**KARANDAAZ PAKISTAN**

**Request for Proposal**

**RFP No.32- Hiring of Design and Graphics Agency**

September 19, 2017

**Date: September 19, 2017**

**Deadline for Questions: September 21, 2017**

**Deadline for Karandaaz Pakistan Responses: September 22, 2017**

**Deadline for Submission of Proposals: September 28, 2017**

**SECTION 1. LETTER OF INVITATION**

RFP no. 32

September 19 2017, Islamabad

1. The purpose of this RFP is to solicit Proposals Design and Graphics for Karandaaz Pakistan.
2. The RFP 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 a goods and services as per defined duration
3. Karandaaz Pakistan invites sealed proposals from interested and eligible organizations. More details on the Services required are provided in the Terms of Reference (Section 4 of RFP).
4. The company will be selected under open competitive procedures, in accordance with the procurement policies and procedures of Karandaaz Pakistan.
5. The full RFP is available at [**www.karandaaz.com.pk**](http://www.karandaaz.com.pk).
6. Both financial and technical proposals must be submitted before 12:00 noon Pakistan Standard Time on Date. Offerors must prepare four hard copies of the technical proposal and one hard copy of the cost proposals, and submit in separate **sealed** envelopes to the attention of ‘The Procurement Department’ 1-E, Ali Plaza, D Chowk, Mezzanine Floor, Naziumudin Road, Blue Area, Islamabad

Yours sincerely,

**The Procurement Department**

Karandaaz Pakistan

**SECTION 2. INSTRUCTIONS TO FIRMS**

**A. General**

1. **Scope of Proposal**

Karandaaz Pakistan issues this Request for Proposal (RFP) for the following services:

“Design and Graphics Agency”

Throughout this RFP:

1. The term “in writing” means communicated in written form (e.g., by mail, e-mail, fax)
2. “Day” means calendar day
3. **Fraud and Corruption**

Firms shall comply with Karandaaz Pakistan’s policy regarding fraud and corruption given in Section 3 of the RFP.

1. **Eligibility**

Karandaaz Pakistan 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 Karandaaz Pakistan any situation of actual or potential conflict that impacts its capacity to serve Karandaaz Pakistan’s best interests. Failure to disclose such situations may lead to the disqualification of the firm or the termination of its Contract. Karandaaz Pakistan’s policy with regard to conflict of interest is given Section 3 of the RFP.

Firms shall provide such evidence of their continued eligibility satisfactory to Karandaaz Pakistan, upon request.

1. **One Proposal Per Firm**

Each firm shall submit only one proposal, either individually or as a partner in a joint venture. A firm that submits or participates in more than one proposal shall cause all the proposals with the firm’s participation to be disqualified. However, this does not limit the participation of subcontractors and individual experts in more than one proposal.

1. **Cost of Preparation of Proposal**

The firm shall bear all costs associated with the preparation and submission of its proposal. Karandaaz Pakistan shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

**B. Request for Proposal**

1. **Contents of the RFP**

The RFP includes the documents listed below and any Addendum issued in pursuant to point 8 of this section ‘Amendment of RFP’.

Section 1 - Letter of Invitation

Section 2 - Instructions to firms

Section 3 – Procurement Policy – vendor conduct

Section 4 - Terms of Reference

Annexure A – Proposal Submission Form

1. **Clarification of RFP**

All questions and/or clarifications regarding this RFP must be submitted via email to Procurement@karandaaz.com.pk no later than 5:00PM local time on September 21, 2017. All correspondence and/or inquiries regarding this solicitation must reference the RFP number. No phone calls or in-person inquiries will be entertained; all qkiuestions and inquiries must be in writing

Questions and requests for clarification—and the responses thereto—will be circulated to all RFP recipients who have indicated an interest in bidding by 5:00PM on September 22, 2017.

Only the written answers will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from a Karandaaz employee or other entity should not be considered as an official response to any questions regarding this RFP.

1. **Amendment of RFP**

At any time prior to the deadline for submission of bids, Karandaaz Pakistan may amend the RFP by issuing an Addendum.

Any Addendum issued shall be part of the RFP and will be communicated via the Karandaaz Pakistan website. Firms are advised to monitor the site for updates.

To give prospective firms reasonable time in which to take an Addendum into account in preparing their bids, Karandaaz Pakistan may, at its discretion, extend the deadline for the submission of bids, pursuant to point 17 ‘Deadline for Submission of Proposals’ of this section.

**C. Preparation and Submission of Proposals**

1. **Language of proposal**

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

1. **Documents Comprising the Proposal**

The proposal shall consist of the following:

**Technical Proposal (to be submitted in a separate envelope):**

* Project (Technical) Proposal

**Financial Proposal (To be submitted in a separate envelope)**

* Financial Proposal

1. **Currencies of Bid and Payment**

Firms may express the price only in PKR.

1. **Proposal Validity**

Proposal shall remain valid for ninety (90) days after the proposal submission deadline date established by Karandaaz Pakistan. A proposal valid for a shorter period shall be rejected as non-responsive.

In exceptional circumstances, prior to the expiration of the proposal validity period, Karandaaz Pakistan may request all firms who submitted their proposals to extend the period of validity of their proposal for a specified additional period. The request and the responses shall be made in writing. If the firm agrees to extend the validity of its proposal, it shall be done without any change in the original proposal and with the confirmation of the availability of the key experts. The firm has the right to refuse to extend the validity of its proposal in which case such proposal will not be further evaluated.

1. **Proposal Security**

In this procurement, a proposal security is not required.

1. **Alternative Proposals**

Alternative proposals shall not be considered.

1. **Format, Signing, and Submission of Proposals of Proposal**

The firm shall prepare and email a scanned copy of the documents comprising the Proposal as described in point 10 on official company letterhead. Each document shall be signed by a person duly authorized to sign on behalf of the firm. All pages of the proposal shall be initialled by the person or persons signing the proposal.

Both financial and technical proposals must be submitted before 12:00 noon Pakistan Standard Time on September 28, 2017. Offerors must prepare four hard copies of the technical proposal and one hard copy of the cost proposals, and submit in separate **sealed** envelopes to the attention of ‘The Procurement Department’ 1-E, Ali Plaza, D Chowk, Mezzanine Floor, Naziumudin Road, Blue Area, Islamabad.

The proposal should also be sent to the following email address: [**procurement@karandaaz.com.pk**](mailto:procurement@karandaaz.com.pk) with the subject line: Responding to RFP for “Design and Graphics Agency”.

The Proposal shall contain no alterations or additions, except those to comply with instructions issued by Karandaaz Pakistan, or as necessary to correct errors made by the firm, in which case such corrections shall be initialled by the person or persons signing the Proposal.

1. **Deadline for Submission of Proposals**

Proposals must be received by Karandaaz Pakistan no later than 12:00 noon Pakistan Standard Time on September 28, 2017.

Karandaaz Pakistan may extend the deadline for submission of proposals by issuing an amendment in accordance with point 8 ‘Amendment of RFP’, in which case all rights and obligations of Karandaaz Pakistan and the firms previously subject to the original deadline shall then be subject to the new deadline.

1. **Late Proposals**

Any Proposal received late by Karandaaz Pakistan will be considered only at the discretion of the evaluation team

1. **Withdrawal, Substitution, and Modification of Proposals**

Firms may withdraw, substitute or modify their proposals by giving notice in writing before the deadline for submission of proposals prescribed in point 16 ‘Deadline for Submission of Proposal’ of this section.

Each firm’s withdrawal, substitution or modification notice shall be prepared, sealed, marked, and delivered in accordance with point 15 ‘Format, Signing, and Submission of Proposals of Proposal’, with the subject line as: Responding to RFP for “ Design and Graphics Agency” - “WITHDRAWAL,” SUBSTITUTION” or “MODIFICATION” as appropriate. No Proposal may be substituted or modified after the deadline for submission of proposals.

**E. Proposal Opening and Evaluation**

1. **Proposal Opening**

Karandaaz Pakistan shall open the proposals, including modifications made pursuant to point 18, on the business day following the deadline, as per point 16.

1. **Confidentiality**

Information relating to the examination, evaluation, comparison, and post-qualification of proposals, and recommendation of contract award, shall not be disclosed to firms or any other persons not officially concerned with such process until publication of the contract award. Any effort by a firm to influence Karandaaz Pakistan in the examination, evaluation, comparison, and post-qualification of the Proposals or contract award decisions may result in the rejection of its Bid. Notwithstanding the above, from the time of proposal opening to the time of contract award, if any firm wishes to contact Karandaaz Pakistan on any matter related to the bidding process, it should do so in writing at the address indicated in point 7 ‘Clarification of RFP’.

1. **Clarification of Bids**

To assist in the examination, evaluation, and comparison of proposals, Karandaaz Pakistan 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 Karandaaz Pakistan in the evaluation of the proposals in accordance with point 25 ‘Correction of Errors’.

1. **Preliminary Examination of Proposals**

Prior to the detailed evaluation of proposals, Karandaaz Pakistan 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.

1. **Determination of Firm’s Eligibility and Qualifications**

Then Karandaaz Pakistan 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 point 3 ‘Eligibility’ shall be disqualified.

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

Karandaaz Pakistan’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 RFP, 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 RFP, Karandaaz Pakistan’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.

1. **Evaluation of Technical Proposal**

Karandaaz Pakistan 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 Score (80 %)**

1. Company profile – 10%
2. Portfolio, especially any work done for clients with nature and mandate similar to Karandaaz – 20%
3. A creative brief specifically demonstrating the proposing agency’s understanding of the scope and needs of Karandaaz Pakistan – 35%
4. Proposed team qualification, competency, software skills, and experience with company on key projects and their role in it – 15%

To evaluate all offerors on equitable basis, each offeror must establish the following in their technical proposal:

* Company profile with complete address, details about the size, staffing, equipment, software, and registration details of the agency. The agency must also mention any partnerships and nature of such partnerships, affiliations, and memberships of professional associations, if any, in this section.
* Portfolio, including work similar to our scope with examples (this shall include list of previous clients, agency’s role and extent of involvement in such past assignments, and actual designs that the clients used).
* Any letters or certificates of appreciation from 3 previous clients. Experience of working with development sector, foreign donor agencies, corporate sector, banking, telcos etc., if any, will be important.
* A creative brief specifically demonstrating the proposing agency’s understanding of the scope and needs of Karandaaz Pakistan - mocks and demo designs, if provided, will have more chances to earn points. This section is very important and gives the offeror a chance to demonstrate their out-of-the-box, fresh, and creative ideas for the evaluation committee.
* Details of the proposed team to work on Karandaaz account with complete qualification and experience details for each proposed team member including their professional competency, academic qualifications if relevant, and past work experience. The offer must also list proposed team’s experience with company on key projects and their role in them.
* NOTE: In case of a consortium, the role and relevant experience of each consortium partner should be clearly specified.

1. **Correction of Errors**

Proposals determined to be substantially responsive shall be checked by Karandaaz Pakistan for any arithmetic errors. Errors shall be corrected by Karandaaz Pakistan as follows:

Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.

The amount stated in the proposal shall be adjusted by Karandaaz Pakistan in accordance with the above procedure for the correction of errors and, with the concurrence of the firm, shall be considered as binding upon the firm. If the firm does not accept the corrected amount, the proposal shall be rejected.

1. **Currency for Price Evaluation**

For evaluation and comparison purposes, Karandaaz Pakistan shall convert all proposal prices expressed in US Dollars into an equivalent amount in PKR, using the selling exchange rates established by the State Bank of Pakistan on the date of proposal opening specified in point 19 ‘Proposal Opening’.

1. **Evaluation of Proposal Price and ranking :**

**Financial Score (20%)**

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;

20 points will be awarded to the lowest responsive bidder while rest of the bids will be allocated points according to following formula:

Points of a Bidder = (P1/ P2)\* 30

Where:

P1= Price of Lowest Responsive Bidder

P2= Price of the Bidder

**Award of Contract**

1. **Award Criteria**

Subject to 31 below, Karandaaz Pakistan shall award the contract to the firm whose proposal has been determined to be substantially responsive to the RFP and which has the highest combined technical and financial score, provided that such firm has been determined to be eligible in accordance with point 3.

1. **Karandaaz Pakistan’s right to accept Any proposal and to reject any or all proposals**

Notwithstanding point 28 above, Karandaaz Pakistan 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 Karandaaz Pakistan’s action.

1. **Notification of Award and Signing of Agreement**

The firm whose Proposal has been accepted shall be notified of the award by Karandaaz Pakistan prior to expiration of the proposal validity period in writing. This letter (hereinafter and in the contract called the “Letter of Acceptance”) shall state the sum that Karandaaz Pakistan shall pay the contractor in consideration of the services as prescribed by the contract.

The Agreement shall incorporate all agreements between Karandaaz Pakistan and the successful firm. It shall be signed by Karandaaz Pakistan and sent to the successful firm, within seven (7) days following the Letter of Acceptance’s date. Within seven (7) days of receipt, the successful firm shall sign the Form of Agreement and deliver it to Karandaaz Pakistan.

Karandaaz Pakistan will also promptly notify in writing each unsuccessful firm. After publication of the award, unsuccessful firms may request in writing to Karandaaz Pakistan seeking explanations of the grounds on which their Proposals were not selected. Also, Karandaaz Pakistan shall entertain a complaint from any firm that claims to have suffered or that may suffer, loss or injury due to a breach of a duty by the company in the conduct of this bidding process. Such requests shall be addressed and delivered in writing to:

Karandaaz Pakistan

Attention: Chief Executive Officer

Re: “Design and Graphics Agency”

1 E, Ali Plaza, Nazimuddin Road, D-Chowk, Islamabad

Any requests via email seeking this explanation will not be answered.

**SECTION 3. PROCUREMENT POLICY – VENDOR CONDUCT**

1. **Corrupt or fraudulent practices**

Bidders, suppliers, contractors and their agents (whether declared or not), sub-contractors, sub-consultants, firms or suppliers, and any personnel thereof, shall observe the highest standard of ethics during the procurement and execution of contracts.

Karandaaz Pakistan shall not award contract if it is determined that the bidder, or any of its personnel, or its agents, or its sub-consultants, sub-contractors, firms, suppliers and/or their employees, has, directly or indirectly, engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for the contract in question. As part of bidding/ solicitation documents, Karandaaz Pakistan will seek declaration of ‘Non collusive non corrupt practices’ from each bidder. Format for such declaration is prescribed in section 3 of the standard bidding document. In pursuance of this policy, following terms are defined as follows:

1. “Corrupt practice” is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
2. “Fraudulent practice” is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
3. “Collusive practice” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
4. “Coercive practice” is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
5. “Obstructive practice” is deliberately destroying, falsifying, altering, or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation.
6. **Avoidance of conflict of interest**

Any firm participating in the procurement process should disclose any actual or perceived conflict of interest situation/condition. Any firm found to have a conflict of interest shall be ineligible for award of a contract.

A firm shall be considered to have a conflict of interest in a procurement process if:

1. Such firm is providing goods, works, or non-consulting services resulting from or directly related to consulting services for the preparation or implementation of a project that it provided or were provided by any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm; or
2. Such firm submits more than one bid, either individually or as a joint venture partner in another bid, except for permitted alternative bids. This will result in the disqualification of all bids in which the bidder is involved. However, this does not limit the inclusion of a firm as a sub-contractor in more than one bid. Only for certain types of procurement, the participation of a bidder as a sub-contractor in another bid may be permitted subject to the company’s no objection and as allowed by the standard bidding documents applicable to such types of procurement; or
3. Such firm (including its personnel) has a close business or family relationship with a professional staff of the company who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract unless the conflict stemming from such relationship has been resolved in a manner acceptable to the company throughout the procurement process and execution of the contract; or
4. Such firm does not comply with any other conflict of interest situation as specified in the standard bidding documents relevant to the specific procurement process.
5. **Duty of care**

The supplier in performance of services for Karandaaz Pakistan shall exercise duty of care. Duty of care holds the supplier responsible for the safety and well-being of its personnel and any third party affected by its activities.

**SECTION 4. TERMS OF REFERENCE**

**Thematic Area**: Karandaaz Knowledge Management & Communications Team

**Project Title:** Design and Graphics Agency

**Expected Start Date:** October 01, 2017

**End Date:** June 30, 2018

**Task Manager:** Director, KM&C

**About Karandaaz Pakistan**

KARANDAAZ PAKISTAN, a private company established in August 2014, promotes access to finance for small businesses through a commercially directed investment platform, and financial inclusion for individuals by employing technology enabled digital solutions. The Company has financial and institutional support from leading international development finance institutions; principally the United Kingdom Department for International Development (DFID) and the Bill & Melinda Gates Foundation. The Consultative Group to Assist the Poor (CGAP), a member of the World Bank Group, provides technical support to Karandaaz Pakistan.

Karandaaz Pakistan has four core work streams:

1. **Karandaaz Capital** focuses on providing credit and capital to high impact small and medium-size businesses, and business models that have potential to generate sustainable employment and offer attractive risk-adjusted financial returns.
2. **Karandaaz Digital** focuses on expanding the poor’s access to digital financial services in Pakistan by working across the ecosystem of local actors – policy-makers, regulators, government departments, businesses, researchers and academics. The DFS Unit facilitates digitization of government and other payment streams, encourages experimentation with businesses, and provides support to innovative DFS start-ups.
3. **Karandaaz Knowledge Management and Communications** focuses developing and communicating credible data to inform the core themes of the Company, including DFS innovation, women’s empowerment and youth employment.
4. **Karandaaz Innovation** Karandaaz Innovation Challenge Fund (ICF) stream provides patient risk capital and grants to partners with an aim to generate innovative yet practicable solutions for solving complex problems in areas of financial inclusion and entrepreneurship. The Fund is especially focused on addressing stubborn barriers faced by SMEs, women and youth in accessing appropriate financial services and participating in the economy.

This work will fall under the Knowledge Management and Communications department.

**About the Project**

Karandaaz Pakistan wishes to hire a graphics design and graphics agency (This may include small or medium design houses, small and medium design companies, advertising agencies, etc. that meet all other criteria mentioned in other sections of this contract) for the period of October 01, 2017 – June 30, 2018 for: “Design Services to Support Activities of Karandaaz Communications & Outreach” for the mentioned period. The selected design and graphics agency, hereto will be referred as “agency” will coordinate regularly with Karandaaz Knowledge Management and Communications (KMC) Team to address all scheduled, periodic, and day to day graphic design needs of the Karandaaz for the duration of this purchase order.

The project shall help Karandaaz in acquiring an efficient and quick solution for all its design requirements, access latest design trends and out of box ideas, availability of top-of-the-ine design software and professionally qualified graphic designers, consistent “look and feel” throughout its communication products and messaging, and a long-term partner who will add value to the public-facing communication of Karandaaz Pakistan.

The agency must immediately upon award acquire full understanding and command over Karandaaz and its donors and partner’s established branding and marking guidelines, its previous design work, thematic values, color pallet, preferred fonts etc. and reflect the same, and other based on the brief from the KMC team, in all design options produced for Karandaaz. The agency must also maintain a data bank of all images, previously produced designs, and source files for all work done under this purchase order.

The agency required must have fresh, modern, and out-of-box creative ideas and be able to provide design that are consistent with the sensibilities of market leaders in the realms of banking, telco and development sector. The agency must fully understand the scope and the corporate image that Karandaaz wants to establish for its brand and reflect that through all its designs. The agency must also be open to assignments with short turnaround times and multiple rounds of feedback.

**Scope of Work**

* 1. **Specs/estimated costs**

The scope of work is against the following expected activities on monthly basis till 30, June 2018. Please note that this list is not exhaustive and there may be occasional design service requirements other than the items listed below:

|  |  |  |
| --- | --- | --- |
| S.no. | Activity | Frequency |
| 1 | Newsletter – 4 pages - This may include title, composing, infographics, flow charts etc. | Quarterly |
| 2 | Greeting Cards | Once a month |
| 3 | One Research Study – 30 to 60 pages – This may include title, front cover, back cover, inner cover, text, table of contents, glossary, composing, infographics, flow charts etc. | Once a month |
| 4 | Flyers – 3 to 4 pages –This may include title, composing, infographics, flow charts etc. | Once a month |
| 5 | Specific Event Branding Items   * Backdrop * Standees x 3 * Podium Covers * Props * E-invites * Print Invites * Media walls * Name tags * Any other event specific collateral such as folders, flyers, giveaways etc. | Two sets a quarter |
| 6 | Social Media Campaigns including:   * 5 social media artworks suitable for Facebook, Twitter, and LinkedIn * Banners for Facebook, Twitter, and LinkedIn | One such campaign a month |
| 7 | Graphically enhanced and improved Images for website – this may include but not be limited to masking, colour correction, layering etc. | 3 images a month |
| 8 | Infographics | Two infographic A-4 sized sheets every month |
| 9 | Print ads for newspaper/magazines | One such campaign in a quarter – adapts and language versions as and when needed. |
| 10 | A 2018 Karandaaz calendar and diary design for Karandaaz | Latest by December 01, leaving enough time for printing/production and dissemination. |
| 11 | Any other marketing collateral, merchandise such as designs for pens, covers, products etc. in case needed | If and when required. |

* For each item, the agency will be required to produce multiple, remarkably different options and multiple re-iterations. The agency will be responsible to make these changes as per feedback from different layers of approval at Karandaaz until the complete satisfaction and sign off by the Karandaaz Pakistan Communications PoC or his/her designee.
* The agency will also be responsible to get a thorough creative brief from the client for each item as and when required. The agency must ask all relevant questions and gather all information that is required for it to propose most suitable options.
* Most of the items listed above will be campaign based, hence some of the artwork will be adaptations.
* This RFP is only for designing of the above items and does not include production/printing.
* In case of items that require quick printing and installation, the design agency will be put in touch with the printing and installing vendor of Karandaaz Pakistan for smooth execution.
* The agency will be responsible to understand the exact dimensions, requirements, sizes etc. and make sure that the vendor responsible for production/printing has all the design files in required formats according to the specifications.
* All such design files in the print ready format will be handed over to the production/printing vendor of Karandaaz Pakistan as per directions of the Karandaaz Pakistan Communications PoC or his/her designee.
* Every quarter, the agency will be responsible to deliver all source files produced during that quarter to Karandaaz Pakistan Communications PoC or his/her designee. Karandaaz will have exclusive and perpetual rights to all design work produced under the provisions of this RFP.
  1. **Dates Required**

As specified above

1. **Proposed Subcontract Type – PO/Fixed Price Subcontract**

Fixed price contract with invoicing on monthly basis

**Timeline**

As specified above

**Qualifications**

* Minimum of three years’ experience
* Tax registration number (NTN)/ registered company
* Operation and creative team based in Islamabad

A firm that does not meet the prerequisites for application shall not be considered.

**Payment**

Payment shall be made within 30 days after invoice verification by Karandaaz Pakistan

**Invoicing:** On monthly invoicing

**PROPOSAL SUBMISSION FORM**

Dear Sir/Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, “THE FIRM NAME” undersigned, offer to provide consulting for “INSERT REFERENCE NUMBER” to Karandaaz Pakistan in accordance with the Price Schedule attached herewith and made part of this proposal. “THE FIRM NAME” undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

“THE FIRM NAME” agree to abide by this proposal for a period of 90 days from date fixed for opening of proposal in the invitation for proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any proposal you may receive.

Dated: this------day of -------2017

**Name, Designation and Signature of the “firm Representative”**