

GOVERNMENT OF PAKISTAN
NATIONAL VOCATIONAL & TECHNICAL TRAINING COMMISSION (NAVTTTC)

Plot 38, Kirthar Road, H-9/4, Islamabad

EXPRESSION OF INTEREST (EOI)
FOR SOCIAL MEDIA MANAGEMENT & CONTENT DEVELOPMENT
AGENCY

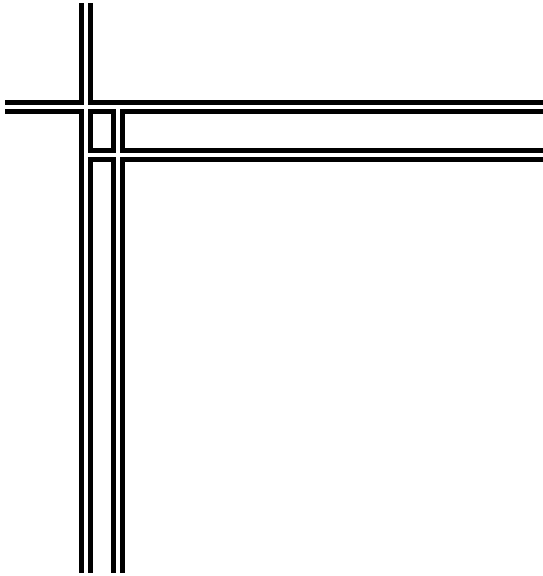
1. National Vocational and Technical Training Commission (NAVTTTC), under Ministry of Federal Education and Professional Training, is the apex body for technical education and vocational training (TVET) in the country. It is mandated to promote, facilitate, regulate, strategize, revamp, approve curricula, train and provide policy direction for country's entire Technical & Vocational Education and Training (TVET) and skill development system in the country.

2. National Vocational & Technical Training Commission (NAVTTTC) HQs, Islamabad intends to invite sealed bids preferably from Islamabad based digital/social media firms for Social Media Management of NAVTTTC social media handles & Content Development highlighting the work done and opportunities provided by National Vocational & Technical Training Commission, including success stories of trainees, especially under the Prime Minister's Youth Skill Development Program (Skills for All). The details of the KPIs/deliverables are mentioned in RFP.

The following are the conditions/requirements:

- i. Income Tax (Registration No. / Certificate) with FBR (with active status).
- ii. General Sales Tax (GST) (Registration No. / Certificate) with FBR (with active status).
- iii. An affidavit to the effect that the firm has not been blacklisted by any Organization/ Department of Public sector etc.
- iv. NAVTTTC reserves rights to accept or reject any or all bids/proposals, as per rules.
- v. NAVTTTC may seek further clarification from any of the participating firms/companies, at any stage during the hiring process, in public interest.
- vi. All bids should be in accordance with the provisions of Request for Proposals (RFP), having detailed terms/conditions, which can be collected from the undersigned during office timings, and are also available on official websites of NAVTTTC (<http://www.navttc.gov.pk>) and PPRA (www.ppra.org.pk).
- vii. Single Stage-Two Envelope procedure will be followed for bidding process under the rule 36(b) of PP Rules, 2004.
- viii. Interested parties will be required to submit their Expression of Interest (EOI), along with the social media strategy proposal and the designs/videos/content (in soft and hard) for technical evaluation to the undersigned by **21st August, 2023 at 11:00 A.M.** The bids will be opened publically on the same day at **11:30 A.M** in the Committee Room of NAVTTTC, H.Q, Plot No. 38, Kirthar Road, Sector H-9/, Islamabad. In case of public holiday the bids will be opened on next working day at same time given in the advertisement.

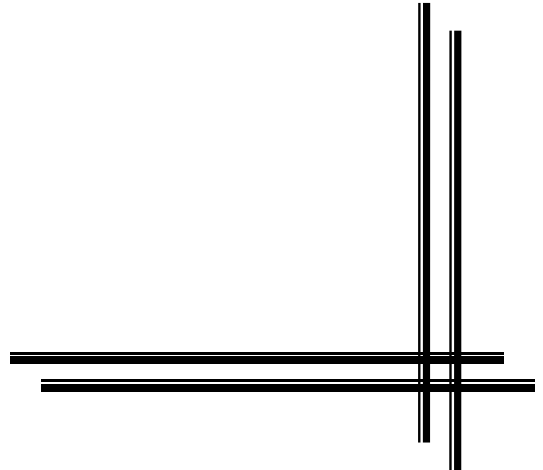
(MUHAMMAD EJAZ)
Deputy Director (Media),
NAVTTTC, Ph: 051-9044306



Expression of Interest (EOI)
for Social Media Management & Content
Development

Submission of Bids:
21st August, 2023 at 11:00 Hours

Opening of Bids:
21st August, 2023 at 11:30 Hours



DEFINITIONS

- 1) **“Authorized Representative”** means any representative appointed, from time to time, by the **Competent Authority** and the **Contractor**.
- 2) **“Competent Authority”** means National Vocational and Technical Training Commission (NAVTTTC)
- 3) **“Commencement Date of the Contract”** means the date of signing of the Contract between the Competent Authority and the Contractor, or as mentioned in work order.
- 4) **“Contract”** means the agreement entered into between the Competent Authority and the Contractor, as recorded in the Contract Form signed by the parties, including all Schedules and Attachments thereto and all documents incorporated by reference therein.
- 5) **“Contractor”** means the Firm/Advertising Agency selected by the Competent Authority to deliver the required Services/Designs/Concepts under the Order/Contract.
- 6) **“Contract Order”** means a document issued by the Competent Authority to the Contractor for the provision of Services/Designs/Concepts or Revisions/Updates required by the Competent Authority.
- 7) **“Contract Price”** means the price payable to the Contractor under the Order/Contract for the full and proper performance of its contractual obligations.
- 8) **“NAVTTTC”** or Commission means National Vocational and Technical Training Commission
- 9) **“RFP”** means request for proposal.
- 10) **“RFQ”** means request for quotation.
- 11) **“Rules”** mean the rules/regulations/SOPs/PC-I applicable to NAVTTTC.
- 12) **“Services”** means work to be done by the contractor or other such obligations which the Contractor is required to provide to the Competent Authority under Order/Contract.

INTRODUCTION

The National Vocational and Technical Training Commission (NAVTTTC), Pakistan needs to acquire services of Social Media Management & Content Development well reputed preferably local (Islamabad/Rawalpindi based) firms. In this connection the National Vocational and Technical Training Commission, Sector H-9/4, Islamabad intends to hire digital media company/firm for subject Services under PP Rules, 2004. This exercise will enable all firms interested in partnering with NAVTTTC for offering their Services on a monthly retainer basis.

OBJECTIVE

National Vocational and Technical Training Commission, Sector H-9/4, Islamabad intends to hire services of digital media company/firm:

- a) For Social Media Assets Management and Content Development for Social Media to highlight the work done and opportunities provided by National Vocational & Technical Training Commission NAVTTTC, including success stories of trainees
- b) Bench mark market rates, quality and competitiveness.
- c) Ensure the transparency in the procurement.

BID DOCUMENTS / EXPRESSION OF INTEREST (EOI)

This bidding document shall be used for receipt of Competitive Bidding for hiring the services of preferably Islamabad/Rawalpindi based digital media company/firm for the Social Media Assets

Management & Content Development for Social Media to highlight the work done and opportunities provided by National Vocational & Technical Training Commission NAVTTC, including success stories of trainees, especially under the Prime Minister’s Youth Skill Development Program (Skills for All), on social media.

Interested bidders (**only owners/CEOs of the Companies/Firms**) may apply on the bidding documents available to be downloaded from the PPRA and NAVTTC websites.

The bidder who will fulfill the given criteria will be awarded the contract.

Monthly payment will be made as per the completion of monthly KPIs/deliverables mentioned in RFP/bidding document.

DATE, TIME & ADDRESS FOR SUBMISSION OF BIDS

Name of Procuring Agency	National Vocational & Technical Training Commission (NAVTTC)
Last date for response submission:	21st August, 2023 at 11:00 Hours
Opening Date & Time:	21st August, 2023 at 11:30 Hours
Opening Place:	Committee Room, NAVTTC HQs, Plot 38, Kirthar Road, H-9/4, Islamabad (Pakistan)
Contact Person:	Deputy Director (Media)
Phone:	+92 51 9044306
Website:	http://navttc.gov.pk

*If Government of Pakistan/NAVTTC announces a

DETAILED SPECIFICATIONS OF ONE TIME AND MONTHLY DELIVERABLES

One-Time Deliverables*:

- Standardize (names should be uniform) all NAVTTC’s social media channels and ensure presence on all relevant social media channels (LinkedIn, Instagram, You Tube, TikTok, Twitter, Facebook)
- Develop Social Media Strategy for each platform and build content tailored to each platform requirement and audience.

Monthly Deliverables:

- Revamp NAVTTC’s official website including web design, content management and SEO.
- Develop a content calendar outlining the topics, themes, and posting schedule for each platform twice a month.
- Ensure timely and high-quality content creation and posting on social media platforms.
- Regularly monitor and analyze social media engagement metrics to ensure consistent growth and identify areas for improvement.
- Proactively research and integrate the latest social media trends, tools, and best practices to continually enhance the effectiveness of content and digital assets.
- Promote positive brand sentiment and reputation management by monitoring and responding to online feedback and inquiries in a timely and professional manner.
- Collaborate with relevant departments or stakeholders to gather content and ensure accuracy.
- Actively engage with NAVTTC's social media community by initiating discussions, conducting polls, and encouraging user-generated content and responding to queries.
- Any other similar task as per needs of the NAVTTC.

- Submit detailed monthly plan with estimated statistics for growth of followers/subscribers for each of the mentioned social media platform of NAVTTC.

Monthly Deliverables/KPIs

Deliverables	Quantity(at least)	Description	Platforms
Graphics	30	Design graphics/posts for social media.	Across all platforms
Reels	8	30-60 seconds vertical format videos with basic textual information.	Relevant platforms
Testimonials	10	30-60 seconds short testimonial videos of NAVTTC officials/trainers/graduates	Relevant platforms
Course promo videos	6	Introductory videos about the courses	You Tube
Long videos (2-4 mins)	2	Videos highlighting NAVTTC achievements	You Tube
Tweet sheets for NAVTTC Management	4	Routine activities/updates	Twitter

Expected Growth of Followers of NAVTTC Social Media Handles

Platform	Current Followers	Expected Increase First Month	Expected Increase Second Month	Expected Increase Third Month
Twitter	35.2k	10%	25%	75%
Facebook	69k	15%	40%	90%
YouTube	1.95k	30000	25%	50%
LinkedIn		5000	15%	50%
TiktoK		30000	30%	75%
Instagram		5000	15%	50%

(a) **TERMS & CONDITIONS FOR SUBMISSION OF EOI**

- i) Each page of the RFP must be signed and stamped. Incomplete papers will not be accepted.
- ii) **Single Stage-Two Envelope bidding procedure** containing a **TECHNICAL PROPOSAL** and a **FINANCIAL PROPOSAL(including all taxes)** in separate marked sealed envelopes as specified in the Public Procurement rules, 2004 shall be followed for receiving and processing the bids.
- iii) As a part of the bidding procedure, bidder will have to present a thorough strategy with achievable deliverables and timelines.
- iv) Bid Security not less than **2% of quoted cost** in the form of **Pay Order/Bank Draft** is required in the name of **DDO, NAVTTC HQs, and Islamabad. No personal cheque will be acceptable at any cost.**
- v) Performance Guarantee of 10% of approved cost will have to be deposited, in case of successful bid.
- vi) In case the tender is accepted by the competent authority, the earnest money will be retained for **120 days**.
- vii) NAVTTC shall not pay any tax, and the rates quoted by the bidders should be inclusive of all taxes.
- viii) In addition to proof of registration at Active Taxpayer List (ATL) of FBR, the National Tax Number (NTN), and bank Account Number must be clearly mentioned by each bidder.
- ix) Bid validity period is **90-days** which may be extended for further period, as admissible under Public Procurement Rules, 2004.
- x) Any lapse in fulfilling requirements or any other stipulated condition (s) in the tender may render the bid liable to rejection.
- xi) The bids shall be evaluated by the Committee constituted by NAVTTC, whose recommendations will be treated as final.
- xii) The interested parties must give full address of its office/residence with Telephone/Fax Numbers and cell numbers and contact persons with designation.
- xiii) Income Tax/any other tax if leviable will be deducted at source, on the prescribed rate for onward payment to the FBR/ Tax Department/Government of Pakistan.
- xiv) The bidders must clearly mention per unit rate (inclusive all taxes) and total rate (inclusive all taxes) of the required work(s).
- xv) NAVTTC will not be responsible for any cost or expense incurred by Bidders in connection with the preparation or submission of bids.
- xvi) The bidder will have to submit an **affidavit** on stamp paper regarding years of experience in social media management/content development, and that it has not been blacklisted in the past on account of inefficiency/non-delivery/misconduct by any public sector organization. The affidavit should be attested by the Notary Public. On account of submission of false statement, the firm may be blacklisted and debarred from any bidding processes.
- xvii) The selection criteria for selection of firm is given as **Annexure-A**.
- xviii) The relevant information and the related documents must be provided.
- xix) The Purchaser and the Supplier shall make every effort to amicably resolve, by direct informal negotiation, any disagreement or dispute arising between them under or in connection with the Contract. In case of any dispute, the matter will be referred to the Executive Director (NAVTTC), whose decision will be binding on both parties.

- xx) The firm will be hired initially for period of one year however the services may be halted at any stage owing to the prevailing conditions.
- xxi) The successful bidder shall be responsible to fulfill all the conditions mentioned in tender document.
- xxii) The details of deliverables will be as per the signed agreement.

Signature: _____

Annexure-A

CRITERIA FOR SELECTION OF VIDEO PRODUCTION FIRM/COMPANY

Mandatory Requirements (provide documentary evidence)

Sr. No.	Bid Enclosures	Yes/No	In case of non fulfillment of a mandatory requirement, the firm's bid will not be considered.
A.	Registered with SECP/ other relevant authority		
B.	Not Blacklisted/Suspended/Defaulted		
C.	NTN & GST No.(on active tax payers list)		
D.	Head Office or Sub Office located in Islamabad/Rawalpindi		

Sr. No.	Parameters against which technical evaluation shall be done	Scoring brackets	Maximum Marks Allocated
1.	Name of Advertising Agency Name		
2.	Years of Experience (Establishing of firm): (required firm registration certificate with any Federal or Provincial concerned department)		15
	Below 1 year	5	
	From 1 to 2 years	10	
	2 years and above	15	
3.	Previous Experience of working with NAVTTC (Mention Duration and provide documentary evidence)	Yes/No	
4.	Financial Strength (Required one year Bank Certificate of annual Turnover for last year)		20
	Upto Rs. 5 million	5	
	From Rs. 6 to Rs. 10 million	10	
	From Rs.11 to Rs. 15 million	15	
	From Rs.16 to20 million &above	20	
5.	Social Media Expertise		65
	Graphic Designer Skills	10	
	Video Editing Skills	15	
	Presentation on Digital Media Strategy with achievable deliverables & timelines	15	
	Content Development Skills	15	
	Human Resource and Technical Facilities Available	10	
6.	Total Numbers and Remarks		100

***Provision of relevant documents/artwork is mandatory for technical evaluation.**

****Threshold: 70 marks out of 100 are required to pass Technical evaluation criteria.**

*****After technical qualification, the Contract will be awarded to most advantageous bid as per PPRA Rules.**