

Invitation of Proposals

Pre-Qualification of Advertising Agencies

No. CUI-PS/22(02)/1896

COMSATS University Islamabad (CUI) invites sealed proposals from well reputed GST & Income Tax Registered advertising agencies who are on the Active Taxpayer List (ATL) for General Sales Tax and Income Tax of FBR for “**Pre-Qualification of Advertising agencies**” at COMSATS University Islamabad.

The Bids must be accompanied with the **earnest money of Rs.50,000** in the form of Call Deposit/Bank Draft (refundable) drawn in favor of COMSATS University Islamabad (FTN/NTN: 9013701-9).

2. The proposals prepared in accordance with instructions in the bidding document, must reach at **Treasurer Department, 3rd Floor, Faculty Block-II, CIIT Park Road, Islamabad** latest by **19th April, 2022 by 1100 hours (Sharp)**.
3. **NO BID WILL BE ACCEPTED AFTER THE CLOSING TIME.**
4. The Proposals will be opened on the same day at **11:30 AM** at **Room No. G-6/G-8, Ground Floor, Faculty Block-I, CUI**. The complete document is available on PPRA’s website at www.ppra.org.pk as well as CUI’s website at www.comsats.edu.pk.



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General Terms & Conditions

1. The Terms & Conditions are as under:

No tender will be considered if: -

- a) Received without required documentation or found incomplete.
 - b) Received later than the date and time fixed for Tender submission.
 - c) The Tender is unsigned/ unstamped.
 - d) The Tender is signed/stamped by the unauthorized agent of the Firm/company.
 - e) The Tender is from a firm which is blacklisted or in litigation of some sort with any Public-Sector Organization.
 - f) The Tender is received by telephone/telex/fax/telegram.
 - g) Tenders received without earnest money.
 - h) In contradiction with the specification given by the CUI.
2. Firms/companies/agencies, who are on Active Taxpayers List (ATL) of FBR, both GST and Income Tax are eligible to apply.
 3. Bidders will have to produce the proof of being a Tax Filer with FBR.
 4. Income tax as applicable and announced by the Govt. of Pakistan will be deducted at source.
 5. The payment will be made after successful completion of all task/job assigned.
 6. The EoI must accompany earnest money as mentioned in the tender notice in the form of Call Deposit/Bank draft (refundable) drawn in favor of COMSATS University Islamabad.
 7. Bid should be valid for **90 days**.
 8. Any attempt by a bidder to influence in the examination, evaluation, comparison, and post qualification of the Bids or Contract award decisions may result in the rejection of its bid.
 9. CUI reserves the right to accept or reject any or all tenders as per PPRA Rules 33.
 10. No advance payment will be permissible.
 11. Applicable Taxes will be deducted at source/as per rules. In case of exemption, please mention and attach the proper documentation duly verified from the concerned tax authorities/FBR; however, if CUI will be final authority to accept or reject the exemption certificate and the vendor may claim refund from Tax Authorities/FBR.
 12. In case of any holiday is announced by the Govt. OR any other unforeseeable circumstances that prevent the tender from being opened on the date announced (Force Majure), the tenders will be opened on the VERY NEXT WORKING DAY. Time and venue of the tender will remain as mentioned in the tender notice.
 13. The documents prepared by the Bidder as well as all correspondence and documents relating to the Bid shall be in English only.
 14. The currency of the quotation would be in Pakistan Rupees only.

15. Any proposal/tender received by CUI after the deadline will be returned unopened to bidder concerned. Delays in the mail or courier, delays of person in transit, or delivery of a proposal to the wrong office shall not be accepted as an excuse for failure to deliver a proposal at the proper place and time. It shall be the bidder's responsibility to determine the manner in which timely delivery of his proposal will be accomplished either in person, by messenger or by mail to the concerned office.
16. Do not submit any other document other than demanded.
17. No request for correction will be entertained after opening of the bid.
18. In case of signing of any Contract with CUI., the successful bidders shall be responsible to arrange the stamp paper as well as attestation from the Notary Public.
19. The Complete Design (CDR/Printable Format) along with all fonts used in the design must be submitted to CUI in CDs/DVDs/USB.
20. The agencies must be willing to work with CUI official in CUIT premises, if and when required. The Designer must be willing to bring his computer/laptop/printer to CUI, if required.
21. In case the successful bidder fails to supply the design(s) within the given deadline AND the delay is fault of the designer, 1% per day, of the total price will be deducted for upto a total of 10% (10 Days).
22. If delay is beyond 10 days, CUI will decide whether to extend the time, in which case the penalty will be 2% per day, of the total cost (Day 11 onward). CUI may also consider Cancellation of Work Order AND/OR dis-qualify the bidder, removed from Pre-Qualification List AND/OR forfeit the Earnest Money AND/OR impose penalty (not exceeding the security amount).
23. Top 04 agencies will be pre-qualified for the following services. CUI is authorized to split the work in the pre-qualified agencies as it deems fit.
 - i. Electronic Media
 - ii. Digital Media
 - iii. Advertisement in Newspaper
 - iv. Documentary
 - v. Social Media Campaign

Eligibility Criteria & Qualification

Detail	Max. Marks
1. Draft of Earnest Money	Mandatory
2. Declaration Form (Form No.2)	Mandatory
3. GST and NTN Registered	Mandatory
4. Active Taxpayer List (ATL) of FBR Status as "Active" in I.T and Compliance Level is 100% in GST	Mandatory
5. Proof of Non-Blacklisting: Affidavit on legal paper of appropriate value (duly attested from notary public) OR Firm's/company's letterhead that the firm/company is neither blacklisted	Mandatory
6. Detail of Head Office and Sub-Offices along with proof of addresses	Mandatory
7. Complete Agency Profile	Mandatory
8. Detail of Authorized contact/focal person(s)	Mandatory
9. Detail of All employees of the agency along with designation and professional qualification for the following. a. Creative Department b. Client Services/Marketing c. Support Staff The staff must be present during the visit to the agency office	Mandatory
10. Submission of Creative Work/Artwork of 10 Different Clients (Each Artwork would be given 03 Marks)	30 Marks
11. Visit to Office Setup To evaluate the departments, equipment, professional environment, personnel etc	20 Marks
12. Clientele (Public & Private Sector (Total 10 Clients)) List 05 Clients from Public Sector and 05 Clients from Private Sector University of the stature of CUI = 5 Marks each Telecom /Automobile/ Pharmaceuticals/Hospitals = 3 Marks Other industry/Sector/iNGO/NGO etc = 2 Marks	50 Marks
13. Presentation by Shortlist Agencies	Mandatory

Total Marks = 100

Failing the Mandatory Requirement will disqualify the bidder from the process.

Securing 70% overall marks is mandatory for qualification.

For further details, write to us on m.qasim@comsats.edu.pk

Declaration Form

(Mandatory)

(This form is to be provided with the Technical Bid. Non-provision of this form will disqualify the bidder from the bidding process)

1. All the terms & conditions have been carefully read and understood and are hereby unconditionally accepted and it is declared that
2. I understand that by inserting any condition in my bid consciously or unconsciously will AUTOMATICALLY disqualify me from the bidding process.
3. All the information furnished by me/us here-in is correct to the best of my knowledge and belief.
4. I/we have no objection if enquiries are made about the work listed by me / us in the accompanying sheets / annexure.
5. I / We agree that the decision of committee in selection will be final and binding to me / us.
6. I / We have read the instructions appended to the proforma and I / we understand that if any false information is detected at a later date the committee is at liberty to act in a manner it feels deemed fit, which includes, but not limited to, confiscation of Security/Earnest Money AND/OR imposing a bar/restriction from future business with CIIT AND/OR blacklisting through PPRA.

Name of Firm/ Company	
Name of Owner/Authorized agent	
Office Address	
GST No.	
NTN.	
Valid Telephone No.	
Valid E-mail (For Official Correspondence)	
Signature & Stamp (Authorized Representative)	

Detail of Head Office and Sub-offices

SN	Office & Complete Address	Name of The Focal Person	Cell Numbers	Landline Number
1.				
2.				
3.				
4.				
5.				

Detail of Authorized Person(s)

SN	Name of The Focal Person	Location	Cell Numbers	Landline Number
1.				
2.				
3.				

Detail of ALL CURRENT EMPLOYEES of the Agency

SN	Name	Department (Creative/Marketing/ Support Staff etc)	Designation	Professional Qualification
1.				
2.				
3.				
4.				
5.				
6.				

Use Additional Sheet, if required.

Detail of Clients (Public Sector)

SN	Organization & Address	From	To	Type of Work (Electronic Media/ Digital Media/ Advertisement etc
1.				
2.				
3.				
4.				
5.				

Attach Work Order for each of the above in above order as proof.

Detail of Clients (Private Sector)

SN	Organization & Address	From	To	Type of Work (Electronic Media/ Digital Media/ Advertisement etc
6.				
7.				
8.				
9.				
10.				

Attach Work Order for each of the above in above order as proof.

Check List (To be filled by Bidder)

Please submit your proposal in the order as below with proper separators (**Proper Binding**)

Detail	Yes ✓	No ✗
ALL Pages signed and Stamped by Bidder		
Draft of Earnest Money		
Declaration Form		
GST and NTN Registered		
Active Taxpayer List (ATL) of FBR (I.T & GST)		
Proof of Non-Blacklisting		
Detail of Head Office and Sub-Offices along with proof of addresses		
Complete Agency Profile		
Detail of Authorized contact/focal person(s)		
Detail of All employees of the agency		
Submission of Creative Work/Artwork of 10 Different Client		
Clientele List (05 Public & 05 Private Sector along with Work Orders)		

For queries and further clarification, you may

- ✓ write to us on m.qasim@comsats.edu.pk
- ✓ Visit us at 3rd Floor, Faculty Block-II, CIIT, Islamabad
- ✓ Call us at 051-9049-5060