



LAHORE KNOWLEDGE PARK COMPANY

Through

HIGHER EDUCATION DEPARTMENT
GOVERNMENT OF THE PUNJAB

REQUEST FOR PROPOSAL

SERVICE PROVIDER

OF

“PUBLIC RELATION, MEDIA MANAGEMENT AND PROMOTIONAL ACTIVITIES”

For

‘LAHORE KNOWLEDGE PARK’

15TH OCTOBER, 2015

Last date for submission of Bidding Document: 16th November, 2015 by 1600 Hrs PST

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REQUEST FOR PROPOSAL

SERVICE PROVIDER FOR
PUBLIC RELATION, MEDIA MANAGEMENT AND PROMOTIONAL ACTIVITIES

LAHORE KNOWLEDGE PARK

1. BACKGROUND INFORMATION

1.1 CLIENT

The Higher Education Department (HED), Government of the Punjab is responsible for the education, learning and related services for students, as well as Faculty and non-teaching staff, serving in the Public sector Institutions in the province of the Punjab. Its aim is to achieve a highly educated society; where educational opportunities are equally available for all young people of the province of the Punjab.

The HED's priorities include the establishment of a state of the art development called the Lahore Knowledge Park at Bedian Road near DHA Phases VI and VII and the Defence Raya Golf & Country Club in Lahore, Pakistan.

HED, during October 2014, has formed the **Lahore Knowledge Park Company (LKPC/Company)** as a Public Sector Large Scale Company duly registered with the SECP u/s Section-42 (not-for-profit) of the Companies Ordinance 1984.

1.2 OBJECTIVES OF THE LKPC

The objective of the Company is to create linkages and synergy between academia and the corporate world in areas that feed into the knowledge industry by developing 4th generation knowledge parks. The Parks are envisioned as state of the art holistic developments that are fully integrated into the community. The Lahore Knowledge Park (our first project), comprises the vision of the Chief Minister Punjab to make the Punjab in particular and Pakistan in general, as South Asia's future nodal point for the global Knowledge Economy.

1.3 CONCEPT

The Client has selected M/s Frost & Sullivan for the task of carrying out concept planning for setting up knowledge parks in Punjab and prepare concept master plan and viability study of Lahore Knowledge Park. The LKPC understand that the basic concept is to create clusters of related academic and business community with an adequate support of research & development (R&D) both for education as well as select industry. Moreover the park is to exist as a stand-alone entity whilst keeping the traditional international parks standards of 'a space for collaboration between academia, R&D and industry'.

1.4 DEVELOPMENT

Upon evaluating viability of the Project and approval of concept master plan based on study of the Frost & Sullivan, LKPC envisages, among others, the followings:-

- (a) A state of the art development to cater to a complete lifestyle of academic and business excellence by collaborating with the best local and global educational and corporate entities,
- (b) All necessary infrastructure and facilities required for a safe and serene environment are to be part of the Lahore Knowledge Park,
- (c) The most well-known local and international entities are to be taken on board as partners in order to develop the Lahore Knowledge Park as a location where top local and global educational and corporate brands will be located, and
- (d) The Lahore Knowledge Park is therefore a vital and primary step for transforming knowledge into productivity for the socio-economic development of the province and the country.

2. PURPOSES OF THIS CONSULTANCY ASSIGNMENT

2.1 PRIME OBJECTIVES

The service provider will be contracted to provide services for Public Relation (PR), Media Buying/Media Management and Promotional events to the LKPC for its LKP project at Lahore. This will include, but is not limited to, PR strategies, media buying in Pakistan and internationally, conceptualization and promotional activities including implementation of the LKP's print, electronic and digital media, and promotional events including international road shows.

2.2 OBJECTIVES

The objectives of this assignment is to:

- Develop and execute corporate strategy for public relations, media buying/media management plans and promotional programs to ensure effective campaigns in projecting desired vision of Lahore Knowledge Park (LKP) and requirements within Pakistan and internationally;
- Develop plans to present and project a desirable, accurate and informed corporate image to prospective local and international stakeholders;
- short and medium term PR plans through
 - preparation of the text for public and policy statements for and on behalf of the top executives as required;
 - Research the content and prepare the material in close association with the executives concerned;
- Devise a workable media management plan including
 - Write articles, news stories, press releases and ensure publication thereof in media;
 - Monitor and manage digital media content and ensure that prompt and up to date information is available on social media and or Lahore Knowledge Park Company (LKPC's) website;
- Develop, devise, and manage special promotional events/functions including for reference only
 - road shows in Pakistan, North America, Europe, the Middle East and Australasia;
 - interviews of top executives in the electronic and print media;

3. DETAILED TERMS OF REFERENCE

The Client is looking forward to engage a service provider (agency) to undertake different assignments in order to plan and implement the Project in the most efficient and effective manner in line with the above mentioned prime and detailed objectives as well as scope. The main areas of services required are as enumerated below:

3.1 TERM OF REFERENCE

3.1.1 **Prepare an overall strategy**, periodic plans and set medium term goals for the Project

Develop a long term strategy to ensure effective launching of Lahore Knowledge Park (LKP) by creating desired image and requirements within Pakistan and internationally. The strategy should highlight its goals for corporate public relations, promotional activities and media buying/media management;

3.1.2 **Develop periodic plans** to present and project a desirable, accurate and informed corporate image to prospective local and international stakeholders. This may include buying and managing digital, print and electronic media with reference to national projects of an international nature;

3.1.3 **Provide monthly and quarterly reports** in terms of advertising spend, number of adverts placed, media used and promotional campaigns delivered;

3.1.4 Undertake **Public Relation functions** ;

- a) Arrange interviews of top executives in the electronic and print media; assist in developing the text for public and policy statements for and on behalf of the top executives as required;
- b) Research the content and prepare the material in close association with the executives concerned;
- c) Write articles, news stories, press releases and ensure publication thereof in media;
- d) Develop and implement PR strategies for advertising purposes and source out advertising opportunities;

3.1.5 Advise and implement with the approval of the LKPC, different techniques of **media management and media buying** for

- a. Monitor and manage digital media content and ensure that prompt and up to date information is available on social media and or Lahore Knowledge Park Company (LKPC's) website;
- b. Develop, design and implement advertising media plans as per requirement and in line with LKPC's marketing strategies in Pakistan and internally in accordance with specific requirements processes and procedures as prescribed by the company.
- c. Recommend and advise the LKPC on media and delivery channels to achieve maximum impact and maximize the budget for each campaign;
- d. Purchase media space and place adverts on behalf of the LKPC internationally – successful bidder should have internal capacity to perform media buying function internationally and not outsource the function;
- e. Negotiate preferential rates/prices and placement of adverts with national and international media houses;

3.1.6 Prepare and implement the approved plan of promotional activities

- manage special events including road shows in Pakistan, N. America, Europe, the Middle East and Australasia
- Communicate and position the LKP and LKPC as directed by the company;
- Instant messaging and media events to ensure effective optimization of ABL and BTL spend;
- Provide continuous marketing, design and advertising services which includes, but not limited to, ensuring that the material produced is disseminated to media houses in Pakistan and internationally on time.
- Develop and print brochures, posters and other promotional items; identify advertising opportunities for LKPC;
- Produce multiple themes/concepts for phased promotional campaigns;
- Be available for work at short notice and beyond normal working hours as may be applicable to any particular project or campaign throughout the contract period;

3.2 DELIVERABLES

Sr. No.	Deliverable	Duration
1	Overall Strategy and plans for all three areas of activities including public relation, media management and promotional activities:	Within two (2) weeks from the date of commencement
2.	A comprehensive business plan for approval of the Board of LKPC and further for implementation highlighting different segments	Within four (4) weeks of commencement of services
	1. Public relation; content, intent and consequence with cost estimates	
	2. Media Management & Buying; soft launching, second and final launching along with continued plans for awareness etc.	
	3. Promotional functions, events and activities required for the LKP at different forums through different means and country wise.	
3.	Periodic reports (monthly and quarterly) for LKPC and print material for the stakeholders, if so its intervals.	As desired

3.3 TIMEFRAME

The contract will be for a period of **24 months** commencing from the date of appointment with a possible extension for a further one-year period depending on the performance of the agency and the needs of the LKPC at that time.

4. SELECTION CRITERIA

4.1 INSTRUCTIONS TO BIDDERS:

4.1.1 PREPARATION OF PROPOSALS

The Proposal, as well as all related correspondence exchanged by the Interested Parties and the Client, shall be in the English language.

In preparing their Proposal, Firms are expected to examine in detail the TOR. Material deficiencies in providing the information requested may result in rejection of the Proposal.

4.1.2 BASIC DOCUMENTS TO BE SUBMITTED:

The provision of the following documents is mandatory and omission of any of the same may lead to rejection of the proposal:-

- i. Documents regarding legal status of the bidder (registration with the Securities & Exchange Commission of Pakistan or the Registrar of Firms, and or professional Bodies).
- ii. List of relevant experience of the bidder in all three areas of the assignment.
- iii. Audited statements of accounts for the last three years; **financial strength showing annual credit turnover of at least Rupees 100 Million.**
- iv. CVs of key relevant staff permanently employed with the firm for their relevant experience of the task and assignment.
- v. Undertaking that the Firm has not been blacklisted or debarred by any Government/Semi-Government Organization.
- vi. NTN Number and **valid registrations with professional bodies like APNS, PBS & DG PR.**

4.1.3 TECHNICAL PROPOSAL FORMAT AND CONTENT:

The Technical Proposal shall provide the information indicated in the following paras from (a) to (g), for the description of the approach, methodology and work plan of the Technical Proposal.

- (a) A brief description of the Firms' organization and an outline of recent experience of the Firm on assignments of a similar nature are required. For each assignment, the outline should indicate the names of the professional staff who participated, duration of the assignment (starting and finishing dates), contract amount, and the nature of the Firm's involvement.
- (b) Information should be provided only for those assignments for which the Firm was legally engaged by the Client. Preferably at least 10 years of proven experience related to the scope of work defined above of which **5 years of valid PR of an international brand/organization.**
- (c) Assignments completed by individual professional staff working privately or through other consulting firms cannot be claimed as the experience of the Firm, but can be claimed by the professional staff themselves in their CVs. Firms should be prepared to substantiate the claimed experience, **particularly to develop and execute campaigns on digital media.**

- (d) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/ effectiveness of the Assignment. **The Client shall not provide any facility(ies) such as administrative support, equipment, etc., for the services.**
- (e) A description of the approach, methodology and work plan for performing the Assignment, covering the subjects including technical approach & methodology, work plan and organization and staffing schedule.
- (f) The list of the proposed professional team by area of expertise, the position that would be assigned to each team member and their tasks.
- (g) CVs of the professional staff signed by the staff themselves along with their Computerized National Identity Card numbers.

The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non-responsive.

4.1.4 FINANCIAL PROPOSAL:

The Financial Proposal shall list all costs associated with the Assignment. These costs should be broken down by activity and, if appropriate, into different major heads of activities and expenditures.

4.1.5 TAXES:

The Consultant shall be subject to direct and indirect taxes (such as: sales tax or income tax, duties, fees, levies) on amounts payable by the Client under the Contract. The Client will deduct taxes at source from the payments to be made to consultants as required by the relevant laws.

All payments made will be in Pak Rupees.

4.2 SUBMISSION, RECEIPT, AND OPENING OF PROPOSALS:

The original Proposal (Technical Proposal and Financial Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the Firms themselves. The person who signed the Proposal must initial such corrections. Submission letters for both Technical and Financial Proposals should respectively be addressed to the Client in the manner so required.

An authorized representative of the Firm shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked "Original".

The Technical Proposal shall be marked "Original" or "Copy" as appropriate. The Technical Proposals shall be sent to the address of the Client and in the number of copies indicated in the Data Sheet. All required copies of the Technical Proposal are to be made from the original. If there are discrepancies between the original and the copies of the Technical Proposal, the original shall prevail.

The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal" Similarly, the original Financial Proposal shall be placed in a sealed envelope and clearly marked "Financial Proposal" followed by the name of the Assignment, and with a warning "**Do Not Open With The Technical Proposal.**" The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and title of the Assignment, clearly marked "**Do Not Open, Except In the Presence Of the Official Appointed, and Before Submission Deadline**". The Client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may constitute a case for rejecting the Proposal. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.

The Proposals must be sent to the address/addresses indicated in the Data Sheet and received by the Client no later than the time and the date indicated in the Data Sheet, or any extension to this date. Any Proposal received by the Client after the deadline for submission shall be returned unopened.

The Client shall open the Technical Proposal immediately after the deadline for submission. The envelopes with the Financial Proposal shall remain sealed and securely stored.

4.3 Proposal Evaluation:

From the time the Proposals are opened to the time the Contract is awarded, the Firms should not contact the Client on any matter related to its Technical and/or Financial Proposal. Any effort by Firm(s) to influence the Client in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the particular Proposal.

The Consultant Selection Committee, while evaluating Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.

4.3.1 EVALUATION OF TECHNICAL PROPOSALS:

The Consultant Selection Committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet. Each responsive Proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it does not respond to the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Data Sheet.

4.3.2 PUBLIC OPENING AND EVALUATION OF FINANCIAL PROPOSALS:

After the technical evaluation is completed, the Client shall inform the Bidders, who have submitted Proposals, the technical scores obtained by their Technical Proposals, and shall notify those Firms whose Proposals did not meet the minimum qualifying mark or were considered non-responsive to the TOR, that their Financial Proposals shall be returned unopened after completing the selection process. The Client shall simultaneously notify in writing the Firms that have secured the minimum qualifying marks, the date, time and location for opening of the Financial Proposals. Firms' attendance at the opening of Financial Proposals is mandatory. The opening date shall be set so as to allow interested Firms sufficient time to make arrangements for attending the opening.

Financial Proposals shall be opened publicly in the presence of the Firms' representatives who choose to attend. The names of the Firms, and the technical scores of the Firms shall be read aloud. The Financial Proposals of the Firms who meet the minimum qualifying marks will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be opened, and the total prices of each Firm read aloud and recorded.

The Consultant Selection Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail.

The lowest evaluated Financial Proposal (Fm) will be given the maximum financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be computed as indicated in the Data Sheet. Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) indicated in the Data Sheet: $S = St \times T\% + Sf \times P\%$. The Firm achieving the highest combined technical and financial score will be invited for finalization of Contract.

4.4 FINALIZATION OF CONTRACT:

Contract finalization meeting shall be held at the date and address indicated in the Data Sheet. The invited Firm will, as a pre-requisite for attendance at the meeting, confirm availability of all professional staff. Failure in satisfying such requirements may result in the Firm being disqualified on the grounds of wilful misrepresentation, and the Client proceeding to the next-ranked Firm. Representatives finalizing on behalf of the Firm must have written authority to conclude the Contract.

4.4.1 DESCRIPTION OF SERVICES:

Finalization of Contract will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the invited Firm regarding the Terms of Reference. Once the Client and the Firm finalize the Terms of Reference, staffing schedule, work schedule, logistics, and reporting, these documents shall be incorporated in the Contract as "Description of Services".

4.4.2 FINALIZATION OF TAXES:

It is the responsibility of the Firm, when finalizing the Contract, to indicate the exact tax amount to be paid by the Consultant under the Contract.

4.4.3 SIGNING OF CONTRACT:

Contract finalization will conclude with a review of the Contract to correct any computational and typographical errors. The Client and the Firm will initial the agreed Contract before proceeding to sign the Contract.

4.5 AWARD OF CONTRACT:

Once the Contract is awarded to the Consultant, the Client shall publish details on the HED website, promptly notifying all Firms which submitted proposals, and return the unopened Financial Proposals to the Firms that were disqualified or failed to achieve the minimum technical score.

After award of Contract, the Consultant is expected to commence the Assignment on the date and at the location specified in the Data Sheet.

4.6 CONFIDENTIALITY:

Information relating to the evaluation of Proposals and recommendations concerning the award shall not be disclosed to the Firms, which submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Firm of confidential information related to the process may result in the rejection of its Proposal and may be subject to the provisions of the Consultant Selection Guidelines relating to fraud and corruption.

5. DATA SHEET

Reference paragraph	Description
5.1	Name of the Client: <u>Lahore Knowledge Park Company</u> Method of selection: <u>Quality & Cost Based Selection Method (QCBS)</u>
5.2	Financial Proposal to be submitted together with Technical Proposal as per formats given below: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Name of the assignment: <u>Services for Public Relation, Media Management and Promotional Activities for Lahore Knowledge Park, Lahore.</u>
5.3	Clarifications may be requested until 48 hours before the submission of bids. The address for requesting clarifications is: Mr. Shahid Zaman Mohmand, Chief Executive Officer, LKPC / Additional Secretary (P&B) Higher Education Department, Punjab Civil Secretariat, Lower Mall, Lahore, Pakistan. Phone:+92 42 99210034/+92 42 99210037 Facsimile:+ 92 42 99210038 Website: www.hed.punjab.gov.pk , Email: aspng.hed@punjab.gov.pk (cc to: so.dev.2.hed@gmail.com , rashid.lkpc@gmail.com)
5.4	Proposal must remain valid for ninety (90) days after the submission date.
5.5	Clarification, if any, may be requested until 48 hours before the submission date The address for requesting clarification is same as mentioned in 5.3 above:
5.6	Amounts payable by the Client to the Consultant under the Contract to be subject to local taxation: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The Client will deduct and deposit such taxes with FBR on behalf of the Consultant in terms of applicable rates: [Yes]
5.7	Firm to state Financial proposal in the national currency i.e PKR: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
5.8	Firm must submit the original of Technical and Financial Proposal.
5.9	The Proposal submission address is same as of 5.3 above: Proposals must be submitted not later than 16TH November, 2015 till 1600 Hrs (PST).

5.10	<p>Criteria, sub-criteria, and point system for the evaluation of Technical Proposals are: <u>Points</u></p> <p>(i) Consulting Firm; Profile: [100]</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">- Number/value of five (5) similar assignments¹</td> <td style="width: 20%; text-align: right;">[45]</td> </tr> <tr> <td>- Affiliation and assignment of at least one global brand²</td> <td style="text-align: right;">[25]</td> </tr> <tr> <td>- Organizational structure with registration/track record³</td> <td style="text-align: right;">[30]</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total = (A₁)</td> </tr> </table> <p>(ii) Project team: [100]</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">- Education and qualifications⁴</td> <td style="width: 20%; text-align: right;">[25]</td> </tr> <tr> <td>- Relevant background⁵</td> <td style="text-align: right;">[60]</td> </tr> <tr> <td>- Specialized techniques for requisite services</td> <td style="text-align: right;">[20]</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total= (A₂)</td> </tr> </table> <p>(iii) Approach & Methodology: [100]</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">a) Understanding & Innovativeness</td> <td style="width: 20%; text-align: right;">[30]</td> </tr> <tr> <td>b) Methodology & Work plan</td> <td style="text-align: right;">[40]</td> </tr> <tr> <td>c) Presentation</td> <td style="text-align: right;">[30]</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total = (A₃)</td> </tr> </table> <div style="text-align: center; margin: 10px 0;"> <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Technical Score* =</td> <td style="padding: 5px; text-align: center;">A₁</td> <td style="padding: 5px; text-align: center;">+</td> <td style="padding: 5px; text-align: center;">A₂</td> <td style="padding: 5px; text-align: center;">+</td> <td style="padding: 5px; text-align: center;">A₃</td> </tr> <tr> <td></td> <td style="text-align: center;">[45]</td> <td></td> <td style="text-align: center;">[30]</td> <td></td> <td style="text-align: center;">[25]</td> </tr> <tr> <td></td> <td style="text-align: center;">100</td> <td></td> <td style="text-align: center;">100</td> <td></td> <td style="text-align: center;">100</td> </tr> </table> </div> <p>The minimum technical score (St) required to pass is: <u>65</u> Points</p>	- Number/value of five (5) similar assignments ¹	[45]	- Affiliation and assignment of at least one global brand ²	[25]	- Organizational structure with registration/track record ³	[30]	Total = (A ₁)		- Education and qualifications ⁴	[25]	- Relevant background ⁵	[60]	- Specialized techniques for requisite services	[20]	Total= (A ₂)		a) Understanding & Innovativeness	[30]	b) Methodology & Work plan	[40]	c) Presentation	[30]	Total = (A ₃)		Technical Score* =	A ₁	+	A ₂	+	A ₃		[45]		[30]		[25]		100		100		100
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	[45]		[30]		[25]																																						
	100		100		100																																						
5.11	<p>The formula for determining the financial scores is the following: $S_f = 100 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.</p> <p>The weights given to the Technical (T) and Financial Proposals (F) are:</p> <p style="text-align: center;">T = 70% F = 30%</p>																																										
5.12	<p>Expected date for commencement of consulting services is within fifteen (15) working days of award of contract.</p>																																										

¹ For a proven corporate strength in terms of structure, staffing, facilities and financial standing to provide comprehensive services related to development and execution of Public Relations, Media Management Campaigns and Promotional Events.

² At least 10 years of proven experience related to the scope of work defined above of which 5 years of valid PR of an international brand/organization.

³ Accredited with APNS & PBA and registered with DGPR (Punjab) and should NOT have been black listed and financial strength showing annual credit turnover of at least 100 Million rupees.

⁴ Experience and expertise to develop and execute campaigns on digital media.

⁵ Experience of having operated globally and/or internationally on its own or in active collaboration with international PR/media management agencies of repute (companies not having international experience will need to demonstrate availability of effective international linkages and institutional capacity to operate internationally and / or globally).

6. TECHNICAL PROPOSAL - STANDARD FORMS

Refer to Reference Paragraph 5.2 of the Data Sheet for format of Technical Proposal to be submitted in the following manners:-

- TECH-1 Technical Proposal Submission Form

- TECH-2 Firm's Organization and Experience
 - A Firm's Organization
 - B Firm's Experience

- TECH-3 Comments or Suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the Client
 - A On the Terms of Reference
 - B On the Counterpart Staff and Facilities

- TECH-4 Description of the Approach, Methodology and Work Plan for Performing the Assignment

- TECH-5 Curriculum Vitae (CV) for Proposed Professional Staff

6.1 FORM TECH-1: TECHNICAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of the Client]

Dear Sir,

We, the undersigned, offer to provide the consulting services for Services for Public Relation, Media Management and Promotional Activities for Lahore Knowledge Park, Lahore in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in association with: [Insert a list with full name and address of each associated Firm].

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If contract negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in para 5.4 of the Data Sheet, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than the date indicated in para 5.12 of the Data Sheet.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

6.2 FORM TECH-2: FIRM'S ORGANIZATION AND EXPERIENCE⁶

A - FIRM'S ORGANIZATION

[Provide here a brief (two pages) description of the background and organization of your firm/entity (including organogram) and each associate for this assignment.]

Firm Background:

Chief Executive Officer:

Other Key Persons of the Entity:

⁶ Refer to footnotes of criteria for evaluation

B - FIRM'S EXPERIENCE

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this Assignment. Please provide Client's certification and/or evidence of the contract agreement.]

Assignment name:	Value of the contract (in current PKR or US\$):
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total N° of staff-months (by your firm) on the assignment:
Start date (month/year): Completion date (month/year):	Value of consultancy services provided by your firm under the contract (in current PKR or US\$):
Name of associated Firms, if any:	N° of professional staff-months provided by associated Firms:
Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):	

Narrative description of Project:

Description of actual services provided by your staff within the assignment:

6.3 FORM TECH-3: COMMENTS AND SUGGESTIONS ON TOR

A - On the Terms of Reference

[Present and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your Proposal.]

B - On Counterpart Staff and Facilities

NOT APPLICABLE

6.4 FORM TECH-4 UNDERSTANDING, METHODOLOGY AND WORK PLAN

[Technical approach, methodology and work plan are key components of the Technical Proposal]. You are suggested to present your Technical Proposal (inclusive of charts and diagrams) divided into the following three chapters:

a) Understanding

b) Technical Approach and Methodology,

c) Work Plan, and

d) Organization and Staffing,

a) Understanding In this chapter you should explain your understanding of the objectives of the assignment, and obtaining the expected output, and the degree of detail of such output

b) Technical Approach and Methodology. Herein the firm should explain its approach to the services, methodology for carrying out the activities. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

c) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule.

d) Organization and Staffing. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.]

6.5 FORM TECH-5 CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position : _____

2. Name of Staff [Insert full name]: _____

3. Date of Birth: _____ Nationality: _____

4. CNIC No (if Pakistani): _____ or Passport No: _____

5. Education :

<i>Degree</i>	<i>Major/Minor</i>	<i>Institution</i>	<i>Date (MM/YYYY)</i>

6. Membership of Professional Associations: _____

7. Other Training [Indicate significant training since degrees under 5 (Education) were obtained]: _____

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

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

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

10. Detailed Tasks Assigned

[List all tasks to be performed under this assignment]

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

[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10.]

1) Name of assignment or project: _____

Year: _____

Location: _____

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

2) Name of assignment or project: _____

Year: _____

Location: _____

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

3) Name of assignment or project: _____

Year: _____

Location: _____

Client: _____

Main project features: _____

Positions held: _____

Activities performed: _____

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

12. Certification:

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

_____ Date: _____

[Signature of staff member or authorized representative of the staff]

Day/Month/Year

Full name of authorized representative: _____

7. FINANCIAL PROPOSAL - STANDARD FORMS

[Comments in brackets [] provide guidance to the shortlisted Firms for the preparation of their Financial Proposals; they should not appear on the Financial Proposals to be submitted.]

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal.

FIN-1 Financial Proposal Submission Form

FIN-2 Summary of Costs

FIN-3 Breakdown of Costs by Activity

7.1 FORM FIN-1 FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of the Client]

Dear Sir,

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Terms of Reference dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures¹]. This amount is inclusive of all applicable taxes.

Our Financial Proposal shall be binding upon us up to expiration of the validity period of the Proposal, i.e. before the date indicated in Para 5.4 of the Data Sheet.

No commissions or gratuities have been or are to be paid by us to agents relating to this Proposal and Contract execution.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: _____

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

7.2 FORM FIN-2 SUMMARY OF COSTS

Item	Costs
	Pak Rupees
Total Costs of Financial Proposal ⁷	

⁷Indicate the total costs, including of local taxes, to be paid by the Client in local currency. Such total costs must coincide with the sum of the relevant Subtotals indicated in all Forms FIN-3 provided with the Proposal.

7.3 FORM FIN-3 BREAKDOWN OF COSTS BY ACTIVITY⁸

Group of Activities (Phase): ⁹	Description: ¹⁰
_____	_____
_____	_____
<i>COST COMPONENT</i>	Costs ¹¹
	Pak Rupees
Public Relation ¹²	
Media Management ¹³	
Promotional Activities ¹⁴	
Subtotals	

⁸Form FIN-3 shall be filled at least for the whole assignment. In case some of the activities require different modes of billing and payment (e.g.: the assignment is phased, and each phase has a different deliverables and payment schedule), the Firm shall fill a separate Form FIN-3 for each group of activities. The sum of the relevant Subtotals of all Forms FIN-3 provided must coincide with the Total Costs of Financial Proposal indicated in Form FIN-2.

⁹Names of activities (phase) should be the same as, or correspond to the ones indicated in the Form above.

¹⁰ Short description of the activities whose cost breakdown is provided in this Form.

¹¹ Indicate between brackets the name of the local currency.

¹² Details of public relation activities and quoted price be mentioned

¹³ Details of media management and its allied components

¹⁴ Details of promotional activities and functions

8. DISCLAIMER

The Lahore Knowledge Park Company reserves the right to reject all proposals within the meanings of Rule 35 of the PPR-14.

9. CLIENT CONTACT DETAILS

The Proposal are to be submitted **by post** to the following address:

Mr. Shahid Zaman Mohmand
Chief Executive Officer, LKPC / Additional Secretary (P&B)
Higher Education Department
Punjab Civil Secretariat, Lower Mall Lahore, Pakistan
T: +92 42 99210034, +92 42 99210037
Fax: +92 42 99210038 (Attn: Additional Secretary (P&B))
Website: www.hed.punjab.gov.pk;

The envelopes must be sealed and clearly marked.

The client must send two copies of all documents.

For further queries, please write to aspng.hed@punjab.gov.pk;

Please CC all Emails to Section Officer Planning at: so.dev.2.hed@gmail.com, rashid.lkpc@gmail.com