



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

T# 29/15-16

Proposals for Pre-Qualification

The Securities and Exchange Commission of Pakistan (SECP), setup in pursuance of the Securities and Exchange Commission of Pakistan Act, 1997 is an apex regulatory authority mandated to regulate and supervise the Pakistani securities markets, corporate sector, insurance industry and non-banking financial sector etc.

The Securities & Exchange Commission of Pakistan invites proposals from well reputed and financially sound TVC production houses/advertising agencies registered with income tax and sales tax departments, who are on Active Taxpayers List of the Federal Board of Revenue for:

“Development of TVC for Investor Awareness & Education”

Pre-Qualification documents containing detailed terms and conditions are available for the interested applicants and can be downloaded from www.secp.gov.pk/procurement.asp free of cost.

The proposals prepared in accordance with the instructions in the pre-qualification documents, must reach undersigned through courier or may be dropped in the tender box on below mentioned address. Proposals must be received before 1100Hrs on June 20, 2016 and will be opened on the same day at 1130Hrs.

M. Ubaidullah Khalid – Asst. Director (Admin)
4th Floor, NICL Building, 63 Jinnah Avenue, Islamabad
Tel: 9207091-4 Ext 437
Email: ubaidullah.khalid@secp.gov.pk

Terms and Conditions for Proposals and Applicants

1. Pre-Qualification Identification Number: TENDER # 29/15-16

2. The Procurement Agency is:

Securities and Exchange Commission of Pakistan
4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area,
Islamabad.

3. Definitions

In this Pre-Qualification document, unless there is anything repugnant in the subject or context:

- i. “Annexure” means any of the Performa/template defined in this Pre-Qualification Document.
- ii. “Applicant” means any legal entity including any partnership, firm, company or corporation that has submitted a proposal to SECP in accordance with this Pre-Qualification.
- iii. “Contract” means a contract agreement signed between the pre-qualified applicant and SECP initially valid for one year which can be extended for a maximum period of three years subject to the satisfactory performance.
- iv. “SECP” means Securities and Exchange Commission of Pakistan.
- v. “Successful Applicant” means the applicant(s) selected for the award of Contract based on evaluation criteria.
- vi. “Purchase Committee” means a committee constituted by the Management of SECP with the approval of competent authority to deal with the Pre-Qualification.

4. Introduction of The Securities and Exchange Commission of Pakistan SECP

The Securities and Exchange Commission of Pakistan (SECP), setup in pursuance of the Securities and Exchange Commission of Pakistan Act, 1997 is an apex regulatory authority mandated to regulate and supervise the Pakistani securities markets, corporate sector, insurance industry and non-banking financial sector etc.

5. Proposals for Pre-Qualification

The Securities and Exchange Commission of Pakistan invites sealed proposals from well reputed and financially sound production houses registered with income tax and sales tax departments, who are on Active Taxpayers List of the Federal Board of Revenue for

Development of TVC for Investor Awareness & Education

6. Scope of Work/ Terms of Reference (TORs)

The Pre-Qualified applicant shall provide services as scope of work /TOR’s detailed at Annex “A”.

7. Instructions to Applicants

The objective of “instructions to applicants” is to provide applicants the information to submit their proposal in response to this Pre-Qualification according to the requirements defined in this Pre-Qualification documents and in the same order/sequence as set forth

in this document. Applicant must follow the following requirements for their proposals.

- i. Place of proposal destination is: **Securities and Exchange Commission of Pakistan**, 4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad.
- ii. The envelopes shall bear the following additional identification marks:

Proposal for: “Development of TVC for Investor Awareness & Education”
Submitted By: XYZ
Attention: M. Ubaidullah Khalid
Asst. Director Admin
Securities and Exchange Commission of Pakistan
4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad

- iii. **The deadline for the submission of proposal is:**

Date: June 20, 2016

Time : 1100 Hrs.

- iv. **The proposal opening shall take place at:**

Securities and Exchange Commission of Pakistan
4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad

Date: June 20, 2016

Time : 1130 Hrs.

- v. A statement “**(Do Not Open Before 1130Hrs on June 20, 2016)**” shall be clearly mentioned on the top of the sealed proposal.
- vi. Proposals received after the due date and time will not be entertained.
- vii. Applicants shall provide the documents as mentioned in Annex “B”. Any short coming in the said requirements shall render the applicant disqualified.
- viii. Applicants are required to state, in their proposals, the name, title, fax number and email address of the applicant’s authorized representative through whom all communication shall be directed until the process has been completed or terminated.
- ix. The applicants shall bear all costs/expenses associated with the preparation and submission of the proposal and SECP in no case be responsible/liable for those costs/expenses.
- x. Each applicant shall submit only one proposal, multiple proposal submissions shall render the applicant disqualified.
- xi. SECP may, at any time prior to the deadline for submission of the proposal, on its own initiative or in response to a clarification requested by the applicant(s), amend the pre-qualification documents, on any account, for any reason.
- xii. SECP may, at its exclusive discretion, amend the Pre-Qualification documents to extend the deadline for the submission of the proposal, in which case all rights and obligations of the SECP and the s previously subject to the deadline shall thereafter be subject to the deadline as extended.

- xiii. The proposal validity period will be one hundred and twenty days (120) days, starting from the date of opening of the proposals.
- xiv. The language of the proposal shall be English language. Any printed literature furnished by the Applicant(s) in another language shall be accompanied by an English translation which shall govern for purposes of interpretation of the proposal.
- xv. The applicant(s) may, by written notice served on the SECP, modify or withdraw the proposal after submission, but prior to the deadline for submission of the proposal.
- xvi. Only registered suppliers who are on Active Taxpayers List (ATL) of FBR are eligible to supply goods/services to the Commission.
- xvii. If any supplier is not in ATL then his payment shall be stopped till he files his mandatory returns and appears on ATL of FBR.
- xviii. The decisions of SECP will be binding on all applicants.
- xix. SECP is not bound to accept any Proposal in this regard and reserves the right to accept or reject any offer and to annul the pre-qualification process and reject all proposals without assigning any reason or having to owe any explanation whatsoever.
- xx. During the examination, evaluation and comparison of the proposals, SECP at its sole discretion may ask any applicant for clarifications of its proposal.
- xxi. The request for clarification and the response shall be in writing/email.
- xxii. Proposals submitted via email or fax will not be entertained.
- xxiii. Applicants shall indemnify SECP against all third party claims of infringement of patent trade mark, industrial design rights and intellectual property rights arising out of or from use of the goods / services of any part thereof in Pakistan.
- xxiv. Any proposal received by SECP after the deadline for submission of proposal prescribed in these documents will be returned unopened to such applicant. Delays in the mail or courier, delays of person in transit, or delivery of a proposal to the wrong office shall not be accepted as an excuse for failure to deliver a proposal at the proper place and time. It shall be the applicant's responsibility to determine the manner in which timely delivery of his proposal will be accomplished either in person, by messenger or by mail.

8. Selection Procedure

- i. The envelope shall be opened at the specified time and place in presence of the authorized representative of the applicants who chose to attend.
- ii. The applicants shall provide duly completed / filled in mandatory requirements for applicants to qualify along with supporting documents as provided therein. SECP shall evaluate the proposal according to the mandatory requirements for applicants to qualify reject any proposal which does not conform to the specified requirements and finally concluded as "non-responsive".
- iii. Proposals qualifying mandatory requirements shall be evaluated as per evaluation Criteria Annex "G"

- iv. SECP's intent in issuing this Pre-Qualification document is to pre-qualify applicants that meet specifications/requirements as laid out in pre-qualification document and who fulfils all mandatory requirements.
- v. Successful applicants will have to sign a Contract with SECP for this pre-qualification.

9. Meet or Exceed Requirements

The requirements provided in this document are the minimum requirements of SECP. The applicants must meet the minimum requirements. The applicant may exceed these requirements for the successful practical implementation. But in such a case additionally proposed or altered specifications/requirements should clearly be highlighted to enable SECP to clearly identify modified specifications/requirements.

10. Clarifications

Queries of the applicants, if any, for seeking clarification regarding the pre-qualification must be received in writing through following email address till five days prior to the proposal submission date of proposal. Any query received after above mentioned timeline shall not be entertained.

M. Ubaidullah Khalid – Asst. Director (Admin)
4th Floor, NICL Building, 63 Jinnah Avenue, Islamabad
Tel: 9207091-4 Ext 437
Email: ubaidullah.khalid@secp.gov.pk

Scope of Work/Terms of Reference (TOR’s)

Securities Exchange Commission of Pakistan (SECP) has adopted investor education & awareness as a key strategy to enhance investor protection, promote investor confidence and foster investor engagement in financial planning and decision-making. In this regard SECP is rolling out its investor education program under the brand name of “JamaPunji”

All applicants shall be pre-qualified for one year and shall be engaged in an annual agreement which may be extended up to a maximum period of two years (total contract period shall be maximum three years, if extended) subject to mutual agreement of both parties and performance. Pre-qualified applicants shall be required to submit price against a Request for Quotation, which will be floated to the pre-qualified applicants only on as and when required basis during the contract period.

Requirements at hand are as under:

In order to increase the outreach of JamaPunji investor education campaign and to raise the awareness among the masses, IEIRD intends to develop 3D animated and shoot based Television Commercials (TVCs) on the various Investor Awareness topics/areas

The details specifications of the TVCs are as follows:

(A) Shoot Based Videos

The required features of the deliverables will be as follows:

- Duration of a TVC (post production): 40 to 50 seconds
- Number of Versions for each TVC: 3 (10 Seconds, 20 -30 Seconds, actual duration)
- Nature: 3D animation TVC
- Language/ Script: Urdu (separate quotes for dubbing each TVCs in Punjabi, Pashtu and Sindhi Languages)
- Voice Over
- Background Music: Yes
- Project time: 20 Days

The vendor will be responsible for all cost pertaining to pre and post production issues. Pre-production cost includes but not limited to Script, Story Board, Photography, cost of camera shooting and expenditures related to costing/selection of artists. Post Production cost includes Editing, Music score, Graphic and Voice Over.

3D Character Animation Based Videos

iii. Investor Alters on various topics

SECP issues various investor alerts and guidelines for the investors of capital market. The selected vendor will first develop and proposed a JamaPunji’s 3D animated Character to SECP which if approved will be used in the animated videos. The JamaPunji Character will disseminate the investor alerts and related messages in an appealing way.

The required features of the deliverables will be as follows:

- Duration of a TVC (post production): 40 to 50 seconds

- Number of Versions for each TVC: 3 (10 Seconds, 20 -30 Seconds, actual duration)
- Nature: Shoot base TVC
- Language/ Script: Urdu (separate quotes for dubbing each TVCs in Punjabi, Pashtu and Sindhi Languages)
- Voice Over
- Background Music: Yes
- Project time: 20 Days
- 3D animation production under the scope includes but not limited to pre-production, 3D modeling, texturing, rigging, animation, motion capture and cleanup, editing, voice-over, postproduction). The vendor will be responsible for the character design, environments and story boarding till the complete execution of the film.
- Vendor should be capable of using lightwave 3d pipeline with high poly-modeling and customized rigs. The mesh and the customized rigs of 3d characters will be handed over to the SECP along the animation video. The movement of the 3D character and its facial expressions should be obtained by using motion capture technology/software. The vendor should be equipped with state of the art high-end machines and rendering farms capable of producing high quality animation video.

Application Response:

The response to pre-qualification should explain in detail how the applicant proposes to provide the goods and / or services as outlined in the Technical Specification above. In preparing the application, please be sure to include the following information in the application:

- 1) Company Profile
- 2) Sample 3D animation work and characters, developed by the company.
- 3) List of Clients for which projects of similar nature has been undertaken
- 4) Quality – please provide:
 - a. Video samples (developed by the vendor) on CD Rom or USB stick, for each of the item you are applying for in response of tender with the details of production cost
- 5) Capability – please provide:
 - a. A list of your services and capabilities you have relating to each of the item you are applying for in response of tender. Experience and profile of company, and its executives and list of clients. List of pre and post-production equipment's and software available with the applicant and profiles of NLEs and producers.

However, while submitting price following shall be considered by the pre-qualified applicant for the above mentioned requirements.

Shoot based Videos

- b. Quotation for each items for which application is being submitted.
- c. Variable costs, if any (like celebrity)
- d. Pricing structure and its breakups

3D animation based videos

- a. Per second cost of developing a 3d animation video
- b. Variable costs, if any
- c. Pricing structure and its breakups

Quotes, turnaround timescales and examples for each item specified above, you are applying for.

Mandatory Requirements for Applicants to Qualify

S/N	Attributes	Ref page # in Proposal
1	Complete company profile including name, registered office address, telephone, fax and e-mail address and web address, complete contact details of the contact person, details of branch offices and staff details (branch-wise).	
2	NTN, GST registration Certificates	
3	Last 3 years Audited Financial Statements/Bank certificate	
4	List of Clients as per Annex “C” must have at least 05 clients to its credit. Provide performance certificates from clients.	
5	Date of establishment of business and relevant business experience of at least one year	
6	Established office setup in Islamabad	
7	Signed cover letter with official stamp affixed on it as per the format given in Annex “D”	
8	Authority Letter for the appointment of an authorized representative as per Annex “E”	
10	Signed Compliance certificate/undertaking Annex “F”	
11	Undertaking that the Applicant/firm and its employee(s) have never been blacklisted by any government, semi-government, autonomous or state owned organization and their cases regarding black listing are not under trial by any Court of Law	

Proposals not following the given format may lead to the rejection of proposals.

Applicant’s References

Relevant services carried out in the Last 5 Years that best illustrate qualifications

Using the format below, provide information on each reference assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

- a. Name of Client:
- b. Address:
- c. Start Date (Month/Year):
- d. Completion Date (Month/Year):
- e. Approx. Value of Services (in PKR):
- f. Narrative Description of Project:

- g. Description of Actual Services Provided by

Note: use multiple entries for different clients

Form of Proposal

M. Ubaidullah Khalid
Asst. Director (Admin)
SECP
Islamabad.

Sir

Reference your advertisement dated _____ for **Development of TVC for Investor Awareness & Education.**

1. We, hereby submit our complete proposal along with all the requirements as per the Pre-Qualification document. We acknowledge that SECP is not bound to accept any Proposal in this regard and reserve the right to accept or reject any offer and to annul the pre-qualification process and reject all proposals without assigning any reason or having to owe any explanation whatsoever.
2. The decision of Commission shall be final and will not be liable for any loss or damage to any party acting in reliance thereon.
3. We agree to abide by this pre-qualification for a period of one hundred and twenty days from the proposal opening date or any extension thereto granted and it shall remain binding upon us and can be accepted at any time before the expiration of this period.
4. We submit herewith our Proposal as one original.
5. We undertake that all the information submitted by us is correct and true to the best of our knowledge and belief and nothing has been concealed and misstated by us in the Proposal. In case any information is found wrong, misleading or misstated in this Proposal, the same may lead to rejection of our proposal and our disqualification.

We remain,

Yours' sincerely

Authorized Signature:

Name and Title of Signatory:

Name & Address of Firm:

Format of Authority Letter

Authority Letter

Know all men by these presents, we (name of the company and address of the registered office) do hereby appoint and authorize Mr. (full name and residential address) who is presently employed with us and holding the position of [_____] in [name of the company] to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for the **Development of TVC for Investor Awareness & Education** in response to the pre-qualification by the SECP including signing and submission of all documents and providing information/responses to SECP in all matters in connection with our proposal.

We hereby agree to ratify all acts, deeds and things lawfully done by our said authorized representative pursuant to this Authority Letter and that all acts, deeds and things done by our aforesaid authorized representative shall and shall always be deemed to have done by us.

Date this {date} day of {month} 2016

For:

[Signature]

[Name, designation and Address]

Accepted

[Signature]

[Name, title address of the Authorized Representative]

Date:

Compliance Certificate/Undertaking

I, (Name); (CNIC#); (Designation), (Company Name) have gone through the Terms/Conditions of this Pre-Qualification Document and have found the document in whole as non-biased to any particular vendor or product/ brand. I hereby undertake and firmly bound myself to abide by/ comply with all sections / conditions of this Pre-Qualification Document.

I do not have any objection/comment on any item and fully understand the requirement of SECP.

Authorized Signature of the
Applicant:

EVALUATION CRITERIA

Applications will be evaluated and SECP will assess the supplier’s capability and/or suitability to provide the goods/services against the selection criteria below.

S. No.	Evaluation Grounds	Marks
Technical Evaluation		
A	Experience in the field, in number of years, since inception of business operations as a production house. (1 Mark per Year, Max marks for 5 years plus experience)	5
B	No of clients. Clientele of the applicant (1 mark for each of the Clients)	5
C	Profile, work experience of producer who will work on SECP’s Project.	15
D	Profile, work experience of NLEs and Cameramen	15
E	Quality of submitted samples	25
F	Capability (assessment of equipment)	25
G	<u>Certificates of appreciations from at least two clients</u>	10
Grand Total		100

Applicant’s securing 60% marks shall be considered as pre-qualified for required services.