

**NATIONAL INSURANCE COMPANY LIMITED**

(OWNED BY THE GOVERNMENT OF PAKISTAN)

CUIN # 0041095

REGISTERED ADDRESS: NIC BUILDING, ABBASI SHAHEED ROAD,

P.O. BOX NO. 10506, KARACHI-74400

PHONE # +9221-9925741-50 - UAN # +9921-111-642-642

E-mail: info@nicl.com.pk - Website: www.nicl.com.pk

**“SAY NO TO CORRUPTION”****PRE-QUALIFICATION OF ADVERTISEMENT AGENCIES FOR NATIONAL INSURANCE COMPANY LIMITED**

**Interested advertisement agencies, accredited with All Pakistan Newspaper Society (APNS) and Pakistan Broadcasting Association (PBA), may apply for the pre-qualification along with the following information/proof:**

- Detailed profile of advertisement agency including name, registration address, telephone/fax number(s), e-mail address and year of establishment, etc.
- Copy of the Registration Certificate of APNS and PBA.
- Particulars of permanent technical staff, their qualifications, experience and the available facilities year of APNS accreditation.
- Income Tax / GST.
- Bank Certificate of financial stability.
- List of Clients and detail of services offered to them during the last three years. (year wise)
- Experience of International advertising (attach specimen of material for print/electronic media).
- Foreign associates, if any.
- Any other information which can help National Insurance Company Limited.
- For greater transparency and providing equal opportunity, present agencies on NICL's panel will only be eligible to apply on the condition that they provide NICL a NOC on full and final settlement of dues before the process of short listing commences.
- NICL will pre-qualify only those Advertising agencies who meet the above criteria and have completed the required formalities by providing an undertaking on the stamp paper that they will follow the laid down Government procedures pertaining to payment.
- The advertising agencies will be selected for a period of two years

All participating firms will be communicated in writing whether, the firm has been Pre-Qualified or not.

National Insurance Company Limited may reject all bids or proposal at any time prior to the acceptance of the bid or proposal. However, the company shall upon request communicate to any bidder who submitted a bid proposal, the grounds for rejection of all bids or proposal, but is not required to justify those grounds.

Applications along with the required documents must reach at the address mentioned below before 11th February, 2019, 11:00 AM, which will be opened at 11: 30 AM on the same day in the presence of the applicants.

The Pre-Qualification documents including evaluation criteria can be obtained free of cost during working hours (09:00 to 17:00) from 21-01-2019 from the mentioned address. Firms involved in litigation with Government entities will not be allowed to participate.

**General Manager (HR / ADMIN)**  
**NATIONAL INSURANCE COMPANY LIMITED**  
**5th FLOOR NIC BUILDING, ABBASI SHAHEED ROAD,**  
**KARACHI.**  
**LAND-LINE: +92-2199225547**  
**PABX: +92-21-99225741-48 (EXTN – 6312)**



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3rd Floor, NIC Building, Abbasi Shaheed Road, Karachi  
UAN: 111-642-642 Email: [info@nicl.com.pk](mailto:info@nicl.com.pk) Website: [www.nicl.com.pk](http://www.nicl.com.pk)

## **Pre-qualification of Advertising Agencies**

## Invitation for Prequalification

**SUBJECT: Pre-Qualification of "Advertising Agencies"**

- I. National Insurance Co. Ltd. An authority established under the control of Ministry of Commerce, invites applications from the interested advertising agencies / firms, registered with Income Tax and Sales Tax Departments and accredited with the All Pakistan Newspapers Society (APNS) and Pakistan Broadcasting Association (PBA), for releasing advertisements of in print media as per terms and conditions as well rates approved by Press Information Department (PID).
- II. Pre-qualification documents containing detailed terms and conditions, method of release of advertisement, evaluation criteria, clarification/rejection of proposal etc are available for the interested advertising agencies/firms, free of cost, at the HR department, Shahrah-e-Faisal, Karachi from 21<sup>st</sup> January, 2019. The pre-qualification documents can also be downloaded from [www.nicl.com.pk](http://www.nicl.com.pk).
- III. The documents, prepared in accordance with the instructions in the bidding documents, must reach at the office of the General Manager (HR), National Insurance Company Limited (NICL) on address given below at or before 11<sup>th</sup> February , 2018 11.00 A.M and will be opened on the same day at 11.30 A.M. this advertisement is also available on PPRA website at [www.ppra.org.pk](http://www.ppra.org.pk)

Assistant Manager  
HR  
(021-99206313)

Head  
HR & Admin  
(021-99225547)



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## **SECTION II: Instruction to Advertising Agencies /Firms**

### **A. Introduction**

#### **1. Source of Funds**

1.1 The procuring agencies (as given in the bid Data sheet) has arranged funds from its own sources towards the cost of organizing the event (as given in the bid data sheet) and it is intended the part of the proceeds of these funds will be applied to eligible payments under the contract (as given in the bid data sheet) for which these bidding documents are issued.

1.2 Payment from the funds will be made at the orders of the procuring agency and shall be subject in all respect to the terms and conditions of the agreement. No party other than the procuring Agency shall derive and any rights from the project agreement or have any claim to the allocated funds proceeds.

#### **2. Eligible Firms**

2.1 This invitation is open to all firms providing on subject matter on Pakistan.

2.2 Advertising Agencies / firms shall not be eligible to bid if they are under a declaration of ineligibility for corrupt and fraudulent practices issued by the any government organizations in accordance with sub clause 34.1

#### **3. Cost of participation**

3.1 The advertisement agencies / firms shall bear all costs associated with the preparation and submission of its bid, and the procuring agency will in no case be responsible or liable for those costs, regardless of the conduct are outcome of the bidding process.

## **B. The Pre-qualification Documents**

#### **4. Content of bidding documents**

4.1 The documents include:

- (a) Instructions to advertising agencies / firms
- (b) Data sheet
- (c) Schedule of requirements
- (d) Technical specifications

4.2 The advertising Agencies / firms are expected to examine all instruction, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the documents or submission of documents not substantially responsive to the pre-qualification documents in every respect will be at the advertising Agencies / firms risk and may result in the rejection of the proposal

## C. Preparation of Bids

### 5. Language of Bid

- 5.1 The bid prepared by the Advertising Agencies /firm, as well as all corresponding and documents relating to the bid exchanged by the Advertising Agencies / firms and the procuring agency shall be written in the language specified in the Bid data sheet. Supporting documents and printed literature furnished by the advertising Agencies /firms may be in another language provide they are accompanied by an accurate translation of the relevant passages in the language specified in the Bid Data Sheet, in which case, for purposes of interpretation of the Bid, the translation shall govern.

### 6. Document Comprising the Bid

- 6.1 The documents prepared by the Advertising Agencies /Firms shall comprise the following components:

(a) A Technical Proposal

- Comprising of Cover letter, Company profile work experience & financial strength and a proposal on TORs. The Advertising Agencies /firms should take into consideration the Parameters listed in technical proposal in the Data sheet and it's Annexure.

### 7. Documents Establishing Bidder's Eligibility and Qualification

- 7.1 Pursuant to ITB Clause 9, the Advertising Agencies /Firms shall furnish, as Part of its documents establishing the advertising agencies /firm's eligibility and its qualification to perform the contract if its proposal is accepted.
- 7.2 The documentary evidence of the Advertising Agencies /Firms eligibility to Proposal shall establish to the procuring agency's satisfaction that the Advertising Agencies /firms, at the time of submission of its proposal, is legally established in Pakistan.
- 7.3 The documentary evidence of the Advertising Agencies /Firms qualification To perform the contract if its proposal is accepted shall establish to the procuring agency's satisfaction:
- (a) Advertising Agencies /firms must possess and provide evidence of its capability, experience and qualification criteria as stipulated in the pre-qualification documents and Data Sheet.
- (b) that the Advertising Agencies/Firms Bidder has the financial, technical, capability necessary to perform the contract.

## **8. Format and signing of proposal**

- 8.1 The Advertising Agencies /firms shall prepare an original and the number of copies of the bid indicated in the Data Sheet, clearly marking each "ORIGINAL PROPOSAL" and "COPY OF PROPOSAL", as appropriate. In the event of any discrepancy between them, the original shall govern.
- 8.2 The original and the copy of copies of the proposal shall be typed or written in indelible ink and shall be signed by a person or person duly authorized by Advertising agencies /Firms.
- 8.3 Any interlineations, erasure, or overwriting shall be valid only if they are initialed by the person or person signing the proposal.

## **9. Deadline for Submission of Bids**

- 9.1 Proposal must be received by the procuring agency at the address specified under ITB Clause 18.2 no later than the time and date specified in the Data Sheet.
- 9.2 The procuring agency may, at its discretion, extend this deadline for the submission of bids by amending the documents in the accordance with ITB Clause 7, in Which case all rights and obligations of the procuring agency and bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

## **10. Late Bids**

- 10.1 Any proposal received by the procuring agency after the deadline for submission of bids prescribed by the procuring agency pursuant to ITB Clause 19 will be rejected and returned unopened to the Bidder.

### SECTION III: Date Sheet

<b>Introduction</b>	
<b>i.</b>	National Insurance Company Limited, Government of Pakistan
<b>ii.</b>	Pre - qualification of Advertising Agencies / Firms
<b>iii.</b>	10 <sup>th</sup> February , 2019 - Last date for collection of documents from NICL
<b>iv.</b>	English
<b>Preparation and Submission of Bids</b>	
<b>i.</b>	<p><b>Technical Qualification Requirements:</b></p> <p>The proposal of the Advertising Agencies / Firms firm shall be evaluated against the attached criteria at Annex `A'. A minimum score of 70 shall be required to technically qualify for future Consideration. For technical qualification and enlistment, the advertising Agencies / Firms shall be required to demonstrate the following:</p> <ol style="list-style-type: none"> <li>a. Complete details of the year of establishment of the agency and experience till submission of the bids.</li> <li>b. Details i.e. name, address etc. of the clientele of the agency from the year of establishment till submission of the bids. Multinational company clients may please be mentioned separately.</li> <li>c. Experience of national / international advertising (with specimen of material for print / electronic media.</li> <li>d. Details of the permanent employees including total number of the employees and relevant qualification etc.</li> <li>e. Relevant experience of the agency i.e. total project handled from the year of establishment till date.</li> <li>f. Details / certificates of registration with income Tax, Sales Tax, APNS and PBA Sindh Sales Tax.</li> <li>g. Details of International Affiliation.</li> <li>h. Financial strength of the firm proving the capacity of the firm to carry out projects</li> </ol> <p><b>Note:</b></p> <p><b>(i) Advertising Agencies / Firm fulfilling above criteria shall qualify for further processing.</b></p>
<b>ii.</b>	Five copies
<b>iii.</b>	General Manager (HR & Admin)
<b>iv.</b>	Pre - qualification of "Advertising agencies"
<b>v.</b>	11:00 a.m. on 11 <sup>th</sup> February 2019 - Last date for Submission of documents.
<b>vi.</b>	11:30 a.m. on 11 <sup>th</sup> February 2019 - Opening of proposals

#### **SECTION IV: SCHEDULE OF REQUIREMENTS/ TERMS OF REFERENCE**

- The selection procedure will be based only on the technical evaluation of the Advertisement Agencies / Firms without any financial implication on NICL.
- The hired Advertising Agencies / Firm will be required to release the advertisements of the NICL as in actual form given / approved by the NICL.
- The Advertising Agencies / Firms will use its resources for publication of press releases of NICL in print/ electronic media with any additional cost/ remuneration.
- NICL may hire two or more Advertising Agencies / Firms and the advertisements will be allocated as per the policy to be finalized by the NICL later on.
- The hired Advertising Agencies / Firms will also do the designing of the relevant advertisement of NICL free of cost.
- The hired Advertising Agencies / Firms will also assist NICL in image building by using its resources for publicity and projection of NICL's activities in the print / electronic / social media related with their allocated assignment without any additional cost / remuneration. Move over, they will also assist management of NICL to discuss anti NICL propaganda (if any).
- The hired Advertising Agency / Firms will depute their one representative for proper coordination on the mentioned activities.
- For greater transparency and providing equal opportunity, present agencies on NICL's panel will only be eligible to apply on the condition that they provide NICL a NOC on full and final settlement of dues before the process of short listing commences.
- Advertising Agencies / Firm may also provide quote rates of designing of different items (Brouchers / Logos / standees, Backdrops etc.) for NICL. However they will not be part of the evaluation of bid and in future if need arises, NICL may assign the task to the firm as per quoted rates.
- The advertising agencies will be hired on the NICL panel for a period of two year extended to another year subject to the satisfactory performance.



S.No.	Parameters against which technical evaluation shall be done	Scoring brackets	Total points allocated
	<b><u>Company Profile</u></b>		<b>50</b>
<b>1.1</b>	<b><u>Years of experience in advertising &amp; designing works:</u></b>		<b>10</b>
	<2 years		
	>2<4 years		
	>5<7 years		
	> 8 years		
<b>1.2</b>	<b><u>Clientele:</u></b>		<b>15</b>
	>1 < 3 MNCs or Local firm in trade		
	>4 < 5 MNCs or Local firms in any trade		
	>6 MNCs or local companies in any trade		
<b>1.3</b>	<b><u>Experience of international advertising</u></b>		<b>05</b>
<b>1.4</b>	<b><u>No. of employees, Relevant Qualifications of Mgmt and team</u></b>		<b>20</b>
<b>1.4.1</b>	Number of employees		<b>5</b>
	Number of employees < 10		
	Number of employees >11		
<b>1.4.2</b>	<b><u>Relevant Qualification of Mgmt and Team</u></b>		<b>15</b>
	Not related to advertising & designing but experienced		
	Relevant to advertising & designing with < 3 years experience in the field		
	Relevant advertising & designing with > 3 years experience in the field.		
<b>2.</b>	<b><u>Relevant Experience</u></b>		<b>10</b>
<b>2.1</b>	<b><u>Advertising &amp; designing Project Handled So Far</u></b>		
	<3		
	>5<10		
	>11		
<b>3.</b>	<b><u>Registration with Income Tax/ Sales Tax, APNS and PBA Accreditation (Mandatory for Technical Qualification)</u></b>		<b>15</b>
<b>3.1</b>	Registration with Income tax		
	Registration with sale Tax		
	APNS and PBA Accreditation		
<b>4.</b>	<b><u>International Affiliation</u></b>		<b>05</b>
<b>5.</b>	<b><u>Financial Strength of the Firm</u></b>		
	>5<110 Million of annual Turn over		
	>10 Million of annual Turn Over		
	<b>TOTAL</b>		<b>100</b>

Minimum Passing Marks are 70

**Note: The advertising agencies / Firm short-listed after technical evaluation will be required to give a comprehensive presentation for technical evaluation purposes. The final decision of technical qualification or disqualification of any firm will be made on the basis of their presentation.**

