-responsive.

15.2 Not applicable.

15.3 Not applicable.

15.4 Not applicable.

15.5 Not applicable.

16. Electronic Format and Signing of Bid

16.1 The Bidder shall prepare and submit its bid electronically through EPADS in the prescribed electronic format. No physical original or copy is required unless specifically requested by the Procuring Agency for verification after submission.

16.2 All electronic bid documents shall be clear, legible, complete and uploaded in the formats permitted by EPADS.

16.3 The bid shall be signed by a person duly authorized by a Power of Attorney.

17. Electronic Submission of Technical and Financial Proposals

17.1 The Technical Proposal and Financial Proposal shall be submitted separately in their respective sections/envelopes on EPADS under the Single Stage–Two Envelope procedure. The Technical Proposal shall contain no financial information.

18. Deadline for Submission of Bids

18.1 Bids must be submitted through EPADS on or before the date and time specified in the Tender Notice and BDS.

19. Late Bids

19.1 EPADS shall not accept a bid submitted after the prescribed deadline.

20. Opening of Bids

20.1 The Procuring Agency shall open the Technical Proposals through EPADS at the date and time specified in the Tender Notice/BDS, in accordance with the applicable PPRA/EPADS procedure.

20.2 The Financial Proposals shall remain electronically secured/unopened in EPADS and shall be opened only after completion of technical evaluation for technically qualified bidders.

21. Confidentiality

21.1 Information relating to examination, evaluation and award shall not be disclosed to bidders until the award is announced.

22. Determination of Responsiveness

22.1 The Procuring Agency shall examine the Technical Proposal to determine whether it is complete and substantially responsive.

22.2 A material deviation or reservation is one that affects the scope, quality or performance of services, limits the Procuring Agency's rights, or affects competitive position.

23. Correction of Arithmetical Errors

23.1 Unit price shall prevail over total price; amounts in words shall prevail over figures.

24. Evaluation Criteria

24.1 **Bids shall be evaluated Lot-wise using a Technical Qualification + Lowest Evaluated Cost methodology. A Bidder must first achieve the minimum technical qualifying score specified in Section V. Only Financial Proposals of technically qualified bidders shall be opened. The substantially responsive technically qualified bidder offering the lowest evaluated Lot price shall be ranked first.**

24.2 **One bidder per Lot shall normally be awarded the Framework Agreement, being the technically qualified and substantially responsive bidder with the lowest evaluated Lot price.**

25. Award Criteria

25.1 **The Procuring Agency shall award the Framework Agreement for each Lot to the substantially responsive Bidder that meets the minimum technical qualifying score and offers the lowest evaluated Lot price, subject to verification of rate reasonableness and all mandatory requirements.**

26. Notification of Award

26.1 Prior to the expiry of bid validity, the Procuring Agency shall notify the successful Bidder(s) in writing.

27. Performance Security

27.1 No blanket Performance Security shall be required merely for empanelment under the Framework Agreement. Where the Procuring Agency considers performance security necessary for a specific high-value or high-risk call-off assignment, the requirement, amount and form shall be stated in the relevant call-off/Purchase Order before acceptance.

27.2 Where Performance Security is expressly required for a specific call-off assignment, failure to furnish it within the stated period may result in cancellation of that call-off award in accordance with the bidding and contract conditions.

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28. Signing of Framework Agreement

28.1 **Within 14 days of receipt of the Notification of Award, or within such period stated in the BDS, the Procuring Agency and successful Bidder shall sign the Framework Agreement.**

29. Right to Vary Quantities

29.1 The Procuring Agency may increase or decrease quantities up to 25% of the original quantity, with unit rates unchanged.

30. Integrity Pact

30.1 The Bidder shall sign and submit an Integrity Pact, declaring that it will not engage in corrupt, fraudulent, collusive, coercive or obstructive practices.

31. Conflict of Interest

31.1 The Bidder shall not have any conflict of interest.

32. Standstill Period

32.1 A standstill period of 10 days shall be observed between notification of award and signing of contract.

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SECTION II – BID DATA SHEET (BDS)

The following specific data shall supplement, amend or clarify the corresponding provisions of the ITB. Where there is a conflict, the provisions of the BDS shall prevail.

Clause Ref. / Subject	Data
ITB 1.1 – Scope	Project DevCom – Development Communication, Media Production, Creative Design, Printing & Event Management Services
ITB 1.2 – Framework Duration	1 year (Closed Framework Agreement)
ITB 1.3 – Minimum Commitment	No guaranteed minimum volume; call-offs as per requirement
ITB 3.5 – Cross-Lot Bidding	Permitted. A bidder may bid for one or more Lots. Each Lot shall be evaluated and awarded separately. No monetary bid security is required; a separate Bid-Securing Declaration shall be submitted for each Lot bid.
ITB 6.1 – Address for Clarifications	Procurement Cell, Ministry of Planning, Development & Special Initiatives, Islamabad
ITB 7.1 – Pre-Bid Meeting	As per Tender Notice
ITB 12.1 – Currency	Pakistani Rupees (PKR)
ITB 12.2 – Price Basis	Firm and fixed for the framework period
ITB 14.1 – Bid Validity	180 days from bid opening
ITB 15.1 – Bid Security	No monetary Bid Security required; Bid-Securing Declaration mandatory
ITB 15.2 – Bid Security Validity	Not applicable
ITB 17.1 – Sealing	Technical and Financial Proposals to be submitted separately through EPADS under the Single Stage–Two Envelope procedure
ITB 20.1 – Bid Opening	Technical: through EPADS on the stated opening date/time; Financial: through EPADS after technical qualification, on date/time to be notified
ITB 24.1 – Evaluation Ratio	Technical qualification (minimum 70/100) followed by Lowest Evaluated Lot Price
ITB 25.1 – Award Method	Lot-wise; one lowest evaluated substantially responsive and technically qualified bidder per Lot
ITB 27.1 – Performance Security	Not required at framework level unless specifically stated; may be required for a specific call-off
ITB 28.1 – Signing of Contract	Within 14 days of Notification of Award or as stated in BDS
Evaluation Threshold	Minimum 70/100 in Technical Evaluation to be eligible for Financial opening
JV Eligibility	Maximum 3 partners per JV; lead partner must contribute >= 51% of works
Sub-contracting	Permitted with prior approval; maximum 30% of Lot value
Litigation Disclosure	Bidder must disclose litigation history for last 5 years on Form T-11; non-disclosure may itself be disqualifying (see ITB 11.4)

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SECTION III – SCOPE OF SERVICES & TECHNICAL SPECIFICATIONS

The following technical specifications are minimum requirements. Bidders may exceed these standards. All deliverables must meet professional, broadcast-quality and print-grade standards appropriate to the Ministry's profile. Detailed item-wise quantities and unit-rate requirements are set out in Section IX (Schedule of Requirements / Bill of Quantities).

A. LOT 1 – Video & Audio-Visual Production

A.1 Production Standards

- Reels (social media): 1080x1920 (vertical 9:16), 30 fps, H.264 codec, bitrate >= 10 Mbps, audio AAC 48 kHz stereo >= 192 kbps
- Long-form/Short-form: 1920x1080 (16:9) or 3840x2160 (4K) on request, ProRes 422 HQ master + H.264 delivery, audio 48 kHz / 24-bit
- TVCs/DVCs: Broadcast-ready files (ProRes 422 HQ + H.264), audio levels compliant with PTV/PBC standards (-23 LUFS short-term), closed-caption file (.srt)
- Documentaries: 4K master (3840x2160), ProRes 422 HQ, separate audio tracks (dialogue, music, SFX), broadcast-safe colour (Rec. 709)
- Subtitling: Time-coded .srt and .vtt files, Urdu in Nastaliq font (Noto Nastaliq Urdu or Mehr Nastaliq), English in Arial

A.2 Pre-Production

- Treatment / creative concept document (1-2 pages)
- Script / storyboard / shot list (where applicable)
- Casting notes and location recce reports
- Production schedule with milestones
- Risk assessment and contingency plan

A.3 Production Crew & Equipment (minimum)

Cinema cameras (RED Komodo / Sony FX6 / Blackmagic URSA / equivalent); professional lighting (Aputure / ARRI / equivalent); studio and field audio (Sennheiser / Rode / Sound Devices mixers); stabilising equipment (gimbals, sliders, dollies, jibs); licensed drones with operator; teleprompter; green screen / chroma setup; on-location power solutions.

A.4 Post-Production

Editing on Adobe Premiere Pro / DaVinci Resolve / Final Cut Pro; colour grading with calibrated broadcast monitor (DaVinci Resolve Studio); motion graphics in After Effects; broadcast-safe rendering with proper colour space (Rec. 709) and audio levels (-23 LUFS). All deliverables to include captions/subtitles.

B. LOT 2 – Animation, Motion Graphics & AI-Assisted Video Production

B.1 Technical Standards

- 2D animation: Adobe After Effects, Toon Boom Harmony, or equivalent
- Character rigging and animation: full IK/FK setup with facial controls and character animation workflows
- AI-assisted video production: capability to develop AI-generated/AI-assisted video content, animated sequences, visual treatments and other AI-enabled creative outputs using appropriate professional tools and workflows
- Output: 1920x1080 or 3840x2160, ProRes 422 HQ + H.264, audio 48 kHz / 24-bit

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- Delivery includes editable/source project files, applicable asset libraries, licensed fonts, prompts/workflow documentation where relevant to AI-assisted production, and rendered output

B.2 Pre-Production Requirements

- Storyboard with panel-by-panel sketches
- Animatic (storyboard with timing)
- Style frames (3-5 key frames showing visual style)
- Character design sheet (turnarounds, expressions)
- Script and voice-over script
- Production schedule

C. LOT 3 – Creative Design, Branding, Printing, Publications & Promotional Materials

C.1 Design Standards

- Software: Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat Pro), Figma (for digital-first deliverables)
- Colour profiles: CMYK for print (ISO Coated v2 / FOGRA39 default), RGB for digital (sRGB IEC61966-2.1)
- Bleed: 3 mm for standard print, 5 mm for large format
- Resolution: 300 DPI for raster, vector preferred for logos and illustrations
- Fonts: All fonts to be licensed (no pirated fonts). Font files included with delivery
- Stock images: Licensed via Adobe Stock / Shutterstock / equivalent – proof of license to be supplied
- Accessibility: WCAG AA compliance for digital deliverables (contrast ratios, alt text)

C.1A Creative, Branding & Identity Scope

- Logo design and complete brand identity development, including visual identity systems, brand architecture and identity refresh/rebranding.
- Brand guidelines / brand books covering logo usage, typography, colour palettes, imagery, iconography, templates and application standards.
- Campaign identity, key visual development, creative concepts, art direction and adaptation/resizing across print, digital, social and outdoor formats.
- Graphic design, illustration, iconography, infographics, data visualisation, presentation design and English/Urdu publication design, typography and calligraphy.
- Design of reports, annual reports, books, booklets, brochures, newsletters, magazines, catalogues, policy briefs, fact sheets, information kits and other publications.
- Design of posters, banners, streamers, backdrops, standees, signage, certificates, invitations, stationery, exhibition graphics and indoor/outdoor/environmental branding.
- Merchandise, souvenirs, giveaways, promotional materials, packaging and presentation-box design, including print-ready/digital-ready artwork and production adaptations.
- Pre-press, typesetting, layout, image retouching, print production, large-format printing, fabrication and installation, and other allied creative design, branding, publication, printing and promotional services.

C.2 Print Specifications

- Press: Offset (for runs >= 500) or Digital (for short runs <= 500 or variable data)
- Paper: Imported or local premium stocks; mill-certified

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- Finishing: Lamination (gloss/matt), UV spot, foil stamping (gold/silver), embossing, die-cutting, perfect binding, saddle-stitching, case binding, scoring, folding
- Colour: Pantone matching for brand colours; deltaE <= 2 for spot colours; ICC-profile colour management
- Proofing: Hard copy contract proof + digital soft proof required before production; client sign-off mandatory
- Quality control: Random sampling inspection, binding strength test, colour consistency check

C.3 Publication Specifications

- Layout: Grid-based with consistent typography, white space and visual hierarchy
- Photography: Custom shoot or licensed; retouched and colour-corrected
- Cover: Hard cover (case-bound) for coffee table books and annual reports; soft cover for booklets
- End-papers: Coloured or printed; section dividers where applicable
- ISBN / ISSN registration assistance (where required)

D. LOT 4 – Photography, Videography & Cameraman Services

D.1 Coverage Standards

- Professional event photography and videography, including conferences, launches, seminars, workshops, exhibitions, field activities and institutional events.
- Testimonial and interview recording, professional portrait/profile photography, campaign shoots, field documentation and behind-the-scenes coverage.
- Multi-camera coverage where required, with professional HD/4K cameras, lenses, lighting, stabilisation and field audio equipment.
- Drone photography/videography, subject to applicable permissions, aviation regulations and location/security clearances.
- All raw footage, high-resolution photographs, project files and final edited deliverables shall be handed over to the Procuring Agency in agreed formats.
- Post-event content including edited highlight videos, reels/cutdowns, curated and colour-corrected photographs, contact sheets, captions/metadata and archival delivery.
- Livestreaming and live-feed production, including switching, encoding, recording and delivery for approved digital platforms.

Standalone Cameraman / Camera Operator Services

- Provision of professional cameramen/camera operators as a standalone service, independent of complete event or production coverage.
- Cameramen/camera operators may be deployed for documentaries, TVCs/DVCs, interviews, testimonials, institutional films, campaign productions, field shoots, official engagements, social/digital content and other audio-visual productions.
- Services may be requisitioned on a per-day, per-shoot or assignment basis according to the requirements specified in the relevant Call-Off/Purchase Order.
- Deployment may include cameraman only or cameraman with professional camera/equipment, as specified by the Procuring Agency.
- Cameramen shall be capable of operating professional HD/4K cinema/video cameras and associated lenses, stabilisation and basic production equipment appropriate to the assignment.
- All footage recorded during an assignment shall be handed over to the Procuring Agency in the required format within the timeline specified in the Call-Off/Purchase Order.

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E. LOT 5 – Event Management, Stage, SMD/LED & Technical Production

E.1 Event Management

- Pre-event: concept note, event theme/creative concept, venue coordination, stage/set planning, run-sheet, vendor coordination, registration planning, risk assessment, permits and required Government/VIP/security clearances.
- On-event: complete setup and production management, registration/check-in, stage/set, branding, AV/LED/sound/lighting, technical operators, ushers, MC/host, security coordination, hospitality, catering and guest/VIP management as required.
- Post-event: teardown and venue handover, event documentation, photographic/video deliverables, attendee/feedback summary, media/coverage records and financial reconciliation.
- Branding compliance: All printed materials, standees, backdrops, badges to follow Ministry brand manual
- Documentation: Event report with photographs, attendee list, media coverage, KPIs

Stage, Set & SMD/LED Setup

- Complete stage and set design, fabrication, installation and dismantling for indoor and outdoor events.
- Provision of SMD/LED screens, LED video walls and displays of different sizes and pixel pitches according to venue and event requirements.
- Stage platforms, risers, ramps, stairs, carpeting, skirting, masking, backdrops, scenic elements, branded structures, podiums/rostrums and related structural elements.
- Trussing, rigging and mounting structures required for SMD/LED screens, lighting and other technical equipment.
- SMD/LED processors/controllers, media playback systems, cabling, signal distribution and associated technical infrastructure.
- Qualified SMD/LED operators and technical crew for installation, testing, operation and dismantling.
- Customized stage/SMD configurations may be specified through individual Call-Off/Purchase Orders according to event size, venue and technical requirements.

E.2 AV & Technical Production

- PA: Line array system (JBL VTX / L-Acoustics / equivalent) for events >= 100 pax
- Lighting: Intelligent moving heads, LED par cans, follow-spot, truss
- SMD/LED wall: indoor/outdoor SMD/LED display systems of appropriate pixel pitch, with processors/controllers, mounting/rigging, cabling, operator and backup arrangements
- Video: Multi-camera setup (broadcast-grade Sony / Panasonic cameras), vision mixer, recording, livestream encoder (vMix / Wirecast)
- Power: Generator backup (minimum 1.5x load), UPS for critical circuits, certified electrician on site

E.3 Hospitality & Catering

- Hygiene: Compliance with Punjab Pure Food Rules / Islamabad Food Authority standards
- Caterer: Reputable / licensed caterers with prior corporate / government experience
- Service staff: Trained waiters in uniform, with proper gloves and headgear
- Menu variety: Pakistani, Continental, Chinese options; vegetarian and halal certified; allergen labelling
- Beverages: Tetra-packed juices, bottled water, tea (Dammann / Lipton), freshly brewed coffee
- Disposable / reusable: Branded biodegradable disposables preferred
- Food safety: Temperature-controlled transport, hot-holding at >= 60C, cold at <= 5C

F. LOT 6 – Digital Media, Content Production & Content Collaboration Services

F.1 Scope of Services

Content Production & Development

- End-to-end production of digital and social media content in static, animated, audio, visual and audio-visual formats, tailored to campaign and communication requirements.
- Static content including social media posts, carousels, infographics, quote cards, explainers, data visualisations and other digital creatives.
- Animated content including motion graphics, animated posts, GIFs, explainers, kinetic typography and other short-form animated content.
- Short-form video content including reels, Shorts, vertical videos, campaign clips, explainers, testimonials, interviews and platform-specific videos.
- Long-form content including documentaries, digital features, interviews, discussions, podcasts/video podcasts, explainers and other long-form digital productions.
- Blogs and articles including research-based blogs, campaign stories, success stories, features and other written digital content.
- Vlogs including field, institutional, campaign, event and thematic vlogs.
- Vox pops including public opinion/street interviews, youth voices, stakeholder perspectives and thematic vox-pop content.
- User-Generated Content (UGC), including development, facilitation and curation of authentic UGC-style content involving citizens, youth, beneficiaries, stakeholders, creators and relevant communities.
- Platform-specific content adapted and optimized for approved digital platforms, including appropriate formats, durations, aspect ratios and captions.
- Content may be commissioned as individual pieces, content series, campaign packages or recurring content requirements through Call-Off/Purchase Orders.
- Social media strategy, campaign planning, content calendars and platform-specific campaign management across approved digital channels.

Content Collaborations & Partnerships

- Content collaborations with popular and relevant digital platforms, media platforms, publishers, content creators, influencers, vloggers, podcasters, digital communities and other content networks, subject to prior approval by the Procuring Agency.
- Sponsored and organic collaborations, co-created/co-branded content, creator-led campaign content, thematic content series and campaign integrations.
- Collaborative formats may include blogs, vlogs, interviews, podcasts, features, documentaries, reels, vox pops, explainers, static/animated content, UGC and other approved formats.
- Content placement, publication and amplification through selected platforms, with transparent identification of third-party costs where applicable.
- Identification and shortlisting of relevant platforms/creators based on audience profile, reach, relevance, content quality and campaign objectives.
- Coordination, briefing, contracting, production supervision, approvals, publishing and performance reporting for collaborations.
- Digital marketing, content distribution, paid promotion, media buying and placement, including campaign setup, optimization and budget monitoring.
- Influencer / creator engagement, digital partnerships, content collaborations and outreach campaigns, subject to prior approval of creators, channels and content.
- Digital PR, online reputation support, campaign amplification, community management and audience engagement.

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- Analytics, social listening, performance tracking, dashboards and periodic campaign reports covering reach, impressions, engagement, views, clicks, conversions and other agreed KPIs.
- All paid media and third-party placement costs shall be transparent, supported by platform/vendor evidence, and separately identifiable where required by the call-off Purchase Order.

G. LOT 7 – Web, Digital Platforms & Interactive Solutions

G.1 Scope of Services

- Design, development, enhancement and maintenance of websites, microsites, landing pages, campaign portals and web-based digital platforms.
- UI/UX research and design, information architecture, wireframes, prototypes, responsive interfaces and design systems.
- Interactive content, web-based data visualisations, dashboards, forms, campaign tools and other digital experiences.
- Front-end and back-end development, CMS configuration/customisation, database integration and API integration where required.
- Responsive, cross-browser, accessibility-conscious and security-conscious implementation, with staging/testing and deployment support.
- Delivery of source code, editable design/source files, technical documentation, administrator credentials and deployment/hand-over documentation, subject to the Procuring Agency's security requirements.

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SECTION IV – ELIGIBILITY CRITERIA

Bidders must meet all of the following mandatory eligibility requirements (Pass/Fail) for each Lot bid. Failure to satisfy any of these requirements shall render the bid non-responsive for that Lot.

1. Legal Status & Registration

- Company registered with SECP / Registrar of Firms under relevant laws of Pakistan for at least three (3) years prior to bid submission.
- Joint Ventures / Consortia are allowed, provided a notarized JV Agreement is submitted clearly indicating the lead partner (lead partner >= 51% of works; maximum 3 partners per JV).

2. Tax Registration

- Active NTN with FBR and Provincial Sales Tax (PRA) registration.
- Tax returns filed for the last three (3) fiscal years; firm to be on the Active Taxpayers List (ATL) of FBR.

3. Financial Capacity

- The Bidder shall demonstrate sound financial health and financial capacity to undertake assignments under the Framework Agreement.
- Financial capacity shall be evidenced through an audited financial statement and a Bank Account Maintenance Certificate issued by a scheduled bank. No minimum turnover or liquidity threshold is prescribed.

4. Non-Blacklisting

- Not blacklisted / debarred by any Federal / Provincial Government department, autonomous body, PPRA, or international donor agency at the time of bid submission.
- Self-declaration on stamp paper to this effect must be provided (Form T-3).

5. Litigation Disclosure

- The firm shall disclose any ongoing or past litigation/arbitration during the last five (5) years, along with current status, on Form T-11 (notarized).
- Disclosure alone shall not automatically result in disqualification; however, non-disclosure of a material matter may lead to disqualification and action under PPRA Rule 19.

6. Power of Attorney

- No bid security is required. Power of Attorney shall be submitted by the Bidder’s authorized signatory as specified in this document.
- Power of Attorney signed by the Bidder's authorized signatory.

7. Conflict of Interest

- Self-declaration that no conflict of interest exists (Annexure F).

8. Documentary Evidence (Mandatory)

The following documents must be submitted with the Technical Proposal:

- Company registration / incorporation certificate
- NTN and PRA (Sales Tax) certificates; ATL proof
- Company profile and organizational chart

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- Audited financial statement (T-2) and Bank Account Maintenance Certificate issued by a scheduled bank
- Relevant experience documents (work orders / completion certificates) – see Section V, T-7
- CVs of key personnel (T-8)
- Equipment / facilities list (T-9), portfolio / showreel (T-10), sample submission index (T-10A)
- Self-declaration of non-blacklisting (T-3), affidavit of truthfulness (T-4), litigation & blacklisting declaration (T-11)
- JV Agreement / Power of Attorney, where applicable

9. Completeness of Application

Bids must be complete in all respects. Incomplete or unsigned bids, or bids in which claims are not supported by documentary evidence, shall be considered non-responsive.

10. General Condition

The Procuring Agency reserves the right to verify any information provided by the Bidder. Any false or misleading information may result in disqualification and blacklisting under PPRA Rule 19.

Note: Only Bidders who meet all of the above eligibility criteria shall be considered for Technical (and subsequently Financial) evaluation under Section V.

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SECTION V – EVALUATION CRITERIA

Only Bidders who meet all Eligibility Criteria (Section IV) shall be considered for evaluation. Evaluation shall be carried out strictly on the basis of documentary evidence submitted; claims without supporting documents shall not be considered. Bids shall be evaluated separately for each Lot. A minimum score of 70/100 in the Technical Evaluation is required to qualify for Financial opening. Technical scores above the qualifying threshold shall not be converted into a weighted financial advantage. Among technically qualified and substantially responsive bidders, the bidder with the lowest evaluated Lot price shall be ranked first and recommended for award.

LOT 1 – Video & Audio-Visual Production (100 marks)

Criterion	Scoring Guide	Marks
Company Profile & Experience (years in business, specialisation in video)	≥5 years = 10; 3–<5 years = 7	10
Sample Showreel + Past Work Samples (see Section VI)	Outstanding = 25; Good = 17; Average = 10; Below avg = 4	25
Key Personnel – Creative Director, Director, DOP, Editor, Sound Engineer	All senior (≥7 yrs) = 15; mostly senior = 10; mixed = 6; junior = 3	15
Equipment & Studio Facilities (cameras, 4K, lighting, audio, editing, drone)	Full in-house = 15; mostly in-house = 10; rentals only = 5	15
Technical Methodology & Production Workflow	Detailed, robust, risk plan = 10; adequate = 6; minimal = 3	10
Work Plan & Delivery Schedule	Clear, achievable, milestones = 5; vague = 2	5
Past Performance Certificates / Client References (Govt preferred)	≥5 Govt refs = 5; 3–4 = 3; 1–2 = 1	5
Quality Management System (ISO 9001 preferred)	ISO certified = 5; documented QMS = 3; informal = 1	5
Quality of Case Studies & Documentation accompanying samples	Comprehensive = 5; adequate = 3; minimal = 1	5
TOTAL	**Minimum 70 to qualify**	**100**

LOT 2 – Animation, Motion Graphics & AI-Assisted Video Production (100 marks)

Criterion	Scoring Guide	Marks
Relevant Company Experience	Animation/motion graphics/creative production experience: ≥5 yrs = 10; 3–<5 yrs = 7.	10
2D Animation & Motion Graphics Portfolio	Outstanding quality/diversity/storytelling = 25; good = 18; adequate = 12; limited = 6.	25
AI-Assisted Video Production Capability	Strong demonstrated AI-video workflow + professional integration = 15; good = 10; basic = 5; not demonstrated = 0.	15
Character Animation / Creative Design Capability	Strong character design/animation/visual consistency = 10; good = 7; basic = 4; limited = 2.	10
Key Personnel	Strong relevant animation/motion/creative team = 10; good = 7; adequate = 4; limited = 2.	10
Technical Tools & Production Capability	Comprehensive professional animation/editing/compositing + AI tools = 10; adequate = 6; basic = 3.	10

Criterion	Scoring Guide	Marks
Technical Methodology	Comprehensive concept → storyboard/style → production → review → delivery workflow = 10; adequate = 6; minimal = 3.	10
Work Plan & Turnaround Capacity	Clear/scalable = 5; adequate = 3; weak = 1.	5
Past Performance	≥5 relevant references = 5; 3–4 = 3; 1–2 = 1.	5
TOTAL	**Minimum 70 to qualify**	**100**

LOT 3 – Creative Design, Branding, Printing, Publications & Promotional Materials (100 marks)

Criterion	Scoring Guide	Marks
Company Profile – creative/design, branding and printing/publication experience	≥5 years relevant design/print experience = 10; 3–<5 years relevant experience = 6	10
Creative Portfolio – diversity (logos, brand identity systems, campaigns, publications, infographics, digital/social and promotional materials)	Outstanding across categories = 20; good diversity = 14; limited = 7	20
Print Portfolio / Samples – quality of offset & digital printing	Premium samples = 15; good = 10; average = 5	15
Key Personnel – Creative/Art Director, Brand/Graphic Designer, Publication/Pre-press Specialist, Production/Press Lead	All senior = 15; mostly senior = 10; mixed = 5	15
Equipment & Software (Adobe CC, offset press, digital press, finishing)	Full in-house offset + digital = 15; partial = 9; outsourced = 4	15
Methodology – creative development, brand identity process, design, proofing, production and QC	Robust with proofing & QC = 10; basic = 6; minimal = 3	10
Work Plan & Delivery Schedule	Clear, realistic = 5; vague = 2	5
Past Performance & References	≥5 refs = 5; 3–4 = 3; 1–2 = 1	5
QMS / Certifications (ISO, FSC paper sourcing)	ISO + FSC = 5; either = 3; none = 1	5
TOTAL	**Minimum 70 to qualify**	**100**

LOT 4 – Photography, Videography & Cameraman Services (100 marks)

Criterion	Scoring Guide	Marks
Relevant Company Experience	Photography/videography/cameraman deployment experience: ≥5 yrs = 10; 3–<5 yrs = 7.	10
Photography Portfolio	Outstanding composition/lighting/storytelling/diversity = 15; good = 10; adequate = 6; limited = 3.	15
Videography & Camerawork Portfolio	Outstanding framing/movement/exposure/storytelling = 20; good = 14; adequate = 8; limited = 4.	20
Documentary / Interview / Field-Shoot Capability	Strong documentary/interview/institutional/field evidence = 15; good = 10; adequate = 6; limited = 3.	15
Cameramen / Camera Operators & Key Personnel	Strong experienced proposed team = 15; good = 10; adequate = 6; limited = 3.	15

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Criterion	Scoring Guide	Marks
Camera & Technical Equipment Capability	Comprehensive professional camera/lens/stabilization/light/audio capability = 10; adequate = 6; basic = 3.	10
Technical Methodology & Deployment Plan	Comprehensive shoot planning, deployment, data backup and delivery = 5; adequate = 3; minimal = 1.	5
Turnaround / Deployment Capacity	Strong short-notice/multiple-assignment capacity = 5; adequate = 3; limited = 1.	5
Past Performance	≥5 relevant references = 5; 3–4 = 3; 1–2 = 1.	5
TOTAL	**Minimum 70 to qualify**	**100**

LOT 5 – Event Management, Stage, SMD/LED & Technical Production (100 marks)

Criterion	Scoring Guide	Marks
Relevant Event Management Experience	Comparable event/activation experience: ≥5 yrs = 10; 3–<5 yrs = 7.	10
Event Portfolio & Execution Quality	Outstanding scale/complexity/presentation/diversity = 20; good = 14; adequate = 8; limited = 4.	20
Stage & Set Production Capability	Strong stage design/fabrication/setup/finishing evidence = 15; good = 10; adequate = 6; limited = 3.	15
SMD/LED & Video-Wall Capability	Strong SMD/LED installation, processor, playback, structure and operations evidence = 15; good = 10; adequate = 6; limited = 3.	15
AV, Sound, Lighting & Technical Production	Strong integrated technical-production capability = 10; good = 7; basic = 4; limited = 2.	10
Key Personnel & Technical Team	Strong Event/Project Manager + stage/SMD/AV technical team = 10; good = 7; adequate = 4; limited = 2.	10
Equipment / Logistics Capacity	Comprehensive stage/SMD/sound/lighting/logistics resources = 10; adequate = 6; basic = 3.	10
Technical Methodology & Event Execution Plan	Comprehensive planning → setup → testing → operation → close-out = 5; adequate = 3; minimal = 1.	5
Past Performance	≥5 relevant references = 5; 3–4 = 3; 1–2 = 1.	5
TOTAL	**Minimum 70 to qualify**	**100**

LOT 6 – Digital Media, Content Production & Content Collaborations (100 marks)

Criterion	Scoring Guide	Marks
Relevant Digital & Content Experience	Digital campaigns/content production/outreach: ≥5 yrs = 10; 3–<5 yrs = 7.	10
Content Production Portfolio	Outstanding quality/diversity across static, animated, short/long-form, blogs, vlogs, vox pops and UGC = 25; good = 18; adequate = 12; limited = 6.	25

Criterion	Scoring Guide	Marks
Content Collaboration Capability	Strong evidence of platform/publisher/creator/content-network collaborations = 15; good = 10; adequate = 6; limited = 3.	15
Digital Campaign Strategy & Execution	Strong strategy, distribution, amplification and engagement evidence = 15; good = 10; adequate = 6; limited = 3.	15
Creativity & Platform Relevance	Outstanding originality/storytelling/platform adaptation = 10; good = 7; adequate = 4; limited = 2.	10
Key Personnel / Content Team	Strong content lead/strategist/producers/digital specialists = 10; good = 7; adequate = 4; limited = 2.	10
Analytics & Performance Reporting	Comprehensive KPI/analytics/reporting capability = 5; adequate = 3; basic = 1.	5
Technical Methodology & Work Plan	Strong content workflow, approvals, collaboration management, publishing and multi-call-off capacity = 5; adequate = 3; minimal = 1.	5
Past Performance	≥5 relevant references = 5; 3–4 = 3; 1–2 = 1.	5
TOTAL	**Minimum 70 to qualify**	**100**

LOT 7 – Web, Digital Platforms & Interactive Solutions (100 marks)

Criterion	Scoring Guide	Marks
Company Profile – web/digital development experience	Specialist ≥5 years = 10; relevant 3–<5 years = 6	10
Web/UI/UX Portfolio – websites, portals, dashboards	Outstanding = 20; good = 14; limited = 7	20
Technical Case Studies – functionality, scalability, outcomes	Strong = 15; adequate = 10; limited = 5	15
Key Personnel – Project Manager, UI/UX Designer, Front-end & Back-end Developers	All senior = 15; mostly senior = 10; mixed = 5	15
Technology, Development & Testing Capability	Comprehensive = 10; adequate = 6; basic = 3	10
Methodology – discovery, UX, development, QA, deployment	Comprehensive = 10; adequate = 6; minimal = 3	10
Work Plan & Delivery Schedule	Clear, milestone-based = 5; vague = 2	5
Past Performance & References	≥5 refs = 5; 3–4 = 3; 1–2 = 1	5
Security, Accessibility & Documentation Practices	Strong documented practices = 5; basic = 3; minimal = 1	5
TOTAL	**Minimum 70 to qualify**	**100**

Financial Evaluation – Lowest Evaluated Cost

Only the Financial Proposals of bidders obtaining at least 70/100 in the Technical Evaluation shall be opened.

For each Lot, the Evaluated Lot Price shall be calculated by multiplying each quoted unit rate by the corresponding estimated quantity stated in the Schedule of Requirements/BoQ and summing all evaluated items, after arithmetic corrections and applicable adjustments stated in the bidding document.

The technically qualified and substantially responsive bidder with the lowest Evaluated Lot Price shall be ranked first and recommended for award. Technical marks above 70/100 shall not carry additional weight in the financial ranking.

The estimated quantities are for bid evaluation and rate-comparison purposes and do not constitute a guaranteed minimum purchase. Actual services shall be ordered through call-off Purchase Orders at the agreed unit rates during the one-year framework term.

No financial score or 70:30 technical-financial weighting shall apply. Price shall be used only to rank technically qualified and substantially responsive bids on the basis of the lowest Evaluated Lot Price.

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SECTION VI – MANDATORY SAMPLE SUBMISSION REQUIREMENTS

Bidders MUST submit the samples listed below for each Lot bid. Samples are mandatory and non-submission will lead to disqualification (see ITB Clauses 11.3–11.7 for submission format requirements).

LOT 1 – Video & Audio-Visual Production – Required Samples

- 3 x Social Media Reels (one 30s vertical, one 60s vertical, one 30s horizontal) – broadcast-ready, with subtitles, from last 2 years
- 2 x Short-form Videos (2-3 minutes each, 16:9, broadcast-quality)
- 1 x Long-form Video or TVC (3-5 min or 30/60-sec TVC) – broadcast-ready
- 1 x Documentary excerpt (3-5 min cut-down from a longer documentary)
- 2 x Sample scripts/storyboards from past projects
- Behind-the-scenes stills from 3 productions

Format: MP4 (ProRes or H.264, 1080p min) + thumbnail contact sheet + 1-page case study per sample (objective, approach, results).

LOT 2 – Animation, Motion Graphics & AI-Assisted Video Production – Required Samples

- 3 x 2D animation / motion graphics samples, preferably demonstrating different styles.
- 2 x AI-assisted / AI-generated video or animation samples; where past samples are unavailable, demonstrable AI-video capability/workflow examples may be submitted.
- 1 x explainer / motion graphics sample.
- 1 x character design / character animation sample.
- 1 x storyboard or style-frame sample.
- Portfolio/showreel containing relevant animation work.
- CVs/profiles of proposed key creative/animation personnel.
- List of major animation, motion graphics and AI-assisted production software/tools available to the bidder.

LOT 3 – Creative Design, Branding, Printing, Publications & Promotional Materials – Required Samples

- 5 x Print designs (posters, brochures, ads) – high-res PDF + JPG + native AI/INDD files
- 3 x Logo / brand identity systems (complete identity systems with logo suite, colour palette, typography, brand applications and guideline extracts)
- 2 x Coffee Table Book or Annual Report samples (printed hard copies, full publication – minimum 100 pages each)
- 2 x Brochure / Booklet printed samples (different formats)
- 2 x Campaign identity / social media design samples (key visual plus 5+ adaptations/posts)
- 1 x Newsletter / publication sample
- 3 x Different paper stock / finishing samples (matt lamination, gloss, spot UV, foil)
- 1 x Variable data / multi-version design sample

Format: Hard-copy printed samples (physical delivery, A4/A5 format min) + digital PDF + native source files + paper stock swatches.

LOT 4 – Photography, Videography & Cameraman Services – Required Samples

- Photography portfolio – minimum 10 photographs representing multiple assignments.

- 3 x professional videography / coverage samples.
- 2 x documentary, interview, field or institutional-shoot samples demonstrating camerawork.
- 1 x sample demonstrating professional interview/testimonial filming.
- CVs/profiles of proposed cameramen/camera operators and photographers.
- List of cameras, lenses and related equipment owned/available to the bidder.
- Relevant past work orders/completion certificates/client evidence.

LOT 5 – Event Management, Stage, SMD/LED & Technical Production – Required Samples

- Portfolio of at least 5 relevant events, preferably demonstrating different scales/types.
- Minimum 3 examples showing stage/set setup.
- Minimum 3 examples showing SMD/LED/video-wall installations.
- Photographs/videos of AV, sound, lighting and technical production setups.
- 2 x event run-sheets / production plans from past assignments.
- List of event/AV/SMD/stage equipment owned or available.
- CVs/profiles of proposed Event/Project Manager and key technical personnel.
- Relevant work orders/completion certificates/client evidence.
- Format: PDF portfolio/case studies + photographs/video links + indexed supporting documents.

LOT 6 – Digital Media, Content Production & Content Collaborations – Required Samples

- 5 x static/social media creative samples.
- 3 x short-form video/reel samples.
- 2 x animated/motion content samples.
- 2 x long-form/video feature samples.
- 2 x blog/article/editorial samples.
- 2 x vlog/vox-pop/UGC-style samples.
- Evidence/case studies of at least 2 content collaborations with digital platforms, publishers, creators or comparable channels.
- 1 x digital campaign case study showing strategy, execution and measurable results.
- CVs/profiles of proposed key content/digital personnel.

LOT 7 – Web, Digital Platforms & Interactive Solutions – Required Samples

- 1 x technical case study describing technology stack, integrations, security/testing and deployment approach.
- 2 x UI/UX case studies showing wireframes, prototypes/design system and final interface.
- 2 x web portal, dashboard or interactive digital platform projects.
- 3 x live website / microsite / landing page projects.

Format: Live links where available + PDF case studies + screenshots/prototypes; source excerpts or repository evidence may be provided where legally permissible.

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SECTION VII – GENERAL CONDITIONS OF CONTRACT (GCC)

These General Conditions of Contract shall apply to the Framework Agreement and to all Purchase Orders issued thereunder.

1. Definitions

The following terms shall have the meanings assigned below: 'Contract' means the Framework Agreement; 'Services' means all creative, audio-visual, animation, photography, cameraman, printing, event/stage/SMD, digital media, content production, content collaboration and web/digital services to be provided by the Supplier; 'Purchase Order' means a call-off order issued by the Procuring Agency against the Framework Agreement; 'Day' means calendar day unless specified otherwise.

2. Application

These GCC shall apply to the procurement of services as specified in the Scope of Services (Section III) and Schedule of Requirements (Section IX).

3. Standards

The services supplied shall conform to the standards in Section III and, when no applicable standard is mentioned, to the authoritative standards appropriate to the services' country of origin.

4. Use of Contract Documents

The Supplier shall not disclose the Contract, any provision, specification, plan, drawing, pattern, sample or information furnished by the Procuring Agency to any person other than those employed in the performance of the Contract.

5. Sub-Contracting

The Supplier shall obtain the Procuring Agency's prior written approval for sub-contracting. Sub-contracting shall not relieve the Supplier of any obligation.

6. Call-Off Procedure

The Procuring Agency shall issue Purchase Orders specifying the Lot and item numbers, quantity, delivery/timeline, location, and any specific requirements. The Supplier shall acknowledge the Purchase Order within 3 working days.

7. Delivery and Performance

The Supplier shall deliver services in accordance with the timeline in each Purchase Order. Services shall be deemed delivered upon acceptance by the Procuring Agency's designated official.

8. Acceptance

Acceptance shall be carried out by the Procuring Agency's Inspection Committee within 7 working days of submission.

9. Payment Terms

Payment shall be made in PKR within 30 days of acceptance and receipt of correct invoice, through crossed cheque/bank transfer. Mobilization advance is NOT permissible.

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10. Prices

Prices shall not exceed the unit rates quoted in the Financial Proposal and shall be inclusive of all taxes except Sales Tax (quoted separately).

11. Taxes and Duties

The Supplier shall be entirely responsible for all taxes, duties, levies, fees and other charges under the laws of Pakistan.

12. Performance Security

No blanket Performance Security is required for the Framework Agreement unless specifically stated in the BDS. The Procuring Agency may require performance security for an individual high-value/high-risk call-off where this condition is disclosed before acceptance of that call-off.

13. Intellectual Property Rights

All intellectual property in all deliverables produced under this Contract shall vest in the Procuring Agency upon full payment. The Procuring Agency shall have the exclusive, perpetual, royalty-free right to use, reproduce, modify and distribute the deliverables. The Supplier warrants all deliverables are original and free from third-party claims.

13A. Sample Reference Obligation

During the contract period, the Procuring Agency may request additional samples or production trials from the Supplier before awarding call-off Purchase Orders.

14. Confidentiality

The Supplier shall treat all information related to the Procuring Agency's programmes, campaigns and stakeholders as strictly confidential.

15. Indemnity

The Supplier shall indemnify and hold harmless the Procuring Agency against all third-party claims, damages, losses and expenses arising from breach, negligence or wilful misconduct.

16. Insurance

The Supplier shall maintain adequate insurance coverage for its personnel, equipment and operations.

17. Force Majeure

Neither party shall be liable for any failure or delay arising from causes beyond its reasonable control (acts of God, war, civil unrest, government action, pandemic, natural disaster). The affected party shall notify within 7 days with documentation.

18. Default and Termination for Cause

The Procuring Agency may terminate the Framework Agreement or any Purchase Order for default if the Supplier:

(a) fails to deliver within stipulated timeline; (b) fails to remedy a deficiency within 7 days of notice; (c) becomes insolvent or bankrupt; (d) assigns or transfers the contract without consent; (e) engages in corrupt or fraudulent practices.

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19. Termination for Convenience

The Procuring Agency may, by 30 days written notice, terminate the Framework Agreement for convenience, without compensation except for services satisfactorily delivered.

20. Liquidated Damages

If the Supplier fails to deliver services within the agreed timeline, the Procuring Agency may deduct liquidated damages at 0.1% of the value of delayed services per day, up to a maximum of 10%. Once the maximum is reached, the Procuring Agency may terminate for default.

21. Resolution of Disputes

Disputes shall first be resolved amicably through negotiation. If unresolved within 30 days, the dispute shall be referred to arbitration under the Arbitration Act, 1940. The seat of arbitration shall be Islamabad. The language shall be English/Urdu.

22. Governing Law

The Contract shall be governed by and construed in accordance with the laws of the Islamic Republic of Pakistan.

23. Notices

Any notice shall be in writing and deemed given when delivered personally, sent by registered post, or by email with confirmation.

24. Amendments

No amendment or variation shall be valid unless made in writing and signed by both parties.

25. Severability

If any provision is invalid, the remaining provisions continue in full force.

26. Entire Agreement

The Contract constitutes the entire agreement between the parties.

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SECTION VIII – SPECIAL CONDITIONS OF CONTRACT (SCC)

These Special Conditions of Contract (SCC) supplement and amend the GCC. Where there is a conflict, the SCC shall prevail.

SCC 1 – Framework Duration

The Closed Framework Agreement shall be valid for one (1) year from signing. Supplier performance shall be monitored throughout the term, including call-off delivery success, quality, responsiveness and substantiated complaints.

SCC 2 – Key Personnel

The Supplier shall nominate a dedicated Account Manager and a Creative Director for each Lot awarded. Any change in key personnel requires prior written approval.

SCC 3 – Turnaround Time (Standard)

Standard turnaround for routine deliverables (posters, social posts, designs) shall be 5 working days, unless otherwise specified. Rush orders shall be delivered in 48 hours at no additional cost.

SCC 4 – Turnaround Time (Production)

Reels: 7 working days. Short-form (2-3 min): 15 working days. Long-form (3-5 min): 25 working days. TVCs/DVCs: 30 working days. Animations (30-60 sec): 21 working days. Documentaries: as per assignment.

SCC 5 – Revisions

Each deliverable shall include up to two (2) rounds of revisions at no additional cost. Additional revisions charged at unit rates in Financial Proposal.

SCC 6 – Equipment & Studio

The Supplier shall maintain in-house or have dedicated access to equipment, software and facilities appropriate to the Lot(s) awarded, including HD/4K cameras, professional photography/videography lenses and lighting, field/studio audio, editing suites, livestreaming equipment, animation/VFX software, licensed fonts and stock libraries, printing/production facilities for Lot 3, and event/AV infrastructure for Lot 5. Drone operations, where required, shall be subject to applicable permissions and regulations. For Lot 6, the Supplier shall maintain appropriate campaign management, media buying, social listening and analytics capabilities. For Lot 7, the Supplier shall maintain appropriate UI/UX, development, testing, version-control and deployment capabilities.

SCC 7 – Quality Standards

All deliverables shall meet minimum broadcast and print standards: video in 1080p (1920x1080) or 4K as required; broadcast-ready audio (48 kHz / 24-bit); CMYK print-ready files with 300 DPI; ICC-profile colour management; bleed marks and crop marks for print.

SCC 8 – Branding Compliance

All deliverables shall comply with the Government of Pakistan Visual Identity Guidelines and the Ministry's Brand Manual.

SCC 9 – Reporting

The Supplier shall submit monthly progress reports covering Purchase Orders received, deliverables completed, turnaround times achieved, revisions handled, complaints received, and any deviations from agreed service levels.

SCC 10 – Penalty for Non-Performance

Repeated failure to meet agreed service levels may result in liquidated damages or other remedies stated in the relevant call-off, suspension of further call-offs, and/or termination of the Framework Agreement in accordance with the GCC/SCC.

SCC 11 – Exit Clause

Upon expiry or termination, the Supplier shall hand over all work-in-progress files, raw footage, source files, brand assets and documentation to the Procuring Agency within 14 days.

SCC 12 – Sample Trial

Upon award, the Supplier shall, if requested, produce a 5-day paid trial of any item before being placed on the active vendor list. The trial cost will be reimbursed at the agreed unit rates.

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SECTION IX – SCHEDULE OF REQUIREMENTS (BILL OF QUANTITIES)

Bidders shall quote unit rates in PKR (inclusive of all costs except Sales Tax, which shall be quoted separately) for each item. The quantities listed are estimated annual volumes; actual call-offs will be based on need. The estimated quantities and total values are for evaluation and framework planning purposes only and do not guarantee any minimum purchase or volume of work.

LOT 1 – Video, Audio & Digital Content Production

Production of development communication content for broadcast, digital, social media and other approved communication channels, including video, radio, jingles, podcasts, voiceovers and related audio-visual content. All deliverables to be broadcast/digital-ready unless otherwise specified.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
1.1	Reel - 30 sec (vertical, 9:16)	Per finished reel	50		
1.2	Reel - 60 sec (vertical, 9:16)	Per finished reel	40		
1.3	Reel - 30 sec (horizontal, 16:9)	Per finished reel	30		
1.4	Reel - 60 sec (horizontal, 16:9)	Per finished reel	25		
1.5	Short-form video - 2-3 min (16:9)	Per finished video	20		
1.6	Long-form video - 3-5 min (16:9)	Per finished video	12		
1.7	TVC - 30 sec (broadcast-ready)	Per finished TVC	8		
1.8	TVC - 60 sec (broadcast-ready)	Per finished TVC	6		
1.9	DVC - Digital Video Content (1-2 min, multi-format)	Per finished DVC	15		
1.10	Documentary - Short (15-30 min)	Per finished documentary	4		
1.11	Documentary - Full (30-60 min)	Per finished documentary	2		
1.12	Behind-the-scenes / Making-of (3-5 min)	Per finished video	6		
1.13	Social media cutdowns from master video (5 cuts per master)	Per set of 5 cutdowns	10		
1.14	Ad shoot - multi-day with crew (per day)	Per shoot day (8 hrs)	20		
1.15	Travel/outstation shoot - per day (outside Islamabad/Rawalpindi)	Per shoot day + per diem	15		
1.16	Drone shoot - outdoor (up to 4K)	Per finished shoot day	12		
1.17	Studio shoot - indoor (per day, green screen available)	Per shoot day	10		
1.18	Editing - additional hour beyond included revisions	Per hour	100		
1.19	Color grading - additional pass beyond standard	Per hour	60		
1.20	Voice-over recording - Urdu (per minute)	Per finished minute	50		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
1.21	Voice-over recording - English (per minute)	Per finished minute	40		
1.22	Subtitling - Urdu/English (per minute of video)	Per finished minute	100		
1.23	Music composition - original score (per minute)	Per finished minute	30		
1.24	Music licensing - royalty-free track (per project)	Per project	40		
1.25	Translation - Urdu to English (per 100 words)	Per 100 words	80		
1.26	Translation - English to Urdu (per 100 words)	Per 100 words	80		
1.27	Radio spot - 30 sec (script/voice/music/mix/master)	Per finished spot	25		
1.28	Radio spot - 60 sec (script/voice/music/mix/master)	Per finished spot	20		
1.29	Original jingle - 15-30 sec with variations	Per jingle set	15		
1.30	Podcast episode - 15-30 min (recorded, edited, mastered)	Per finished episode	24		
1.31	Podcast episode - 30-60 min (recorded, edited, mastered)	Per finished episode	12		
1.32	Audio PSA / audio documentary - 1-3 min	Per finished item	15		

LOT 2 – Animation, Motion Graphics & AI-Assisted Video Production Services

2D animation, AI-assisted video/animation, motion graphics, explainer videos, character animation, animated titles, intros/outros and related animated digital content.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
2.1	2D Animation - 30 sec (character-based / explainer)	Per finished animation	20		
2.2	2D Animation - 60 sec (character-based / explainer)	Per finished animation	15		
2.3	AI-assisted video / animation - 30 sec	Per finished video	12		
2.4	AI-assisted video / animation - 60 sec	Per finished video	10		
2.5	Motion graphics - 30-60 sec (kinetic typography, infographics)	Per finished motion graphic	25		
2.6	Explainer video - 2-3 min (2D / motion graphics / AI-assisted hybrid)	Per finished explainer	10		
2.7	Animated logo reveal / sting (5-15 sec)	Per finished animation	15		
2.8	Infographic animation - data visualisation (60-90 sec)	Per finished animation	12		
2.9	Character design - original (per character)	Per character	30		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
2.10	Storyboard - per page	Per storyboard page	80		
2.11	Script writing - animation (per minute)	Per minute	40		
2.12	Voice-over for animation (Urdu, per minute)	Per finished minute	50		
2.13	Lip-sync animation - additional	Per minute	30		

LOT 3 – Creative Design, Branding, Printing, Publications & Promotional Materials

Creative concepts, logo and brand identity development, campaign identities, graphic design, publications, social/digital assets, printing, promotional materials, merchandise design, large-format branding, fabrication and installation.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
3.1	Social media post - static (single, multi-platform sizes)	Per finished post (3 sizes)	200		
3.2	Social media frame / template (branded)	Per finished template	50		
3.3	Social media carousel (5-10 slides)	Per finished carousel	60		
3.4	Poster - A2 (digital design only)	Per finished design	40		
3.5	Poster - A1 (digital design only)	Per finished design	25		
3.6	Print advertisement - full page (Urdu + English)	Per finished design	30		
3.7	Print advertisement - half page	Per finished design	25		
3.8	Logo design - original (with 3 concepts, revisions)	Per logo	10		
3.9	Brand book / visual identity manual (30-50 pages)	Per manual	4		
3.10	Billboard design - large format (digital design only)	Per finished design	30		
3.11	Standee design - roll-up (digital design only)	Per finished design	50		
3.12	Backdrop design - stage (digital design only)	Per finished design	20		
3.13	Newsletter design - 4-8 pages (quarterly)	Per finished design	16		
3.14	Booklet design - 16-32 pages	Per finished design	12		
3.15	Brochure design - bi/tri-fold (single or double-sided)	Per finished design	40		
3.16	Flyer design - single-sided (A5 or A4)	Per finished design	60		
3.17	Leaflet / pamphlet design - multi-fold	Per finished design	25		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
3.18	Invitation card - single or folded	Per finished design	20		
3.19	Certificate / appreciation design (with personalised variable data)	Per finished design (per 100 pcs)	15		
3.20	ID card / badge design (with photo integration)	Per finished design	15		
3.21	Sticker / label design (various sizes)	Per finished design (per 500 pcs)	20		
3.22	Infographic design - static (A4/A3)	Per finished design	30		
3.23	Data visualisation / chart design (per chart)	Per finished chart	50		
3.24	Printing - Poster A2 (offset, 4-colour CMYK, 150 gsm art card, gloss/matt lamination)	Per piece (min. 100 pcs)	3,000		
3.25	Printing - Poster A1 (offset, 4-colour CMYK, 150 gsm art card, gloss/matt lamination)	Per piece (min. 100 pcs)	2,000		
3.26	Printing - Brochure A4 bi-fold (300 gsm cover + 130 gsm inside, full colour, matt lam)	Per piece (min. 500 pcs)	8,000		
3.27	Printing - Brochure A4 tri-fold (250 gsm art card, full colour, fold)	Per piece (min. 500 pcs)	6,000		
3.28	Printing - Flyer A5 (130 gsm art paper, full colour, single or double sided)	Per piece (min. 1000 pcs)	25,000		
3.29	Printing - Flyer A4 (130 gsm art paper, full colour)	Per piece (min. 1000 pcs)	15,000		
3.30	Printing - Booklet 16 pages (170 gsm cover + 130 gsm inside, perfect bound, full colour)	Per piece (min. 200 pcs)	4,000		
3.31	Printing - Booklet 32 pages (170 gsm cover + 130 gsm inside, perfect bound, full colour)	Per piece (min. 200 pcs)	2,500		
3.32	Printing - Booklet 64 pages (170 gsm cover + 130 gsm inside, perfect bound, full colour)	Per piece (min. 200 pcs)	1,500		
3.33	Printing - Booklet 100 pages (170 gsm cover + 130 gsm inside, perfect bound, full colour)	Per piece (min. 200 pcs)	1,000		
3.34	Printing - Coffee Table Book (200+ pages, hard cover, case bound, 170 gsm coated, gold/silver foiling, dust jacket)	Per piece (min. 100 pcs)	500		
3.35	Printing - Newsletter (8 pages, A4, 130 gsm, full colour, saddle-stitched)	Per piece (min. 250 pcs)	4,000		
3.36	Printing - Annual Report (80-120 pages, A4, 130 gsm inside, 250 gsm cover, perfect bound)	Per piece (min. 200 pcs)	1,500		
3.37	Printing - Annual Report (150-200 pages, premium)	Per piece (min. 200 pcs)	800		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
3.38	Printing - Standee (roll-up, 33x81 inch, flex with aluminium stand)	Per piece (min. 10 pcs)	1,500		
3.39	Printing - Backdrop (vinyl flex with eyelets, custom size, with stand)	Per piece (min. 1 pc)	50		
3.40	Printing - Vinyl sticker (digital print + cut, matt/gloss)	Per piece (min. 500 pcs)	5,000		
3.41	Printing - ID card (PVC, 86x54mm, double-sided, lanyard optional)	Per piece (min. 100 pcs)	3,000		
3.42	Printing - Certificate (250 gsm, foil/embossed option, with frame)	Per piece (min. 100 pcs)	2,500		
3.43	Printing - Banner / Flex (per sq. ft., with eyelets, hemming)	Per sq. ft. (min. 50 sq. ft.)	10,000		
3.44	Printing - Vinyl pasting on board / sun board (per sq. ft.)	Per sq. ft. (min. 50 sq. ft.)	5,000		
3.45	Printing - Envelope (DL/C5 with logo, 100 gsm)	Per piece (min. 500 pcs)	8,000		
3.46	Printing - Letterhead (A4, 100 gsm bond, single colour)	Per piece (min. 1000 pcs)	15,000		
3.47	Printing - Compliment slip / memo pad	Per piece (min. 500 pcs)	5,000		
3.48	Printing - Folder (presentation, with logo, matt lamination)	Per piece (min. 250 pcs)	2,000		
3.49	Campaign identity / key visual development with multi-format adaptations	Per campaign identity	12		
3.50	Brand identity system / rebranding package (logo suite, typography, colour, applications)	Per complete identity	6		
3.51	Presentation / PowerPoint master template and visual system	Per master deck/template	12		
3.52	Policy brief / fact sheet / information kit design	Per finished item	30		
3.53	Exhibition / environmental / office branding design package	Per complete package	10		
3.54	Merchandise / souvenir / promotional item design (per item)	Per finished design	40		
3.55	Packaging / presentation box / kit design	Per finished design	15		
3.56	Large-format branding fabrication & installation	Per sq. ft. / as specified	5,000		
3.57	Urdu typography / calligraphy treatment for campaign/publication	Per finished treatment	20		
3.58	Creative adaptation/resizing of approved key visual	Per set of 5 formats	50		

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LOT 4 – Photography, Videography & Cameraman Services

Professional photography, videography and content coverage for events, testimonials, interviews, field documentation and shoots, including drone coverage where permitted, livestreaming and post-event content.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
4.1	Professional event photography - up to 4 hours	Per assignment	30		
4.2	Professional event photography - full day up to 8 hours	Per assignment	25		
4.3	Event videography - single camera up to 4 hours	Per assignment	20		
4.4	Event videography - multi-camera full day coverage	Per assignment	20		
4.5	Testimonial/interview recording - single subject, professional light/audio	Per finished recording	40		
4.6	Professional portrait/profile photography session	Per session	25		
4.7	Campaign / institutional professional photo-video shoot - full day	Per shoot day	20		
4.8	Field documentation / outstation coverage - full day	Per shoot day	20		
4.9	Drone photography/videography - up to 4K, subject to permissions	Per shoot day	12		
4.10	Livestreaming - single platform, multi-camera up to 4 hours	Per event	12		
4.11	Post-event highlight video - 1-3 min	Per finished video	25		
4.12	Post-event social media reel/cutdown - 30-60 sec	Per finished reel	40		
4.13	Edited/retouched event photographs - curated set up to 100 images	Per set	30		
4.14	Raw footage/photo archive organisation, metadata and delivery	Per assignment	25		
4.15	Standalone cameraman / camera operator - up to 4 hours (cameraman only)	Per operator / assignment	30		
4.16	Standalone cameraman / camera operator - full day up to 8 hours (cameraman only)	Per operator / day	30		
4.17	Cameraman / camera operator with professional HD/4K camera kit - full day	Per operator / shoot day	25		
4.18	Documentary / institutional film cameraman deployment - full day	Per operator / shoot day	20		

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LOT 5 – Event Management, Stage, SMD/LED & Technical Production

End-to-end management of conferences, seminars, launches, workshops, exhibitions, expos, roadshows, youth/public activations and other events, including venue management, stage/set design, branding,

AV/LED/sound/lighting, logistics, registration, catering and hospitality, in compliance with Government protocols and brand guidelines.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
5.1	Small event management (up to 50 people) - complete package: venue coordination, setup & teardown, registration desk, AV equipment, stage/backdrop, seating, signage, photography, videography (3-cam + edited highlight reel), security coordination, ushering, programme booklets, giveaways coordination, MC/host	Per event	8		
5.2	Medium event management (up to 100 people) - complete package: venue coordination, full setup & teardown, digital check-in, professional AV (line array, dual screens, LED wall option), main stage, 5 branded standees, VIP lounge, photography, videography (multi-cam, livestream & edited reel), security, ushering, MC, branded programme, giveaways	Per event	6		
5.3	Large event / conference (up to 250 people) - complete package: full venue transformation, multi-stage setup, plenary & breakout halls, exhibition area, registration system, full AV/lighting, livestream & multi-camera broadcast, simultaneous interpretation, VIP protocol, media management, photography & videography, full staffing, branding throughout	Per event	3		
5.4	Outdoor event / inauguration (up to 500 people) - complete package: ground setup, stage with sound/lighting truss, barricading, security coordination, VIP dais, marquee/tent, generator backup, PA, drone coverage, livestream, branding	Per event	2		
5.5	Additional standee (large roll-up) for event	Per piece	50		
5.6	Additional backdrop (vinyl flex on frame) for event	Per piece	20		
5.7	Photography coverage (per event day, with edited photos)	Per event day	30		
5.8	Videography coverage (per event day, multi-cam with edited 3-min highlight)	Per event day	25		
5.9	Livestream setup & management (per event, with multi-platform streaming)	Per event	12		
5.10	LED wall rental & operation (per sq. ft., per day)	Per sq. ft. per day (min. 50 sq. ft.)	500		
5.11	PA / line array sound system (per event day)	Per event day	25		
5.12	Stage lighting truss & intelligent lights (per event day)	Per event day	25		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
5.13	Generator rental (per event, with diesel & operator)	Per event	30		
5.14	Tent / marquee rental (per sq. ft., per day)	Per sq. ft. per day (min. 500 sq. ft.)	5,000		
5.15	Banquet chairs with cover (per piece)	Per piece (min. 50 pcs)	1,000		
5.16	Round table (10-seater) with linen & centrepiece	Per table	200		
5.17	Registration counter (branded)	Per counter	100		
5.18	MC / Anchor / Host (per event)	Per event	30		
5.19	Ushers / hostesses (per person, per day)	Per person per day	100		
5.20	Security coordination (per guard, per day)	Per person per day	80		
5.21	Simultaneous interpretation (English <-> Urdu, per event)	Per event	15		
5.22	Refreshments - Small meeting (10-30 people): tea, coffee, water, biscuits, light snacks - per person	Per person	300		
5.23	Refreshments - Small meeting premium upgrade: add juices, sandwiches, pastries	Per person (upgrade)	100		
5.24	Refreshments - Medium event (up to 50 people): hi-tea package - per person	Per person	1,200		
5.25	Refreshments - Medium event (up to 50 people) - full lunch: starters, main course (2 dishes + rice + naan), dessert, beverages - per person	Per person	800		
5.26	Refreshments - Large event (up to 100 people): hi-tea package - per person	Per person	2,500		
5.27	Refreshments - Large event (up to 100 people) - buffet lunch: starters, 3 main dishes, rice, breads, dessert, beverages - per person	Per person	1,500		
5.28	Refreshments - Large event (up to 100 people) - gala dinner (5-star equivalent): multi-course served dinner with premium beverages - per person	Per person	800		
5.29	Branded give-away / souvenir sourcing (per piece, sourced and branded)	Per piece (min. 100 pcs)	2,000		
5.30	Welcome kit / conference bag (with branded items, pen, notepad, programme)	Per kit	1,500		
5.31	Floral arrangement - stage (per arrangement)	Per arrangement	50		
5.32	Floral arrangement - tables (per piece)	Per piece	100		
5.33	Signage - digital print with frame (per piece)	Per piece	200		
5.34	Vehicle / transport coordination - VIP car (per day)	Per car per day	50		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
5.35	Permits & liaison (Islamabad Capital Territory / provincial - per event)	Per event	30		
5.36	Stage setup - platform, risers, stairs, carpeting/skirting and basic finishing (custom size)	Per event / as specified	20		
5.37	SMD/LED video wall rental & operation - indoor/outdoor, appropriate pixel pitch, including processor/controller and operator	Per sq. ft. per day	1,000		
5.38	Trussing / rigging / mounting structure for stage, SMD/LED and lighting	Per event / as specified	20		
5.39	Podium/rostrum, branded scenic/set elements and stage structures	Per event / as specified	20		

LOT 6 – Digital Media, Content Production & Content Collaboration Services

Digital and social media strategy, campaign management, paid promotion, media buying, influencer/creator engagement, digital PR, outreach, analytics and reporting.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
6.1	Social media campaign strategy & management	Per campaign	12		
6.2	Monthly social media management / content distribution	Per month	12		
6.3	Digital media plan / paid campaign planning	Per campaign	12		
6.4	Media buying / paid promotion management fee	Per campaign	12		
6.5	Influencer / creator engagement campaign management	Per campaign	10		
6.6	Digital PR / online outreach campaign	Per campaign	10		
6.7	Content collaboration / digital publication campaign	Per campaign	20		
6.8	Community management / audience engagement	Per month	12		
6.9	Social listening & sentiment analysis report	Per report	12		
6.10	Campaign analytics & performance report	Per report	24		
6.11	Digital campaign dashboard setup / reporting dashboard	Per dashboard	6		
6.12	Paid media / platform placement spend	At actual / as specified	As required		
6.13	Static digital/social content - post, carousel, infographic, quote card or data visualisation	Per finished item	120		
6.14	Animated digital/social content - motion graphic, animated post, GIF or kinetic typography	Per finished item	60		

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Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
6.15	Short-form video content - reel/Short/vertical video, 30-90 sec	Per finished video	80		
6.16	Long-form digital content - feature/interview/explainer/podcast/video podcast	Per finished production	24		
6.17	Blog / article / digital feature	Per finished item	40		
6.18	Vlog - field/institutional/campaign/event/thematic	Per finished vlog	30		
6.19	Vox pop - public/stakeholder/youth voices	Per finished vox pop	30		
6.20	UGC-style content development / facilitation	Per finished item	40		
6.21	Content collaboration with approved digital/media platform, publisher, creator or content network	Per collaboration	30		
6.22	Content collaboration package / thematic series with approved platform or creator	Per package	12		

LOT 7 – Web, Digital Platforms & Interactive Solutions

Websites, microsites, landing pages, portals, digital campaign platforms, interactive content, dashboards, UI/UX design and related digital development/support.

Item #	Description	Unit	Est. Annual Qty	Unit Rate (PKR)	Total (PKR)
7.1	Website design & development – standard institutional/campaign website	Per website	3		
7.2	Microsite design & development	Per microsite	6		
7.3	Campaign landing page design & development	Per landing page	12		
7.4	Web portal / digital campaign platform development	Per portal/platform	3		
7.5	Interactive web content / digital experience	Per module	8		
7.6	Data dashboard / interactive visualisation	Per dashboard	6		
7.7	UI/UX design – wireframes, prototype & design system	Per project	8		
7.8	CMS configuration / customisation	Per project	6		
7.9	API / third-party system integration	Per integration	8		
7.10	Website/platform enhancement or feature development	Per feature/module	20		
7.11	Testing, QA, accessibility & performance optimisation	Per project	8		
7.12	Website/platform maintenance & technical support	Per month	12		

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SECTION X – BIDDING FORMS (TECHNICAL)

Bidders shall use the following forms. Additional information may be attached as appendices. All forms are mandatory unless marked optional.

Form T-1 – Bidder Profile & Company Information

Company name, registration, address, contact, ownership structure, number of employees.

Form T-2 – Financial Summary

Annual turnover, net worth, current assets/liabilities for last 3 years (audited).

Form T-3 – Self-Declaration of Non-Blacklisting

Stamp paper declaration that the firm is not blacklisted.

Form T-4 – Affidavit of Truthfulness

Stamp paper affidavit confirming accuracy of information.

Form T-5 – Technical Proposal / Methodology

Detailed methodology for delivery, quality control, innovation.

Form T-6 – Work Plan & Delivery Schedule

Gantt chart or narrative timeline of delivery capability.

Form T-7 – Similar Assignments Completed (Last 5 Years)

Client, scope, value, year, contact reference. Each assignment must be supported by at least one of: work order/contract agreement, completion certificate, or client-issued performance certificate. Unsupported entries shall not be considered for evaluation.

Form T-8 – CVs of Key Personnel

Name, role, qualification, experience and relevant projects of proposed key personnel. CVs of key personnel (T-8) shall be submitted; proof of permanent employment/association is not mandatory.

Form T-9 – List of Equipment & Facilities

Make, model, year, ownership (owned/rented); ownership documents or valid lease agreements must be attached.

Form T-10 – Portfolio / Showreel / Sample Work

Links, USB, or hard copies as applicable.

Form T-10A – Sample Submission Index

Index/table listing each submitted sample with title, client, year, format, location in binder, online links (required for Section VI compliance).

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Form T-10A – Sample Submission Index (Template)

Bidders must complete the following table for each Lot bid, listing every submitted sample. Attach additional sheets if needed.

#	Sample Title	Client Name	Year	Format	Location in Binder / File	Online Link & Password
1						
2						
3						
4						
5						
6						

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Form T-11 – Litigation & Blacklisting Declaration

To be submitted on stamp paper, duly notarized, in line with ITB Clause 11.3A and Section IV (Eligibility Criteria).

- Litigation / Arbitration History: Has the firm been involved in any litigation, arbitration, or dispute during the last five (5) years? Yes / No. If Yes: name of client/organization, nature of case, year, current status (attach supporting documents, if available).
- Blacklisting / Debarment: Has the firm ever been blacklisted, debarred, or declared ineligible by any Government, semi-government, autonomous organization, or international agency? Yes / No. If Yes: name of organization, reason, period, current status.
- Declaration: The Bidder solemnly declares that the information provided is true, complete and accurate; that no material information has been concealed; and that any litigation or blacklisting history has been fully disclosed. Non-disclosure, misrepresentation, or submission of false information may lead to disqualification, removal from an awarded framework slot (if already awarded), and blacklisting under PPRA Rules, 2004.

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SECTION XI – BIDDING FORMS (FINANCIAL)

Bidders shall use the following forms. All prices in PKR. Sales Tax to be quoted separately as a percentage and amount.

Form F-1 – Price Schedule (Bill of Quantities)

Bidders shall quote unit rates for ALL items in the Schedule of Requirements (Section IX) for each Lot bid. Items not quoted shall be deemed included in other rates.

Item Description	Est. Annual Qty	Unit Rate (PKR, excl. Sales Tax)	Sales Tax (PKR)	Total (PKR, incl. ST)
LOT _____ – [Item description from Section IX]	[Qty]	[Bidder to fill]	[Bidder to fill]	[Bidder to fill]

Sub-Total Lot _____: [PKR]

Form F-2 – Summary of Prices

Lot #	Total Bid Value (PKR, inclusive of all taxes)
Lot 1 – Video, Audio & Digital Content Production	
Lot 2 – Animation, Motion Graphics & AI-Assisted Video Production Services	
Lot 3 – Creative Design, Branding, Printing, Publications & Promotional Materials	
Lot 4 – Photography, Videography & Cameraman Services	
Lot 5 – Event Management, Stage, SMD/LED & Technical Production Services	
Lot 6 – Digital Media, Content Production & Content Collaboration Services	
Lot 7 – Web, Digital Platforms & Interactive Solutions	
GRAND TOTAL (All Lots)	

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SECTION XII – DRAFT FRAMEWORK AGREEMENT

This Framework Agreement is made on the _____ day of _____, 2026, between the Ministry of Planning, Development & Special Initiatives (the "Procuring Agency") and [Supplier Name] (the "Supplier") for the supply of services under Project DevCom.

WHEREAS the Procuring Agency conducted competitive bidding for a Closed Framework Agreement under the applicable PPRA Rules and the Supplier emerged as the lowest evaluated substantially responsive and technically qualified bidder for Lot(s) _____;

NOW THEREFORE the parties agree as follows:

1. **Scope:** The Supplier shall provide the services listed in the Schedule of Requirements (Section IX) for the Lot(s) awarded, at the unit rates quoted in the Financial Proposal.
2. **Term:** This Closed Framework Agreement shall be valid for one (1) year from the date of signing.
3. **Call-offs:** The Procuring Agency shall issue Purchase Orders specifying the items, quantities, timelines and locations. The Supplier shall acknowledge within 3 working days.
4. **Unit Rates:** Fixed and firm for the entire Agreement period. Adjustments only for government-mandated tax/duty changes with documentary proof.
5. **Quality & Standards:** As per Scope of Services & Technical Specifications (Section III) and SCC (Section VIII).
6. **Performance Security:** No blanket Performance Security is required for the Framework Agreement unless expressly specified in the BDS. A specific call-off may require performance security where stated before acceptance.
7. **Reporting:** Monthly reports on call-offs, turnaround, revisions, complaints.
8. **Pilot / Sample Assignment: Where operationally justified, the Procuring Agency may issue a paid pilot or sample assignment through a Call-Off/Purchase Order in accordance with the Framework Agreement. Such assignment shall not constitute a separate empanelment or active-vendor-list stage.**
9. **Termination:** As per GCC Clauses 18-19 (Section VII).
10. **Dispute Resolution:** Arbitration under Arbitration Act 1940, seat Islamabad.
11. **Governing Law:** Laws of Pakistan.
12. **Entire Agreement:** This Framework Agreement, the GCC, SCC, the Technical & Financial Proposals, and all Purchase Orders issued hereunder constitute the entire contract.

IN WITNESS WHEREOF the parties have executed this Agreement on the date first written above.

For and on behalf of the Procuring Agency

_____
Authorized Signatory
Name:
Designation:
Date:

Witness 1: _____
Witness 2: _____

For and on behalf of the Supplier

_____
Authorized Signatory
Name:
Designation:
CNIC:
Date:
Stamp:
Witness 1: _____
Witness 2: _____

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ANNEXURES

Annexure A – Integrity Pact

Between the Procuring Agency and the Bidder, declaring commitments against corruption, fraud and collusion in the procurement and execution of the contract, in line with PPRA Rule 8 and the National Accountability Bureau (NAB) guidelines.

Annexure B – Power of Attorney Template

Template for authorising a signatory to sign the bid and the contract on behalf of the Bidder. To be executed on stamp paper of PKR 100 and notarized.

Annexure C – Bid-Securing Declaration

To: Ministry of Planning, Development & Special Initiatives (MoPDSI), Government of Pakistan

We, the undersigned Bidder, understand that the bidding conditions require bids to be supported by a Bid-Securing Declaration in lieu of monetary Bid Security.

We accept that action may be taken against us in accordance with the applicable PPRA Rules and the prescribed Standard Procurement Document if, during the bid validity period, we withdraw our bid; or, after notification of acceptance, fail or refuse to sign the Framework Agreement; or fail to comply with another obligation expressly covered by the prescribed Bid-Securing Declaration.

Bidder Name: _____

Authorized Signatory: _____

Signature / Stamp: _____

Date: _____

No monetary Bid Security is required. Each Bidder shall submit the Bid-Securing Declaration prescribed in this Annexure as part of its bid.

Annexure D – Performance Security Form (Where Specifically Required)

Standard format for Bank Guarantee for performance security, where specifically required for an individual high-value or high-risk call-off assignment. The amount, validity period and form of the Performance Security shall be stated in the relevant Call-Off/Purchase Order before acceptance. No blanket Performance Security applies at framework level.

Annexure E – Manufacturer's Authorisation (where applicable)

For sub-contracted equipment, software licensing or specialised services, an authorisation letter from the original provider/manufacturer/distributor confirming the Bidder's authority to supply and service their products.

Annexure F – Disclosure of Conflict of Interest

Self-declaration form for disclosing any actual, potential or perceived conflict of interest, including but not limited to: business or family relationships with Ministry employees involved in procurement; prohibited participation through multiple competing bids or entities for the same Lot; or any interest that could compromise impartial performance.

Annexure G – Government of Pakistan Visual Identity Guidelines (Summary)

Reference to the Government Visual Identity Manual. The full guidelines shall be provided to successful bidders upon signing of the Framework Agreement. All deliverables (printed, digital, video, audio and event

branding) must conform to these guidelines, including: official Pakistan flag placement, the State emblem, the National Anthem and approved fonts (Jameel Noori Nastaliq for Urdu; Arial / Times New Roman for English).

Annexure H – PPRA Blacklisting Checklist

Reference list of grounds for blacklisting under PPRA Rule 19 and the procedure for cross-verification with PPRA. Bidders must self-certify that they have not been found guilty of: corrupt, fraudulent, collusive, coercive or obstructive practices; failure to perform under a previous public contract; misrepresentation in bid submissions.

Annexure I – Litigation & Blacklisting Declaration (supports Form T-11)

Notarized stamp-paper declaration format covering litigation/arbitration history for the last five (5) years and blacklisting/debarment status, to be attached in support of Form T-11. See Section IV (Eligibility Criteria) and Section X (Form T-11) for content requirements.

— END OF TENDER DOCUMENT —

This document has been prepared in compliance with the Public Procurement Regulatory Authority (PPRA) Rules, 2004 (as amended), the PPRA Standard Bidding Documents for procurement of services, and applicable Government of Pakistan procurement guidelines.

Amena Aly Kamaal
PD (Dev Comm Project)
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