



Securities and Exchange Commission of Pakistan
63-NIC Building, Blue Area, Islamabad
(Administration Department)

Subject Services required of an Illustration developer at SECP Head Office, Islamabad.

Securities Exchange Commission of Pakistan (SECP) has adopted investor education as a key strategy to enhance investor protection, promote investor confidence and foster investor engagement in financial planning and decision-making.

In order to create financial literacy for protection of investors' rights as well as to raise their financial capability SECP is rolling out an Investor Education Plan under the brand name of JamaPunji. Beside physical outreach activities, the awareness and education is also being imparted through digital means – web portal, SMS and social media.

The Commission plans to develop illustrations Comics/cartoons to teach financial literacy and investor education concepts to the public in a friendly manner. The developed illustrations will be used in investor education material (print & digital media).

In view of above SECP intends to hire the services of an illustration developer for creating illustrations at as per requirement given at "Annex –A"

Terms and Conditions:

- **Price quoted** should be in line with the requirement outlined in Annex –A. Bidder i.e. individual/firm has to submit quote(s) for per illustration/cartoon cost.
- **It is the responsibility** of the vendor to seek necessary/ required information prior to submission of the quote. Clarification if any on the requirements may also be obtained by sending an email to ubaidullah.khalid@secp.gov.pk
- **Prices MUST** be inclusive of all taxes applicable by Govt. of Pakistan and relevant copies of NTN and GST certificates must be attached with the quotation.
- **Delivery** details must be mentioned.
- **Quotation Validity** Minimum 90 days from the quoted date.

SECP reserves the right to increase or decrease no. of cartoon/illustrations to be developed/created as per its requirement.

Note: Interested individual/firm may visit SECP for any query to quote accordingly.

If you are interested, please submit sealed quotation for the above item to the undersigned SECP, 63-NIC Building, Jinnah Avenue, Blue Area, and Islamabad within the specified period.

With best regards,

M. Ubaidullah Khalid
Assistant Director (Admin)

Annex-A

The services of an individual/firm are required who can:

- 1 Use the expert software to produce varying kinds of comic illustrations including shaded colored illustrations with fine detail and specialized matte paintings;
- 2 Create characters that match with the storyline; unique and appealing to telling the story about the brand;
- 3 Sketch and vectorising in adding life to comic illustration using colors and special effects;
- 4 Use varied strokes in comic illustrations. With a perfect blend of thick, thin, dark and light strokes, to create the perfect representation of message;
- 5 Create artistic curves and lines and can proficiently create illustrations with inside out shapes and overlapping shapes.
- 6 The creative writing associated with the illustration will be considered as part of illustration.
- 7 The vendor has to provide high definition source files for the illustrations developed.
- 8 The created illustration should be the original work of the developer in accordance with the requirements/storyline provided by the SECP.
- 9 The developed illustrations will be intellectual property of the Commission under relevant copyright laws.