

SECTION-1
INVITATION FOR BIDS

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**INVITATION FOR BID (IFB)
FOR**

Hiring a Creative Advertising Agency/Media House/Bidder for Production & Broadcasting of Mass Awareness Campaign for Follow up Covid SOPs and Back to School Campaign Through Local Radio Channels in Sindh Province.

IFB No: RSU/SESP/PSM/21-/2021.

Project: RSU & UNICEF ROLLING WORK PLAN-2021

Purchaser: Government of Sindh

Beneficiary: Reform Support Unit, School Education & Literacy Department

The Reform Support Unit, School Education and Literacy Department, Government of Sindh has received Grant from the UNICEF towards the cost of the Sindh Education Sector Project and intends to apply part of the proceeds to hire non-consulting services. The non-consulting services (“the Services”) include “Hiring a Creative Advertising Agency/Media House/Bidder for Production & Broadcasting of Mass Awareness Campaign for Follow-up Covid SOPs and Back to School & Retention Drive Through Local Radio Channels” in Sindh Province.

1. Reform Support Unit, School Education and Literacy Department, Government of Sindh invites sealed bids from well-reputed media agency/house/consultant/bidders (Registered with Income Tax Department and Sindh Revenue Board) at least three years experience related to Production and Broadcasting Public Service Messages (PSM) through local Radio channels.
2. Bidding shall be conducted through Open Competitive Bidding (Single Stage-One Envelope) procedures specified in Rule No. 46 (1) of SPPRA Rules 2010 (Amended till date) and is open to all eligible bidders as defined in the bidding document.
3. The contract may be extended for other similar work bases on the same cost and same terms and conditions mutually agreed by both parties (bidder and RSU-SE&LD) and based on performance up to one (01) year.
4. Qualification/eligibility criteria: Refer to SECTION-VI of the bidding document.
5. Interested eligible Bidders may obtain further information from Reform Support Unit, Bangalow # 47-E/1, Street# 48, PECHS-6, Shahrah-e-Faisal, Karachi, Sindh, and inspect the bidding documents from 09:00 Hrs. to 16:00 Hrs. Monday to Friday, exclusive holidays.
6. Any interested eligible bidder may obtain a complete set of bidding documents on submitting a written application to the above office and upon payment of a non-refundable amount of Rs. 500/- (Five Hundred only) in the form of a Demand Draft / Pay Order in favour of Reform Support Unit, UNICEF Funds or can be downloaded from the Website www.rsu-sindh.gov.pk/ & <http://www.pprasindh.gov.pk>. Bidders who download the document from the Website and wish to participate in the bid will be required to submit the cost of the bid document at the time of bid submission; otherwise, the bid will be considered non-responsive.
7. Bids must be delivered before the time, date and address provided below. Late submissions will be rejected. Bids will be opened in the presence of bidders’ representatives who choose to attend the bid opening ceremony.
8. To avoiding overcrowding at the public bid opening meeting, only one representative of a participating bidder wearing a COVID-19 protective mask shall be allowed to attend the meeting.
9. Bids must be accompanied by bid security from a reputed bank, whether local or international. The amount of Bid Security required is 3% of the total bid amount in a pay order /demand draft favouring Reform Support Unit, UNICEF Funds.
10. The Procuring Agency may reject all or any bid or proposal at any time prior to the acceptance of a bid or proposal. Subject to the relevant provision of SPPRA Rules, 2010 (Amended till date). The Procuring Agency, upon request, communicate to the bidder who submitted a bid or proposal the grounds for its rejection of all bids or proposal but is not required to justify those grounds.
11. The procurement shall be governed by SPPRA Rules 2010 (amended to date).
12. In case of a Public Holiday declare by Governments, the tenders will be opened on the next working day.

13. The firms already in the disciplinary actions, defaulters, or blacklisted with any government organization will not be allowed to participate.

14. **Address for bid submission and opening:**

Attention:

Chief Program Manager

Reform Support Unit

School Education & Literacy Department

Government of Sindh

Address: **Bangalow # 47-E/1, Street# 48, PECHS-6, Shahrah-e-Faisal, Karachi, Sindh**

Date: Monday 27th September, 2021

Submission Time: 15:00 Hours (PST)

Opening Time: 15:30 Hours (PST)

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SECTION-II
INSTRUCTIONS TO BIDDERS