



National Disaster Risk Management Fund
A company set up under section 42 of the Companies Act, 2017
Making Pakistan Resilient


PROCUREMENT NOTICE
Invitation for Prequalification
(For Framework Agreement)
002/24/Proc-1
Services for Media & Outreach Activities

National Disaster Risk Management Fund (hereinafter shall be termed as "Fund" & "Client") is a not-for-profit company incorporated with the Securities and Exchange Commission of Pakistan, under Section 42 of the Companies Act 2017. It is a government-owned non-banking financial intermediary with a corporate structure.

2 Fund intends to prequalify suppliers/ service providers having adequate technical soundness and requisite experience to cater for Fund's requirements regarding "**Media & Outreach Activities**" for Invitation to Bid(s), and sign the open framework agreement(s) with the selected bidder(s) subsequent to bidding process. Applications for "pre-qualification" are therefore invited from the reputed companies **registered with sales tax and income tax departments** and are on Active Taxpayer List (ATL) of FBR.

3 Interested services providers/companies who fulfill eligibility/qualification criteria as provided in Pre-qualification Document may submit their applications on or before **21st December, 2023 at 1100 hours** alongwith requisite documents/information as mentioned in the Pre-qualification document.

4. Pre-qualification document for the aforesaid activity can be downloaded (free of cost), by the interested applicants from PPRA's website i.e. www.ppra.org.pk or NDRMF's Website i.e. www.ndrmf.pk Further information may be obtained at the address given below during office hours. Pre-qualification applications will be opened on 21st December, 2023 at 1130 hours in the presence of the applicants/participating companies/ their authorized representatives, who may choose to be present. This notice is also available on PPRA website at www.ppra.org.pk and NDRMF's website at www.ndrmf.pk.


Manager (Procurement)
National Disaster Risk Management Fund
EOBI Building, 5th Floor, G-10/4,
Islamabad.
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PREQUALIFICATION DOCUMENT

Services for Media & Outreach Activities

Open Framework Agreement

002/24/Proc-I

(National Competitive Bidding)



National Disaster Risk Management Fund

6th December, 2023

PREFACE

Public Procurement is carried out in Pakistan in accordance with the provisions laid down in Public Procurement Regulatory Framework consisted of Public Procurement Ordinance- 2002; Public Procurement Rules-2004 and allied Regulations, Regulatory Guides and Guidelines.

National Standard Bidding/Procurement Documents are developed for standardizing the procurement procedures and practices in the procuring agencies of the Federation of Pakistan and has the status of the Regulations in terms of section 27 of the PPRA Ordinance read with Rule-23(4) of Public Procurement Rules.

The document consists of three parts i.e. Prequalification Process, Primary Procurement Process and Secondary Procurement Process, and each part is composed of general as well as specific provisions to be applicable for the procurement of common use items and commodities. The specific provisions supplement to the general provisions and may be amended or opted by the procuring agencies in the manner and to the extent prescribed in the respective sections.

This document is a live document, and may be updated on quarterly basis considering the regulatory experience feedback based on monitoring the procurement practices and valuable suggestions of the stakeholders (i.e. procuring agencies, vendors and general public).

Brief of the Document

Procurement Notice -

The attached template is the Invitation for Prequalification of Suppliers willing to sign framework agreements with the Procuring Agency for provision of Common Use Items/non-consultancy services and Commodities, in accordance with the provisions of the agreement.

Prequalification Document (Procurement of Goods & Non-Consultancy Services through Framework Agreements)

PART 1 – PREQUALIFICATION PROCESS

Section I - Instructions to Applicants (ITAs)

This Section contains detailed information for preparing and submitting the Applications for Prequalification, in addition to information on opening and evaluation of the Applications.

Section I contains provisions that are to be used by the Procuring Agencies without modification.

Section II - Prequalification Data Sheet (PDS)

This Section contains provisions that supplement the ITA (in Section-I), and are specific to respective Prequalification Proceedings.

Section III - Qualification Criteria and Requirements

This Section prescribes the methodology, criteria, and requirements to be used to determine the capacity and capability of the Applicants for the supply of goods and related services in accordance with the requirements of the Procuring Agency, with an objective to prequalify them for Invitation to Bid(s), and sign the framework agreement(s) with the selected bidder(s), in case of Framework Agreement(s) for the purpose of awarding Call off Contracts.

Section IV - Application Forms

This Section contains Application Submission Form and other allied forms required to be submitted with the Application.

Section V - Eligible Countries

This Section contains information regarding eligible countries in accordance with the Policy of the Federal Government.

Section VI – Scope of Work

Part-2 Section VII – Bidding Process after Prequalification

Procurement Notice
#002/24/Proc-I
Invitation for Prequalification
[For Framework Agreement(s)]

National Disaster Risk Management Fund

1. The National Disaster Risk Management Fund has sufficient funds from [its own resources/the Government of Pakistan] toward the expenditure of the Services for Media & Outreach Activities, and intends to apply part of the proceeds toward payments under the contract or contracts for Media & Outreach Activities.
2. The National Disaster Risk Management Fund (NDRMF) intends to prequalify suppliers/services providers for Invitation to Bid(s), and sign the open framework agreement(s) with the selected bidder(s) subsequent to bidding process in case of Framework Agreement(s).
3. The objective of the intended Open framework agreement(s) is the **on-demand supply/provision of Services/allied items for Media & Outreach Activities** at NDRMF's office, 5th Floor, EOBI Building, G-10/4, Islamabad, through subsequent Call-off Contract(s) with successful bidders, and the purpose of this Prequalification Notice is to provide the very basic information to enable the potential applicants to decide whether or not to respond to this Prequalification Notice.
4. Only the prequalified applicants shall be entitled to participate in the procurement proceedings, and it is expected that the Invitation to Bids will be made to the Prequalified Applicants in January, 2024 and Open Framework Agreement(s) will be signed b/w the Procuring Agency and the successful bidder(s) as Framework Agreement Suppliers in March, 2024 for the period of three (03) years.
5. Prequalification process is open for all National Applicants subject to fulfilling the eligibility requirements mentioned in the respective Prequalification Documents. Interested Applicants may obtain further information from the Manager Procurement, NDRMF at the address mentioned below during office hours e.g. 0800 to 1600 hours.
6. A complete set of Prequalification Documents in English language may be obtained/download by interested Applicants from PPRA website i.e. www.ppra.org.pk or NDRMF's Website i.e. www.ndrmf.pk . **The Applicant, after downloaded the documents from any of the said Website shall inform Manager Procurement at email i.e. muhammad.asif@ndrmf.pk so that the essential Applicants' record shall be maintained by the Procuring Agency for providing information regarding amendment(s), if any, in**

Prequalification Documents. Applicants are also instructed to remain in touch with the respective web-link for observing amendment(s), if any, in Prequalification Documents.

7. Applications for Prequalification should be submitted in clearly marked envelopes and delivered to the address mentioned below latest by **1100 hours on 21st December, 2023**. Late Applications will be rejected.

Manager (Procurement)

National Disaster Risk Management Fund
EOBI Building, 5th Floor, G-10/4, Islamabad

Telephone No. 92(51)9108300/415

Email:- muhammad.asif@ndrmf.pk

PART 1 – Prequalification

Section I - Instructions to Applicants

A. General	
1. Scope of Application	1.1 In connection with the “Invitation for Prequalification”, the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods and Related Services incidental thereto as specified in Section VII (Schedule of Requirements).
2. Source of Funds	2.1 Source of funds is same as referred in Invitation for Prequalification.
3. Fraud and Corruption	<p>3.1 The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.</p> <p>3.2 The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, sub-consultants, service providers, suppliers, and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Call-off Contract performance (in the case of award of a Call-off Contract), and to have them audited by auditors appointed by the Procuring Agency.</p> <p>3.3 Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.</p> <p>3.4 Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.</p> <p>3.5 Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.</p>
4. Eligible	4.1 An Applicant may be a private entity, a state-owned enterprise or

<p>Applicants</p>	<p>institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture (JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent.</p> <p>In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Call-off Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.</p> <p>In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Call-off Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.</p> <p>The JV shall nominate a Representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.</p>
	<p>4.2 An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected.</p> <p>4.3 An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint venture or as a sub-contractor among them for the same contract. However, if prequalified only one prequalified Applicant will be allowed to bid for the same contract. All Bids submitted in violation of this provision will be rejected.</p>
	<p>4.4 Applicants shall be considered to have a conflict of interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent</p>

	<p>Framework Agreement(s) or Call off Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who:</p> <p>(a) are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Call-off Contract and/or the Prequalification or Bid evaluation process of such Contract; or</p> <p>(b) would be involved in the implementation or supervision of such Framework Agreement or Call-off Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process-during the execution of the Framework Agreement and/or Call-off Contract.</p>
	<p>4.5 An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Call-off Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA's website.</p>
	<p>4.6 An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.</p>
<p>5. Eligibility (in terms of Nationality)</p>	<p>5.1 Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.</p>
<p>B. Contents of the Prequalification Documents</p>	
<p>6. Sections of Prequalification Documents</p>	<p>6.1 This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.</p>
	<p>PART 1 Prequalification Procedures</p> <ul style="list-style-type: none"> • Section I - Instructions to Applicants (ITA) • Section II - Prequalification Data Sheet (PDS) • Section III - Qualification Criteria and Requirements

	<ul style="list-style-type: none"> • Section IV - Application Forms • Section V - Eligible Countries • Section VI – Scope of Work • Part-2 Section VII- Bidding Process after Prequalification
	<p>6.2 Unless obtained directly from the Procuring Agency or downloaded directly from the website link referred in the Invitation for Prequalification, the Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly by the Procuring Agency or downloaded from the website link shall prevail.</p>
	<p>6.3 The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.</p>
<p>7. Clarification of Prequalification Documents and Pre-Application Meeting</p>	<p>7.1 An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing at the Procuring Agency’s address indicated in the PDS. The Procuring Agency will respond in writing to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants who have obtained the Prequalification Documents directly from the Procuring Agency (or through its website link), including a description of the inquiry but without identifying its source. If so indicated in the PDS, the Procuring Agency shall also promptly publish its response at the web page identified in the PDS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so following the procedure under ITA 8 and in accordance with the provisions of ITA 17.2.</p> <p>7.2 If indicated in the PDS, the Applicant’s designated representative is invited at the Applicant’s cost to attend a pre-Application meeting at the place, date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.</p> <p>7.3 Minutes of the Pre-Application meeting, if applicable, including</p>

	<p>the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.</p>
8. Amendment of Prequalification Documents	<p>8.1 At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum.</p>
	<p>8.2 Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page identified in the PDS:</p> <p>Provided that an Applicant who had either already submitted their Applications or handed over the applications to the courier prior to the issuance of any such addendum shall have the right to withdraw his already filed Application and submit the revised Application prior to the original or extended Application submission deadline.</p>
	<p>8.3 To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 17.2:</p> <p>Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.</p>
C. Preparation of Applications	
9. Cost of Applications	<p>9.1 The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.</p>
10. Language of Application	<p>10.1 The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the</p>

	<p>Procuring Agency, shall be written in the language specified in the PDS. Supporting documents and printed literature that are part of the Application may be in another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS, in which case, for purposes of interpretation of the Application, the translation shall govern.</p>
11. Documents Comprising the Application	<p>11.1 The Application shall comprise the following:</p> <ul style="list-style-type: none"> (a) Application Submission Letter, in accordance with ITA 12.1; (b) Eligibility: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1; (c) Qualifications: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and (d) any other document required as specified in the PDS.
12. Application Submission Letter	<p>12.1 The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.</p>
13. Documents Establishing the Eligibility of the Applicant	<p>13.1 To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).</p>
14. Documents Establishing the Qualifications of the Applicant	<p>14.1 To establish its qualifications to perform the contract(s) in accordance with Section III (Qualification Criteria and Requirements), the Applicant shall provide the information requested in the corresponding Information Sheets included in Section IV (Application Forms).</p> <p>14.2 Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:</p> <ul style="list-style-type: none"> (a) for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted). (b) value of single contract - Exchange rate prevailing on the date of the contract. <p>14.3 Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency.</p> <p>14.4 The documentary evidence of the Applicant's qualifications to</p>

	<p>conclude a Framework Agreement, and/or to perform any Call-off Contract(s) if awarded, shall establish to the Procuring Agency's satisfaction:</p> <p>(a) that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer's Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency's Country;</p> <p>(b) that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the call off contract) represented by an Agent in the country, equipped and able to carry out the Supplier's maintenance, repair, and spare parts stocking obligations in respect of the Goods.</p>
<p>15. Signing of the Application and Number of Copies</p>	<p>15.1 The Applicant shall prepare one set of the original documents comprising the Application as described in ITA 11 and clearly mark it "ORIGINAL". The original set of the Application shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Applicant. In case the Applicant is a JV, the Application shall be signed by an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories.</p> <p>15.2 The Applicant shall submit copies of the signed original Application, in the number specified in the PDS, and clearly mark them "COPY". In the event of any discrepancy between the original and the copies, the original shall prevail.</p> <p>15.3 When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, The Applicant shall submit ORIGINAL and COPIES in accordance with the procedures specified in the PDS.</p>
<p>D. Submission of Applications</p>	
<p>16. Sealing and Identification of Applications</p>	<p>16.1 The Applicant shall enclose the original and the copies of the Application in a sealed envelope that shall:</p> <p>(a) bear the name and address of the Applicant;</p> <p>(b) be addressed to the Procuring Agency, in accordance with ITA 17.1; and</p> <p>(c) bear the specific identification of this Prequalification process</p>

	<p>indicated in the PDS reference ITA 1.1.</p> <p>16.2 When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, The Applicant shall seal the original and the copies in accordance with the procedures specified in the PDS.</p> <p>16.3 The Procuring Agency will accept no responsibility for not processing any envelope that was not identified as required in ITA 16.1 above.</p>
17. Deadline for Submission of Applications	<p>17.1 Applicants may either submit their Applications by mail, by courier or by hand. Applications shall be received by the Procuring Agency at the address and no later than the deadline indicated in the PDS. When so specified in the PDS, Applicants have the option of submitting their Applications electronically, in accordance with electronic Application submission procedures specified in the PDS.</p>
	<p>17.2 If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.</p> <p>17.3 The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement).</p>
18. Late Applications	<p>18.1 The Procuring Agency reserves the right to accept Applications received after the time for submission of Applications, however subject to the condition that the same is received within the date specified as last date for submission of applications but before the time for opening of the Applications.</p>
19. Opening of Applications	<p>19.1 The Procuring Agency shall open all Applications at the date, time and place specified in the PDS. Late Applications shall be treated in accordance with ITA 18.1.</p> <p>19.2 Applications submitted electronically, if permitted pursuant to ITA 17.1, shall be opened in accordance with the procedures specified in the PDS.</p> <p>19.3 The Procuring Agency shall prepare a record of the opening of Applications to include, as a minimum, the name of the Applicants. A copy of the record shall be distributed to all Applicants.</p>
E. Procedures for Evaluation of Applications	
20. Confidentiality	<p>20.1 Information relating to the Applications, their evaluation and</p>

	<p>results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance with ITA 28.</p>
	<p>20.2 From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 28, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing.</p>
<p>21. Clarification of Applications</p>	<p>21.1 To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing.</p>
	<p>21.2 If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.</p>
<p>22. Responsiveness of Applications</p>	<p>22.1 The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 21.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.</p>
<p>23. Margin of Preference</p>	<p>23.1 Unless otherwise specified in the PDS, a margin of preference shall not apply in the Bidding process resulting from this Prequalification.</p>
<p>24. Sub-contractors</p>	<p>24.1 Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into account the qualification and experience of the Subcontractor) should meet the qualification criteria.</p>
<p>F. Evaluation of Applications and Prequalification of Applicants</p>	
<p>25. Evaluation of Applications</p>	<p>25.1 The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the</p>

	<p>technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 27.</p>
	<p>25.2 Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services.</p>
	<p>25.3 In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III.</p> <p>25.4 Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant's subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.</p>
<p>26. Procuring Agency's Right to Accept or Reject Applications</p>	<p>26.1 The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without thereby incurring any liability to the Applicants.</p>
<p>27. Prequalification of Applicants</p>	<p>27.1 All Applicants whose Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency.</p> <p>27.2 An Applicant may be "conditionally prequalified," that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency.</p> <p>27.3 Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.</p>

28. Notification of Prequalification	<p>28.1 The Procuring Agency shall notify all Applicants in writing of the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately.</p> <p>28.2 The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them.</p>
29. Request for Bids	<p>29.1 Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified.</p>
30. Changes in Qualifications of Applicants	<p>30.1 Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 27 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if:</p> <ul style="list-style-type: none"> (a) a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members; (b) as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or (c) in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition. <p>30.2 Any such change should be submitted to the Procuring Agency before the date of "Invitation to Bids".</p>

<p>31. Constitution of Grievance Redressal</p>	<p>31.1 Procuring agency shall constitute a Grievance Redressal Committee (GRC) comprising of odd number of person with proper power and authorization to address the complaint. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending the nature of the procurement.</p> <p>31.2 Any party or applicant can file its written complaint against the eligibility parameters or any other terms and conditions prescribed in the prequalification or bidding documents found contrary to provision of Procurement Regulatory Framework, and the same shall be addressed by the GRC well before the application/proposal submission deadline.</p> <p>31.3 Any Bidder feeling aggrieved by any act of the procuring agency after the submission of his bid may lodge a written complaint concerning his grievances not later than seven of the announcement of technical evaluation report and five days after issuance of final evaluation report.</p> <p>31.4 In case, the complaint is filed against the technical evaluation report, the GRC shall suspend the procurement proceedings.</p> <p>31.5 In case, the complaint is filed after the issuance of the final evaluation report, the complainant cannot raise any objection on technical evaluation of the report: Provided that the complainant may raise the objection on any part of the final evaluation report in case where single stage one envelop bidding procedure is adopted.</p> <p>31.6 The GRC shall investigate and decide upon the complaint within ten days of its receipt.</p> <p>31.7. Any bidder or the procuring agency not satisfied with the decision of the GRC may file Appeal before the Appellate Committee of the Authority on prescribed format after depositing the fee as prescribed in “Redressal of Grievance Regulations, 2021”.</p> <p>31.8 The Committee, upon receipt of the Appeal against the decision of the GRC complete in all respect shall serve notices in writing upon all the parties to Appeal.</p> <p>31.9 The committee shall call the record from the concerned procuring agency or the GRC as the case may be, and the same shall be provided within prescribed time.</p> <p>31.10 The committee may after examination of the relevant record and hearing all the concerned parties, shall decide the complaint within fifteen (15) days of receipt of the Appeal.</p> <p>31.11 The decision of the Committee shall be in writing and shall be signed by the Head and each Member of the Committee. The decision of the committee shall be final.</p>
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<p>32. Mechanism of Blacklisting</p>	<p>32.1 The Procuring Agency shall bar for the time prescribed under Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either:</p> <ul style="list-style-type: none"> i. Involved in corrupt and fraudulent practices as defined under rule-2; ii. Fails to perform his contractual obligations; or iii. Fails to abide by bid securing declaration; <p>32.1 The Procuring Agency shall bar for not more than the time prescribed in Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either:</p> <ul style="list-style-type: none"> i. Involved in corrupt and fraudulent practices as defined in Rule-2 of Public Procurement Rules; ii. Fails to perform his contractual obligations; and iii. Fails to abide by the id securing declaration; <p>32.2 The show cause notice shall contain: (a) precise allegation, against the bidder or contractor; (b) the maximum period for which the Procuring Agency proposes to debar the bidder or contractor from participating in any public procurement of the Procuring Agency; and (c) the statement, if needed, about the intention of the Procuring Agency to make a request to the Authority for debarring the bidder or contractor from participating in public procurements of all the procuring agencies.</p> <p>32.3 The procuring agency shall give minimum of seven days to the bidder or contractor for submission of written reply of the show cause notice</p> <p>32.4 In case, the bidder or contractor fails to submit written reply within the requisite time, the Procuring Agency may issue notice for personal hearing to the bidder or contractor/ authorize representative of the bidder or contractor and the procuring agency shall decide the matter on the basis of available record and personal hearing, if availed.</p> <p>32.5 In case the bidder or contractor submits written reply of the show cause notice, the Procuring Agency may decide to file the matter or direct issuance of a notice to the bidder or contractor for personal hearing.</p> <p>32.6 The Procuring Agency shall give minimum of seven days to the bidder or contractor for appearance before the specified officer of the Procuring Agency for personal hearing. The specified officer shall decide the matter on the basis of the available record and personal hearing of the bidder or contractor, if availed</p>
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<p>32. Mechanism of Blacklisting</p>	<p>32.7 The procuring Agency shall decide the matter within fifteen days from the date of personal hearing unless the personal hearing is adjourned to a next date and in such an eventuality, the period of personal hearing shall be reckoned from the last date of personal hearing..</p> <p>32.8 The Procuring Agency shall communicate to the bidder or contractor the order of debarring the bidder or contractor from participating in any public procurement with a statement that the bidder or contractor may, within thirty days, prefer a representation against the order before the Authority.</p> <p>32.9 Such blacklisting or barring action shall be communicated by the procuring agency to the Authority and respective bidder or bidders in the form of decision containing the grounds for such action. The same shall be publicized by the Authority after examining the record whether the procedure defined in blacklisting and debarment mechanism has been adhered to by the procuring agency.</p> <p>32.10 The bidder may file the review petition before the Review Petition Committee Authority within thirty days of communication of such blacklisting or barring action after depositing the prescribed fee and in accordance with “Procedure of filing and disposal of review petition under Rule-19(3) Regulations, 2021”. The Committee shall evaluate the case and decide within ninety days of filing of review petition</p> <p>32.11 The committee shall serve a notice in writing upon all respondent of the review petition. The notices shall be accompanied by the copies of review petition and all attached documents of the review petition including the decision of the procuring agency. The parties may file written statements along with essential documents in support of their contentions. The Committee may pass such order on the representation may deem fit.</p> <p>32.12 The Authority on the basis of decision made by the committee either may debar a bidder or contractor from participating in any public procurement process of all or some of the procuring agencies for such period as the deemed appropriate or acquit the bidder from the allegations. The decision of the Authority shall be final.</p>
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Section II - Prequalification Data Sheet (PDS)	
A. General	
ITA 1.1	<p>The identification number of the Invitation for Prequalification is: 002/24/Proc-I</p> <p>The Procuring Agency is: National Disaster Risk Management Fund, 5th Floor, EOBI Building, G-10/4, Islamabad.</p> <p>The contracts are: Services for Media & Outreach Activities.</p>
ITA 2.1	<p>The name of the Procuring Agency is: National Disaster Risk Management Fund</p> <p>The name of the Project or Procurement is: Services for Media & Outreach Activities</p>
ITA 4.2	Maximum number of members in the JV shall be: Not Applicable
ITA 4.7	A list of debarred firms and individuals is available on the PPRA's website: http://www.ppra.org.pk
B. Contents of the Prequalification Document	
ITA 7.1	<p>For clarification purposes, the Procuring Agency's address is:</p> <p>Manager Procurement, National Disaster Risk Management Fund's Office located at 5th Floor, EOBI House, G-10/4, Mauve Area, Islamabad.</p> <p>Phone No: 051-9108300 Ext (415)</p> <p>Email:- muhammad.asif@ndrmf.pk</p>
ITA 7.1 & 8.2	Web page: www.ndrmf.pk
ITA 7.2	Pre-Application Meeting will be held: No
C. Preparation of Applications	
ITA 10.1	This Prequalification document has been issued in the " English " language.
ITA 11.1 (d)	No additional documents are required
ITA 14.2	The source for determining exchange rates is As published by State Bank of Pakistan.
ITA 15.2	In addition to the original, the number of copies to be submitted with the Application is: [One Copy]

D. Submission of Applications	
ITA 17.1	<p>The deadline for Application submission is:</p> <p>Date: 21st December, 2023</p> <p>Time: 1100 hours</p> <p>For Application submission purposes only, the Procuring Agency’s address is:</p> <p>Manager Procurement, National Disaster Risk Management Fund’s Office located at 5th Floor, EOBI House, G-10/4, Mauve Area, Islamabad.</p> <p>Phone No: 051-9108300 Ext (415)</p> <p>Email:- muhammad.asif@ndrmf.pk</p> <p>Applicants <i>shall not</i> have the option of submitting their Applications electronically.</p>
ITA 19.1	<p>The opening of the Applications shall be at:-</p> <p>Date: 21st December, 2023</p> <p>Time: 1130 hours</p> <p>At NDRMF’s Office, 5th Floor, EOBI Building, G-10/4, Islamabad.</p>
ITA 19.2	The electronic Application opening – Not Applicable
E. Procedures for Evaluation of Applications	
ITA 23.1	A margin of domestic preference “ <i>shall not</i> ”] apply
ITA 31.1	<p>If an Applicant wishes to make a Prequalification related Complaint, the Applicant should submit its complaint, in writing (by the quickest means available, that is either by email or fax), to:</p> <p>For the attention: Mr. Bilal Anwar Title/position: Chief Executive Officer Procuring Agency: National Disaster Risk Management Fund Email address: info@ndrmf.pk</p> <p>In summary, at this stage, a Prequalification related Complaint may challenge any of the following:</p> <p>the terms of the Prequalification Documents; and</p> <p>the Procuring Agency’s decision not to prequalify an Applicant.</p>

Section III - Qualification Criteria and Requirements

This Section contains the methods, criteria, and requirements that the Procuring Agency shall use to evaluate Applications. The information to be provided in relation to each requirement and the definitions of the corresponding terms are included in the respective Application Forms.

Eligibility and Qualification Criteria			Compliance Requirements	Documentation
No.	Subject	Requirement	Entity	Submission Requirements
1. Eligibility				
1.1	Nationality	Nationality in accordance with ITA 4.5	Must meet requirement	Forms ELI – 1.1 with attachments
1.2	Conflict of Interest	No conflicts of interest in accordance with ITA 4.6	Must meet requirement	Application Submission Letter
1.3	Eligibility	Not having been declared ineligible as described in ITA 4.7 and 5.1	Must meet requirement	Application Submission Letter
1.4	State-owned enterprise of	Meet conditions of ITA 4.8	Must meet requirement	Forms ELI – 1.1 with attachments
1.5	Registration as Legal Entity and with the Taxation Authorities	Firms Registration and Registration with Income & Sales Tax Authorities as per Taxation Laws of Pakistan and Active Taxpayer	Must meet the requirement	Firm Registration Certificate Tax Registration Certificates with Income & Sales Tax and ATL status for Income & Sales Tax
1.6	Affidavit	An Affidavit on judicial stamp paper that bidder is not Blacklisted by any Public Sector Organization	Must meet the requirement	Affidavit
2. Historical Contract Non-Performance				
2.1	History of Non-Performing Contracts	Not debarred due to any Non-performance of contract or deviation from Bid Securing Declaration in accordance with the provision of Rule-19 of PP Rules or the period of debarment has been over.	Must meet requirement	Form PER-1
2.2	Pending Litigation	Applicant's financial position and prospective long term profitability still sound according to criteria established in 3.1 below and assuming that all pending litigation will be resolved against the Applicant	Must meet requirement	Form PER-1
3. Financial Situation and Performance				
3.1	Financial Capabilities	The audited balance sheets or other financial statements acceptable to the Procuring Agency, for the last <i>three (03)</i> years shall be submitted and must demonstrate the current soundness of the Applicant's financial position and indicate its	Must meet requirement	Form FIN – 1

Eligibility and Qualification Criteria			Compliance Requirements	Documentation
No.	Subject	Requirement	Entity	Submission Requirements
		prospective long-term profitability.		
3.2	Average Annual Turnover	Minimum average annual turnover of Rs. 20 Million calculated as total payments received by the Bidder for contracts completed or under execution over the last three (03) years.	Must meet requirement	Form FIN 2
3.3	Current Contractual Commitments	The Applicant shall also demonstrate, to the satisfaction of the Procuring Agency, that it has adequate sources of finance to meet the cash flow requirements on contracts currently in progress and for future contract commitments.	Must meet requirement	Form CON -1
4. Experience				
4.1	Relevant Experience	At-least Five (05) Years Relevant Experience as per scope of work for working with Government, local/International development Organization	Must meet requirement	Form EXP –1
4.2	Panel of Experts	List of experts engaged with the Firm to execute mentioned tasks in the Scope of Work	Must meet the requirement	List of Expert along with their CVs

Section IV - Application Forms

Application Submission Letter

Date: *[insert day, month, and year]*
IFP-No. and title: *[insert IFP number and title]*

To: *[insert full name of Procuring Agency]*

We, the undersigned, apply to be prequalified for the referenced IFP and declare that:

- (a) **No reservations:** We have examined and have no reservations to the Prequalification Document, including Addendum(s) No(s), issued in accordance with Instructions to Applicants (ITA) 8: *[insert the number and issuing date of each addendum]*.
- (b) **No conflict of interest:** We have no conflict of interest in accordance with ITA 4.6;
- (c) **Eligibility:** We (and our subcontractors) meet the eligibility requirements as stated ITA 4.1, we have not been suspended by the Procuring Agency based on execution of a Bid/Proposal Securing Declaration in accordance with ITA 4.9;
- (d) **State-owned enterprise or institution:** *[select the appropriate option and delete the other] [We are not a state-owned enterprise or institution] / [We are a state-owned enterprise or institution];*
- (e) **Not bound to accept:** We understand that you may cancel the Prequalification process at any time without incurring any liability to the Applicants, in accordance with ITA 26.1. Only suppliers or contractors who have been pre-qualified shall be entitled to participate further in the procurement proceedings
- (f) **True and correct:** All information, statements and description contained in the Application are in all respect true, correct and complete to the best of our knowledge and belief.

Signed: *[insert signature(s) of an authorized representative(s) of the Applicant]*

Name: *[insert full name of person signing the Application]*

In the capacity of: *[insert capacity of person signing the Application]*

Duly authorized to sign the Application for and on behalf of: *[insert full name of the Applicant or the name of the JV]*

Address: *[insert street number/town or city/country address]*

Dated: *[insert date the document is signed i.e. day number] day of [insert month], [insert year]*
[For a joint venture, either all members shall sign or only the authorized representative, in which case the power of attorney to sign on behalf of all members shall be attached]

Form ELI –(1.1 & 1.4) Applicant Information Form

Date: *[insert day, month, year]*

IFP No. and title: *[insert IFP number and title]*

Page *[insert page number]* of *[insert total number]* pages

Applicant's name along with nationality <i>[insert full name]</i>
In case of Joint Venture (JV), name of each member along with nationality: <i>[insert full name of each member in JV]</i>
Applicant's actual or intended country of registration: <i>[indicate country of Constitution]</i>
Applicant's actual or intended year of incorporation: <i>[indicate year of Constitution]</i>
Applicant's legal address [in country of registration]: <i>[insert street/ number/ town or city/ country]</i>
Applicant's authorized representative information Name: <i>[insert full name]</i> Address: <i>[insert street/ number/ town or city/ country]</i> Telephone/Fax numbers: <i>[insert telephone/fax numbers, including country and city codes]</i> E-mail address: <i>[indicate e-mail address]</i>
1. Attached are copies of original documents of <input type="checkbox"/> Articles of Incorporation (or equivalent documents of constitution or association), and/or documents of registration of the legal entity named above, in accordance with ITA 4.5. <input type="checkbox"/> In case of JV, letter of intent to form JV or JV agreement, in accordance with ITA 4.2. <input type="checkbox"/> 2. Included are the organizational chart, a list of Board of Directors, and the beneficial ownership.

In case of JV, the Applicant's information shall include information on each JV member and letter of intent to form JV or JV agreement, in accordance with ITA 4.2

Form- PER 1 (2.1 & 2.2)

Historical Contract Non-Performance, and Pending Litigation and Litigation History

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant’s Name: *[insert full name]*
 Date: *[insert day, month, year]*
 Joint Venture Member Name: *[insert full name]*
 IFP No. and title: *[insert IFP number and title]*
 Page *[insert page number]* of *[insert total number]* pages

Not debarred due to deviation from commitment of Bid Securing Declaration- Not debarred due to non-performance

Year	Non-performed portion of contract	Contract Identification	Total Contract Amount (current value, currency, exchange rate and PKR equivalent)
<i>[insert year]</i>	<i>[insert amount and percentage]</i>	Contract Identification: <i>[indicate complete contract name/ number, and any other identification]</i> Name of Procuring Agency: <i>[insert full name]</i> Address of Procuring Agency: <i>[insert street/city/country]</i> Reason(s) for nonperformance: <i>[indicate main reason(s)]</i>	<i>[insert amount]</i>

Pending Litigation, in accordance with Section III, Qualification Criteria and Requirements

Pending litigation in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.3 as indicated below.

Year of dispute	Amount in dispute (currency)	Contract Identification	Total Contract Amount (currency), PKR Equivalent (exchange rate)

<p><i>[insert year]</i></p>	<p><i>[insert amount]</i></p>	<p>Contract Identification: [indicate complete contract name, number, and any other identification] Name of Procuring Agency: <i>[insert full name]</i> Address of Procuring Agency: <i>[insert street/city/country]</i> Matter in dispute: <i>[indicate main issues in dispute]</i> Party who initiated the dispute: <i>[indicate “Procuring Agency” or “Supplier”]</i> Status of dispute: <i>[Indicate if it is being treated by the Adjudicator, under Arbitration or being dealt with by the Judiciary]</i></p>	<p><i>[insert amount]</i></p>
<p><input type="checkbox"/> No consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4. <input type="checkbox"/> Consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4 as indicated below.</p>			
<p>Year of award</p>	<p>Outcome as percentage of Net Worth</p>	<p>Contract Identification</p>	<p>Total Contract Amount (currency), PKR Equivalent (exchange rate)</p>
<p><i>[insert year]</i></p>	<p><i>[insert percentage]</i></p>	<p>Contract Identification: [indicate complete contract name, number, and any other identification] Name of Procuring Agency: <i>[insert full name]</i> Address of Procuring Agency: <i>[insert street/city/country]</i> Matter in dispute: <i>[indicate main issues in dispute]</i> Party who initiated the dispute: <i>[indicate “Procuring Agency” or “Supplier”]</i> Court/ arbitral award decision: <i>[Indicate if the award decision was against the Applicant or any member of a joint venture.]y]</i></p>	<p><i>[insert amount]</i></p>

Form FIN – 3.1 Financial Situation and Performance

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*

Date: *[insert day, month, year]*

Joint Venture Member Name: *[insert full name]*

IFP No. and title: *[insert IFP number and title]*

Page *[insert page number]* of *[insert total number]* pages

1. Financial data

Type of Financial information in (currency)	Historic information for previous <i>[insert number]</i> years, <i>[insert in words]</i> (amount in currency, currency, exchange rate*, PKR equivalent)				
	Year 1	Year 2	Year 3		
Statement of Financial Position (Information from Balance Sheet)					
Total Assets (TA)					
Total Liabilities (TL)					
Total Equity/Net Worth (NW)					
Current Assets (CA)					
Current Liabilities (CL)					
Working Capital (WC)					
Information from Income Statement					
Total Revenue (TR)					
Profits Before Taxes (PBT)					
Cash Flow Information					
Cash Flow from Operating Activities					

* Refer ITA 14 for the exchange rate

3. Financial documents

The Applicant and in case of JV, members of JV shall provide copies of financial statements for *[number]* years pursuant Section III, Qualifications Criteria and Requirements, Sub-factor 3.1. The financial statements shall:

- (a) reflect the financial situation of the Applicant or in case of JV member, and not an affiliated entity (such as parent company or group member).
 - (b) be independently audited or certified in accordance with local legislation.
 - (c) be complete, including all notes to the financial statements.
 - (d) correspond to accounting periods already completed and audited.
- Attached are copies of financial statements¹ for the *[number]* years required above; and complying with the requirements.

¹ If the most recent set of financial statements is for a period earlier than 12 months from the date of Application, the reason for this should be justified.

Form FIN -2- (3.2)
Average Annual Turnover (Annual Sales Value)

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*

Date: *[insert day, month, year]*

Joint Venture Member Name: *[insert full name]*

IFP No. and title: *[insert IFP number and title]*

Page *[insert page number]* of *[insert total number]* pages

Annual turnover data			
Year	Amount Currency	Exchange rate* (If applicable)	PKR equivalent
<i>[indicate calendar year]</i>	<i>[insert amount and indicate currency]</i>		
		Average Annual Turnover **	

* Refer ITA 14 for date and source of exchange rate.

** Total PKR equivalent for all years divided by the total number of years. See Section III, Qualification Criteria and Requirements, ITA 3.2.

Current Contract Commitments / Contracts in Progress Form CON-1 (3.3)

1. Name of Contract(s)
2. Procuring Agency Contact Information [insert address, telephone, fax, e-mail address]
3. Value of outstanding contracts [current PKR equivalent]
4. Estimated delivery date
5. Average monthly invoices over the last six months (PKR/mon.)

Form- EXP-1 (4.1)

44. Similar Contracts over <i>[insert amount]</i> during the last five (05) years:				
Procuring Agency	Value	Year	Similar Services/allied goods delivered	Country of Destination

Section V - Eligible Countries

Eligibility for the Provision of Goods and Related Services

In reference to ITA 5.1, for the information of the Applicants, at the present time, firms and individuals, supply of goods and Related Services from the following countries are excluded from this Prequalification process:

1. India
2. Israel

Ministry of Interior, Government of Pakistan has notified List of Business Friendly Countries (BVL), information can be accessed through following link:

<http://www.dgip.gov.pk/Files/Visa%20Categories.aspx#L>

Section VI – Scope of Work

Services for Media & Outreach Activities

Scope of Work

National Disaster Risk Management Fund (NDRMF) requires to hire firms to provide comprehensive communication and media services. The selected firm will be responsible for handling all production across media, public relations, international and local events, digital outreach, and advocacy on behalf of NDRMF.

OBJECTIVE

The objective of this Scope of Work is to take onboard media partner (s), for NDRMF to support its communications and outreach function for undertaking all activities including drafting a comprehensive communications strategy for NDRMF as a brand and all its programmatic functions and implementation of all communications related activities that the organization must undertake to build its brand, reach its specific target audiences with the right messages while using the most appropriate mediums and track performance of the media efforts. The media partner must implement these communications and outreach activities while keeping organization's objectives, value for money, and SMART indicators.

SCOPE of WORK

NDRMF Media Department seeks to hire the services of firms to execute important advocacy, visibility and awareness initiatives on behalf of NDRMF.

The agency specialized in information, communication, media production and capacity building (preferably with experience in SWM) will support NDRMF to design and implement a targeted public awareness, community participation, and behavior change programs, as well capacity development activities as and when required while keeping organization's objectives, value for money, and SMART indicators and in close coordination with NDRMF core staff responsible for communications and training functions, in Urdu, English and any regional languages, as deemed appropriate. All the activities and materials will follow international best practices, organizational policies and initiatives, and lessons learnt from previous experiences.

The agency will be responsible for implementation of the following tasks with guidance and approval from NDRMF:

Following are the key tasks required from the media agency/firm, but not limited to:

1. Innovative ideas for Implementing Media Strategy
- 2.
3. Develop media plan and implement those plans for media campaigns that are necessary for NDRMF to achieve its objectives, if required
4. Produce and disseminate effective communication tools (social media, print, audio-visual and audio, and others) coherent with the strategy and after field testing among intended target audiences, and implement public awareness, advocacy for policy reform, behaviour change and community participation activities

5. Develop training plan to achieve these objectives for staff and partners; develop such trainings and impart them.
6. **Communication & Marketing:** The selected Communication partner will collaborate with NDRMF to enhance its communication and marketing strategies. This will involve developing a distinctive brand voice, crafting compelling content, and identifying effective channels to engage and inform the target audience.

7. **ADVOCACY FOR NDRMF**

- 7.1 Develop and execute advocacy campaigns to raise awareness of disaster risk management issues and promote NDRMF's goals.
- 7.2 Engage with key stakeholders, government agencies, and influencers to support advocacy efforts.

EVENT MANAGEMENT

8. Full event management services including event planning, thematic designs, managing list of invites, logistics, venue set ups, theme designs, execution, production and implementation;
9. Generating ideas and also organizing Advocacy Events with impressive message lines
Local and International Events:
10. Assust in plan and manage local and international events, conferences, and workshops related to disaster risk management.
11. Handle all aspects of event logistics, including venue selection, registration, promotion, and onsite management.
12. **Event marketing & Executions:** developing and executing key events themed on the key areas of intervention to engage private partners, the public and donors towards achievement of NDRMF charters.

MEDIA WORKSHOPS

PRODUCTION AND AIRING

13. Develop brand building and campaign related media products, including for radio, TV, print, Out of Home, IEC material, marketing and any other mediums, design roll out plans, and ensure airing, execution, production, printing and dissemination with timely deliveries for intended impact
14. Preparing TVCs from field and coordination for airing on leading channels
15. Audio-visual coverage of events
16. Production of short videos and reels
17. Conduct podcast series with themes
18. Ideas on conducting webinars

Media Production:

19. Create and produce multimedia content for various channels, including television, radio, print, and digital media.
20. Develop creative concepts and scripts for promotional videos, press releases, advertisements, and other media materials.
21. Coordinate with production teams for the timely delivery of high-quality media content.
22. **Creative & Design, Productions & Videos:** In addition to digital assets, firm will be tasked with creative design, video production, and animation services to enhance the visual appeal and effectiveness of NDRMF's communication efforts.

DIGITAL OUTREACH:

23. Undertake all digital media activities for NDRMF including development of a dynamic website and knowledge portal, social media (Facebook, Twitter, Instagram, WhatsApp, and others as identified during formative research during strategy development) management and content production
24. Research based animated videos for knowledge creation e.g Mangroves Plantation, Carbon Credits, Net zero emissions, climate change, Afforestation etc
25. Designing of social media content and IEC materials
26. Monitor digital analytics and provide recommendations for improving online engagement.

27. Digital Design and Development:

The firm will be responsible for developing digital assets such as graphics, videos, and animations to support NDRMF's communication and marketing efforts. This includes designing and developing digital campaigns, creating visual content for social media, and ensuring consistency of brand identity across all digital platforms.

28. **Influencer Management:** The Communication firm will help NDRMF in identifying and managing relationships with key influencers. This includes identifying the right influencers, developing relationships with them, and leveraging their influence to reach the target audience.
29. **Digital Activation:** Leveraging digital platforms, assist in increasing the reach and engagement of the NDRMF initiatives communication efforts. This can include developing a strong online presence through social media, creating engaging content for digital channels, and using data analytics to track and optimise communication strategies.

Social Media Management:

30. The firm will be responsible for managing and developing NDRMF's social media presence across all major social media platforms. This includes creating content, scheduling posts, engaging with followers, and tracking metrics to continuously improve the effectiveness of social media efforts.
31. **Media Buying (TV & Digital):** The partner will be responsible for media buying across both traditional TV and digital platforms to ensure optimal reach and engagement with NDRMF's target audience.

BUILDING LINKAGES WITH MEDIA

32. Correspondence with national and regional press clubs and journalist bodies
33. Arranging meetings with leading print and electronic media persons
34. Arrange short events with Editors, Bureau Chiefs, beat reporters from both print and electronic media
35. Conducting orientation sessions with journalists

PR & Media Relations: The FIRM will manage public relations and media relations on behalf of NDRMF. This involves crafting press releases, organising media interactions, and fostering positive relationships with media outlets to secure favourable coverage.

International PR:

36. Develop and execute international public relations campaigns to promote NDRMF's initiatives and projects on a global scale.
37. Establish relationships with international media outlets and organizations to maximize exposure.

EVENTS/INTERACTION WITH MEDIA

38. Appearance of higher officials on TV talk shows
39. Placement of tickers on national and regional channels
40. Ensuring presence of media on corporate events & regional events
41. Telecast of news packages on TV channels and sharing footage with NDRMF
42. Press conference
43. Manage workshops, conferences, seminars, webinars and meetings with stakeholders
44. Undertake media monitoring for NDRMF to gather all relevant media clippings (print, electronic, and digital) that appear in national media and report them on weekly basis;

PRINT AND ELECTRONIC MEDIA OUTREACH CAMPAIGN

45. Publishing of press release and articles in leading newspapers
46. Publishing on digital platforms/news websites

47. ADVERTISEMENTS IN NATIONAL AND INTERNATIONAL NEWSPAPERS

48. Publishing of advertisements and tenders etc in national and international newspapers as per requirement (display and classified advertisements both)
49. Radio Programs/Spots
50. Publishing of articles in leading local and international newspapers and magazines

SUPPLEMENTS IN NATIONAL AND INTERNATIONAL NEWSPAPERS

DESIGNING AND PRINTING

51. PUBLICATIONS
52. Designing of NDRMF Quarterly Newsletter
53. Success stories
54. Publication and content for coffee table book
55. Content writing and editing skills
56. Based on experience preparing concept notes and ToRs for different activities

MAINTAINING CONTACT DETAILS

57. Preparing list of Editors, Bureau Chiefs, relevant reporters covering beat, ticker desk, anchors, talkshows, podcasts list as per format provided by media department and any other contact details required by NDRMF
58. List of updated international media channels
59. Contact List of leading national and international newspapers focal points to print articles

Events/Activities Report

60. Each activity is to be properly recorded through short video clip, highlights and report writing of the event with pictorial inputs.

ANY OTHER TASK

61. Undertake any other activities related to communications and outreach that are deemed necessary to be undertaken by the communication strategy, implementation plans, or any other ad-hoc requests related to communications and outreach specified by NDRMF staff responsible for communications and training functions.
 - ANY OTHER TASKS ASSIGNMENT BY NDRMF RELATED TO MEDIA & COMMUNICATION ACTIVITIES

Assignment Duration:

Company(ies) will be hired for the duration of 3 years

Minimum Qualification and Experience Requirements

Firms are expected to propose experts adequately qualified and experienced and demonstrate capacity to undertake efficiently the tasks/responsibility described above. Specific qualification and experience requirements for the agency are as follows:

The Communication and Media firm should have the following qualifications and experience:

- a) At least five (5) years of similar experience of working with government, local and international development organizations for undertaking events, strategies, electronic, print and social media campaigns
- b) The firm must have executed various communications and media projects of government, UN and development partners funded projects.
- c) Proven experience in providing communication and media services, including media production and public relations.
- d) Demonstrated expertise in international public relations and event management.
- e) Proficiency in digital marketing and online engagement.
- f) Average annual turnover of PKR 20 million in the last three years
- g) Registered as a firm/company as per applicable government laws and have established offices including Islamabad to ensure smooth functioning and execution of activities.
- h) Competent, qualified, experienced and responsible team to manage the full scope of work listed above.

- i) List of Experts engaged with the firm to execute mentioned task in the Scope of Work
- j) Must be accredited with PID for publication of Advertisements

Part-2

Section VII – Bidding Process after Prequalification

In connection with the “Invitation for Prequalification” and subsequent prequalification of the Applicants, the Procuring Agency, will issue the set of Bidding Document to the Prequalified Applicants inviting them to take part in the Primary Procurement Process for the procurement of Goods and non-consultancy services, and this process may lead to Open Framework Agreement(s) being concluded with the successful Bidder(s).

Step-1:- Prequalification

Step-2:- Issuance of Standard Bidding Document to Prequalified Firms

Step-3:- Notification of Intention to Conclude a Framework Agreement(s)

Step-4:- Open Framework Agreement with Multiple Service Providers (evaluated).

STEP-5:- Secondary Procurement:-

The methods and the criteria that the Procuring Agency shall use to conduct a Secondary Procurement process to select a Service provider and award a Call-off Contract under Open Framework Agreement as per any one of the following:-

- (i) competitive quotations through mini-competition (Through Request for Quotation)
- (ii) direct selection based on location, and
- (iii) direct selection based on balanced division of supply.
