



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

No. T# 32/15-16

Re-Invitation to Bid

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 SECP invites sealed bids from firms and marketing/advertising agencies registered with Income Tax and Sales Tax Departments for:

Social Media Management and Digital Marketing Services

Bidding documents containing detailed terms and conditions, method of procurement, procedure for submission of bids, bid security, bid validity, opening of bid, evaluation criteria, clarification/rejection of bids etc. against above requirement(s) is/are available for the interested bidders from the undersigned and can also be downloaded from www.secp.gov.pk/procurement.asp free of cost.

The bids prepared in accordance with the instructions in the bidding documents, must reach undersigned on or before June 29, 2016 at 1100 Hrs 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 444
Email: ubaidullah.khalid@secp.gov.pk

Terms and Conditions for Bids and Bidders

1. **Tender Identification Number: TENDER # 32 / 15-16**

2. **The Procurement Agency is:**

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

3. 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.

4. The SECP invites sealed bids from the **firms and companies engaged in , social media management and marketing/advertising** registered with **Income Tax and** sales tax department, having national tax number (NTN) for

“Social Media Management and Digital Marketing Services”

through

SINGLE STAGE ONE ENVELOP METHOD

5. Bid shall comprise a single package containing technical and financial bid/proposal along with the earnest money.

6. Relevant details plus terms and conditions of the invitation may be obtained from the undersigned personally or by visiting the SECP website:

○ www.secp.gov.pk/procurement.asp

7. The bid validity period shall be 150 days.

8. The amount of the bid and earnest money shall be in Pak rupees. The bids should be accompanied by earnest money (refundable) for an amount equal to 5% of the total quoted price (inclusive GST, if applicable) in shape of either pay order, demand draft valid for not less than 6 months in favor of **Securities and Exchange Commission of Pakistan, 4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad**. Bids not accompanied by earnest money will not be entertained.

9. The earnest money of successful bid will be retained and that of other bidders will be returned.

10. If the bid is withdrawn before the expiry of its validity or the supply/services are not made/provided within due date, the earnest money will be forfeited in favor of the SECP, Islamabad.

11. It is of utmost importance that bids should be submitted very carefully and the instructions set forth above, scrupulously complied with, failing which the offer will be

ignored.

12. The language of the bid is English and alternative bids shall not be considered.
13. Amendments or alterations/cutting etc., in the bids must be attested in full by the person who has signed the bids.
14. In case applicable taxes have neither been included in the quoted price nor mentioned whether quoted amount is inclusive or exclusive of such taxes, then quoted amount will be considered inclusive of all taxes and selected service provider will have to provide the required services/equipment, if selected and declared as best evaluated bidder. In case selected bidder is not willing to supply on quoted amount then earnest money submitted with the bid will be forfeited in favor of the SECP.
15. Bids shall be evaluated as per evaluation criteria prescribed in the bidding documents.
16. The prices quoted shall correspond to 100% of the requirements specified. The prices quoted by the bidder shall not be adjustable. Changes or revisions in rates after the opening of the bids will not be entertained and may disqualify the original offer.
17. The rates must be quoted strictly in accordance with our documents and Annex(s). In the event of non-acceptance of offer no intimation will be given to the individual bidder.
18. Discounts (if any) offered by the bidder shall be part of the bid.
19. Bidder must have regular place of business, telephone numbers and email address and must provide proof of their existence in the particular business.
20. Bidder must submit an affidavit with the bid that the bidder is not blacklisted by any organization.
21. Only registered firms/companies who are on Active Taxpayers List (ATL) of FBR are eligible to supply goods/services to the SECP.
22. 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.
23. The right to accept, reject and cancel any offer without assigning any reason is hereby reserved. The SECP's decision will be final and binding in all matters relating to this invitation.
24. The SECP is not bound to accept the lowest bid and reserves the right to accept full or partial supplies offered and bidders should supply the same at the rates finalized between the agency and the bidder.
25. SECP reserves the right to cancel this invitation and reject all bids at any stage of the bidding process.
26. All software based items contains installation and configuration and end user orientation which is responsibility of the supplier (if support is not provided by the Principal).
27. The equipment/software/renewals supplied must be duty paid in respect of all applied duties and taxes.

28. The end user License, end user warranties and end user support services will be in the name of SECP for all equipment and software loaded on the equipment delivered.
29. A copy of valid authorized agency/partnership/dealership/distributorship certificate from their principals is to be submitted with the bid in case of any such claim.
30. The bidders do not have the option of submitting their bids electronically. Telegraphic and conditional bids will not be accepted. Unsealed bids will not be entertained.
31. Sealed bids may be dropped in the tender drop box placed at Ground Floor of the NIC Building, 63 Jinnah Avenue, Islamabad.
32. Clarification if any on the technical requirement may be obtained from:
 - ubaidullah.khalid@secp.gov.pk
33. The bids received after the due date and time will not be entertained.
34. Successful bidders will have to sign a legal agreement with the Commission. If mutually agreed milestones are not achieved within the stipulated time frames late delivery (LD) charges equivalent to 1% (of the PO Value) per week shall be imposed and deducted from the payment. However, imposed penalty shall not exceed 10% of the PO value.
35. The place of destination is: **Securities and Exchange Commission of Pakistan**, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad.
36. The envelopes shall bear the following additional identification marks:

Bid for: **“Social Media Management and Digital Marketing Services”**

Firm Name: XYZ Firm
Attention: Assistant Director, Admin, 4th Floor
 NICL Building, 63 Jinnah Avenue
 Blue Area, Islamabad

37. The deadline for the submission of bids is:
Date: June 29, 2016
 Time: 1100Hrs

38. The bid opening shall take place at:

Securities and Exchange Commission of Pakistan
 NICL; Building, 63 Jinnah Avenue, Blue Area,
 Islamabad
Date: June 29, 2016
 Time: 1130Hrs

A statement “Not to be opened before 1130 Hrs on Date: Date: June 29, 2016” shall be clearly mentioned on the top of the sealed bid.

Note:

- **The attachment details are as under**
 - 1. Terms of Reference Annex “A”**
 - 2. Evaluation Criteria Annex “B”**
- **If the above terms and conditions are acceptable then bids must be submitted well in time and according to the requirements.**

Terms of Reference

The purpose of this invitation is to solicit bids from companies/firms interested in providing comprehensive social media services; digital marketing; in support of SECP’s Investor Education Initiative namely Jamapunji. The invitation is designed to assess whether organizations are able to provide the services required, and through a competitive and fair assessment, select a winning vendor for services year-long contract.

TERMS OF REFERENCE

Project Title:	Social Media Management and Digital Marketing Services
Expected Start Date:	June, 2016
Term:	3 months with a provision of extension for an year period on the satisfactory performance of the vendor.

ABOUT SECP

The Securities and Exchange Commission of Pakistan (SECP) is the Pakistan’s apex regulator of corporate and financial sector *inter-alia* the capital markets, the non-banking finance sector (mutual funds, leasing companies, venture capital, housing finance, and investment banks) and insurance business. Investor education is a statutory obligation of SECP and the SECP recognizes the strategic importance of investor education to create financial literacy for protection of investors’ rights. SECP has therefore, adopted investor education as a key strategy to enhance investor protection, promote investor confidence and foster investor engagement in financial planning and decision-making.

Accordingly, the SECP has launched an Investor Education Program with the name of “Jamapunji” to equip the general public with skills and knowledge to make informed financial decisions and manage their money wisely. The main objectives of Jamapunji are to:

- i. Educate and create awareness amongst general public about saving and investment including financial planning and budgeting
- ii. Increase awareness about the financial markets (capital market, non-banking financial and insurance sectors) and how to go about making an investment
- iii. Educate target groups about different financial products; risks involved; rights and responsibilities and investor protection services
- iv. Build investor confidence in capital market, non-banking financial and insurance sectors.

Under the Jamapunji, education is being imparted both through digital means – web portal, SMS and social media – and physical interventions via seminars and investor days. . SECP has launched the Jamapunji portal; www.jamapunji.pk - a digital hub for investor education material and is conducting financial literacy and investor education seminars in Universities and other institutions.

For sustainable investor awareness strategy that change the investment behavior of our masses in the long run, the SECP plans to expand the scope of the Jamapunji program across Pakistan through building partnerships, enhanced program development, portalbased investor engagement and tracking, information assistance and other improvements and for this intends to hire services of a professional social media marketing company to complement implementation of investor education plan.

The SECP is not currently using social media as a marketing tool, and there is no internal social media team at the SECP. SECP do engage in a number of home-grown traditional marketing efforts, including print ads, events, sponsorships, and related efforts. SECP jamapunji program is promoted via presence on our regulated companies' websites and annual reports.

At this time the SECP has a minimal level of social media activities, including:

- A jamapunji Facebook account
- A jamapunji Twitter account.

ABOUT THE PROJECT

SECP seeks to increase the overall public awareness and value of the Jamapunji program. The primary objective of this invitation is to ensure that Jamapunji has a dynamic and informative social media web presence that establishes Jamapunji's identity as a leading initiative for investor education in Pakistan. Accordingly the primary objectives of this project are:

1. Establish recall, recognition and credibility for Jamapunji as a reliable and value added source of information and quality programs relating to investor education amongst our target audience through social media and digital platform
2. To exponentially grow Jamapunji accessibility and presence on the social media through using search engine optimization and social media advertising on Facebook, Twitter, Instagram, Youtube, Dailymotion, and various mobile phone applications etc.

TARGET SEGMENT

This program is focused on the general public including but not limited to youth, housewives, businessmen, professionals, armed forces personnel, traders, salaried persons and other similar segments.

(A) SOCIAL MEDIA MANAGEMENT

The selected firm/company is expected to demonstrate a general understanding of investor education program and methodically develop a structured program to deliver the following services:

1. Develop and propose a social media strategy to assist the SECP in clearly defining its social media presence for Jamapunji initiative. Development of audience groups and stakeholders, including analysis of what is important to each group
2. Development and delivery of written and visual assets that align with the audience groups and their needs or desires as defined in the previous steps.
3. Build a strategy, timeline, and execution plan to engage these audiences through online interactions.
4. Clear documentation of the executed plan, including timelines and required resources, supported by regular reporting and analytics
5. Maximizing followers social media platforms such as Facebook, Twitter, etc.
6. Do guided content writing & Info-graphic development for social media sites
7. Develop an effective content calendar across all platforms ensuring a constant supply of relevant content.
8. Monitor conversations across social media channels and communicate with public under guidance from SECP.

9. Execute a mutually agreed content upload frequency on relevant digital communication medium.
10. Increase, track and report organic following of social media accounts to a substantial level (benchmarks to be proposed by the firm)
11. Engaging with customers to resolve customer service issues and or create positive opportunities.
12. Analyzing social media insights to guide future social media campaigns.
13. Reporting on social media mentions of the brand internally providing useful feedback to product and marketing teams.
14. Planning and delivery of community management strategies through social media.
15. Propose a strategy to benefit from investor awareness and education blogs
16. Engaging with social media users in respect of investor education & awareness in accordance with approved SOPs.
17. Responding to queries on social media networks.
18. Ensure community building for jamapunji initiative.
19. Create strategies for the targeted advertising campaigns to boost reach and engagement.
20. Provide clear guidelines on what will be required from SECP in order to manage successful social media campaigns.

(B) WEB MARKETING

1. Develop a complete marketing strategy for the promotion of the Jamapunji initiative and portal. The strategy can include paid solutions.
2. Implement the approved strategy and execute marketing of the portal, getting more mileage and impact, engaging more audience and conduct accurate and regular reporting. The firm can be creative but the medium must be SECP approved.
3. Explain the tools and services the firm will use to manage the marketing and analytics of the client. The tools should match with the strategy you provide.
4. Implement comprehensive search engine optimization with committed results and a well-defined timeline along with projected achievement milestones. All activities in this regard and other efforts made by the selected company for SECP's objective achievement as defined in these TORs will be subject to a technical audit by SECP at any time.
5. The firm will manage the amount paid for the software tools and web services on an ongoing basis. The firm will clearly mention the yearly and quarterly costs for the tools and services.

QUOTATION

- \ The bidder must share separate quotes for each quarter (3 months) for ongoing activities for a period of ONE year.
- Payment to third parties in respect of digital advertisement on various platforms will be paid by SECP on actual basis. The firm will invoice these charges to SECP on quarterly basis.

PROJECT COORDINATION

SECP also welcomes additions and suggested amendments to the approach based on the expertise and previous experience of the consultants carrying out similar projects. Both SECP and the firm shall nominate primary and secondary focal persons who will be responsible for

all coordination related to the project. In the absence of primary person, the secondary person shall have the overall update of the project. SECP's IEIRD and IS&TD staff shall act as prime and secondary focal persons from the client's end and will review the initial templates for all design work. Based on feedback from SECP, the firm will make necessary changes to the templates before those are approved by the SECP. The firm shall submit monthly progress reports and presentations, as and when required to the SECP

TIMELINE

The core design work for the social media webpages as well as the social media strategy will be completed latest within three weeks of issuance of PO. After this, the firm will continue providing ongoing support till the expiry of the term of the contract. The schedule will be updated in each subsequent task assignment as per SECP's requirements.

OWNERSHIP/CONTROL OF WORK AND PRODUCT/PUBLICATION

All materials produced or acquired during the appointment – written, graphic, digital, coding related, audio/video or otherwise - shall remain the property of SECP unless and to the extent such rights are explicitly relinquished (in whole or in part) by SECP, in writing. SECP furthermore retains the exclusive right to publish or disseminate in all languages reports arising from such materials.

In the event of early termination of the appointment or non-renewal upon its expiration, the firm shall, if requested by SECP, deliver to it copies of all materials and data developed in respect of its services. Any material developed by the firm under

TASK MANAGER/REPORTING

The firm will report to the Joint Director of IEIR department of SECP who will act as a task manager. SECP may designate another qualified task manager should it deem fit. The Joint Director IEIR will have final sign off on deliverables and invoices.

QUALIFICATION

The ideal firm would bear the following key elements:

Understanding of Program Requirements and Operating Environment:

The firm should express their understanding of the required services and address how they will implement the Scope of Work provided ABOVE

Capability Statement and Past Performance:

The firm should provide a capability statement that gives information for each of the following:

A. *Company Details:*

1. Vendor Company Name
2. Parent Company (if applicable)
3. Ownership structure
4. Years in operation
5. Mailing address (Head Office)
6. Other office locations
7. Main telephone
8. Fax number

9. Web URL
10. Blog URL
11. Primary point of contact (name, title, phone and email address)
12. Total number of employees
13. Number of employees whose primary function is web design/development, SEO and digital marketing
14. Three references for similar kind of work including; Company name, primary client name, contact details and brief explanation of services provided

INVITATION

18. Senior staff bios detailing their academic qualifications handling SOCIAL MEDIA projects
19. A statement confirming that the firm has all relevant and required licensing and permits to operate as an entity to carry out the services and works in Pakistan. If the firm is registered under a different company name in Pakistan, the firm must provide a clear, concise and detailed explanation of their licensing legitimacy and documentation from the Government of Pakistan acknowledging their presence and permission to operate as a private entity under a different name.
In addition to this, please provide Details the firm's relevant technical capabilities, resources, and similar project engagements for multinational organizations and/or high-tech organizations.

B. General:

1. Please list all consultancy services provided to clients
2. Please identify your most common type of clients, with examples: marketing, communications, IT, human resources, others
3. Please list any experience you have with integrating social, paid and/or earned media
4. Please list and provide links to primary social media communication channels for your company (i.e. Company blog, Twitter account, Facebook group, blogs authored by principals, etc.)

C. Past performance:

- 1.
2. List at least three major contracts/purchase orders held over the past three years for the same or similar work as mentioned in this INVITATION and provide the following information for each contract:
 - a) Customer's name, address, and telephone numbers of customer's lead contract and technical personnel; o Contract number and type; Date of the contract, place(s) of performance, and delivery dates or period of performance;
 - b) Contract size (number of personnel employed) and Pak Rupee value;
 - c) Brief description of the work, including responsibilities; comparability to the work required under this solicitation;
 - d)

D. Digital Marketing:

1. Describe the team's experience in regard to SEO, online advertising, paid keyword placement and public relations initiatives.

E. Social Media Management:

- 1.
3. What is your workflow and design process for social media strategy?
4. 5. Which tools do you use for tracking and monitoring?
6. What is your process for reporting?

7. How do you measure the effectiveness or success of your social media strategy?

F. Reputation Management/Metrics and Measurement:

1. What is your brand/reputation monitoring process (i.e. proprietary tools used, methodology, etc)?
2. What methodology does the firm use to monitor the success of websites, blogs, e-newsletters?
3. Have you developed any metrics to measure social media performance, SEO etc.?
4. Please provide an example of a measurement document or final report (specifics should be removed).
5. What percentage of the budget do you recommend be dedicated to metrics and measurements?

G. Client Services & Project Management:

1. If you are selected to provide consulting services for Jamapunji, who will be assigned to our business (please provide names, titles and short biographical notes).
2. What percentage of senior staff involvement is structured in to your projects? What role do they play?
3. What reports will be provided to SECP in order to communicate project milestones and overall project health?
4. What is your process for gathering business requirements?

Evaluation Criteria

**PREPARATION AND SUBMISSION OF PROPOSALS &
EVALUATION CRITERIA**

Eligibility

SECP may specify certain minimum qualification criteria in the Terms of Reference e.g. minimum years of relevant experience. The firm has an obligation to disclose to SECP any situation of actual or potential conflict that impacts its capacity to serve SECP’s best interests. Failure to disclose such situations may lead to the disqualification of the firm or the termination of its Contract. Firms shall provide such evidence of their continued eligibility satisfactory to SECP, upon request.

Language of proposal

All documents relating to the proposal shall be written in the English language.

Documents Comprising the Proposal

The proposal shall consist of the following:

1. Technical proposal consisting of the following;
 - a. Firm’s organization and experience;
 - b. Comments and suggestions on the terms of reference, counterpart staff, and facilities to be provided by the client;
 - c. Description of approach, methodology, and work plan in responding to the terms of reference;
 - d. Examples of past experience and list of social media clients with an established brand name\
 - e. List of accounts managed by the bidder with over 100,000 followers/likes
 - f. Work schedule and planning for deliverables; and
 - g. Team composition, assignment, and key experts’ inputs and Curriculum vitae (CV).
2. Financial proposal

Currencies of Bid and Payment

Firms may express the price only in PKR.

Clarification of Bids

To assist in the examination, evaluation, and comparison of proposals, SECP may, at its discretion, ask any firm for clarification of the firm’s proposal. The request for clarification and the response shall be in writing, but no change in the price or substance of the proposal

shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by SECP in the evaluation of the bids.

Preliminary Examination of Proposals

Prior to the detailed evaluation of proposals, SECP shall first review each Proposal and check the power of attorney or any other form demonstrating that the representative has been duly authorized to sign the proposal, initialization of all pages, etc.

Determination of Firm's Eligibility and Qualifications

Then SECP shall determine whether the firm meets the eligibility and qualification requirements of the bidding documents. Firms failing to comply with the eligibility criteria indicated in 'Eligibility' shall be disqualified.

Further, SECP shall determine whether the proposal is substantially responsive to the requirements of the bidding documents.

SECP's determination of a proposal's responsiveness is to be based on the contents of the proposal itself. A substantially responsive proposal is one, which conforms to all the terms, conditions, and specifications of the INVITATION, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the service; (b) which limits in any substantial way, inconsistent with the INVITATION, SECP's rights or firm's obligations under the contract; or (c) whose rectification would affect unfairly the competitive position of other firms presenting substantially responsive Proposals.

Evaluation of Technical Proposal

SECP shall evaluate the technical aspects of the proposals received, applying the evaluation criteria specified in this point. Each proposal that is not rejected for reasons stated in these Instructions will be given a technical score. The evaluation criteria, relevant sub-criteria, and point system to be used to evaluate the Technical Proposals shall be:

Technical Proposal (70% of total score)

Competencies of Firm (25%)

- Proposal presents an informed, technically-sound and cost-effective approach for implementing the services described in Terms of Reference.
- The firm followed instructions and provided all required information.
- The firm possesses adequate knowledge about social media marketing well as sound knowledge of digital marketing, and designing of social media campaigns
- The firm possesses adequate knowledge about developing social media strategies, strategies for engaging content, targeted advertising campaigns and social media campaigns to ensure increased penetration into the target audiences.

Firm Experience (25%)

- The primary core competency will be a specialized skill and track record in successfully providing similar services in similar conditions. The firm should have a proven approach and experienced staff to deploy.
- Experience developing designs and layouts that are user-friendly and appealing is important.
- Prior experience in ensuring optimum visibility for the company on search engines such as Google.

- Prior experience in developing social media strategies, social media campaigns, developing social media content is a must.
- Experience in getting targeted audience, nurturing and converting leads through proper, up to date and effective marketing methodologies and processes.

Personnel (20%)

- Key Personnel identified in the proposal possess the technical background, language skills, and prior professional work experience that will enable them to perform the services with a high probability of success. They should possess Bachelor's degrees in web design and development, mass communications, digital marketing, digital media etc.
- Availability of key staff within the stipulated time frames for this work.
 - a. Specific names and resumes of the team should be included.
 - b. Web design and maintenance expertise and experience are a must as well as digital marketing experience and design experience for web products.
 - c. Substantial experience in developing and executing social media strategies.

Evaluation of Proposal Price and Ranking :

Financial Proposal (30% of Total Score)

Cost proposals submitted will be evaluated according to price reasonableness determination under

full and open competition and known market conditions. Evaluation of the cost proposal will consider, but will not be limited to, the following:

- Cost reasonableness;
- Consistency with the technical proposal;

30 points will be awarded to the lowest responsive bidder while rest of the bids will be allocated

points according to following formula:

$$\text{Points of a Bidder} = (PI / P2) * 30$$

Where:

PI= Price of Lowest Responsive Bidder

P2= Price of the Bidder

Award Criteria

SECP shall award the contract to the firm whose proposal has been determined to be substantially responsive to the INVITATION and which has the highest combined technical and financial score, provided that such firm has been determined to be eligible in accordance with eligibility criteria.

SECP's right to accept any proposal and to reject any or all proposals

SECP reserves the right to accept or reject any proposal, and to cancel the bidding process and reject all bids, at any time prior to the award of contract, without thereby incurring any liability to the affected firm or firms or any obligation to inform the affected firm or firms of the grounds for SECP's action.