

BIDDING DOCUMENT/REQUEST FOR PROPOSAL (RFP)



REQUEST FOR PROPOSALS

**“HIRING OF SOCIAL MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND
DIGITAL CAMPAIGN FOR PRIVATISATION COMMISSION, MINISTRY OF
PRIVATISATION”**



GOVERNMENT OF PAKISTAN
MINISTRY OF PRIVATISATION
PRIVATISATION COMMISSION

REQUEST FOR PROPOSALS

**HIRING OF SOCIAL MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND
DIGITAL CAMPAIGN FOR PRIVATISATION COMMISSION, MINISTRY OF
PRIVATISATION**

Sealed bids are invited from Media Firms registered with Sales Tax / Income Tax Departments / relevant authorities for **“HIRING OF MEDIAFIRM SERVICES FOR SOCIAL MEDIA REVAMP AND DIGITAL CAMPAIGN FOR PRIVATISATION COMMISSION, MINISTRY OF PRIVATISATION, ISLAMABAD”**.

2. **Single Stage – two Envelope (Quality and Cost Based)** procedure will be adopted under Rule 36 (b) of PPRA Rules-2004. The sealed bids, complete in all respects, should be submitted through EPADS, and the original DD/ P.O. amounting to Rs.60,000/- must be substantiated to Privatisation Commission via registered courier.
3. The closing time for receiving the bids the bids is **12:00 PM (noon)** on ^{12th} **November 2025**, and the bids shall be opened publicly on the same date at **12:30 PM** at Committee Room of Privatisation Commission, 4th Floor, New Pak Secretariat, Kohsar Block, F/5, Islamabad.
4. The RFP documents along with detailed terms and conditions is available on EPADS <https://eprocure.gov.pk>, PPRA's website www.ppra.gov.pk and official website of Privatisation Commission www.privatisation.gov.pk
5. No bid shall be entertained if not applied through EPADS.
6. All terms and conditions contained in the RFP / Bidding Documents shall apply.
7. Privatisation Commission reserves the right to accept or reject any or all proposals in accordance with PPRA Rules-33.

Director (Media)

Ministry of Privatisation, Privatisation Commission
4th Floor, New Pak Secretariat, Kohsar Block, **Islamabad**

051-9206931

www.privatisation.gov.pk

GOVERNMENT OF PAKISTAN
MINISTRY OF PRIVATISATION, PRIVATISATION COMMISSION,
4TH FLOOR, NEW PAK SECRETARIAT, KOHSAR BLOCK, ISLAMABAD

1.0 INSTRUCTIONS TO BIDDERS:

This Tender document shall be used for the submission of Competitive Bids for participation in the subject tender. Interested bidders may download the tender document from the PPRA's and Privatisation Commission websites. Submission of bids through EPAD is a mandatory requirement, and only the original DD/PO should be submitted to Privatisation Commission via a registered courier. The qualified bidders with the highest final score, and subject to the approval of the work plan, will be awarded the contract.

2.0 DATE, TIME & ADDRESS FOR SUBMITTING BIDS:

Name of Procuring Agency:	Privatisation Commission
Last date for response submission:	12 th November, 2025 till 12:00 PM
Opening Date & Time:	12 th November, 2025 at 12:30 PM
Opening Place:	Committee Room, 4 th Floor, New Pak Secretariat, Kohsar Block, Islamabad.
Contact Person:	Director (Media)
Phone No:	9206931

3.0 TERMS & CONDITIONS FOR TENDER SUBMISSION:

- a. The tender should be filled in and typed correctly. No correction/alteration is allowed. Each page must be signed and stamped. Incomplete forms will not be accepted.
- b. Single Stage - Two Envelope (Quality and Cost Based) Bidding Procedure specified in the Public Procurement Rules, 2004 shall be followed for receiving and processing the bids. Bid Security not less than **RS. 60,000** as mentioned in tender documents in the shape of **Pay Order/Bank Draft** is required in the name of the **Privatisation Commission, New Pak Secretariat, 4th Floor, Islamabad**. Neither personal cheques nor the bids received without earnest money will be accepted.
- c. The bid validity period is 90 days from the date of publication.
- d. In case, the tender is accepted by the competent authority, the bid security will be retained till completion of the agreement period. However, the bid security of the unsuccessful bidders will be returned on receipt of a written request.
- e. The offered rates should include GST/Government taxes, delivery, installation and necessary content uploading on social media sites.
- f. The bid must indicate the sound financial status of the bidder. It should be supported by evidence, like a bank statement of last 3 years.
- g. National Tax No., GST Registration Number and Vendor Number and must be indicated by each bidder on the letterhead.

- h. Any lapse in fulfilling requirements or any other stipulated condition (s) in the tender shall render the bid liable to rejection.
- i. The contract will be awarded to the highest evaluated bidder as the Most Advantageous Bid after approval by the Procurement Committee / Competent Authority, whose decision will be treated as final.
- j. The result of the bid evaluation under Rule 35 of PP Rules, 2004 will be announced fifteen days prior to the award of contract to the successful bidder. In case of any complaint of bidder, a Redressal Grievance Committee already constituted in the Privatisation Commission will address the grievances.
- k. The procuring Agency may reject all the bids or proposals at any time prior to the acceptance of a bid or proposal under rule 33 of the Rules *ibid*.
- l. The interested firms must give full address of their Head Office & Branch Offices with Telephone/Fax Numbers and contact persons on the letterhead.
- m. Income Tax/any other tax, if leviable, will be deducted at source on the prescribed rate for onward payment to the Income Tax Department/Government.
- n. A 5% of the total quoted price by the bidder as performance guarantee will be obtained from the successful bidder, which will be retained till completion of the assignment period.

4.0 SCOPE OF WORK FOR THE MEDIA FIRM:

Services Overview: Privatisation Commission (PC) is committed to enhancing transparency, public engagement, and the dissemination of timely and accurate information to citizens and stakeholders. PC's presence on key social media platforms (Facebook, X (Twitter), LinkedIn, YouTube and Instagram etc.) is critical for effective communication strategy.

To effectively manage these channels, amplify our reach, and engage with a diverse audience, we seek to engage a professional, experienced, and creative social media management firm. The firm will be responsible for the end-to-end management of these accounts under supervision of Privatisation Commission, including strategy, content generation, design, publishing, community management, and performance analysis. It is expected to provide full digital communication support, including preparation of animations, documentaries, advertisements, special reports, supplements and content calendars pertaining to Privatisation Commission's area of responsibility.

The scope of the responsibilities expected for assigned services is as under:

A. Social Media Strategy & Planning:

- Develop a comprehensive social media strategy aligned with the PC's communication goals.
- Create a detailed content calendar (monthly/quarterly) for approval, ensuring a mix of promotional, informational, educational, and engaging content.
- Plan and execute campaigns around key privatisation initiatives of the government, important transactions, performance and achievements of PC, national events, and public holidays.

B. Content Creation:

- Generate original, creative, and platform-specific content (text, images, videos, infographics, GIFs, stories, etc.).
- Ensure all content is accurate, fact-checked, non-partisan, and adheres to the government's branding and communication guidelines.
- Develop high-quality graphic designs and short-form videos optimized for each platform (this may require deployment of cameraman on PC premises).

C. Account Management & Publishing:

- Schedule and publish posts daily across platforms (Facebook, X, LinkedIn, You Tube & Instagram).
- Maintain a consistent brand voice that is professional, authoritative, yet accessible and engaging.

D. Community Management & Engagement:

- Monitors all comments, messages, and mentions daily and respond promptly and appropriately.
- Proactively engage with followers, relevant influencers, and other government handles.
- Escalate sensitive or critical issues to the designated official within PC immediately.

E. Analytics, Reporting, and Improvement:

- Track, measure, and analyze key performance indicators (KPIs) for all platforms.
- Submit a comprehensive monthly performance report including metrics on reach, engagement, follower growth, top-performing posts, and insights/recommendations.
- Use data analytics to continuously refine strategy and content for improved performance.

F. Brand Positioning:

- Craft a clear Privatisation Commission strategy considering demographics, geographic data, and customer/consumer interests.

G. Brand Awareness:

- Develop and execute strategies for content marketing, community management, paid advertisements, and public relations.

H. Research:

- Conduct a detailed analysis based on Privatisation Commissions vision and objectives.

I. Search Engine Optimization:

- Search engine optimization for the Privatisation Commission website, LinkedIn YouTube, others etc.

J. Crises Communication:

- Streamlining the crises communication framework for Privatisation Commission.

5.0 Contract Commencement, Completion, Modification and Termination

Details are appended below:

I. Effectiveness of Contract	A Contract shall come into force and effect on the date (the "Effective Date") of the Procuring Agency's notice to the Firm instructing the Firm to begin carrying out the Services.
II. Termination of Contract for Failure to Become Effective	If the Contract has not become effective within such time period after the date of Contract signature, either Party may, by not less than thirty (30) days written notice to the other Party, declare the Contract to be null and void, and in the event of such a declaration by either Party, neither Party shall have any claim against the other Party with respect hereto.
III. Commencement of Services	The Firm shall confirm availability of Key Experts and begin carrying out the Services not later than 07 days after the Effective Date.
IV. Expiration of Contract	Unless terminated earlier pursuant, the Contract shall expire on completion of One year from the 'Effective Date'.
V. Modifications or Variations	<p>Any modification or variation of the terms and conditions of the Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.</p> <p>In cases of any modifications or variations, the prior written consent of the Procuring Agency is required.</p>
VI. Force Majeure	
i. Definition	<p>1) For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable, and makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible under the circumstances, and subject to those requirements, includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action confiscation or any other action by Government agencies.</p> <p>2) Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or such Party's Experts, Sub-Firms or agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected to both take into account at the time of the conclusion of this Contract, and avoid or overcome in the carrying out of its obligations hereunder.</p> <p>3) Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.</p>

<p>ii. No Breach of Contract</p>	<p>The failure of a Party to fulfill any of its obligations under contract shall not be considered to be a breach of, or default under, the Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of the Contract.</p>
<p>iii. Measures to be Taken</p>	<p>1) A Party affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.</p> <p>2) A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) calendar days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.</p> <p>3) Any period within which a Party shall, pursuant to the Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.</p> <p>4) During the period of their inability to perform the Services as a result of an event of Force Majeure, the Firm, upon instructions by the Procuring Agency, shall either:</p> <p style="padding-left: 40px;">(a) demobilize, in which case the Firm shall be reimbursed for additional costs they reasonably and necessarily incurred, and, if required by the Procuring Agency, in reactivating the Services; or</p> <p style="padding-left: 40px;">(b) continue with the Services to the extent reasonably possible, in which case the Firm shall continue to be paid under the terms of the Contract and be reimbursed for additional costs reasonably and necessarily incurred.</p> <p>5) In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled according to bid document.</p>
<p>iv. Suspension</p>	<p>The Procuring Agency may, by written notice of suspension to the Firm, suspend all payments to the Firm hereunder if the Firm fails to perform any of its obligations under this Contract, including the carrying out of the Services, provided that such notice of suspension</p> <p style="padding-left: 40px;">(i) shall specify the nature of the failure, and</p> <p style="padding-left: 40px;">(ii) shall request the Firm to remedy such failure within a period not exceeding thirty (30) calendar days after receipt by the Firm of such notice of suspension.</p>

VII. Termination

The Contract may be terminated by either Party as per provisions set up below:

i. By the Procuring Agency

1) The Procuring Agency may terminate the Contract in case of the occurrence of any of the events specified herein below. In such an occurrence the Procuring Agency shall give at least thirty (30) calendar days' written notice of termination to the Firm in case of the events referred to in (a) through (e); and at least five (5) calendar days' written notice in case of the event referred to in (f):

(a) If the Firm fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice of suspension

(b) If the Firm becomes (or, if the Firm consists of more than one entity, if any of its members becomes) insolvent or bankrupt or enter into any agreements with their creditors for relief of debt or take advantage of any law for the benefit of debtors or go into liquidation or receivership whether compulsory or voluntary;

(c) If the Firm fails to comply with any final decision reached as a result of arbitration proceedings

(d) If, as the result of Force Majeure, the Firm is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days;

(e) If the Procuring Agency, in its sole discretion and convenience decides to terminate this Contract;

(f) If the Firm fails to confirm availability of Key Experts as required under contract.

2) If the Firm, in the judgment of the Procuring Agency has engaged in Fraud and Corruption, in competing for or in executing the Contract, then the Procuring Agency may, after giving fourteen (14) calendar days written notice to the Firm, terminate the Firm's employment under the Contract.

ii. By the Firm

1) The Firm may terminate the Contract, by not less than thirty (30) calendar days' written notice to the Procuring Agency, in case of the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause.

(a) If the Procuring Agency fails to pay any money due to the Firm pursuant to the Contract and not subject to dispute within forty-five (45) calendar days after receiving written notice from the Firm that such payment is overdue.

(b) If, as the result of Force Majeure, the Firm is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days.

(c) If the Procuring Agency fails to comply with any final decision reached as a result of arbitration proceedings.

(d) If the Procuring Agency is in material breach of its obligations pursuant to the Contract and has not remedied

	the same within forty-five (45) days (or such longer period as the Firm may have subsequently approved in writing) following the receipt by the Procuring Agency of the Firm's notice specifying such breach.
iii. Cessation of Rights and Obligations	1) Upon termination of the Contract, or upon expiration of the Contract, all rights and obligations of the Parties thereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the obligation of confidentiality (iii) the Firm's obligation to permit inspection, copying and auditing of their accounts and records set forth and to cooperate and assist in any inspection or investigation, and (iv) any right which a Party may have under the Applicable Law.
iv. Cessation of Services	1) Upon termination of the Contract by notice of either Party to the other, the Firm shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum. With respect to documents prepared by the Firm and equipment and materials furnished by the Procuring Agency, the Firm shall proceed as provided, respectively.
v. Payment upon Termination	1) Upon termination of the Contract, the Procuring Agency shall make the payments to the Firm or vice versa:

6.0 AGENCY/FIRM PROFILE SUBMISSION

All Firms must provide a complete profile of the firm as part of their bid which must include the following documents:

Sr. No.	Name	List of Documents	Mark
1	Letter of introduction	A brief letter detailing the prospective firm's suitability for Assignment.	Must
2	Firm Profile	A comprehensive profile of the firm	Must
3	Team Information	<ul style="list-style-type: none"> ● CVs of all partners and key staff. ● An organizational chart. ● Certificates of expertise and training from industry recognized programs for relevant team members. 	Must
4	Incorporation and Tax Certificates	<ul style="list-style-type: none"> ● The firm's incorporation certificate along with the NTN certificate. ● Proof of being on the active taxpayers list (income and sales tax) of the concerned revenue authority, including the taxpayer list serial number (downloadable from FBR's website). 	Must
5	Tax Returns	Copies of tax returns of previous (03) years	Must

6	Experience	<ul style="list-style-type: none"> • Proof of at least 3 years of experience working with both government organizations/agencies and private sector, showcasing purchase orders/work orders in support of the above. • Proof of managing digital campaigns, digital content creation, advanced analytics for at least 3 years, including pictures and timelines, showcasing purchase orders/work orders in support of the above. 	Must
7	References	Minimum of three client testimonials reflecting the quality and impact of the agency's work, from recent clients not older than 3 years	Must
8	Office Presence	Proof of an already running office / office space in Islamabad	Must
9	Portfolio of Work	<ul style="list-style-type: none"> • Documentation of digital content creation, social media management, SEO and SEM strategies, the use of emerging technologies, AI and advanced analytics tools employed in past 3 projects • At least 3 detailed digital campaign reports showing performance metrics such as engagement rates, digital reach, conversion rates, ROI, etc. (not older than 5 years) 	Must
10	Agency's Digital Presence	An overview of the agency's own digital presence, including social media profiles, website, and other online platforms, along with engagement metrics	Must
11	Marketing Strategy Proposal	<p>Detailed proposal outlining marketing strategy;</p> <ul style="list-style-type: none"> • Details of tools to be utilized for campaign execution, content creation, and alignment with Privatisation Commission content goals. • Detailed assessment of current SEO and SEM reports of Privatisation Commission channels, and analytics using social listening tools and strategy for improvement 	Must
12	Creative Strategy	Detailed proposal outlining the creative thought process of the agency, SOPs, past campaigns helping show how the creative thought process of the agency works-from idea inception to final delivery.	Must

7.0 EVALUATION CRITERIA AND PROCESS

All bidders whose Expressions of Interest are complete at opening, will be evaluated on the basis of the technical evaluation criteria detailed in Section 7 of this document.

Applicants who fail to submit any of the documents detailed in Section 6 will be rejected.

Those bidders who fail to achieve the minimum criteria (as required by section 7.1) for technical evaluation will not be qualified and their financial proposals will not be opened.

The contract will be awarded to the most advantageous bidder after the final evaluation; who will execute the work according to the terms and conditions of the contract.

7.1 TECHNICAL EVALUATION CRITERIA

Sr.#	Requirements	Points
1	Number of Public sector clients (Completion Certificates as proofs) 5+ 4-5 Less than 4	15 08 03
2	Number of private sector client (Completion Certificates as proof) 10+ 5-9 Less than 5	15 08 03
3	Team structure and experience (Resumes and org chart required as a proof) 20+ Full time resources 10 - 20 Full time resources Less than 10 full resources (Number of full-time resources <i>with relevant certifications and over 3 years of experience in digital marketing</i>)	20 10 05
4	Financial Strength (Total Revenue based on audited financial statement 2023-24 or a year earlier) 50+ Million PKR 30+ Million PKR 20+ Million PKR Less than 20 Million PKR	10 07 05 03
5	Experience of planning and executing a high-profile (Nation Wide Campaign or Targeted Campaign for National/International Organization) digital campaign with verified outreach of at least 500K impressions 7+ Campaigns 5-7 Campaigns Below 5 Campaigns (Showcase plans, pictures and proof of execution with outreach figure)	10 06 03

<p>Presentation</p> <p>Demonstrate experience and skill in</p> <ul style="list-style-type: none"> i) Planning, designing and executing promotional digital campaigns (5) ii) Content Generation with original designs and creative writing (5) iii) Amplifying outreach and engagement (5) <p>Present a strategy for the digital media handling of Privatisation Commission including plans for transforming current digital presence, tools and methods to be employed for the purpose etc (15)</p>	<p>30</p>
<p>Total Marks</p> <p>(To be considered technically qualified and proceed to financial opening, a bidder must achieve a minimum overall technical score of 50 marks out of 100.)</p>	<p>100</p>

7.2 Final Evaluation Criteria:

(1) The bids shall be evaluated on a Quality & Cost Based Selection, with 70% weightage being allotted to technical proposals, and 30% weightage being allotted to financial proposals.

(2) The weightage of the marks obtained in the above criteria shall be seventy percent (70%) and will be calculated as under:

$$A = (\text{Marks Obtained out of 100}) \times 0.7$$

(3) Criteria for evaluation of quoted prices is as under:

$$B = [100 \times (\text{Lowest Financial Proposal Value Among Qualified Bidders/Financial Proposal Value to be evaluated})] \times 0.3$$

Final Score shall be calculated as per the following formula: Final Score = A + B

(4) The contract will be awarded to the firm obtaining highest Final Score (most advantageous bid).

(5) Applicants must meet all the above minimum required qualification criteria to qualify. Failure to meet any of the above criteria will disqualify a bidder.

The Financial Proposal format, Integrity Pact Forms provided at Annexure I and II.

8.0 Key Terms:

8.1 Scope of Work:

- 8.1.1 Provision of Services Privatisation Commission may request the Service Provider for any of the Services specified in the RFP and the contract, as required by Privatisation Commission from time to time.
- 8.1.2. The Service Provider shall provide the Services to Privatisation Commission as per the scope/ specifications/ requirements set out in the Work Order or as per the scope/ specifications/ requirements set out in the EOI (collectively "**Specifications**") or as may be communicated to the Service Provider by Privatisation Commission as part of the final scope of the Assignment.
- 8.1.3. If the Service provider fails to deliver any or all of the Services or to perform the Services within the period(s) specified in the Contract, the Privatisation Commission shall, without prejudice to its other remedies under the Contract, deduct from the Contract Price, as liquidated damages, a sum equivalent to the percentage specified 10 % of the to **10%** of the monthly fee for the specific service or milestone that was delayed. Once the maximum is reached, the Privatisation Commission may consider termination of the Contract as per the remedies available under rules.
- 8.1.4. The Services shall be provided as per prudent industry practice.
- 8.1.5. Privatisation Commission shall have the right to discontinue an Assignment or any part of the Services at any time through prior written notice to the Service Provider.

9.0 Payment for Services

- 9.1 Privatisation Commission shall make payment to the Service Provider in Pakistani Rupees on Monthly basis which shall be inclusive of any and all applicable taxes, levies or duties ("**Consideration**").
- 9.2 Privatisation Commission shall have the sole and absolute discretion to determine whether the Services rendered by the Service Provider conform to the Scope of Work defined in the Contract or relevant Work Order. Such determination by Privatisation Commission shall be final and binding on the Service Provider.
- 9.3 If the Service Provider wishes to engage a third party in relation to the performance of its obligations under this Agreement or make payment to a third party in relation to its obligations under this Agreement, it shall obtain prior written approval of Privatisation Commission, provided that outsourcing of the Assignment in whole or in part, to any other third party shall not release the Service Provider of its obligations, responsibilities and liabilities under this Agreement in any manner whatsoever and the

10.0 Rejection of Services

10.1 If the Services fail to conform to the requirements of the Specifications, Privatisation Commission shall be entitled to reject the Services without incurring any liability whatsoever. In case Privatisation Commission rejects the Services, the Service Provider shall carry out all such actions necessary to bring the Services in line with the Specifications, failing which the Service Provider shall not be liable to payment of the Consideration. Privatisation Commission may also, at its discretion, accept such Services that are otherwise liable to be rejected pursuant to the provisions of this Agreement and prorate the payment of the Consideration based on the quality of Services received.

11.0 Term

11.1 This Agreement shall become effective on the Signing Date and shall continue till completion of One calendar year therefrom, unless otherwise terminated. The term may be extended for an additional period at the discretion of Privatisation Commission, subject to mutual consent of the Parties, subject to compliance with applicable laws.

11.2 Independent Contractor

The Service Provider is an independent contractor. The relationship between Privatisation Commission and the Service Provider shall not be construed to be that of an employer and employee, or a partnership, joint venture or agency of any kind. All employees, agents, contractors, and other personnel engaged by the Service Provider for performing the Services shall be and shall remain employees of the contractor and shall not be deemed to be employees of Privatisation Commission for any purpose whatsoever. All necessary tools and equipment to execute the tasks will be the sole responsibility of the service provider.

11.3 Integrity Pact

The Service Provider shall undertake to sign an Integrity Pact in accordance with prescribed format attached hereto for the services provided under the Contract or relevant work order.

11.4 Only One Proposal

Shortlisted Consultants may only submit one proposal. If a Consultant submits or Participates in more than one proposal, such proposals shall be disqualified. Participation of the same Sub Consultant, including individual experts, to more than one proposal is not allowed.

FINANCIAL PROPOSAL

Sr. #	Description of Tasks	Cost/ Month (Inclusive of all taxes) A	Total Cost/ Year (Inclusive of all taxes)
1	<p>Total cost of completing the assignment as per scope of work for communication content creation/ communication strategies according to the scope of work for 12 months.</p> <p>Scope of the work: .</p> <ul style="list-style-type: none"> a. Social Media Strategy & Planning including aligning of Influencers and brand ambassadors b. Content creation for media platforms: Facebook, X, TikTok, Instagram and You Tube etc c. Brand positioning, awareness, research d. Production of videos and reels highlighting success stories, human interest stories and testimonials e. Preparation of targeted advertisements, testimonials as well as special promos. f. Multilingual services: Bilingual content creation including translation services g. Analytics & reporting: monthly, quarterly, annually h. Crisis communication i. SEO for the Privatisation Commission website. 		

• **Note: It should be provided on the company letterhead duly signed & stamped.**

INTEGRITY PACT

HIRING OF SOCIAL MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND DIGITAL CAMPAIGN FOR PRIVATISATION COMMISSION"

Contract No. _____ Dated _____

Contract Value: _____ Contract Title: _____

1. [Name of Supplier] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by GoP through any corrupt business practice.

2. Without limiting the generality of the foregoing, [name of Supplier] represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

3. [Name of Supplier] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

4. [Name of Supplier] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other rights and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

5. Notwithstanding any rights and remedies exercised by GoP in this regard, [name of Supplier] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten time the sum of any commission, gratification, bribe, finder's fee or kickback given by [name of Supplier] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

Name of Buyer:

Name of Seller/Supplier:

Signature:

Signature:.....