



**SECURITIES AND EXCHANGE COMMISSION OF  
PAKISTAN**

**T#32/24-25**

**Request for Proposal**

The Securities and Exchange Commission of Pakistan invites bids exclusively through the **e-Pak Acquisition & Disposal System (EPADS)** from service providers based in Pakistan registered with the Federal Board of Revenue or relevant tax authority, holding valid NTN and Sales Tax numbers, and appearing on the Active Taxpayers List (for both Income and Sales tax) for the following:

**Hiring of Services for Development of Shoot Based Videos on Investor Awareness**

Bidding document which include the terms and conditions, procurement method, bid submission procedure, bid security requirement, bid validity period, bid opening process, evaluation criteria and guidelines for clarification/rejection of bids, are available to the interested bidder(s) free of cost. These documents can be obtained from the undersigned or downloaded from <https://eprocure.gov.pk/> OR <https://www.secp.gov.pk/procurement/>

Bids must be prepared in strict accordance with the instructions outlined in the bidding document and submitted exclusively through EPADS on or before 02:30 PM, **May 26, 2025**. The bids will be opened on the same day at 03:00 PM.

*In case of any technical difficulty in using E-PADS, prospective bidder(s) may contact PPRA at <https://www.ppra.org.pk/>*

For further inquiries, please contact the Admin Department at 051-9195474, 9195437, 9195477 during office hours (Monday to Friday, excluding Public Holidays) or email at [procurement.info@secp.gov.pk](mailto:procurement.info@secp.gov.pk)

Additional Director (Admin)  
NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad

### **Terms and Conditions for Bids and Bidders**

1. Tender Identification Number: **Tender # 32 /24-25**
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 invites bids exclusively through the **e-Pak Acquisition & Disposal System (EPADS)** from the service providers firms based in Pakistan and registered with Federal Board of Revenue/Respective Revenue Boards for Income Tax and Sales Tax and who are on Active Taxpayers List (Income and Sales tax) of the Federal Board of Revenue/Relevant Tax Authority for

### **Hiring of Services for Development of Shoot Based Videos on Investor Awareness**

through

#### **SINGLE STAGE TWO ENVELOPE AND QCBS**

4. Clarification if any on the requirements may be obtained by emailing at [procurement.info@secp.gov.pk](mailto:procurement.info@secp.gov.pk) before COB on May 19, 2025 for timely response and queries received after said date may not be responded.
5. All bids must be submitted along with a scanned Bid Security of the amount mentioned below, and in the form of Banker's Cheque i.e. Pay Order. **The original hard copy of bid security amounting to Rs.100,000 must be submitted to the procuring agency any time before the closing time of bid submission.**
6. **The amount of the bid and bid bond/security shall be in Pak rupees. The bids should be accompanied by required bid bond/security (refundable) in shape Bankers Cheque i.e. pay order in favor of Securities and Exchange Commission of Pakistan. Cheque will not be acceptable.**
7. Bid of the bidder(s) who submits the original bid bond/security late i.e. after bid submission time, or with less amount of bid bond/security will be rejected.
8. Only registered supplier/service providers who are on Active Taxpayers List (Income and Sales Tax) of FBR/respective revenue boards are only eligible to supply goods/provide services to the Commission. Bids of all those who are not registered with the Federal Board of Revenue/Respective Revenue Boards for Income Tax and Sales Tax shall be rejected.
9. In case bidder (if selected) is not in ATL at the time of payment then the payment shall be stopped till he files his mandatory returns and appears on ATL of FBR OR whole of the tax involved or as applicable to supplies on the basis of gross value of supplies shall be deducted.
10. After the evaluation and approval of the technical bid, financial bids of the technically accepted bids only will be opened at a time, date and venue announced and communicated to the bidders in advance through EPADS.
11. Tax shall be deducted/withheld as per applicable sales tax and income tax law.
12. Relevant details plus terms and conditions of the invitation/RFP may be obtained from the

undersigned personally or by visiting the SECP website: <https://www.secp.gov.pk/procurement/>

13. SECP reserves the right to cancel this invitation/RFP and reject all bids at any stage of the bidding process.
14. The bid validity period shall be 120 days.
15. If the bid is withdrawn after bid opening time and before the expiry of bid validity the bid bond/security will be forfeited in favor of the SECP, Islamabad.
16. The language of the bid is English and alternative bids shall not be considered.
17. Amendments or alterations/cutting etc., in the bids must be attested in full by the person who has signed the bids.
18. 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.
19. The rates must be quoted strictly in accordance with our documents and Annex(s).
20. Discounts (if any) offered by the bidder shall be part of the bid and for taxation purposes will be treated in accordance with the applicable laws.
21. Detail of applicable taxes and whether taxes included or not in the quoted price and breakup of the quoted price shall be clearly mentioned.
22. The bidder shall be responsible for payment of any duties/taxes etc. which are imposed by the Government of Pakistan (GOP). The bid price MUST be inclusive of all applicable taxes. The bidder is hereby informed that the Commission shall deduct tax at the rate prescribed under the tax laws of Pakistan from all payments for supply/services rendered by any responding organization who accepts the Purchase order or signs agreement with the Commission.
23. 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.
24. **Price inclusive of quoted tax, quoted by the bidder shall be considered for evaluation irrespective of the tax rate. The Most Advantageous Bid(der) shall be responsible of the quoted tax in its bid and any demand from tax authorities shall be payable by that bidder.**
25. Selected service provider will have to provide the required services, if selected and declared as Most Advantageous Bid(der). In case selected bidder is not willing to supply on quoted amount then bid bond/security submitted with the bid will be forfeited in favor of the Commission.
26. In case 1st Most Advantageous Bid(der) is unable to supply ordered items/services then the Commission reserve the right to award the contract to 2nd Most Advantageous Bid(der).
27. **Successful bidder will have to sign a Non-Disclosure Agreement (NDA) as outlined in Annexure.**
28. Bid bond/security of the bidder who is unable to supply ordered services shall be forfeited in favor of the Commission.

29. In case of late delivery, late delivery (LD) charges equivalent to 1% (of the PO/contract Value) per week shall be imposed and deducted from the payment. Provided that the imposed penalty shall not exceed 10% of the PO/contract value. However, no penalty shall be deducted in case delay is:
- on part of the Commission; or
  - due to occurrence of event(s) beyond the reasonable control of the Firm, which have a materially adverse effect on the ability of the Firm to perform its obligations.

In case of clause “b” above, the decision of the SECP’s management to determine the occurrence of event(s) beyond the reasonable control of the Firm or otherwise shall be final and binding.

30. Bids from any bidder who is found or purported to be engaged or under investigation for offences related to fraud, under-invoicing, tax evasion, concealment, money laundering etc. shall be rejected without assigning any reason.
31. Bidder must have regular place of business, telephone numbers and email address and must provide proof of their existence in the particular business. A brief profile of the bidder, along with list of major customers (corporate sector) along with their contact details is required.
32. Bidder must submit the undertaking as per format prescribed in relevant Annexure, failing which the bid shall be rejected.
33. In case any bidder is found in the list of “Blacklisted Firms-Pakistan” or related links at <https://www.ppra.org.pk/> then its bid shall be rejected.
34. Payment shall be made as per payment terms and all payments shall be made after deduction of taxes and all payments shall be made through cross Cheque/bank transfer in Pak Rupees. Taxes will be deducted at source as per Government Rules at the time of payment.
35. The bid bond/security of successful bidder will be retained and returned after completion of assignment. However, bid bond/security of unsuccessful bidders will be returned after award of contract to successful bidder.
36. During the retention period the bid bond/security, no interest / markup will be provided on this amount by Commission to bidder at the time of refund/release of bid bond/security.
37. The bids received after the due date and time will be rejected.
38. 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 rejected.
39. Joint venture, consortium or association of companies are not allowed.
40. The bidders do not have the option of submitting their bids through other electronic means except EPADS.
41. The deadline for the submission of bids and only through EPADs is:  
**Date: May 26, 2025**  
**Time: 1430Hrs**
42. The bid opening will take place on:

**Securities and Exchange Commission of Pakistan,**  
NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad.  
**Date: May 26, 2025**  
**Time: 1500Hrs**

Note: Attachment Details are as under:

1.	Terms of Reference	Annex “A”
2.	Evaluation Criteria	Annex “B”
3.	Documentary Evidence	Annex “C”
4.	Financial Bid	Annex “D”
5.	Format of Affidavit/Undertaking	Annex “E”
6.	Non Disclosure Agreement(NDA)	Annex “F”

**If the above terms and conditions are acceptable then bids must be submitted well in time and according to the requirements.**

## **Scope of Work - Hiring of Services for Development of Shoot Based Videos on Investor Awareness**

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”

### **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 shoot based videos on a Investor Awareness issues.

The details specifications of the TVCs are as follows:

### **Shoot Based Videos**

The required features of the deliverables will be as follows:

- Duration of a TVC (post production): Maximum 60 to 120 seconds depending upon script
- Number of Versions for each TVC: 3 (10 Seconds, 20 -30 Seconds, actual duration)
- Nature: Shoot Based Videos
- Language/ Script: Urdu (separate quotes for dubbing each TVCs in Punjabi, Pashtu and Sindhi Languages)
- Voice Over
- Background Music: Yes/where required.

The vendor will be responsible for all cost pertaining to pre and post production issues.

**Pre-production:**Scripting, storyboarding, casting (professional actors).

#### **Production:**

- Shoot on Arri Alexa (1080p resolution)
- Locations: Mix of office, outdoor, and studio setups as per requirements of the script
- Actors: (talent to be provided by vendor).

#### **Post-production:**

- Professional color grading.
- Voiceover recording & dubbing in 3 local languages as mentioned above

### **Requisite format & equipment for shooting videos**

(i) *Camera & Format:*

- *Camera: \*\*Arri Alexa\*\* (or equivalent high-end cinema camera).*

- *Resolution: \*\*1920x1080 (1080p)\*\*.*
- *Codec: ProRes 422 HQ or similar high-quality format.*
- *Frame Rate: 24fps (or as recommended for broadcast standards).*
- *Dynamic Range: Log-C or RAW capture preferred for grading flexibility.*

(ii) *Lighting & Gear:*

- *Professional lighting setup (LED/HMI) for controlled environments.*
- *Stabilization: Tripod, dolly, or gimbal for smooth shots.*
- *Audio: Dual-system sound recording (boom + lavalier mics).*

## **Deliverables**

- 5 videos (1080p, H.264) with 3 versions each

*Note: Percentage for quantity increase or decrease is 30.*

### Technical and Financial Evaluation

- Technical 40 %
- Financial 60 %

#### **Technical Criteria**

- i. Evaluation of Portfolio of shoot based TVCs on *Arri Alexa* along with respective behind the scene videos to authenticate usage of Arri Alexa camera & relevant agency video director : **20 Marks**
- ii. Evaluation of portfolio of relevant Video Director with the proven history of making creative & eye catching TVCs on film camera (1 marks for each year of his professional experience irrespective of agency; maximum of 10 marks) : **10 Marks**
- iii. Experience of making Financial Literacy/Investor awareness videos (Submit TVC for evaluation) : **10 Marks**

*\*Submission of portfolios/TVCs on USB*

***Note:***

**Technical Score (T)** = Marks Obtained in Technical Evaluation/Total Marks x 40

#### **Financial Evaluation:**

**Financial Score (F)** = ((Lowest quoted price/ Firm's price under evaluation) x 100) x 60

**Final Scoring:** The Formula for determining the Final Score is as under:

**Total Score = Technical Score (T) + Financial Score (F)**



**DOCUMENTARY EVIDENCE**

Name of the Bidder: \_\_\_\_\_

Bid against Reference No: \_\_\_\_\_

Date of opening of Bid: \_\_\_\_\_

Documentary evidence for determining eligibility of the bidders & evaluation of bids. Bidders should only initial against those requirements that they are attaching with the form. **Bidders are required to mark page number on each page of the bid and mention the exact page number of relevant documents in the table below.** Bidders are advised to attach all supporting documents with this form in the order of the requirement.

S#	Required Documentation	Signature of Bidder	Supporting Document's Name	Page Number in the Bid.
1.	NTN Certificate			
2.	GST Certificate			
3.	On Active Tax Payers List of FBR			
4.	Affidavit/Undertakings			
5.	Bid Bond/Security			
6.	Bid Validity period of 120 days			
7.	Authorized Contact Number and Email Address for correspondence			

**FINANCIAL BID****FOR THE SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN (SECP)**

The bidder shall mention in its financial bid complete detail of prices for the services to be provided under this invitation/RFP. The resulting contract shall be a fixed price.

<b>Description</b>	<b>Price/Service Charges Per Video with 3 versions excluding Sales taxes (Rs.)</b>	<b>Total applicable Sales Tax (Rs.)</b>	<b>No. of Videos</b>	<b>Total Price/Service Charges including Sales taxes (Rs.)</b>
<b>Hiring of Services for Development of Shoot Based Videos on Investor Awareness</b>			5 videos (1080p, H.264) with 3 versions each	

**The fixed Total price/service charges includes all costs to complete the assignment** including management, travel to the SECP’s head office, lodging, supplies/consumables, phone/fax, out of pocket expenses and other miscellaneous expenses. The SECP shall not reimburse any other costs beyond this fixed price. Assignment will be performed in Head Office, Islamabad.

**Format of Affidavit/Undertaking**

**Bidder must submit following undertaking (on stamp paper of Rs.100), failing which the bid shall be rejected**

I, Mr. .... S/o..... holding CNIC # ..... from M/s ..... Having Its business office at ....., do hereby solemnly affirm and declare as under;

- a) That M/s ..... is not engaged, under investigation or offences or no proceedings are pending before FBR, Customs, NAB, any Judicial form, FIA or any other Govt. authority with respect to fraud, terror financing, money laundering etc.
- b) We also confirm that our firm has not been black listed by any National/International organization or forum and its entitled to carry out its business activities to the standard business ethics.
- c) That the Partner(s) / Officers of M/s..... have not been subject to financial crime. Nor they every compounded with their creditors in any capacity.
- d) We also confirm that we do not have any linkage with Israel or India regarding nationality, ownership, sponsoring and financing etc.
- e) We also confirm our acceptance to all terms and conditions of this bidding document.
- f) The above statement is true to the best of my knowledge and belief and nothing has been concealed or is false.

***Note: In case bidder is found in the list of “Blacklisted Firms-Pakistan” or related links at <https://www.ppra.org.pk/> then its bid shall be rejected***

***Name:***

\_\_\_\_\_

***Signature***

\_\_\_\_\_

***Stamp:***

\_\_\_\_\_

**Non-Disclosure Agreement (NDA)**

This agreement is made the on <Date> between:

- (1) The Information Systems and Technology Department (IS&TD), Securities and Exchange Commission of Pakistan (the “SECP”), NIC Building, Jinnah Avenue, Blue Area, Islamabad

and

- (2) M/s <Company Name>, <Company Address>

hereinafter referred to as “Parties” collectively and the party disclosing shall be referred as “Disclosing Party” and the party receiving information shall be referred as “Receiving Party”. For the purpose of preventing the unauthorized disclosure of Information as defined below, these parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and information (“Information”).

**Background:**

The Parties wish to discuss investment and collaboration opportunities relating to SECP’s Information Systems and Technology Department business models and/or the technical and commercial capabilities of various technologies and projects (“Opportunities and Technologies”) developed by one or more of the Parties. The Parties wish to mutually disclose certain Security Classified Information (SCI) to enable each of them to fully assess the Opportunities and Technologies.

**It is agreed that:**

In consideration for the mutual disclosures, the Parties agree to the terms of this Non-Disclosure Agreement (NDA):

1. "Information" means all information, data, ideas, innovations or material disclosed by any of the Parties relating to the Opportunities and Technologies, whether or not marked or designated as confidential, including, but not limited to IS&TD’s information to business plans, business proposals, projects, financial information, customer/company lists, prospective customers, technical proposals, product descriptions, hardware specifications, software in both source and object code, computer outputs, computer interfaces, application programme interfaces, computer calls, flow charts, data, drawings and know-how.

**Each Party's Obligations:**

2. Each Party will:
  - a. keep the Information disclosed to it by any disclosing Party confidential and secure, and in addition apply the same degree of care and the same controls which that Party applies to his or its own trade secrets.
  - b. use or make copies of the Information disclosed to it solely to assess the Opportunities and Technologies. Any such copies shall remain the property of the disclosing Party and be distributed or otherwise be made available internally within the receiving Parties on a need to know basis.
  - c. give immediate notice to the disclosing Party if a receiving Party knows of or suspects that there has been any unauthorized use or disclosure of Information arising through a failure by a Party to keep the Information confidential.

**Publicity:**

3. No receiving Party will without the prior consent in writing of the disclosing Party either release any press statement or issue any other publicity regarding the existence, scope, objective, conduct, performance or results of any proposed or actual contract between any of the Parties.

**Exclusions:**

4. The provisions of this Agreement shall not apply to Information:
  - a. which a receiving Party can prove to the reasonable satisfaction of the disclosing Party was lawfully in his or its possession at the time of disclosure and was not acquired either directly or indirectly from the disclosing Party; or

- b. which is lawfully generally known (other than due to the negligent act or omission of Parties or his breach of this Agreement); or
- c. which the receiving Party obtains from a third party which was entitled to disclose that Information to the receiving Party without any restriction.

**Various Obligations:**

5. Each receiving Party agree that he or it shall not acquire any right in or title to or licence in respect of the Information disclosed to it or any intellectual property rights embodied in the Information. The rights provided to the Parties under this Agreement are personal to the Parties and shall not be assigned or transferred to any other party whatsoever.
6. The obligations under this Agreement shall continue as regards any item of Information until it is lawfully generally known or is otherwise not subject to the provisions of this Agreement. Since the information available with SECP is highly confidential, the receiving party shall never be allowed to disclose such information so the receiving party shall not be allowed to disclose the information even after the expiry of the agreement.
7. On the written request of a disclosing Party at any time, each receiving Party agrees to:
  - a. promptly return or procure the return of or destroy (at the disclosing Party's option) all or some (as the disclosing Party may direct) of the originals and copies of the Information under his or its care or control and
  - b. confirm in writing that this has been done and that no Information or copies exist under the receiving Party's care or control and
  - c. not use the Information for any other purpose whatsoever.
8. Nothing in this Agreement prevents disclosure of the Information to any persons or bodies having a legal right or duty to have access to or knowledge of the Information.
9. This Agreement constitutes the entire agreement and understanding between the parties with respect to its subject matter and replaces all previous NDA agreements between, or undertakings by the parties with regard to such subject matter. This Agreement cannot be changed except by written agreement between the parties.
10. (i) All disputes arising out of All disputes arising out of or in connection with the present agreement shall be settled through Arbitration. Each Party shall appoint an arbitrator and the appointed arbitrators shall commence the proceedings. In case of difference of opinion between an even number of appointed arbitrators, the matter shall be referred to an umpire mutually appointed by the arbitrators. The umpire shall then make an award which shall be final and binding. Prior to initiation of arbitration proceedings, the aggrieved Party shall give the other Party written notice describing the claim and amount as to which it intends to initiate action.
- (ii) The place of arbitration shall be Islamabad, the arbitration shall be governed by the Arbitration Act, 1940 and the language of the arbitration shall be English.

**Signed for and on behalf of Securities and Exchange Commission of Pakistan:**

Name:  
Designation:

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**Witness No. 1:**

Name:  
Address:  
NIC:

**Signed for and on behalf M/S <Company Name>, <Company Address>:**

Name:  
Designation:

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**Witness No. 2:**

Name:  
Address:  
NIC: