



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

No. T# 14/16-17

INVITATION TO BID/PRE-QUALIFICATION

The Securities and Exchange Commission of Pakistan invites sealed proposals/bids from service providers/suppliers based in Pakistan and registered with Income Tax and Sales Tax Departments for:

S. No.	Requirements	Identification No.
1.	Pre-Qualification for Hiring of Security Services	[T# 14 (i) /16-17]
2.	Social Media Management and Digital Marketing Services	[T#14 (ii) /16-17]
3.	Smart Net Services of CISCO Equipment	[T#14 (iii) /16-17]

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

The proposals/bids prepared in accordance with the instructions in the pre-qualification/bidding documents, must reach undersigned on or before **January 24, 2017 at 1500 Hrs** and will be opened on the same day at 1530Hrs.

In case of any query, Admin Department may be contacted on Telephone No. 051-9207091-4 (Ext-437/378) during Office Hours (Monday to Friday excluding Public Holidays)

Deputy Director (Admin)

Terms and Conditions for Bids and Bidders

1. **Tender Identification Number: TENDER #14 (ii) /16-17**
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 bid security.
6. Relevant details plus terms and conditions of the invitation may be obtained from the undersigned personally or by visiting the SECP website:
 - o www.secp.gov.pk/procurement.asp
7. The bid validity period shall be 150 days.
8. The amount of the bid and bid security shall be in Pak rupees. The bids should be accompanied by bid security (refundable) for an amount equal to 1% 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 bid security will not be entertained.
9. In case any bidder submits more than one option against this invitation then bid security shall be submitted against highest quoted option.
10. The bid security of successful bid will be retained and that of other bidders will be returned.
11. If the bid is withdrawn before the expiry of its validity or the supply/services are not made/provided within due date, the bid security will be forfeited in favor of the SECP, Islamabad.
12. 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.

13. The language of the bid is English and alternative bids shall not be considered.
14. Amendments or alterations/cutting etc., in the bids must be attested in full by the person who has signed the bids.
15. 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 bid security submitted with the bid will be forfeited in favor of the SECP.
16. Bids shall be evaluated as per evaluation criteria prescribed in the bidding documents.
17. 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.
18. 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.
19. Discounts (if any) offered by the bidder shall be part of the bid.
20. Bidder must have regular place of business, telephone numbers and email address and must provide proof of their existence in the particular business.
21. Bidder must submit an affidavit with the bid that the bidder is not blacklisted by any organization.
22. Only registered firms/companies who are on Active Taxpayers List (ATL) of FBR are eligible to supply goods/services to the SECP.
23. 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.
24. 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.
25. 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.
26. SECP reserves the right to cancel this invitation and reject all bids at any stage of the bidding process.
27. 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).
28. The equipment/software/renewals supplied must be duty paid in respect of all applied duties and taxes.

29. 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.

30. 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.

31. 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.

32. Sealed bids may be dropped in the tender drop box placed at Ground Floor of the NIC Building, 63 Jinnah Avenue, Islamabad.

33. Clarification if any on the technical requirement may be obtained from:

- o sajid.gondal@secp.gov.pk

34. The bids received after the due date and time will not be entertained.

35. 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.

36. The place of destination is: **Securities and Exchange Commission of Pakistan**, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad.

37. The envelopes shall bear the following additional identification marks:

Bid for: “Social Media Management and Digital Marketing Services”
Firm Name: XYZ Firm
Attention: **Mr. M. Sajid Gondal**
Deputy Director, Admin, 4th Floor
NICL Building, 63 Jinnah Avenue
Blue Area, Islamabad

38. The deadline for the submission of bids is:

Date: January 24, 2017

Time: 1500Hrs

39. The bid opening shall take place at:

Securities and Exchange Commission of Pakistan
NICL; Building, 63 Jinnah Avenue, Blue Area,
Islamabad

Date: January 24, 2017

Time: 1530Hrs

A statement “Not to be opened before 1530 Hrs on Date: Date: **January 24, 2017**” 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.

Project Title: Social Media Management and Digital Marketing Services

Term: One year with the provision of further extension.

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, portal based investor engagement and tracking, information assistance and other improvements and for this intends to hire services of a professional social media marketing company to 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:

- jamapunji Facebook account

- jamapunji Twitter account.
- SECP Facebook account
- SECP twitter account

ABOUT THE PROJECT & SCOPE OF WORK

SECP seeks to increase the overall public awareness regarding SECP and raise the awareness of the Jamapunji program. The primary objective of this invitation is to ensure that Jamapunji & SECP has a dynamic and informative social media web presence that establishes Jamapunji's identity as a leading initiative for investor education in Pakistan and similarly project SECP is an active regulator and watchdog of the corporate & financial services sector. Accordingly, the primary objectives of this project are:

- I. Establish credibility of SECP as a regulator and project its role as a facilitator for investors.
- II. 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
- III. 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.

SCOPE OF WORK

(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 follower's 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 with useful feedback on SECP investor education initiative.
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 and responding to queries on social media networks in respect of investor education & awareness in accordance with approved SOPs.
17. Ensure community building for jamapunji initiative.
18. Create strategies for the targeted advertising campaigns to boost reach and engagement.
19. 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 approved strategy.
4. Implement comprehensive digital media strategy and online activity execution with committed results and a well-defined timeline along with projected achievement milestones.
5. 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.
6. 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, if any.

QUOTATION

- 1. The bidder must share separate quotes for each quarter (3 months) for ongoing activities for a period of ONE year.**
- 2. Payment for 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.

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 designated task manager will have final sign off on deliverables.

QUALIFICATION

The bidder should be a Digital/Social Media Agency and must have at least 5 years of proven social media marketing and digital media advertising experience in dealing with major multinational clients in Pakistan.

- Should be a company registered with the SECP
- It should also have at least 5 years of experience in successfully running a well structured Digital department having in house capability of handling Development jobs and managing Social Media through full time resources employed by the agency.
- The Agency must also have the experience of handling FMCG and Financial sector brands in the last 3 years.
- Must have internationally recognised Listening and Analytics Tools for Social Media.

- The entity track records must be clean by having no penalties, no major legal litigations, no political influences.
- No conflict with SECP's nature of work.
- The entity should be financially stable to be able to provide high level of service throughout the contractual period. Hence, its annual net turnover must be above Rs.150 million
- Should have the Manpower deployment data software to demonstrate actual hours input by the team members.
- Any of the above found to be miscommunicated the tender fee will be confiscated.
- Decision of the SECP in respect of the qualification of the bidder will be final.

The bidder needs to provide the information pertaining to the following key elements:

- I. 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.
- II. 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. Primary point of contact (name, title, phone and email address)
 11. Total number of employees
 12. Number of employees whose primary function is social media management, web
 13. Digital creatives, digital marketing and application development.
 14. Senior staff bios detailing their academic qualifications handling SOCIAL MEDIA projects.

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. Digital Marketing:
1. Describe the team's experience in regard to online paid advertising, and digital media reputation management.
- C. Social Media Management:
1. What is your workflow and design process for social media strategy?
 2. Which tools do you use for tracking and monitoring?
 3. What is your process for reporting?
 4. How do you measure the effectiveness or success of your social media strategy?
- D. 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?
 4. Please provide an example of a measurement document or final report (specifics name may be removed).
 5. What percentage of the budget do you recommend be dedicated to metrics and measurements?
- E. 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.

Evaluation of Bids:

The bids shall be evaluated on total points of 150. The break-up of these points is as follows:

Technical Proposal 70 points

Financial Proposal 80 points

Format of Proposal:

The proposal must comprise all the requisite information, supporting documents as listed in Qualification section of TORs. Further, Bidder must ensure the submission of information and supporting evidence in respect of items listed in evaluation criteria.

1. Technical Proposal

Technical proposal shall be evaluated on the following items;

a. Bidder Background & Presentation (20 marks)

- I. Details of the bidder background its size and resources.
- II. Date of Establishment with evidence.
- III. Ownership and nature of entity (Limited company, partnership, etc.)
- IV. Total number of full time employees (Head Office and all Branch Offices)
- V. Physical locations including addresses of all branches and its sister concerns
- VI. Copy of presentation given to SECP.

The bidders will be invited to present their technical and cost proposal in the presence of SECP nominated committee members.

The format of presentation. (30 MINUTES Max)

- a) Introduction of Company
- b) Experience and background of Agency
- c) Understanding of SECP and its investor education program “Jamapunji”
- d) Proposed social media and social media strategy for Jamapunji & SECP
- e) Sharing of sample of social media content calendar and its strategy for Jamapunji
- f) Creative and Digital Expertise = Sample Campaigns
- g) Digital Media Buying and Advertising Expertise
- h) Hypothetical Illustrative scenario:

Considering that as a social media manager you have Rs. 1.0 million to spend on digital and online advertising. You can spend it anyway on any medium to achieve the following high level tasks in a given month:

- i. Increase Fans on Jamapunji’s & SECP’s Facebook pages
- ii. Increase followers of Jamapunji & SECP’s Twitter accounts
- iii. Awareness and campaign to build image of Jamapunji & SECP

b. Experience (35 Marks)

- I. List of clients (past and present) years serviced in last 3 years.
- II. All clients added and lost in past three years with reasons for leaving
- III. Total number and Value of (in PKR) of social media and digital media campaigns executed by the agency for the local clients of Pakistan in last 3 years, with campaign screen shots and summary details.
- IV. Please share what the bidder experience is with web-based marketing or online communications with the at-least two examples.
- V. State what experience the agency has with measurement of Return on Investment for social media and online advertising campaigns and specifically, achievements of social media agency for its clients, in terms of ROI measures, online audience assets and setting online media trends.
- VI. The agency should mention the details of Social Media admin pages which have been or are being handled by the agency. How many fans, applications, games etc. have been developed/ acquired by the agency in each case.
- VII. Common prevailing media issues and examples of handling those.
- VIII. Evaluate Public sector social media presence in last one year. Please include social media analysis and SWOT analysis of your agency in this context.

c. Online Media Tools (15 Marks)

- I. Agency's experience with ad-serving technology compliant with Interactive Advertising Bureau (IAB) along with a list of full Media for Online campaigns done in last 3 years.
- II. Please state what types of tools will be used to affiliate research or internal research
- III. Online Media Tools, experience in use of these tools and demonstrating the efficiencies achieved by these.

d. **Timeline: 10 Marks**

- I. Agency should specify the typical time required for development of Online media plans and airing of the same:
- II. Social Media Plan development
- III. Pre-campaign Analysis
- IV. Implementation
- V. Post-campaign Analysis

e. **Resources: (15 marks)**

The online agency should state the number of employees (both dedicated and shared) and provide the appropriate proposed structure of the team dedicated to SECP's project accounts.

2. **Financial proposal**

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

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.

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 the bidding documents 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 TORs, 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 TORs, 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.

Award Criteria

SECP shall award the contract to the firm whose proposal has been determined to be substantially responsive to the TORs 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.