

# **Request for Proposals**

Ministry of Commerce & Textile, Government of Pakistan

## **Hiring of Authorized firms & Production Houses**

**To**

### **Produce Short Promotional videos showcasing major sectors in Pakistan.**

**Issue Date: 07-01-2019**

**ATTENTION:** Prospective Bidders shall provide their name and all contact details in order that amendments to the RFP or other communications can be sent directly to them. Any prospective bidder who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted via email.

**Request for Proposal for Production of Short Promotional Videos under the Emerging  
Pakistan Initiative**

Ministry of Commerce & Textile, Government of Pakistan

1. RFP No.	<b>3(6)2018-EP</b>
2. Issue Date	07-01-2019
3. Title	<b>Hiring of authorized firms /Production house to produce short promotional videos under the Emerging Pakistan Initiative by Ministry of Commerce &amp; Textile.</b>
4. Issuing Office	Ms. Maria Kazi, Joint Secretary (FT-II) Ministry of Commerce & Textile 4 <sup>th</sup> Floor, A-Block, Pak Secretariat, Islamabad Email: <a href="mailto:mariakazi@gmail.com">mariakazi@gmail.com</a> Ph: (92-51)9103831, Fax:92-51)9205241
5. Deadline for Questions and Clarifications	Each bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding any clarification/ questions on this solicitation are to be made solely through the Issuing Office and must be submitted via email mentioned above or in writing delivered to the Issuing Office no later than the ten days after the print of advertisement. All questions received will be compiled and answered in writing and distributed to all interested bidders.
6. Deadline for Receipt of Proposal	Sealed Proposals are due within 15 days of the print of advertisement.

7. Contact Person	<p>Ms. Onsia Zafar , Deputy Director (EP)</p> <p>Ministry of Commerce &amp; Textile</p> <p>4<sup>th</sup> Floor, Room 425, A-Block, Pak Secretariat,</p> <p>Islamabad</p> <p>Email: <a href="mailto:onsiazafar@gmail.com">onsiazafar@gmail.com</a></p> <p>Ph: (92-51)9218434, Fax:92-51)9205241</p>
8. Anticipated Award Type	<p>The Ministry anticipates issuing a Firm Fixed Price Purchase Order. This is only the anticipated type of award and may be changed as a result of negotiations. Issuance of this RFP in no way obliges the Ministry to award a purchase order and bidders will not be reimbursed for any costs associated with the preparation of their bid.</p>
9. Basis for Award	<p>An award will be made to the responsible bidder whose bid is responsive to the terms of the RFP and is most appropriate, considering price or/and other factors included in the RFP. Award will be based on the criteria as per the RFP and PPRA Rules.</p>

10. Terms and Conditions

- **Single stage process shall apply. “Technical” and “Financial” bids in sealed and separate envelopes, both should be placed in one single envelop.**
- Firms having GST and NTN are eligible for bidding. Firms should provide copies of certificate of these numbers enclosed with their bids.
- Firms will provide an undertaking that they are not involved in any case of litigation in the court of law.
- Rates quoted, must include all taxes and associated costs.
- Bids should be valid for a minimum period of 90 days.
- Earnest money @ 2% of total quoted amount of Pay Order/Bank Draft should be drawn in favor of Ministry of Commerce.
- Sealed bids should reach the office of the undersigned before or on the date of opening of tender up to 1100 hrs. The tender will be opened **on 23-01-2019** at 1200 p.m. in the Committee Room of Ministry of Commerce in the presence of the bidders or their representatives.
- Delivery of items to Ministry of Commerce should be responsibility of the successful bidder.
- **Ministry of Commerce reserves the right to reject any or all tenders without assigning any reason as per PPRA Rules**
- Late offers will be rejected
- Proposal must be submitted in English language.
- Proposal must be signed and stamped by the bidder.
- Offers must show unit prices, extensions, and total price. All items, services, etc. must be clearly labeled and included in the total price. Proposal must mention a fixed price, expressed in Pakistani Rupees.
- Proposal must be received on company letterhead by or before the date indicated above in sealed condition.
- Bidders must provide fixed prices, inclusive of all applicable tax. Tax at source will be deducted from all payments as per government rules, unless a valid exemption certificate is provided by the supplier.
- The costs incurred on the preparation and submission of the proposal, are solely the responsibility of bidder.
- Only those bids will be considered which are prepared in legible writing and are absolutely clear and unambiguous. Any

<p>11. Invoice Payment and General Sales Tax (GST)</p>	<ul style="list-style-type: none"> <li>• Payment will be made upon delivery of services and made in PKR.</li> <li>• Where applicable, bidders should include Sales Tax (G/S ST), customs duties (if items are imported) as separate lines on the invoice.</li> </ul>
<p>12. Compliance with Terms and Conditions</p>	<p>Bidders shall be aware of the general terms and conditions for an award resulting from this RFP. The selected bidders shall comply with all Representations and Certifications of Compliance as required</p>
<p>13. Bidders Agreement with Terms and Conditions</p>	<p>The completion of all RFP requirements in accordance with the instructions in this RFP and submission to the Ministry of a quote will constitute an offer and indicate the bidder's agreement to the terms and conditions in this RFP and any attachments hereto. Issuance of this RFP in no way obliges the Ministry of Commerce to award a purchase order, nor does it commit the Ministry to pay any costs incurred by the bidder in preparing and submitting the quote. The Ministry has the rights to increase or decrease the goods and services mentioned in this RFP.</p>
<p>14. Determination of Responsibility</p>	<p>The Ministry will not enter into any type of agreement with a vendor prior to ensuring the vendor's responsibility. When assessing a vendor's responsibility, the following factors are taken into consideration:</p> <ol style="list-style-type: none"> <li>1. Vendor possesses and has provided copies of the required business licenses to operate in the host country.</li> <li>2. Vendor has ability to comply with required or proposed delivery or performance schedules.</li> <li>3. Vendor has adequate financial resources to deliver goods or the ability to perform the required services.</li> <li>4. Vendor has ability to comply with required or proposed delivery or performance schedules.</li> <li>5. Vendor has a satisfactory past performance record.</li> <li>6. Vendor has a satisfactory record of integrity and business ethics.</li> <li>7. Vendor is qualified and eligible to perform work under applicable laws and regulations.</li> <li>8. Vendor has ability to communicate effectively and timely if any determination of responsibility terms cannot be met or delayed.</li> </ol>

Additional Information		
No	Description	Terms
1.	Proposal	Prices for each item must be quoted. GST and customs (if imported) should be as separate lines on the invoice. Offers must show unit prices, extensions, and total price. All items, services, spare parts, etc. must be clearly labeled and included in the total price. Proposal must be a fixed price, expressed in Pakistani Rupees. The quoted prices should be valid for 90 days.

### **Descriptive Literature**

Descriptive literature for the quoted proposed services may be required. Descriptive literature means information (video style, resolution, narration, shooting locations, production values, narration, and graphics) that is submitted as part of an offer. Any discrepancy between written technical specifications in the RFP and the literature must be clearly explained.

## **Request for Proposals**

Ministry of Commerce & Textile, Government of Pakistan

### **Request for Proposal for Production of Short Promotional Vides under the Emerging Pakistan Initiative**

#### **Descriptive Part**

#### **1. Task:**

To create 22 short promotional videos in order to create awareness about major exports & investment sectors of Pakistan. These short duration videos will aim to provide an overview of major export sectors featuring technological advancements, international quality, production & labor standards compliance and effective regulatory framework in each sector. These videos will be shown in various national & international trade promotional events to attract importers, investors and tourists.

We require selected production house/firm to produce **3-5 minutes** promotional videos to produce on the following sectors:-

- 1. Readymade Garments**
- 2. Home Textiles**
- 3. Textiles (overall)**
- 4. Surgical Instruments and medical equipment**

5. **Pharmaceuticals**
6. **Gems & Jewelry**
7. **Marble & Granite (Stone Development sector)**
8. **Fruits & Dry Fruits / Vegetables/ Processed Food**
9. **Seafood, Livestock / Poultry (entire meat sector)**
10. **Leather and leather products**
11. **Engineering goods Industry (Electrical Appliances and Automotive)**
12. **Agriculture (Rice, Cotton, Flour, Sugar, Irrigation System)**
13. **Software, IT & Telecom Services**
14. **Tourism (5-6 clips)**
15. **Transportation/ Communication services**
16. **Media & Entertainment**
17. **Misc (1 clip)**

## **2. Background and Objective:**

Ministry of Commerce has successfully launched Emerging Pakistan Initiative at Expo Pakistan-2017 event organized by TDAP at Karachi. The strategic objective of this initiative is to establish a compelling image for the country and to position it favourably in order to attract trade, tourism and investment through nation branding. Purpose of Nation Branding is to maximize success in the world systems, achieve maximum international recognition, promote robust business relations with the world and encourage healthy tourism. Currently, there appears to be a glaring gap between the reality of Pakistan and how the country is perceived in the global marketplace. Any country's image perception is regarded as a critical source of competitiveness in the global arena. In times when social media utilization is on the rise; the usage volume and usage diversity affect the messages being sent out and add to the confusion of our heterogeneous national brand perception. It is therefore important to sift through such multiple mediums and create a unique national brand image of Pakistan that will aide in creating awareness about the country, promote tourism, increase trade and attract foreign investment. Pakistan needs to correctly reposition itself in terms of investment potential, credit worthiness, export opportunities, tourism potential and international relations.

### **3. Purpose of Promotional Videos**

Purpose of these videos is to promote Pakistan's major export sectors and raise awareness about existing opportunities with special focus on Pakistan's commitment to adopt and implement international quality standards and best practices. The videos will also show Pakistan's transition towards value added products and services.

- We are looking for a production house /firm with at least 5 years' experience and skills to produce high quality informative and creative sector specific promotional videos to promote Pakistan's image as a modern developing country.
- The content and narration of the videos should be able to convey the identified core messages and to compel our target audience to take meaningful action. Content and narration of the video will be approved by Ministry of Commerce.
- We are open to imaginative and innovative approach to the shortfilm's aesthetics however as there is very specific information that needs to be included in each short video use of infographics in a clear, effective and artistic manner is required.
- The videos will be a combination of external /internal venue specific shots from all over the country. We require production house to be able to undertake this activity all over the country. Trade Development Authority of Pakistan will facilitate if and when required.
- Selected production house/firm will share details about different aspects of production (video, audio, sounds, music, location etc) and will produce video with high production value within the allocated budget.

### **4. Core message of Videos**

- Reinforce National Identity



- Advanced & globally aligned manufacturing Goods & Services Sector.
- Success stories within each sector & positive impact on people/ communities.
- Why choose Pakistan for trade /business and tourism?

## **5. Target Audience**

- Importers
- Investors
- Tourists

## **6. Specific Requirements**

- The Promotional videos are required to be completed & finalized within 90 days after the award of work order.
- Duration of these promotional videos will be of 3-5 minutes and will be produced in English.
- After the award of tender selected Production house will submit one liners and step outline for each promotional film/video within 12 days of contract awarding.
- Selected firm will nominate at least 2 focal persons to attend fortnightly follow up meetings. Meetings will take place at Emerging Pakistan Cell, Ministry of Commerce, and Islamabad.

## **7. Skills & Experience**

- Relevant film/video production experience with access to video modern production equipment and graphics. Production houses are required to give details about specific cameras, latest drone cameras, lenses, format and editing software. Aspect ratio of videos should HD & Cinematic.

- Experience working with a public body.
- Understanding of Emerging Pakistan initiative.

## **8. Instructions:**

1. All interested bidders shall respond via e-mail and in hard copy to the address mentioned in the advertisement within fifteen (15) days of its publication in the press. All firms will receive an “acknowledgement of receipt” email. Only shortlisted companies / firms will be contacted for further dealings.
2. Once all complete RFPs have been received, these will be analyzed and potential suppliers short-listed.
3. The Ministry will invite the short-listed companies / firms to further view their presentations, **Show reel** and fine-tune proposals in detail.
4. The Ministry will visit the offices of the short-listed companies/firms.
5. All companies/individuals that submit a response to the RFP are deemed to have accepted these conditions.
6. The Ministry shall not bind itself to accepting the proposal with the lowest cost and/or rates. It shall be a combination of excellent technical strength, experience, team, proven record of success as well as solid financial proposal.
7. No contract for the supply of services which are the subject of this RFP shall be formed with any vendor(s) until such time that a written contract(s) for the supply of these services has been agreed upon and formalized by both parties.
8. The cost of responding to this RFP and all associated costs shall be borne exclusively by the vendor(s), including any subsequent costs incurred by attending any meetings in Pakistan in connection with the proposal.
9. All interested parties acknowledge and agree that this RFP and any documents or appendices relating thereto are confidential. It is hereby agreed that nothing shall be divulged to any third party, any information relating to the RFP. All parties accept that this confidentiality is binding upon all employees and officers and that their agreement to abide by this condition is guaranteed.
10. The Ministry may at its absolute discretion terminate the RFP/evaluation process at any time and for any reason, in which case they will notify all suppliers/participants in writing, but do not have any obligation to provide reasons for the termination of the RFP and the evaluation process.

11. The suppliers acknowledge that the Ministry of Commerce focal point for this RFP must retain all documents submitted in response to this RFP in order that it can review and analyze all responses fairly and to comply with its obligations relating to accountability and record keeping. Notwithstanding the above, ownership of the intellectual property (IPR's) in the information contained in the proposals documents shall remain vested in the Vendor until they are hired; in that case all materials and IPR's stand automatically transferred to the Ministry of Commerce focal person for the RFP.
12. These tender conditions, and any subsequent contract agreed by the successful party(s) shall be governed by and interpreted in accordance with the laws of Pakistan and the Pakistani courts shall have the jurisdiction for the resolution of any disputes arising there from.
13. Evaluation and short-listing of applicant firms will be based on criteria as per PPRA Rules.

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