

# **SINDH BOARD OF INVESTMENT**

## **Invitation for Bids**

### **“ONE MINUTE PROMO FOR INVESTMENT IN SINDH”**

Sindh Board of Investment, Government of Sindh, has been established to boost the investment and increase the economic activities in Sindh. SBI is inviting sealed bid for following works:

**SBI wishes to prepare a well developed 1 minute promo and advertisement for the print media of Sindh Board of Investment (in English) on the potential of Sindh effectively highlighting all the investment and business opportunities available in Sindh and role of Sindh Board of Investment on creating Investment friendly environment in Sindh.**

The purpose of the advertisement shall be to:

- Highlight strategic strength of Sindh
- Highlight the competitive advantages of Sindh in region
- Highlight commercial potentials/ opportunities in Sindh
- Develop rationale for Investment in Sindh
- Highlight Investment friendly environment of Sindh
- Highlight success stories in Business and Investment
- Role and efforts of the Sindh Government and Sindh Board of Investment.
- Promote Sectors with potential for Investment

Interested firms/Individuals having proven track record of high standards interested in preparing above mentioned advertisement shall be required to undertake the:

- Filming of all strategic location of Sindh
- Filming of all locations from investment point of view
- Interviews with business leaders
- Interviews with the concerned government officials
- Develop a high quality write up for background commentary for advertisement / promo.
- Produce a high quality advertisement presentable before all types of audience.

Firms/Individuals with proven record and register with **Sindh Revenue Board** are requested to submit their relevant experiences with complete profile methodology and bids in the office of the Secretary / **Director General SBI, Government of Sindh** in sealed envelopes by 1400 hrs on 18<sup>th</sup> February, 2016

The Bidding Shall be on Single – Stage, Two - Envelope Procedure with clearly mentioning the task name on the outer envelope. Both Technical and Financial Bids must be submitted in separate sealed envelopes, two inner envelopes and one outer marking the inner envelopes “1- Technical Bids, 2- Financial Bids”

The Technical Bids will be opened in the office of undersigned as per following:

- **Development Advertisement: 1500 hrs on 18<sup>th</sup> February, 2016**

Tender documents containing detailed evaluation criteria, ToR's and Scope of Services can be obtained from 29<sup>th</sup> January, 2016 from the office of undersigned against the written request clearly mentioning the task with a Pay Order / Demand Draft of Tender Cost amounting to Rs: 2000.00, (non refundable), in favour of “DDO, Sindh Board of Investment” The bidding process should be governed under SPPRA Rules 2010.

Sindh Board of Investment reserves the right to accept or reject any or all tenders relevant provisions of SPPRA Rules

**Office of the Secretary / Director General, SBI**  
**Sindh Board of Investment**  
**Government of Sindh**  
**1<sup>st</sup> Floor, Block B, FTC Building,**  
**Sharah-e-Faisal , Karachi**  
**Ph:99207512-14, Fax 99207515**

## TENDER DOCUMENTS

### FOR

Development of 1 minute promo and advertisement for the print media of Sindh Board of Investment (in English)

REFERENCE NO. SBI/Promo/ 2015-16

To be opened on 18<sup>th</sup> February, 2016 at 1500 Hrs in the Office of Sindh Board of Investment

**TENDER**  
**DOCUMENT**  
\*\*\*\*\*

**Name of Firm/ Contractor:** \_\_\_\_\_

**Office Address:** \_\_\_\_\_

**SNT No:** \_\_\_\_\_

**Mobile No:** \_\_\_\_\_

**Signature & SEAL** \_\_\_\_\_

Sindh Board of Investment invites proposals / bids for the supply of following items:

Sr. #	Description of Items Required	Qty	Cost
1	SBI wishes to prepare a well developed 1 minute promo of Sindh Board of Investment (in English) on the potential of Sindh effectively highlighting all the investment and business opportunities available in Sindh and role of Sindh Board of Investment on creating Investment friendly environment in Sindh	1	
2	Advertisement for the print media of Sindh Board of Investment	1	
total cost			

**TECHNICAL TERMS AND CONDITIONS FOR PROMO**

1. Shoulder-mount 4K/2K Digital/HD Broadcast Video Cameras from Sony/Panasonic/Canon-like Canon 5D Mark-III/Nikon D 800/Sony Alpha A99/Sony HVR-NX5 model with 20 X zoom HD Camera 60i and 50i switchable Rate having 60/50/29.99/24/25 fps and at least 8-bit 4:2:HD with HDMI outputs or any other higher video camera models.
2. Offline Uncompressed 4K/2K HD/HDV Editing.
3. DI (Digital Colour Grading) and Enhancement editing capability.
4. XLR Audio Inputs, Field Audio Recording, Dubbing, Effects, Mixing.
5. The Tenderer should possess minimum outdoor shooting lighting Equipments.
6. Editing Platforms: Final Cut Pro/Premiere Pro/Edius 6.

**OTHER SPECIFICATIONS:**

1. Duration: Duration of the final copy of the Promo should be of 1 minute. The theme and topic of the documentation project should be "Investment Promotion in Sindh and Role of Sindh Board of Investment". The Print Media advertisement shall be regarding the achievement of Sindh Board of Investment
2. Language: English.
3. Format: Telecast quality HD digital (DVD/MPEG2/MOV for Edited Film distribution and MPEG2/MOV/AVCHD for Raw & Edited Archiving via Hard Disk Data Transfer.
4. Quality: The final project output should be of telecast quality on National International conferences, seminars, forums and road-shows etc. The pre-production and post production stages must involve high industry standard equipment, infrastructure and technical staff

5. Final Copy: The tentative final copy of Promo given will be shown to the authorities of SBI for prior approval. Any changes or corrections suggested therein will be fulfilled by the agency at no extra cost and final copy will have to be submitted.
6. Copyright: SBI will be the sole rights holder, including intellectual and marketing rights (distribution and reproduction), on the audio visual footages pertaining to the documentation project and the research. Any use of the audio visual footages of the documentation project or the research work, without the prior consent of the Sindh Board of Investment will attract legal action.

**Filling and Submission of Tenders:**

- Use of white fluid or over writing on Tenders will not be accepted.
- Rates must be quoted with taxes.
- Quotation must clearly indicate that the quoted rates will remain effective till 30 June, 2016.
- Tender should reach in the Office of Director General up to 18-02-2016 at 14:00 Hrs
- The tenders will be opened on the same day at 1500 hrs in the presence of the bidders who care to attend.
- The Sindh Board of Investment reserves the right to accept or reject any or all quotations as per SPP Rules and Regulations
- All Taxes will be deducted at source as per current rate.
- The payment will be released after satisfactory completion of Promo.

## **Introduction:**

Sindh Board of Investment has been established by the Government of Sindh to boost the investment and increase the economic activities in Sindh.

SBI wishes to prepare a well developed 1 minute promo and advertisement for the print media of Sindh Board of Investment (in English) on the potential of Sindh effectively highlighting all the investment and business opportunities available in Sindh and role of Sindh Board of Investment on creating Investment friendly environment in Sindh.

The purpose of the advertisement shall be to:

- Highlight strategic strength of Sindh
- Highlight the comparatively and competitive advantages of Investment in Sindh
- Highlight commercial viability of Sindh Province
- Develop rationale for Investment in Sindh
- Highlight Investment friendly environment of Sindh
- Highlight success stories in Business and Investment
- Role and efforts of the Sindh Government and Sindh Board of Investment.
- Promote Sectors with potential for Investment

The firm/Individual interested in preparing the above promo shall be required to undertake the:

- Filming of all strategic location of Sindh
- Filming of all locations from investment point of view
- Interviews with business leaders
- Interviews with the concerned government officials
- Develop a high quality write up for background commentary for advertisement / promo.
- Produce a high quality advertisement presentable before all types of audience

It is believed that well made promo on tapped and untapped potential of Sindh effectively highlighting not only potential but would also be valuable tool for introducing Sindh as an Investment friendly destination

The SBI is looking for firms/Individuals who have proven record in developing advertisement of high standard to prepare a well developed promo of 1 minutes and one print media advertisement of SBI

## 2. Main Objectives

The production team would strive to achieve the following objectives:

i. Attract Investment

The Main purpose of the promo is to highlight the investment opportunities in Sindh and Role of SBI

ii. To Highlight the competitive advantages of Sindh

The promo and advertisement would serve multiple purposes and intends to capture the attention and with confidence of local and foreign investors.

## 3. Specification

- |                             |  |
|-----------------------------|--|
| a) Duration of Promo:       | 1 Minute   |
| b) Language                 | English  |
| c) Proposed Title           | Invest in Sindh- The Heart of Pakistan   |
| d) Target Audience          | Government Agencies, National & International Media Conferences and General Public |
| e) Project Duration         | 30 Days  |
| f) Geographic Jurisdiction: | Whole Sindh  |

## 4. Important Aspects to be covered

1. Strategic Strength of Sindh
2. Role of Sindh Board of Investment
3. Commercial potential / Opportunities in Sindh
4. Investment friendly policies, role and efforts of Sindh Government and SBI

## 5. Expected Outcome:

The promo is expected to produce the following outcomes

1. Attract attentions of local & International Investors and serve as the starting point for their research resulting in quality of Investment in Sindh
2. Increased awareness amongst local and International Investors about the competitive advantages of Sindh
3. Increased awareness amongst local and International Investors about the role of Sindh Board of Investment

## **6. Project Time Line**

30 days after awarding the project contract.

## **7. Payment Schedule**

The cost will include all expense may incurred in the project. The quoted amount for the task/work will be enclosed in the envelope marked as “Financial Bid”. The Payment will be done after the complete satisfaction approval by Sindh Board of Investment and after deduction of all applicable taxes.

## **8. Earnest Money**

1% of the maximum quoted amount by the firm in the financial bid should be paid by the contractors through Pay Orders of the schedule banks in favor of Sindh Board of Investment, Government of Sindh. The Pay order will be enclosed in Financial Bid Envelope.



## Instruction for Bidders

1. The contract resulting from this invitation shall be governed by the SPPRA 2010 rules.
2. In the event of tender being submitted by the firm, it must be signed by the contractor/Supplier/Proprietor/Partners thereof, in the event of the absence of any partner it must be signed on his behalf by a person holding a power of attorney authorizing to do so.
3. The amount of earnest money deposited shall be Rs. 1% of the maximum quoted value of all items, earnest money should be paid by the contractors through Pay Order of the scheduled banks in favor of SBI, Government of Sindh.
4. Tender shall be opened in the presence of the firms/ individuals or their representatives, who may be present at the time of opening tenders, ( Initially, only the Technical Proposal will be opened Authorized officer of SBI will enter the rates and specifications of items quoted in the tenders in the comparative statement in a suitable form. In the event of tender being accepted the contractors /comparative statement in a suitable form. In the event of tender being accepted the contractors / supplier shall for the purpose or identification , sign copies of specification and other documents as may be necessary, in the event of tender being reject, the earnest money deposited by the Firm/Individual will be returned on furnishing a receipt for the return of the earnest money.
5. The technical proposal should contain inter alia; a complete description and explanation of the proposed methodology for the Assignment ( work plan), timeline, staffing, names and qualifications of allocated personnel and any other resources that the Firm will make available to develop the promo and achieve the objective.
6. Bidding process shall be Single stage- 2 Envelopes both technical and financial bids must be submitted in separate sealed envelopes two inner envelopes and one outer marking the inner envelopes “ 1- Technical Bids, 2- Financial Bids”
7. Each technical proposal shall be evaluated using the following categories and weight below:

### Category

Firm Experience related to assignment	40%
Competence and Qualification of Team	30%
Work Plan and Methodology	25%
Financials	05%

Minimum 70% score is required in Technical Proposal to Qualify for opening of Financial Proposal

S. No.	TECHNICAL EVALUATION CRITERIA	
	<b>Criterion</b>	<b>%</b>
	<b><u>Expertise of the production company:</u></b>	
	DVD sample of previous works of similar nature as well as full list of productions completed and in process. Completion certificates from the firms / departments etc/  Two Projects: 10 marks Three to Five Projects: 20 Marks Six to Ten Projects: 30 Marks More than Ten Projects: 40 Marks	40
	Proposed Concept Script, methodology, approach (creative and innovative ideas) and implementation plan with proposed timeframe for pre-production, production and post-production.	25
	The Team Leader Should have degree/diploma in film making with more than 5 year experience in the same field  5 to 7 years: 5 Marks 8 to 10 years: 10 Marks More than 10 years: 15 Marks  Cameraman/photographer should be graduate and must have experiences of more than 5 years  5 to 7 years: 2 Marks 8 to 10 years: 5 Marks More than 10 years: 10 Marks Animator should be graduate in graphic/communication design and have more than 5 years of experience in the field:  5 to 7 years: 1 Marks 8 to 10 years: 2 Marks More than 10 years: 5 Marks	30

	Auditable Financial Statement of last three years:	5	
	Turn over between 1-5 Million: 2 Mars More than 5 million: 5 Mars		
	Total	100 Marks	

8. Last date of submit of tender is **18/02/2016** which shall be opened on the same day at **3:00 pm** in the office of Sindh Board of Investment, Government of Sindh, situated at **1<sup>st</sup> Floor, Block B, FTC Building, Shahr-e-Faisal , Karachi** in the presence of Interested bidders or their authorized representatives.
9. The competent authority shall have the right of rejecting all or any part of the tender without assigning any reason thereof.

Signature and Stamp of Contractor

## Bidding Document

### Special Conditions:

1. Conditions as per Tender Notice advertised in press will remain valid for 45 days. However, SBI reserves the right of extend date, time of bid opening or receiving the bids and to purchase all or part of stores under the tender.
2. The firm/contractor should be Sindh Revenue Board Registered
3. Firm whether registered or un-registered shall be required to deposit earnest money equivalent to 1% of the value of their offer along with their tender in the form of Pay Order in favor of the SBI.
4. Pay Order of earnest money will be returned after 15 days of job award.
5. Every Bidder shall be responsible to collect earnest money's pay order within one month of the opening date of tender.
6. Applicable taxes will be deducted as per rules.
7. The successful bidders shall have to deposit as under
  - a. 1% of the contract value
8. Any cutting /correction in bid will make the quotation invalid.
9. In case of quoting alternating prices, separate tender shall be acquired.
10. The bidder shall mention validity of offer, terms of payment, guarantee period and schedule of completion.
11. SBI reserve the right to obtain clarifications from any bidder in respect of items quoted by him. The replies by the bidder will be recorded and will form part of the bid documents.
12. Supply order/ contract will be issued to the availability of funds.
13. 100% payment shall be released on receipt of promo in full after deducting applicable taxes.

14. The contracting firms will be treated under SPPRA 2010 rules. Accordingly in case of failure in supply of Promo, it shall be the option to acquire promo else where without notice on the account and risk of the contractor.
15. The evaluation will be released on the proposed methodology (work), timeline, staffing and qualification of allocated personnel and any other resources that the Firm will make available to develop the Promo and achieve the result. The SBI reserved the rights to choose the Firm best meeting the above criteria..
16. The bidder shall enclose the tender a certificate as attached. Failing the bidders is liable to considered non responsive.
17. The bidders shall provide evidence of proven experience in the relevant field.
18. In case of any deviation, the firm is to have replace /modify/ re film the promo on his own expenses.

Stamp and Signature of Contractor/Authorized person of Firm

## CERTIFICATE

We guarantee to supply the Promo exactly in accordance with the requirements specified in the invitation to this tender:

Signature of Bidder

Name & Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Designation

From:

Secretary to Government of Sindh/Director General, SBI  
Sindh Board of Investment  
Karachi.

Subject: TENDER NO. SBI/Promo/ 2015-16

I am directed to hereby invite you to submit your tender for Preparation of Well Made promo of 1 Minute and Advertisement of Print Media on Sindh and Sindh Board of Investment as per details attached in this invitation to tender subject to the terms laid down in the document and those mentioned here under. The contract resulting from this invitation to tender shall be governed by conditions of contract as contained in the Tender Document and conditions contained in SPPRA 2010 Rules, wherever applicable. The bidder quoting against the invitation shall be deemed to have understood the conditions there of and particularly the work required to do.

2. The bidder shall sign the certificate given herein to effect that work shall be done in accordance with the schedule. In case of any deviation, it should be clearly mentioned by the Bidder otherwise it will be presumed that the offer is strictly in accordance with the requirement of the tender notice.
3. The price quoted shall be inclusive of all taxes, duties and charges. The Promo is required for delivery as stated in the schedule.
4. Failure to submit the tender in the manner prescribed in the invitation to tender and its related schedule and annexure will render the same liable to be ignored/rejected.
5. SBI does not pledge to accept the lowest or any tender and reserve the right to accept or reject any or all tenders as per relevant provision of SPPRA 2010 Rules.

\_\_\_\_\_  
Director Admin  
For Director General, SBI

To  
M/s. \_\_\_\_\_

\_\_\_\_\_