Standard Bidding Document

DevCom Closed Framework Agreement – Lot 6: Digital Media, Content Production & Content Collaboration Services (Non-Consultancy Services)

National

November 12, 2026

Development Communication Project (Ministry of Planning, Development & Special Initiatives),Project Director
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INVITATION FOR PREQUALIFICATION FOR CLOSED FRAMEWORK AGREEMENT

PROCUREMENT OF NON-CONSULTING SERVICES

1. The **Development Communication Project (Ministry of Planning, Development & Special Initiatives)** has sufficient / has received / intends to apply for funds from **Non-ADP** and intends to apply part of such funds toward payments under the Framework Agreement for **DevCom Closed Framework Agreement – Lot 6: Digital Media, Content Production & Content Collaboration Services** having reference number **FFW11040**.

2. The **Development Communication Project (Ministry of Planning, Development & Special Initiatives)** intends to prequalify service providers for subsequent Invitation to Bid(s) and to sign a Closed Framework Agreement with the successful bidder(s) following completion of the bidding process.

3. The objective of the intended Closed Framework Agreement is the on-demand provision of **DevCom Closed Framework Agreement – Lot 6: Digital Media, Content Production & Content Collaboration Services** through subsequent Call-Off Contract(s) during the Framework Agreement period. The purpose of this Prequalification Notice is to provide basic information to enable potential applicants to decide whether to respond to this Prequalification Notice.

4. Only the prequalified applicants shall be entitled to participate in the subsequent procurement proceedings. It is expected that Invitations to Bid will be issued to the Prequalified Applicants in **Tuesday, November 10, 2026**. The Closed Framework Agreement is expected to be signed with the successful bidder(s) in **Monday, December 7, 2026** for a period of **12 Months**.

5. The Prequalification process is open to all **National** Applicants subject to fulfilling the eligibility requirements specified in the Prequalification Documents. Interested Applicants may obtain further information from **Development Communication Project (Ministry of Planning, Development & Special Initiatives)** through **{SYSTEMSHORTITLE}** during office hours. A complete set of Prequalification Documents may be

accessed by interested Applicants through **{SYSTEMSHORTITLE}** at **https://epads.gov.pk/opportunities/federal/framework-agreements/11040**.

6. The application, prepared in accordance with the instructions contained in the Prequalification Documents, must be submitted through **EPADS v2.0** on or before **Monday, November 23, 2026 02:30 PM**. Applications will be opened electronically through **{SYSTEMSHORTITLE}** on the same day at **Monday, November 23, 2026 03:00 PM**. Manual submission of applications shall not be entertained.

7. Service Providers who have not yet registered on **{SYSTEMSHORTITLE}** may complete their registration at **https://vendors.epads.gov.pk/**. Guidance regarding registration and bid submission is available on the portal.

In terms of Rule 48 of Public Procurement Rules, 2004, the Grievance Redressal Committee (GRC) has been notified for the subject procurement. The notification is available on the Procuring Agency's website and on PPRA's website.

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Instructions to Applicants

A. General

1. **Scope of Application**

1.1. In connection with the "**Invitation for Prequalification**", the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods and Related Services incidental thereto as specified in Section VII (Schedule of Requirements).

2. **Source of Funds**

2.1. Source of funds is same as referred in Invitation for Prequalification.

3. **Fraud and Corruption**

3.1. The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.

3.2. The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, sub-consultants, service providers, suppliers, and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Call-off Contract performance (in the case of award of a Call-off Contract), and to have them audited by auditors appointed by the Procuring Agency.

3.3. Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.

3.4. Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.

3.5. Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.

4. **Eligible Applicants**

4.1. An Applicant may be a private entity, a state-owned enterprise or institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture (JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent.
In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Call-off Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.
In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Call-off Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Call-off Contract conditions that apply.
The JV shall nominate a Representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.

4.2. An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected.

4.3. An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint venture or as a sub-contractor among them for the same contract. However, if prequalified only one prequalified Applicant will be allowed to bid for the same contract. All Bids submitted in violation of this provision will be rejected.

4.4. Applicants shall be considered to have a conflict of interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent Framework Agreement(s) or Call-off Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who:

4.4.1. are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Call-off Contract and/or the Prequalification or Bid evaluation process of such Contract; or

4.4.2. would be involved in the implementation or supervision of such Framework Agreement or Call-off Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process during the execution of the Framework Agreement and/or Call-off Contract.

4.5. An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Call-off Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA’s website.

4.6. An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.

5. **Eligibility (in terms of Nationality)**

5.1. Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.

B. Contents of the Prequalification Documents

6. **Sections of Prequalification Documents**

6.1. This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.

PART 1 Prequalification Procedures

6.2. Section I - Instructions to Applicants (ITA)

6.3. Section II - Prequalification Data Sheet (PDS)

6.4. Section III - Qualification Criteria and Requirements

6.5. Section IV - Application Forms

6.6. Section V - Eligible Countries

6.7. Section VI - Fraud and Corruption

PART 2 Supply Requirements

6.8. Section VII – Schedule of Requirements

6.9. The Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly through ePADS shall prevail.

6.10. The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.

7. **Clarification of Prequalification Documents and Pre-Application Meeting**

7.1. An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing through ePADS. The Procuring Agency will respond in writing through ePADS to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants through ePADS who have obtained the Prequalification Documents from ePADS, including a description of the inquiry but without identifying its source. If so indicated in the PDS, the Procuring Agency shall also promptly publish its response through ePADS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so in accordance with the provisions of ITA 16.2.

7.2. If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a pre-Application meeting through online platform / ePADS as per date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.

7.3. Minutes of the Pre-Application meeting, if applicable, including the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly through ePADS to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8 and through ePADS. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.

8. **Amendment of Prequalification Documents**

8.1. At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum through ePADS.

8.2. Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing through ePADS to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page and ePADS.
Provided that an Applicant who had already submitted their Applications prior to the issuance of any such addendum shall have the right to withdraw his already submitted Application and submit the revised Application prior to the original or extended Application submission deadline through ePADS.

8.3. To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 16.2:
Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.

C. Preparation of Applications

9. **Cost of Applications**

9.1. The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.

10. **Language of Application**

10.1. The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the Procuring Agency, shall be written in the language specified in the PDS. Supporting documents and printed literature that are part of the Application may be in

another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS, in which case, for purposes of interpretation of the Application, the translation shall govern.

11. **Documents Comprising the Application**

11.1. The Application shall comprise the following:

11.1.1. **Application Submission Letter**, in accordance with ITA 12.1;

11.1.2. **Eligibility**: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1;

11.1.3. **Qualifications**: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and

11.1.4. any other document required as specified in the PDS.

12. **Application Submission Letter**

12.1. The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.

13. **Documents Establishing the Eligibility of the Applicant**

13.1. To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).

14. **Documents Establishing the Qualifications of the Applicant**

14.1. To establish its qualifications to perform the contract(s) in accordance with Section III (**Qualification Criteria and Requirements**), the Applicant shall provide the information requested in the corresponding Information Sheets included in **Section IV (Application Forms)**.

14.2. Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:

14.2.1. for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted).

14.2.2. value of single contract - Exchange rate prevailing on the date of the contract.

14.3. Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency.

14.4. The documentary evidence of the Applicant’s qualifications to conclude a Framework Agreement, and/or to perform any Call-off Contract(s) if awarded, shall establish to the Procuring Agency’s satisfaction:

14.4.1. that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer’s Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency’s Country;

14.4.2. that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the call off contract) represented by an Agent in the country, equipped and able to carry out the Supplier’s maintenance, repair, and spare parts stocking obligations in respect of the Goods.

D. Submission of Applications

15. **Submission of the Applications through ePADS**

15.1. The Bidder shall prepare and submit Bid with due diligence after carefully reading all the terms and condition before submission through ePADS in accordance with the procedures specified in the PDS.

15.2. In case the Applicant is a JV, the Application shall submit an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories.

16. **Deadline for Submission of Applications**

16.1. Applicants shall be submitted through ePADS no later than the deadline indicated in the PDS.

16.2. If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.

16.3. The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement) through ePADS.

17. **Opening of Applications**

17.1. The Procuring Agency shall open all Applications on the date and time specified in the PDS through ePADS. Late Applications shall be treated in accordance with ITA 16.1.

E. Procedures for Evaluation of Applications

18. **Confidentiality**

18.1. Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance

with ITA 26 through ePADS.

18.2. From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 26, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing through ePADS.

19. **Clarification of Applications**

19.1. To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing through ePADS.

19.2. If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.

20. **Responsiveness of Applications**

20.1. The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 19.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.

21. **Margin of Preference**

21.1. Unless otherwise specified in the PDS, a margin of preference shall not apply in the Bidding process resulting from this Prequalification.

22. **Sub-contractors**

22.1. Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into

account the qualification and experience of the Subcontractor) should meet the qualification criteria.

F. Evaluation of Applications and Prequalification of Applicants

23. **Evaluation of Applications**

23.1. The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 25.

23.2. Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services.

23.3. In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III.

23.4. Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant’s subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.

24. **Procuring Agency’s Right to Accept or Reject Applications**

24.1. The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without

thereby incurring any liability to the Applicants. However, the procuring agency shall record its reasons and justifications on ePADS, duly approved by the Principal Accounting Officer or Head of Organization.

25. **Prequalification of Applicants**

25.1. All Applicants whose Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency.

25.2. An Applicant may be “conditionally prequalified,” that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency.

25.3. Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.

26. **Notification of Prequalification**

26.1. The Procuring Agency shall notify all Applicants in writing through ePADS indicating the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately through ePADS.

26.2. The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them through ePADS.

27. **Request for Bids**

27.1. Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified through ePADS.

28. **Changes in Qualifications of Applicants**

28.1. Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 25 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if:

28.1.1. a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members;

28.1.2. as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or

28.1.3. in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition.

28.2. Any such change should be submitted to the Procuring Agency before the date of “Invitation to Bids”.

29. **Redressal of Grievances**

29.1. Procuring agency shall constitute a Grievance Redressal Committee (GRC) and proceed in accordance with the procedure and mechanism defined under Rule-65 of Public Procurement Rules, 2025.

29.2. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending on the nature of the procurement.

30. **Mechanism of Blacklisting**

30.1. The procuring agency shall initiate blacklisting or debarment proceedings against any bidder, supplier or contractor in accordance with the mechanism prescribed under Rule-25 of Public Procurement Rules, 2025 read with “Mechanism for Blacklisting Regulations, 2024”.

Framework Data Sheet

Framework Data Sheet (FDS)

The following specific data for the Framework Agreement shall complement, supplement, or amend the provisions in the Instructions to Applicants/Bidders (ITB). Whenever there is a conflict, the provisions herein shall prevail over those in ITB.

FDS Clause Number
ITB Number

Amendments of, and Supplements to, Clauses in the Instructions to Applicants/Bidders

A. General

FDS Clause Number 1
ITB Number 1.1

Identification Number of the Framework Agreement: **FFW11040**
The Procuring Agency is: **Development Communication Project (Ministry of Planning, Development & Special Initiatives)**
Framework Agreement Title: **DevCom Closed Framework Agreement – Lot 6: Digital Media, Content Production & Content Collaboration Services**
Procurement Method: **{PROCUREMENTMETHOD}**

FDS Clause Number 2
ITB Number 2.1

The name of Procuring Agency is: **Development Communication Project (Ministry of Planning, Development & Special Initiatives)**
The name of Framework Agreement is: **DevCom Closed Framework Agreement – Lot 6: Digital Media, Content Production & Content Collaboration Services**

FDS Clause Number 3
ITB Number 2.2

Participating / Authorized Procuring Agencies under this Framework Agreement:

FDS Clause Number 4
ITB Number 3.1

Framework Type: **Closed Framework Agreement**

FDS Clause Number 5
ITB Number 4.1

Framework Duration: **12 Months**
Commencement Date: **Expired after the framework duration of 12 months from the award date.**
Expiry Date:

Lot Title : Digital Media, Content Production & Content Collaboration Services

Position	Delivery Schedule	Quantity
Social media campaign strategy & management	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Monthly social media management / content distribution	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job
Digital media plan / paid campaign planning	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Media buying / paid promotion management fee	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job
Influencer / creator engagement campaign management	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 10/job	10/job

Position	Delivery Schedule	Quantity
Digital PR / online outreach campaign	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 10/job	10/job
Content collaboration / digital publication campaign	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 20/job	20/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Community management / audience engagement	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job
Social listening & sentiment analysis report	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Campaign analytics & performance report	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 24/job	24/job
Digital campaign dashboard setup / reporting dashboard	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 6/job	6/job

Position	Delivery Schedule	Quantity
Paid media / platform placement spend	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 100/job	100/job
Static digital/social content – post, carousel, infographic, quote card or data visualisation	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 120/job	120/job

Position	Delivery Schedule	Quantity
Animated digital/social content – motion graphic, animated post, GIF or kinetic typography	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 60/job	60/job
Short-form video content – reel/Short/vertical video, 30–90 sec	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 80/job	80/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Long-form digital content – feature/interview/explainer/podcast/video podcast	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 24/job	24/job
Vlog – field/institutional/campaign/event/thematic	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 30/job	30/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Vox pop – public/stakeholder/youth voices	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 30/job	30/job
UGC-style content development / facilitation	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 40/job	40/job

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Position	Delivery Schedule	Quantity
Content collaboration with approved digital/media platform, publisher, creator or content network	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 30/job	30/job
Content collaboration package / thematic series with approved platform or creator	**Address:** Office No.102, 1st Floor P Block Pak Secretariate, Islamabad Capital Territory **Schedule:** As specified in the respective Call-Off Purchase Order **Quantity:** 12/job	12/job

FDS Clause Number 6
ITB Number 5.1

A list of debarred firms and individuals is available on PPRA website: **https://ppra.gov.pk**

B. Contents of the Framework Document

FDS Clause Number 7
ITB Number 7.1

For clarification, the Applicant shall seek clarifications through: **EPADS v2.0**

FDS Clause Number 8
ITB Number 7.1 & 8.2

Information related to the Framework Agreement shall be published on: **EPADS v2.0**

FDS Clause Number 9
ITB Number 7.2

Pre-Bid Meeting: **Clarification Date:**
Pre-Bid Meeting: Monday, November 16, 2026 02:30 PM
Venue: Office No.102, 1st Floor P Block Pak Secretariate

C. Preparation of Applications / Bids

FDS Clause Number 10
ITB Number 10.1

This Framework Agreement Document has been issued in the language: **English**

FDS Clause Number 11
ITB Number 11.1(d)

Additional documents to be submitted through {**SYSTEMSHORTTITLE**}:
No

FDS Clause Number 12
ITB Number 14.2

Source for determining exchange rates: **Not Applicable**

E. Submission of Applications / Bids

FDS Clause Number 18
ITB Number 16.1

Deadline for Bid Submission:
Day: ***Monday***

Date: ***Monday, November 23, 2026***
Time: ***02:30 PM***

FDS Clause Number 19
ITB Number 17.1

Opening of Bids shall be conducted through: **EPADS v2.0**
Day: ***Monday***
Date: ***Monday, November 23, 2026***
Time: ***03:00 PM***
Virtual participation link: **https://vendors.epads.gov.pk/**

F. Evaluation and Award

FDS Clause Number 20
ITB Number 21.1

Margin of Domestic Preference: **Not Applicable**

FDS Clause Number 21
ITB Number 22.1

Framework Award Basis: **Quality Based Selection (QBS)**

FDS Clause Number 22
ITB Number 23.1

Suppliers admitted to the Framework Agreement shall not be guaranteed any minimum quantity, value, or volume of business unless otherwise stated in the Framework Agreement.

FDS Clause Number 23
ITB Number 29.1

Framework-related complaints / grievances shall be submitted in writing through: **EPADS v2.0**
A complaint may challenge:

- The terms of the Framework Agreement Documents
- The Procuring Agency’s evaluation decision
- The Procuring Agency’s Framework Award decision

Framework Items / Lots

Brief Description

The Development Communication Project (DevCom), Ministry of Planning, Development & Special Initiatives, invites eligible and technically qualified firms to participate in a twelve (12) month Closed Framework Agreement for Lot 6 – Digital Media, Content Production & Content Collaboration Services.

The scope includes digital media strategy and campaign management, monthly social media management, content distribution, digital marketing, media buying, paid promotion, influencer and creator engagement, digital public relations, community management, social listening, analytics and performance reporting.

The Lot also covers end-to-end production of static social media creatives, animated content, motion graphics, short-form videos and reels, long-form digital features, interviews, explainers, podcasts, blogs, articles, vlogs, vox pops, user-generated content (UGC) and thematic digital content series.

Content collaboration services include sponsored and organic partnerships, co-created and co-branded content, creator-led campaigns and publication or amplification through approved digital platforms, publishers, influencers, creators and content networks, subject to prior approval by the Procuring Agency.

Services shall support URAAN Pakistan campaigns, development communication, institutional branding, public awareness initiatives, stakeholder engagement and digital outreach.

Assignments shall be executed on an as-and-when-required basis through individual Call-Off/Purchase Orders, in accordance with the approved technical specifications, item-wise Schedule of Requirements and applicable contractual conditions. Paid media and third-party placement costs shall be transparent and supported by verifiable evidence.

Bidders must fulfil the prescribed eligibility requirements and obtain a minimum of 70 out of 100 marks in the technical evaluation to qualify for financial evaluation. Among technically qualified and substantially responsive bidders, the lowest evaluated Lot price shall determine ranking for award.

Eligibility & Qualification Criteria

All Active Taxpayers shall be eligible to participate in the procurement process, unless expressly excluded or otherwise restricted under the Eligibility Criteria specified by the Procuring Agency.

Bidder's Type	Required Registration
Any	NADRA CITIZENSHIP (CNIC/NICOP) FBR (NTN)

Eligibility Criteria	Document
Bidder must be a legally registered firm/company/business entity in Pakistan and submit documentary proof of its legal status/registration.	Yes
Bidder must possess a valid NTN issued by FBR and have Active Taxpayer status as applicable under prevailing tax laws.	Yes
Bidder must possess applicable sales tax/service tax registration(s), where required for the services being offered.	Yes
Bidder must not be blacklisted, debarred or suspended by PPRA, any Government organization, autonomous body or public-sector entity and shall submit the prescribed declaration.	Yes

Bidder must meet the relevant experience, technical qualification and capacity requirements specified in the Bidding Documents for Lot 6 – Digital Media, Content Production & Content Collaboration Services.	Yes

Evaluation Criteria

Quality Based Selection (QBS)

Technical Marks	**100**
Passing Marks	**70**
Technical Evaluation Criteria	
Assessment of the bidder's relevant professional experience in digital campaigns, content production, digital outreach and related communication services. (Qualitative)(Doc Required) 5 years or more of relevant digital campaign, content production or outreach experience **(10)** 3 years to less than 5 years of relevant experience **(7)** 1 year to less than 3 years of relevant experience **(3)**	10

Assessment of submitted content samples for quality, originality, diversity and professional execution across static social media creatives, animated content, short-form and long-form videos, blogs, vlogs, vox pops and user-generated content (UGC). (Qualitative)(Doc Required) Outstanding quality and diversity across static, animated, short-form, long-form, blogs, vlogs, vox pops and UGC content **(25)** Good content production quality and diversity **(18)** Adequate content production quality and diversity **(12)** Limited content production quality and diversity **(6)**	25
Assessment of demonstrated experience and supporting evidence of content collaborations with digital platforms, publishers, content creators, media partners and content networks, including relevant collaboration case studies and deliverables. (Qualitative)(Doc Required) Strong evidence of platform, publisher, creator or content-network collaborations **(15)** Good content collaboration capability and evidence **(10)** Adequate content collaboration capability and evidence **(6)**	15

Assessment of the bidder's demonstrated ability to develop and implement digital campaign strategies, including audience targeting, content planning, distribution, amplification, engagement and measurable campaign execution. (Qualitative)(Doc Required) Assessment of the bidder's demonstrated ability to develop and implement digital campaign strategies, including audience targeting, content planning, distribution, amplification, engagement and measurable campaign execution. **(15)** Good digital campaign strategy and execution capability **(10)** Adequate digital campaign strategy and execution capability **(6)** Limited digital campaign strategy and execution capability **(3)**	15
Assessment of creativity, originality, visual and editorial storytelling, audience relevance and effective adaptation of content for different digital and social media platforms. (Qualitative)(Doc Required) Outstanding originality, storytelling and platform adaptation **(10)** Good creativity, storytelling and platform relevance **(7)** Adequate creativity and platform relevance **(4)** Limited creativity and platform relevance **(2)**	10

Assessment of the qualifications, relevant experience and professional capabilities of the proposed content lead, digital strategist, content producers, editors and digital media specialists. (Qualitative)(Doc Required) Strong content lead, strategist, producers and digital specialists **(10)** Good proposed content and digital team **(7)** Adequate proposed content and digital team **(4)** Limited proposed content and digital team **(2)**	10
Assessment of the bidder's capability to monitor digital campaigns, analyse key performance indicators (KPIs), measure content reach and engagement, evaluate campaign outcomes and prepare structured performance reports. (Qualitative)(Doc Required) Comprehensive KPI monitoring, analytics and performance reporting capability **(5)** Adequate analytics and performance reporting capability **(3)** Basic analytics and performance reporting capability **(1)**	5
Assessment of the proposed methodology for content planning, development, internal review, approvals, collaboration management, publication scheduling, quality control and capacity to execute multiple Call-Off/Purchase Orders. (Qualitative)(Doc Required) Strong content workflow, approvals, collaboration management, publishing and multiple Call-Off capacity **(5)** Adequate technical methodology and work plan **(3)** Minimal technical methodology and work plan **(1)**	5

Assessment of relevant past performance supported by verifiable client references, work orders or completion evidence for comparable digital media, content production, digital campaign or content collaboration assignments. (Qualitative) (Doc Required) 5 or more relevant client references **(5)** 3–4 relevant client references **(3)** 1–2 relevant client references **(1)**	5

Call-Off / Secondary Procurement Procedure

PUBLIC PROCUREMENT REGULATORY AUTHORITY
(PPRA)
EPADS

Annexure

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

No Annexure Defined.

PUBLIC PROCUREMENT REGULATORY AUTHORITY
(PPRA)
EPADS

Procurement Forms

Past Experience and Completed Contracts

See Form Under Additional Forms and Documents: **Past Experience and Completed Contracts** (page number: 46)

Historical Contract Non-Performance, and Pending Litigation and Litigation History

See Form Under Additional Forms and Documents: **Historical Contract Non-Performance, and Pending Litigation and Litigation History** (page number: 47)

Current Contracts and Their Progress

See Form Under Additional Forms and Documents: **Current Contracts and Their Progress** (page number: 49)

Financial Capacity and Net Worth Evaluation Form

See Form Under Additional Forms and Documents: **Financial Capacity and Net Worth Evaluation Form** (page number: 50)

Average Annual Turnover

See Form Under Additional Forms and Documents: **Average Annual Turnover** (page number: 52)

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(PPRA)
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Additional Forms and Documents

Past Experience / Contracts

Contracts over *[insert amount]* during the last three years:				
Procuring Agency	Value	Year	Goods/Services Supplied	Country of Destination

PUBLIC PROCUREMENT REGULATORY AUTHORITY (PPRA) EPADS

Historical Contract Non-Performance, and Pending Litigation and Litigation History

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*
Date: *[insert day, month, year]*
Joint Venture Member Name: *[insert full name]*
IFP No. and title: *[insert IFP number and title]*
Page *[insert page number]* of *[insert total number]* pages

☐ Not debarred due to deviation from commitment of Bid Securing Declaration-☐ Not debarred due to non-performance			
Year	**Non-performed portion of contract**	**Contract Identification**	**Total Contract Amount (current value, currency, exchange rate and PKR equivalent)**
[insert year]	*[insert amount and percentage]*	Contract Identification: *[indicate complete contract name/ number, and any other identification]* Name of Procuring Agency: *[insert full name]* Address of Procuring Agency: *[insert street/city/country]* Reason(s) for nonperformance: *[indicate main reason(s)]*	*[insert amount]*
Pending Litigation, in accordance with Section III, Qualification Criteria and Requirements			
☐ Pending litigation in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.3 as indicated below.			

Year of dispute	**Amount in dispute (currency)**	**Contract Identification**	**Total Contract Amount (currency), ~~US$~~ PKR Equivalent (exchange rate)**

[insert year]	*[insert amount]*	Contract Identification: [indicate complete contract name, number, and any other identification] Name of Procuring Agency: *[insert full name]* Address of Procuring Agency: *[insert street/city/country]* Matter in dispute: *[indicate main issues in dispute]* Party who initiated the dispute: *[indicate "Procuring Agency" or "Supplier"]* Status of dispute: *[Indicate if it is being treated by the Adjudicator, under Arbitration or being dealt with by the Judiciary]*	*[insert amount]*

☐ No consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4.

☐ Consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4 as indicated below.

Year of award	**Outcome as percentage of Net Worth**	**Contract Identification**	**Total Contract Amount (currency), PKR Equivalent (exchange rate)**
[insert year]	*[insert percentage]*	Contract Identification: [indicate complete contract name, number, and any other identification] Name of Procuring Agency: *[insert full name]* Address of Procuring Agency: *[insert street/city/country]* Matter in dispute: *[indicate main issues in dispute]* Party who initiated the dispute: *[indicate "Procuring Agency" or "Supplier"]* Court/ arbitral award decision: *[Indicate if the award decision was against the Applicant or any member of a joint venture.]y]*	*[insert amount]*

Current Contract Commitments / Works in Progress

Bidders and each member to a JV should provide information on their current commitments on all contracts that have been awarded, or for which a letter of intent or acceptance has been received, or for contracts approaching completion, but for which an unqualified, full completion certificate has yet to be issued.

Current Contract Commitments					
No.	Name of Contract	**Employer's Contact Address, Tel, Fax**	**Value of Outstanding Work [Current Eq. PKR]**	**Estimated Completion Date**	**Average Monthly Invoicing Over Last Six Months [Eq. PKR/month)]**
1					
2					
3					
4					
5					

Financial Situation and Performance

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*
Date: *[insert day, month, year]*
Joint Venture Member Name: *[insert full name]*
IFP No. and title: *[insert IFP number and title]*
Page *[insert page number]* of *[insert total number]* pages

1. Financial data

Type of Financial information in (currency)	**Historic information for previous _[insert number] years, [insert in words] (amount in currency, currency, exchange rate*, PKR equivalent)**				
	Year 1	Year 2	Year 3		
Statement of Financial Position (Information from Balance Sheet)					
Total Assets (TA)					
Total Liabilities (TL)					
Total Equity/Net Worth (NW)					
Current Assets (CA)					
Current Liabilities (CL)					
Working Capital (WC)					
Information from Income Statement					
Total Revenue (TR)					
Profits Before Taxes (PBT)					
Cash Flow Information					
Cash Flow from Operating Activities					

* Refer ITA 14 for the exchange rate

3. Financial documents

The Applicant and in case of JV, members of JV shall provide copies of financial statements for *[number]* years pursuant Section III, Qualifications Criteria and Requirements. The financial statements shall:

(a) reflect the financial situation of the Applicant or in case of JV member, and not an affiliated entity (such as parent company or group member).

(b) be independently audited or certified in accordance with local legislation.

(c) be complete, including all notes to the financial statements.

(d) correspond to accounting periods already completed and audited.

☐ Attached are copies of financial statements[1] for the *[number]* years required above; and complying with the requirements.

[1] If the most recent set of financial statements is for a period earlier than 12 months from the date of Application, the reason for this should be justified.

Average Annual Turnover (Annual Sales Value)

[The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Applicant's Name: *[insert full name]*
Date: *[insert day, month, year]*
Joint Venture Member Name: *[insert full name]*
IFP No. and title: *[insert IFP number and title]*
Page *[insert page number]* of *[insert total number]* pages

Annual Turnover Data			
Year	**Amount** **Currency**	**Exchange rate*** **(If applicable)**	**PKR equivalent**
[indicate calendar year]	*[insert amount and indicate currency]*		
		Average Annual Turnover **	

* Refer ITA for date and source of exchange rate.

** Total PKR equivalent for all years divided by the total number of years. See Section III, Qualification Criteria and Requirements, ITA.