

Expression of Interest (EOI) FOR The Hiring of Company for Video Documentary & Video Advertisement Production



March 2022

PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
GOVERNMENT OF PAKISTAN

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1 Pakistan Software Export Board (G) Ltd - An Introduction

The Government of Pakistan established the Pakistan Software Export Board (PSEB) for the facilitation and development/advancement of the local IT industry. It is a guarantee-limited company owned and funded by the Government of Pakistan working under the Federal Ministry of Information Technology (IT & Telecommunication Division). The company has its Board of Directors, chaired by the Federal Minister of IT and Telecommunications.

Since the date of its inception, being the apex body within the Government charged with the task of accelerating/enhancing Pakistan's IT and IT-enabled services (ITeS) industry, PSEB has done a tremendous job by providing timely and relevant policy input and by supporting the IT industry through the introduction of several projects and programs in the areas of Infrastructure Development, Human / Intellectual Capital Development, Company Capability Certification, International Marketing, and Image Building, etc.

2 Purpose of this Document

The purpose of this document is to denote/specify the deliverables associated with the projects of the Pakistan Software Export Board and the procedure/approach, which PSEB will follow to assess, evaluate and select the firm/company capable of Producing video documentaries and video add.

3 Objectives of the Project

Introduction to the Project:

This project aims to highlight and project the IT industry of Pakistan to encourage foreign and domestic investors to invest in our IT industry to increase the export earnings of Pakistan. Following will be the scope of work for the hiring of a company to produce Videos:

3.1 Scope of Work

Video Documentary (Lot -A)

The proposed video is to portray Pakistan's IT sector as a fast-growing sector with both domestic and foreign demand and significant support by the public sector in the form of strong incentives and subsidized facilities. Following parameters may be considered in this regard:

The film shall cover all aspects of the Project

- Software Technology Parks with affordable office space and bandwidth
- A large number of English speaking IT professionals
- High quality IT resources at cost-effective rates
- Foreign clients in at least fifty countries
- Host of multinational companies (MNCs) present
- Improving Economy

- An excellent telecommunications infrastructure with five mobile operators and six international cables
- Large domestic market etc.

Successful Implementation of large-scale public IT projects such as Passport automation, ID card automation, car registration, etc.

To create a good impression about the IT industry of Pakistan for a viewer, the documentary may cover the following footage:

- Footage of different Software Technology Parks (STPs)
- Footage of software houses and call centers
- Footage of mobile operators and data centers
- Footage of top web applications and e-commerce sites developed by Pakistani companies
- Footage of top mobile applications developed by Pakistani companies
- Footage of top Pakistani universities in IT
- Footage of PSEB's stalls at local and foreign events
- Footage of PSEB's delegations to different countries
- Footage of different programs of PSEB, including market studies, international certifications, IT internships, IT training courses, bandwidth in STPs, etc.
- Statements from CEOs of at least 5 top software houses and call centers
- Statements from Minister IT, Secretary IT, MD PSEB, Chairman PASHA, and Chairman TDAP
- Testimonials of CEOs/CIOs of at least 5 foreign IT customers
- Testimonials of CEOs/CIOs of at least 5 local IT customers
- Bullets about why Pakistan is an attractive destination for IT outsourcing

The content development and scriptwriting will be the responsibility of a selected company

Cost Include

THE WORK/ COST INCLUDE:

- a) Concept, script, background music.
- b) Hiring of all necessary equipment to shoot this short film.
- c) Hiring of Narrator / Anchor.
- d) Will be responsible for post-production
 - i) Studio hire for editing charges
 - ii) Animation charges
 - iii) Music compositions and voice-over charges. The music is taken for background, support, etc., should be royalty-free.
 - iv) Any other charges.
- e) Travel, boarding, and lodging for the entire crew.
- f) Any charges for Aerial shooting. However, the requisite the agency themselves will take permissions.

g) Delivery in the format: Pen Drive/Hard Disk Drive.

Duration

The duration of the documentary will be 8 to 10 minutes & 1-minute montage

Language

The language of the documentary will be 2 versions Urdu and English with English subtitles where Urdu is spoken.

Other Requirements

- The script should be open for changes in content and other adjustments.
- Movies must be shot with a high-definition camera. Display Resolution should be 4K.
- All movies must be new/fresh, i.e., not displayed anywhere.
- All music used should be royalty-free or exclusively produced.
- All content submitted subsequently will be the exclusive and intellectual property of PSEB.

The master copies of the film and the edited short film will be the sole property of PSEB; the bidder cannot use any part or clip edited or raw in any form without permission from the PSEB.

International Advertisement (Lot-B)

PSEB aims to promote Pakistan as a Destination of Choice for global IT Investors. Promoting Pakistan as a competitive choice for outsourcing is vital to secure foreign investments. Video promotional campaigns are effective in this context. A series of local and international Video advertisements were previously launched. As a result of such targeted international promotions, many IT companies opened up their development centers in Pakistan.

The advertisement would be placed in reputable international TV channels such as CNN, BBC, etc. These activities would add to the business leads and affect the entry of foreign companies in Pakistan.

Duration & Number

2 advertisements of 1 min each and condensed versions of 20 and 30 seconds

Other Requirements

- The script should be open for changes in content and other adjustments.
- The language of the video advertisement will be English.
- Ad must be shot with a high-definition camera. Display Resolution should be 4K.
- All content must be new/fresh.
- All music used should be royalty-free or exclusively produced.
- All content submitted subsequently will be the exclusive and intellectual property of PSEB.

The ad should be shot according to international standards and specifications.

9 What must be included in the proposal?

- Storyboard presentation for PSEB
- Project Organization and Management Plan
- Graphic designing samples for posts, Successful campaigns, project profiles, and graphics and growth record
- Content Samples
- Team details (No. of members, skills, experience) on Annex -I format
- Details of Projects completed. On Annex-II format
- Client list and their testimonials for previous clients, including a contact list for verification.
- Bank statement
- Audited Accounts
- Incorporation status
- National Tax Certificate and sales tax registration certificate
- Affidavit to the effect that the company has not been blacklisted by any government *department*
- Examples on USB of Graphic Designs and Content.
- Brief description of the top three projects by your company, which closely match the objective of this Project. Contact information of those 3 customers, including name, title, organization, and mobile number.

5 Timelines

The hired company will provide a timeline to complete the Project. The maximum time duration to complete the Project is 3 months

6 Copyright

All the content (including content, images, etc.) should be original and developed for PSEB.

The company needs to seek permission first to use any copyright or trademarked content. Entries containing any unauthorized content will be disqualified.

The bidder will transfer all the rights to PSEB; PSEB reserves all rights to use all the content at any platform.

The master copies of the film and the edited short film will be the sole property of PSEB; the bidder cannot use any part or clip edited or raw in any form without permission from the PSEB.

7 Bidding Process

A two-stage bidding procedure will be followed



8 Technical Proposal Points Allocation/Selection Criteria for Lot-A & B

The technical proposals/bids must be submitted in conformance with the format given under #9.3 and Technical Bid Criteria for the Portal

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile (company incorporation certificate is a must)	5	01 mark per year (Max. 5 Marks)	5
2	Financial Position (Last year audited report is a must for turnover points)	10	Annual turnover +30 million	10
			Annual turnover +10 million	3

3	Relevant Video Production experience of the firm in similar projects as per Annex-II	20	Successfully developed documentaries with a minimum worth of Rs. 2 million Min. 5 Projects (1 Project = 2 Marks)	20
4	<p>Qualification and Competence of the proposed Team Members–Full Time/Part-time/ On-call deployed on this project Annex -I B Enlist name of management tools for social media</p> <p>(Attach list of team members of the team as per the Annex-I A</p> <p>Minimum Eligibility Criteria for Proposed Team: Excellent technical capacities of the proposed Team to ensure smooth and high quality production including-</p> <ul style="list-style-type: none"> ☑ The Team leader must have a minimum of five (5) years of relevant experience. ☑ The Script Writer must have a minimum of 5 (five) years of experience in writing scripts for TV spots/ video documentaries/docu-drama ☑ The lead cameraman must have at least five (5) years of experience in operating broadcast-standard video camera equipment. ☑ The Video Editor must have a minimum of 5 (five) years of experience in video editing for producing at least five TV spots/video documentaries/docu-drama <p>**Note: All Proposers must submit the necessary documentation to substantiate the above qualifications/criteria. Proposals that will not meet above qualifications/criteria shall not be considered for the next step of the procurement processes.</p>	30	Relevant work experience of Director (One project=0.5 marks)	10
			Relevant work experience of Producer (One project=1.0 marks)	10
			Relevant experience of screen writers (One project=1.0 marks)	10

5	Project and Campaign plan	10	Detailed submission of the plan for production	10
6	Previous Samples Samples of previous adverts aired on for radio, tv Samples of previously broadcasted programs	10	Samples of Previously developed work/documentaries (One Project =1 mark)	10
7	Technical Bid Completeness	5	Includes presentation and completeness of the bidding document	5
8	Presentation/Demonstration	10	Presentation of proposal ☑ Proposed Methodology, Approach and Implementation Plan for this assignment	10
	G. Total	100		100

8.1 Technical Evaluation Criteria

The minimum percentage for technical qualification shall be 70% for each Lot Firms securing this evaluation score, or more will be considered technically responsive and subsequently shortlisted for the issuance of RFP

Production Houses can apply for any or both lots; proposals for every lot need to be submitted separately

9.4 Incurred Cost

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the PSEB to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, for providing additional information when requested by the PSEB, or for participating in any selection demonstrations or interviews, including contract negotiations. Furthermore, finalists will be required to complete a detailed **Statement of Work** at their own cost that will be part of the implementation contract before contract signing. The cost of the finale should also be mentioned.

9.4 Detailed Submittal Requirements

To facilitate the analysis of responses to this EoI, vendors are required to prepare their proposals following the instructions outlined in this part. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements of the EOI. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.

Vendor responses shall be in the following format and numbered with tabs as shown:

Section	Title
Sr.#	Title Page
1	Table of Contents
2	Executive Summary
3	Scope of Services
4	Company Background and detail of completed projects (Projects should be mentioned separately with reference details)
5	Detailed CVs of the proposed project team. (Projects should be mentioned separately with reference details)
6	Proposed Methodology
7	Samples
8	Copies of Audited Accounts, Income Tax and Sales Tax registration certificates
9	Undertaking on the letterhead of the firm/company that the firm/company is not blacklisted by any other firm and/or government department.
10	In the case of a representative of a company, an authorization letter from the firm/company is represented.
11	Exemption certificate (if applicable).
12	Client/Project References
13	Any other document required by PSEB or supporting your proposal.

For any queries, please contact at shassan@pseb.org.pk

9 Terms and Conditions

9.4 Submission of Bids

The proposal shall be in the English language. A two-stage bidding procedure will be opted as per PPRA rules to receive and evaluate bids. In 1st stage, EoI will be called to have technical proposals only. Bids must be provided in a sealed envelope clearly mentioning the tender name on the envelope; the evaluation process includes bidders' presentations. Based on evaluation criteria, the most suitable bidders will be qualified for issuance of RFP. Proposals shall contain technical solutions only (without price & earnest money) and a soft copy of the bid (s) on a USB drive.

In the 2nd stage, RFP will be issued to only bidders who will be qualified in the 1st stage. Shortlisted bidders will submit comprehensive revised technical proposals along with financial proposals.

The complete Bid documents (only technical solution as per 1st stage) shall be submitted on or before Thursday 24th March 2, 2022 **at 3:00 pm**, which will be opened on the same day at **03:30 pm** at the below-mentioned address.

Note: - Any proposal received after the closing date and time for submission will not be entertained.

9.2 Opening of Bids

Technical offer(s) will be opened on the stipulated date and time as mentioned in the tender notice, in the presence of vendors/bidders or their authorized representatives who desire to attend the bid opening session.

9.3 Disqualifications

Without prejudice to other rights of the company; the bidder shall be disqualified if:

- They are or have been at any time during the last five years involved in litigation, arbitration, or any other dispute or event that may in the company have material adverse effects on the bidders' ability to perform the contract.
- Its involvement in litigation is chronic.
- Its past conduct or execution of work under the contract has been poor.
The Specification and other requirements of the assignment are not properly adhered to, or it is different from those mentioned against each deliverable.
- The firm/company is not registered with the Income-tax and Sales Tax authorities.
- Any other significant discrepancy found in the proposal and non-compliance of the terms and conditions of EOI's and tender notice.
- The firm has been blacklisted by any other firm/company and/or government department.

9.4 Issuance of RFP

RFP will be issued only to those bidders who qualify 1st stage as per evaluation criteria given in this EoI.

Vendor presentations are an integral part of the selection process. Vendors that cannot present their services during the dates prescribed by the PSEB may be eliminated. The agenda for the presentation will be shared well ahead of schedule.

PSEB reserve the right to increase/decrease the duration or number of videos.

10 Contact Information

Manager Administration
Pakistan Software Export Board
Ministry of Information Technology and Telecommunication.
Government of Pakistan
2nd Floor Evacuee Trust Complex, F-5/1, Islamabad
Phone # +92-51-9204074 Fax# +92-51-9204075

Annex – 1 A

<Name of the Company>

Employees Record

Sr.#	Name of Employee	Designation	Role in the Project	Date of Joining	Contract Period	Projects Worked on During Employment with Links	Nature of Employment Full/Part-Time
1							
2							
3							
4							
5							
6							
7							

Annex-I B

FORMAT OF CURRICULUM VITAE

Name of Company:	
Name of Staff Member:	Job Designation:
Role in this Project:	Total years of experience:
Years with Company:	Nationality:

1. Key Qualifications and certifications:

(Give an outline of staff members' experience and training most pertinent to tasks on assignment. Describe the degree of responsibility held by the staff member on relevant previous assignments and give dates and locations)

2. Educational Qualification.

3. Other Skills

4. Work Experience:

• **Employment Record:**

(Starting with present position, list in reverse order every employment held. For experience in the last ten years, give types of activities performed and client references at least three(Name, Email, Phone number, Company Name.)

- **Significant Projects** (Project Name, details, your Role, significance of the Project and link)
- **Any International Project**, if yes (Please mention project name, details, your role and significance of the Project)
- **Experience relevant to the assignment**

5. A complete Profile Consisting of

- Total no of projects so far
- Project tenure
- Expertise and roles in those projects

Signature: _____ (Staff Member)

OR

Signature: _____ (Authorized Representative)

Date: _____

Annex- II

Reference Form ASSIGNMENTS/PROJECTS DURING THE LAST 05 YEARS

Please provide references for assignments/projects that closely reflect similar Projects to the scope of work that has already been completed in the past. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

Sr.#	Name of Customer	Details of Project	Platform	URL	Project Cost (Million PKR)	Project Completion Date/Duration	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/Evidence
1								
2								
3								
4								
5								

(Please add records as many as are required)