



The Nation

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REQUEST FOR QUOTATIONS

HIRING OF A PRODUCTION FIRM (NON-CONSULTING SERVICES)

FOR VIDEO DOCUMENTARY & SOCIAL MEDIA POSTS OF PUNJAB CITIES PROGRAM INITIATIVES

Attention of interested firms is drawn for participation in tendering process under Investment Project Financing (IPF) component of World Bank's procurement guidelines.

The activity involves hiring of a production firm (non-consulting services) for video documentation & social media posts of Punjab Cities Program Initiatives. Firms should be registered with respective legal and tax authorities i.e. **NTN (FBR) & Punjab Revenue Authority (PRA)**. The tender documents can be downloaded from website of PMDFC, website: <https://pmdfc.punjab.gov.pk/> free of cost. Bids shall be submitted in a sealed envelope not later than **April 07, 2025, at 11:00 a.m. PST**. Bids shall be opened on the same day at **11:30 a.m. PST** in the presence of the representative of the firms who may choose to be present.

Bids must be accompanied by Bid Security amounting to **Rs. 167,400/- 3%** of estimated price in the shape of CDR/ pay order/demand draft or Bank Guarantee in favor of (Punjab Municipal Development Fund Company) should be attached with bid & valid for at least 120 days, after the deadline of submission of bid. Estimated cost **Rs. 5,580,000/-**.

TERMS & CONDITIONS

- The activity is part of World Bank's initiative under IPF component of Punjab Cities Program, hence, "**Procurement Guidelines**" of World Bank are applicable.
- Address & contact person for any clarification.

Senior Program Officer, Procurement
Punjab Municipal Development Fund Company
184, Scotch Corner, Upper Mall Scheme, Lahore



RFQ NO. PK-PMDFC-478724-NC-RFQ

**GOVERNMENT OF THE PUNJAB,
PUNJAB MUNICIPAL DEVELOPMENT FUND COMPANY (PMDFC)**

**PUNJAB CITIES PROGRAM (PCP)
REQUESTS FOR QUOTATIONS (RFQ)**

HIRING OF A PRODUCTION FIRM (NON-CONSULTING SERVICES)

FOR

**VIDEO DOCUMENTARY & SOCIAL MEDIA POSTS OF
PUNJAB CITIES PROGRAM INITIATIVES**

Hiring Process: Request for Quotations (Open) Selection Method set out in the Procurement Regulations of the World Bank.

DEADLINE DATE & TIME FOR SUBMISSION OF RFQ: *April 07, 2025, 1100 PST*
OPENING DATE & TIME OF RFQ *April 07, 2025, 1130 PST*

1. The Govt. of Punjab (hereinafter called "Borrower") has received financing from the International Development Association (IDA) in the form of a "credit" (hereinafter called "credit") toward the cost of "Punjab Cities Program (PCP)". Punjab Municipal Development Fund Company (PMDFC), an implementing agency, intends to apply a portion of the proceeds of this credit to eligible payments under the contract for hiring of a production firm (non-consulting services) for video documentary and social media posts of Punjab cities program initiatives. Accordingly, sealed quotations are invited from the local bidders through RFQ Open selection method, which are on the active taxpayer's list (Income & Sales Tax).
2. The PMDFC now invites sealed quotations from eligible service providers for the hiring of a production firm (non-consulting services) for video documentary & social media posts of Punjab Cities Program initiatives.
3. The Requests for Quotations and accompanying documents must be received by PMDFC in its office at H#184, Upper Mall, Scotch Corner, Lahore not later than **April 07, 2025, 1100 PST.**

With Regards,

Senior Program Officer (Procurement), PCP
PUNJAB MUNICIPAL DEVELOPMENT FUND COMPANY (PMDFC)
H#184, Upper Mall, Scotch Corner, Lahore
Tele- +92-42-99204386-89, Fax - +92-42- 99204390

1. Qualification Requirements: -

- a. Firm must be registered with the appropriate forum – (SECP, Registrar of Firms, NTN in case of sole proprietor).
- b. Copy of valid NTN & PRA (PST) certificate and Active Tax Payer Status of both Income Tax and Sales Tax.
- c. Service provider must not be blacklisted from PPRA/Procuring agency/Donors/Any other Agency/Organization – (Undertaking of no black-listing to be provided on non-judicial stamp paper of appropriate value).

2. Technical Requirements: -

(Please provide the necessary documents against each for verification)

- a. The firm must have more than 05 years of experience since establishment. Expertise in the area of film/reportage/documentary writing, producing, directing, and editing.
- b. Similar experience in producing documentary-style videos for development projects sponsored by multilateral banks / donors funded projects for Government of Punjab (Two projects worth not less than 04 million each – Purchase orders/other documentary evidences must be attached). *Experience with private sector will not be considered.
- c. The company must have Average Annual turnover of worth not less than Rs. 05 million (Bank statement/Audit Reports).
- d. Experience in social media content creation and digital marketing.
- e. Professional team including directors, videographers, editors, scriptwriters, and voiceover artists.
- f. Owned high-end filming equipment, drones, and post-production software.
- g. Decent knowledge of targeted areas and ability to communicate, translate and conduct interviews in English, Urdu, and Punjabi.

3. Evaluation Criteria and Issue of Purchase Order/Notification of award:

The quotations shall be evaluated and a Purchase Order/Notification of Award shall be issued to the lowest evaluated responsive firm based on the overall value of the lowest evaluated cost of the responsive quotation and as per the following criteria: -

- a. Technical responsiveness / full compliance to the requirements for all the items to assure conformity of services as per TORs prescribed in RFQ for which price has been quoted.
- b. Acceptance of the Terms and Conditions of the RFQ document.
- c. Company profile with relevant experience to be submitted in bids including Portfolio of similar past projects, technical proposal outlining methodology and work plan, and financial proposal including a detailed cost breakdown.

4. General Terms and Conditions: -

- a. Purchase Order/Notification of Award shall be issued to the lowest evaluated responsive bidder meeting all the requirements stated in the Requests for Quotations document.
- b. Evaluation will be done for 100% required quantity, i.e., including all taxes, fees, and costs.
- c. The prices charged for the non-consulting services shall not be adjustable.
- d. The quotations must be submitted in sealed envelope according to the attached BOQ and must be completed in all respect.
- e. Taxes will be deducted at source.
- f. In case of any difference in unit cost and total cost, the unit rate shall prevail. In case of a difference in the amount of words and figures, calculations from the unit rate shall prevail.

- g. Incomplete quotations shall be rejected.
- h. Quotations must be signed by an authorized representative and stamped with a company stamp.
- i. Prices shall be fixed and the bid price should be in Pak Rupees.
- j. Quotations shall be valid for a period of 90 days from the last date of submission.
- k. The Purchaser reserves the right at the time of issuance of Purchase Order/Notification of award to increase or decrease, the quantity of services originally specified in the BOQ without any change in unit price or other terms and conditions.
- l. The Purchaser reserves the right to accept or reject any quotation, and to annul the procurement process and reject all quotations at any time prior to issuance of Purchase Order/Notification of award, without thereby incurring any liability to the affected service provider or service providers or any obligation to inform the affected service provider or service providers of the grounds for the Purchaser's action.
- m. The Bank requires compliance with the Bank's Anti-Corruption Guidelines and its prevailing sanctions policies and procedures as set forth in the World Bank Group's [WBG] Sanctions Framework.
- n. In further pursuance of this policy, Service providers shall permit and shall cause their agents (where declared or not), subcontractors, subconsultants, service providers, and personnel, to permit the Bank to inspect all accounts, records and other documents relating to the RFQ and contract performance (in the case of award), and to have them audited by auditors appointed by the Bank.
- o. A Service provider that has been sanctioned by the Bank, pursuant to the Bank's Anti-Corruption Guidelines, in accordance with its prevailing sanctions policies and procedures as set forth in the WBG's Sanctions Framework as described in the attachment to the Contract Conditions (Attachment A) paragraph 2.2 d., shall be ineligible to submit Quotations or be awarded or otherwise benefit from a Bank-financed contract, financially or otherwise, during such period of time as the Bank shall have determined. A list of debarred firms and individuals is available on the Bank's external website: <http://www.worldbank.org/debarr>.
- p. Request for clarification (if any) should be received in writing no later than two (02) days after the advertisement.

The firm must comply with the above-stated terms & conditions in all respects otherwise their quotations shall not be considered.

BILL OF QUANTITIES (BOQ)

Sr. No	Description of Task	Deliverables	Price (PKR)
1	Script for videos along with the shoot plan/schedule	16 Scripts Shoot Plan for all 16 Cities	
2	Complete Shoot	Visit and shoot in all 16 cities	
3	Social Media Posts	240 posts (15 posts for each MC) and also engage social media influencer for civic awareness messages	
4	Documentary videos	2-3 minutes videos of each MC (16 videos) and also provide one combined documentary of PCP Project	
5	Shorts/Reels	80 videos (5 for each MC)	
6	Handing over of all the footage and Photographs	All footage and pics in a good quality hard drive will be handed over to PMDFC *(Provide all the data in External Hard Drive – Transcend or equivalent atleast 6 TB storage)	
Total Amount (Inclusive of all taxes)			

Total Cost (in Figures): PKR _____

Total Cost (in Words): PKR _____



TERMS OF REFERENCES

FOR

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FOR

VIDEO DOCUMENTARY & SOCIAL MEDIA POSTS OF
PUNJAB CITIES PROGRAM INITIATIVES



RFQ NO. PK-PMDFC-478724-NC-RFQ



184, Scotch Corner, Upper Mall, Lahore

Tel #: 042-99204386-89

Fax #: 042-99204390

Website: www.pmdfc.org.pk

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1. Background

Punjab Municipal Development Fund Company (PMDFC) is implementing the Punjab Cities Program (PCP) to enhance municipal service delivery and infrastructure development across 16 partner Municipal Committees (MCs). To showcase the impact of these initiatives, PMDFC intends to hire a professional production firm for developing high-quality video content and social media materials.

2. Objectives

The primary objective is to produce engaging and visually compelling video content / documentary alongwith social media posts that highlights the PCP initiatives, including infrastructure development and capacity-building efforts & their impact in the following partner MCs:

North	Centre	South
<ul style="list-style-type: none"> • Daska • Wazirabad • Hafizabad • Jehlum • Muridke • Kamonki 	<ul style="list-style-type: none"> • Jaranwala • Okara • Kamalia • Jhang • Gojra 	<ul style="list-style-type: none"> • Bahawalnagar • Burewala • Vehari • Khanewal • Kot Addu

3. Scope of Work

The selected production firm will undertake the following tasks:

3.1 Video Production

- Visit all 16 partner MCs to capture the journey of PCP initiatives (Pre-During-Post implementation). However, PMDFC will only help to provide the firm with the footage/pics or any trainings/events that has happened prior to the start of firm's working.
- Develop 2–3-minute high-quality (4k) documentary-style videos (Urdu, English with subtitles) for each partner MC portraying the PCP work and its impact.
- 60-90 seconds TVC style videos showcasing various initiatives taken under the eligible investment areas of the project and activities carried out under IPF component of the program including various e-governance & capacity building initiatives.
- Ensure professional filming, including aerial drone shots, time-lapse sequences, and high-resolution visuals.
- Conduct interviews of direct beneficiaries of the instant sub-projects.
- The firm will also produce beneficiary interviews shorts for all eligible investment areas accordingly and in case of capacity building initiatives by PMDFC/PCP testimonials from the relevant staff / officials (partner MC officers) with PCP branding/graphics/animation
- Integrate voiceovers, interviews, subtitles, and motion graphics to enhance storytelling.

3.2 Social Media Content Development

- Prepare 5 reels/short videos (30-60 seconds each) for each MC to be shared on social media platforms.
- Develop 15 social media posts per MC highlighting PCP initiatives, project milestones, and civic awareness messages.
- Document infrastructure sub-projects for Social Media Posts through professional photographs. PMDFC will provide visual documentation of ‘before’ sub-project scenario or other events/trainings conducted prior to the start of firm’s working period.
- Ensure content is optimized for various social media platforms (Facebook, Instagram, TikTok, Twitter, LinkedIn, and YouTube).
- Utilize engaging visuals, infographics, and captions to increase audience engagement. To ensure a seamless production process, the firm will work closely with the PMDFC MD and the communications officer, to ensure aligning the visuals and narratives in the deliverables with the program objectives.

4. Payment Schedule

The firm will be required to submit the following deliverables in time for the approval of the client. The inception time of the successful firm will start immediately after receiving the work order. Any comments received from the client will be incorporated in the deliverables for its finalization:

Sr#	Task	Deliverables	Timeline	Payments
1	Script for videos along with the shoot plan/schedule	<ul style="list-style-type: none"> • 16 Scripts, alongwith content for social media posts • Shoot Plan for all 16 Cities 	Week 1	15%
2	Complete Shoot	Visit and shoot in all 16 cities	Week 2 - week 6	25%
3	Social Media Posts	240 posts (15 posts for each MC) and also engage social media influencer for civic awareness messages .	Week 7 - week 8	15%
4	Documentary videos	2-3 minutes videos of each MC (16 videos) and also provide one combined documentary of PCP Project	Week 7 - week 9	20%
5	Shorts/Reels	80 videos (5 for each MC)	Week 10	15%

6	Handing over of all the footage and Photographs	All footage and pics in a good quality hard drive will be handed over to PMDFC *(Provide all the data in External Hard Drive – Transcend or equivalent atleast 6 TB storage)	Week 11	10%
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8. Contract Duration

The contract period will be 11 weeks from the date of signing.

9. Supervision and performance evaluation

The Firm will work under the supervision of MD-PMDFC / PD-PCP.

10. Hiring Process

The firm will be selected in accordance with the Request for Quotations (Open) Selection Method set out in the Procurement Regulations of the World Bank.

The attention of interested parties is drawn to Section III, paragraphs 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 [Revised November 2017, August 2018, and September 2023] (“Procurement Regulations”), which set forth the World Bank’s policy on conflict of interest.
