



**Ministry of Information Technology & Telecom**  
Government of Pakistan



**Pre-Qualification of Website Development and Digital Media Marketing Agency**

**ICT R&DF/WDMS/2017-18/0012 (Proc.)**

**Date of issue: 28 May, 2017**

**National ICT R&D Fund Company (Guarantee) Limited**  
Ministry of Information Technology & Telecom  
Government of Pakistan

**National ICT R&D Fund, 6<sup>th</sup> Floor, HBL Tower, Jinnah Avenue, Blue Area, Islamabad**



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### Checklist (Mandatory Documents required with the Proposal)

Before the agency / solution providers submit their proposals within the stipulated time mentioned in this document, agency / solution providers are required to make sure that following mandatory requirements of this document are fulfilled.

These requirements must be furnished at the time of submission of Proposal. Non-submission of any one of the following applicable requirements shall result in disqualification:

S. No.	Checklist	Mark <input checked="" type="checkbox"/> / <input type="checkbox"/>
1.	Proof of Certificate of Incorporation or Registration or equivalent	
2.	Proof of NTN Certificate (If Applicable, please check <input checked="" type="checkbox"/> , otherwise put a Cross <input type="checkbox"/> in the Mark Column)	
3.	Proof of GST Certificate (If Applicable, please check <input checked="" type="checkbox"/> , otherwise put a Cross <input type="checkbox"/> in the Mark Column).	
4.	Proof of FTN certificate/Tax exemption certificate ( <i>for public sector entity</i> ), (If applicable, please check <input checked="" type="checkbox"/> , otherwise put a Cross <input type="checkbox"/> in the Mark Column).	
5.	Original affidavit (not older than one month) on Stamp Paper (Rs. 100) that the agency / solution provider is not insolvent, bankrupt and is not blacklisted or debarred by PPRA, Government, Semi-Government, Private, Autonomous body or any other national and international organization.	
6.	Original affidavit (not older than one month) on Stamp Paper (Rs. 100) that the agency / solution provider is an active tax payer and has submitted its tax return for the preceding fiscal year. <b>Tax payer list serial number (downloadable from FBR's website) is also to be mentioned.</b>	
7.	Company Information Form	

**Note:** Agency / Solution provider is required to submit the filled copy of the above checklist along with the proposal



## National ICT R&D Fund (The Company)

National ICT R&D Fund has been incorporated with the Securities and Exchange Commission of Pakistan (SECP) under Section 42 of the Companies Ordinance, 1984 by the Ministry of IT, Government of Pakistan (hereinafter referred to as the “**Company**” and/or “**ICT R&D Fund**”). The Company is mandated to fund research and development in Information and Communication Technology (ICT) with the vision to transform Pakistan’s economy into knowledge based economy by promoting efficient, sustainable and effective ICT initiatives through synergic development of industrial and academic resources. More detail about the Company is available at <http://www.ictrdf.org.pk>

### 1. Definitions

In this Request for Proposal, unless the context provides otherwise:

<b><i>Agency/Solution Provider</i></b>	A agency / solution provider who has been awarded the contract pursuant to the Website Development and Digital Media Marketing Agency Proposal and who shall be subsequently responsible for the all relevant activities.
<b><i>Company</i></b>	Means the National ICT R&D Fund Company registered under Section 42 of the Companies Ordinance, 1984, with its office at 6 <sup>th</sup> Floor, HBL Tower, Jinnah Avenue, Blue Area, Islamabad, Pakistan
<b><i>Date of Issue</i></b>	The date on which the <i>Hiring of Digital Media Marketing Agency</i> document is issued by the Company.
<b><i>Pre-Qualification of Website Development and Digital Media Marketing Agency</i></b>	Proposal solicited by National ICT R&D Fund from agency / solution providers for the Website Development and Digital Media Marketing Agency.”
<b><i>Scope of Work</i></b>	Description of formal work activities to be carried out by agency / solution providers

### 2. Overview of Proposal

The Company solicits proposals for digital media marketing services including but not limited to the following salient features:

- a. **Rebranding – New name and logo:** The Company intends to launch a 360<sup>0</sup> digital media campaign with a view to rebrand itself as **Ignite**–National Technology Fund. The Company has re-aligned its mission with this new reality and aims “to make Pakistan a player in the knowledge economy by transforming the Company into a Venture Capital fund focused on fourth industrial wave technologies and by addressing gaps in the entrepreneurial ecosystem. We believe that it is important to position our self in the market with the Company’s current rejuvenated spirits and



its exciting journey into the realm of funding incubators, specialty incubators, startups, and large scale digital skills development,.

- b. **New Website:** responsive, customizable, user friendly interface, human centric design, Urdu version, supporting features for Person with Disabilities (PWDs), search engine optimized; on-page optimization; keyword research, keyword mapping, metatags, off-page optimization; create backlinks, improve search engine results, increase website traffic.
- c. **Managing Digital Assets:** including Company website & social profiles including, *inter alia* Facebook, LinkedIn, Twitter, Instagram, YouTube, Pinterest, Snapchat, Medium, Quora and any other new channel considered appropriate.
- d. **Mobile App:** develop specialized mobile app for Company with information on YouTube channel, Newsletter/Blog, Website and Events – speakers, attendees, projects, sessions, floor plans, setting up meetings, soliciting feedback, and reporting outcomes.
- e. **Digital Coverage of Company Events:** The Agency shall provide real time digital coverage of Company events, including but not limited to Facebook updates, tweets with hashtags, sharing pictures, sharing videos etc.
- f. **Surveys:** to assess impact of marketing campaigns.
- g. **E-Newsletter:** HTML based, propagate through e-mail marketing software.
- h. **Blog:** write and publish blog posts, increase blog traffic, increase subscribers.
- i. Devise and implement digital media marketing strategy for the Company in line with the latest trends and best practices.
- j. Develop, propose and manage strategic digital media buying/advertising plan and campaigns aimed at increasing Company's visibility/traction.
- k. Digital Media Reporting: website, social media and email marketing.
- l. Perform any other relevant task(s) assigned by the Company.

### 3. Target Areas

Our top priority is to establish credibility of the Company for commercialization of research in fourth industrial wave technologies in a manner that the Company website, digital media channels, blog and e-newsletter should act as a branding and high level knowledge platform for the intended audience and anyone interested in learning about our target areas:

- a. Artificial Intelligence & Big Data
- b. Internet of Things
- c. Robotics
- d. Blockchain
- e. Cloud Infrastructure & Cyber Security
- f. Shared Economy
- g. Virtual/Augmented Reality



- h. Wearables/Implantables
- i. 3D/4D Printing
- j. NeuroTech

#### 4. Target Audience

The digital media marketing agency will be required to target and measure impact on the following target audience:-

- a. Tech Startups
- b. Freelancers
- c. International audiences
- d. Entrepreneurs
- e. Corporates
- f. Investors
- g. ICT Researchers
- h. Government
- i. Social and other media
- j. ICT Professionals

#### 5. Scope of Work

##### 5.1 Rebranding – New name and logo:

- a. Propose and execute a 360<sup>0</sup> digital media campaign with a view to rebrand the Company as **Ignite**–National Technology Fund; an entity that focuses on socio-economic and commercial impact through knowledge economy initiatives.
- b. Projecting the Company in the market which aims to make Pakistan a player in the knowledge economy, by transforming the Company into a Venture Capital fund focused on fourth industrial wave technologies and by addressing gaps in the entrepreneurial ecosystem.
- c. Position the Company in the market as an entity that funds startups, incubators, specialty incubators, large scale digital skills development, and studies.

5.2 **Website Development and Maintenance:** The Company is looking forward to carry out website development and maintenance in 4 phases:

##### 5.2.1 Initial Phase

###### a. Requirement Gathering & Recommendations

The agency is required to discuss detailed requirements with respect to look & feel, features, security, database with relevant employee(s) of the Company. After discussion, the agency will recommend best available solution to develop responsive, customizable and user friendly website with minimum response time.



b. **Development Tools**

The Solution Provider shall use open source development tools for website. The development tools shall be discussed with relevant employee(s) of the Company for the final approval.

c. **Essential Requirements**

The new website must comply with following requirements:

i. **Responsive web design**

The design shall allow desktop webpages to be viewed in response to the size of the screen or web browser one is viewing with. It includes but not limited to desktop, laptop, mobile phones and tablets.

ii. **Cross Browser Compatibility**

The site must be compatible with Internet Explorer, Google Chrome, Mozilla and other leading browsers.

iii. **Default Plugin(s)**

The site must be able to accept default & installed plugins of all widely used internet browsers. It should not require any extra plug in to be installed to view or read website contents including text & graphics.

iv. **Source Code**

The source code/source control of developed/revamped website including databases, graphics meta/source files or any other content would be the sole property of the Company and should be handed over to the Company at the time of delivery with proper documentation.

v. **Website Security**

The agency will ensure that source code, modules, text, graphics, databases or any other content of the website are secured w.r.t. but not limited to SQL injection, cross-site scripting, file/form uploading, directory browsing, file permissions, buffer overflow, memory corruption, URL manipulation. Website should be compatible with latest SSL encryption technics. It shall be secured with HTTPS.

vi. **Focal Person**

The agency shall assign a focal person (Project Manager) for website development who shall be responsible to coordinate with the Manager IT of the Company.



- vii. **Google Analytics**  
The website must have Google Analytics feature to monitor website traffic stats.
- viii. **Social Media Integration**
- ix. Social media widgets of the Company (Facebook, Twitter, YouTube, LinkedIn, Pinterest and Snapchat etc.) will be included on website. This feature will have an ability to add, update and delete any social media channel, as per requirement.
- x. **Blog**  
The website will have state of the art blog including but not limited to the following requirements:
  - a) Add/Edit/Delete focus groups areas/menus
  - b) Add/Edit/Delete Profile of writers (Name, Focus Group Name, Picture)
  - c) Add/Edit/Delete blog post
  - d) Blog post preview option before publishing the blog post.
  - e) Blog post should be published along with the writer and focus group name
  - f) Social Sharing Widgets for readers on every blog post
  - g) Comments section with moderation facility
  - h) Plugins to share blog post of Company's social media channels.
  - i) Submit a guest post feature
- xi. **Subscribe Feature**  
The website will have subscribe feature through which user can sign-up and subscribe to receive our newsletter, notifications on issuance of RFP/EOI/Tender, employment opportunities and news/events.
- xii. **Urdu Version of Website**  
The website shall have entire Urdu content version.
- xiii. **Person with Disabilities (PWDs) Supporting Features**  
The website should cater for Person with Disabilities (PWDs) including but not limited to:
  - a) **Blind Persons:** audible output (products called screen readers that read web content using synthesized speech) and tactile output (a refreshable Braille device).
  - b) **Individuals with low vision:** screen magnification software that allows zooming into all or a portion of the visual screen. Many others with less-than-perfect eyesight





may enlarge the font on websites using standard browser functions, such as Ctrl + in Windows browsers or Command + in Mac browsers.

**d. Prototype of New Website**

After a final go-ahead by the Company, the agency will be required to present a browser enabled prototype of website along with site map. Once the prototype is approved by the Company, agency shall start website development.

**5.2.2 Development Phase**

In this phase, the agency shall develop the website as per prototype finalized in initial phase. The agency shall include the following but not limited to features and/or as decided in initial phase:-

**a. Content Management System**

The website must be developed on Content Management System (CMS) keeping in consideration that each section, page & content of the website is preferably managed through Admin Panel. The new website must be capable of creating multiple users credentials with the privilege to modify/update content. CMS should consist following features but not limited to:

- i. High Performance and scalability
- ii. Extensibility and integration
- iii. Stability of the system
- iv. Easy-to-use for content editors and site administrators
- v. Advanced security management
- vi. Advanced workflow and approval process
- vii. Support for mobile devices
- viii. Easily upgradable and clear upgrade path

**b. Look & Feel**

The website should bear a theme that best represents the Company as a VC fund which funds commercialization of research in fourth industrial wave technologies and ecosystem development initiatives to fulfill its mission of creating a knowledge economy.

**c. Design Interface**

The content in web pages should be a mixture of text, images, downloadable document(s)/file(s) & videos (where needed) and have



symmetry in look & feel based on themes & navigation strategy. Possible site structure should include but not limited to the following pages:

- i. Home
- ii. About us
- iii. New Thematic Areas
- iv. Funding Portal (This will be a link, redirecting user to our funding portal being developed externally)
- v. New Initiatives
- vi. Project Dashboard (This will be a link redirecting user to our project dashboard being developed externally)
- vii. Downloads
- viii. Media
- ix. Careers
- x. Blog
- xi. Contact us

**d. Dynamic Updates of Content**

The content in each section of the website should be able to update dynamically.

**e. Administrator's Control Panel**

A web based control panel is required to centrally administer the content, theme, navigation, design, sections, pages, users and database(s) of the website.

**f. Content Update**

The solution provider shall be responsible to upload all content of existing website on new website, without any error and omission.

**5.2.3 Testing Phase**

In this phase, the agency will ensure that website meets rigorous quality standards. A comprehensive quality assurance of the various developed features will be performed. Browser responsive testing, regression testing, functional testing, smoke testing, load testing and performance testing will be carried out. Successful completion of this phase will be supported by a report that the website is finally ready for Company's review and feedback.

**5.2.4 Delivery Phase**

In delivery phase, the agency shall be responsible to hand over all development components like source code, passwords, databases, text, graphics or any other relevant material to the Company. At the time of handing over, development components shall become the sole property of the Company. The agency will upload the website on designated hosting service.



#### 5.2.5. **Service Level Agreement (SLA)**

A Service Level Agreement (SLA) would be signed by both parties. The duration of SLA would be 3 years after handing over the developed **website** and **mobile app** to the Company.

The solution provider shall provide 6 months free technical support after the delivery of the **website** and **mobile app**. The SLA will become active after the completion of free technical support period. The solution provider shall be responsible to provide **24/7/365** technical support for developed website including but not limited to the following:-

- a. **Monitoring:** Alerts will be sent via SMS and email in any of the following eventuality including *inter alia*:-
  - i. If website become inaccessible
  - ii. DB goes down
  - iii. DB table crash
  - iv. Low disk space
  - v. Excess server load
  - vi. Excess memory consumption
  - vii. Error on disk (disk I/O error)
- b. **Configuration Management**
  - i. Configuration roll back; to ensure configuration integrity
  - ii. Integrity check for critical files and directories
  - iii. Backup on daily, weekly and monthly basis
- c. **Content Management:**
  - i. Content update of website and mobile application as per requirement
- d. **Database**
  - i. Ensure database security and integrity
  - ii. Backup and restore
  - iii. Database table repairing

- 5.2.6 Upon award of contract, the solution provider shall quote the price of SLA as a separate head for a period of three years after handing over the website in delivery phase. The Company reserves the right to accept or reject the proposed price of SLA quoted separately. However, the solution provider would be bound to agree upon SLA if the company shows intent to accept the price of SLA.



## 5.3 Digital Media Marketing and Management

### 5.3.1 Search Engine Optimization

- a. Perform on-page optimization activities (keyword research, keyword mapping, metatags etc.) and ensure that the complete website is search engine friendly.
- b. Perform off-page optimization activities and ensure that the website appears at the top of leading search engines such as Google, Yahoo, Bing etc. for the major keywords of the Company.

5.3.2 **Social Media Strategy:** Develop and propose a social media strategy aimed at increasing Company presence on social media platforms and provide following services on an ongoing basis:

- a. **Creation & Maintenance of Social Media Channels**

The agency shall improve and maintain the existing social media channels of the Company (Facebook, Twitter, LinkedIn, Instagram, YouTube, Quora and Medium). The Agency shall also suggest, create and maintain accounts on other popular and relevant social media platforms. Increase organic following of social media accounts. Suggest ways in which social media elements can be brought into the website, for instance streaming Twitter/Facebook feeds on the homepage.

- b. **Creative and Relevant Content**

Research and develop creative and engaging content, including but not limited to photos, videos, blog posts, infographics, animations, live chats etc. published on the social media channels, discussion groups and communities, in line with a robust and integrated social media strategy ensuring increased penetration into the target market.

- c. **Engage with Audience**

Ensure engagement of social media influencers to engage with Company's content for a broader relevant reach. Publicize all events, conferences, workshops etc. using these social media platforms.

- d. **Query Management**

All queries received on all platforms which need not require inputs from the Company must be replied to within 24 hours and all queries which require a consultation with the Company should be answered within two working days.

- e. **E-Newsletter**

Design, develop and disseminate a visually appealing quarterly e-newsletter with clickable links to latest Company news, articles, blogs, funded projects,



and reports etc. available on the Company's website, blog, and social media platforms. The agency will propagate the e-newsletter through e-mail marketing software.

f. **Publish Articles**

The agency will propagate articles of the Company published through the panel PR agency of the Company on relevant local and international online platforms.

g. **Tracking/Monitoring**

Keep a track of all follower activity (likes, shares, retweets, brand mentions etc.) and regularly provide statistics reports via best social media monitoring tools/dashboard. Monitor conversations across social media channels. Resultant success of all updates/posts on social media channels should be regularly tracked and reported back to the Company. Moderation of all social media channels in order to deal with spam, unauthorized advertisements, inappropriate and abusive content etc.

h. **Metrics Reports**

The agency will provide real time access to the website and social media analytics/monitoring dashboards/tools to monitor real time analytics including but not limited to:

- i. Posts schedules on all social media channels (Facebook posts and live feeds, Twitter, YouTube, LinkedIn, Quora, Pinterest and Instagram etc.)
- ii. Metrics of all posts on all social media channels (likes, shares, comments, retweets, followers, brand mentions etc.)
- iii. E-newsletter views
- iv. Google Analytics based report for website traffic: total visits, unique visits, page views, bounce rate, direct traffic, referral traffic, search engines traffic, keywords rankings etc.
- v. Blog traffic: direct traffic, referral traffic, search engines traffic, subscribers, comments, post views etc.
- vi. Mobile App Analytics
- vii. The Agency will give monthly progress presentations to the Company.

5.3.3 **Mobile App (Mobile/Web):** The Agency shall develop cross platform (iOS and Android) mobile app including, *inter alia*, the following requirements:

- a. YouTube Channel (link to Company's YouTube channel)
- b. Newsletter/Blog (link to Company's blog and newsletter)
- c. Website (link to Company's website)



- d. Funding Portal/Project Dashboard (link to Company's funding portal and project dashboard)
- e. **Events** – speakers, attendees, projects, sessions, floor plans, setting up meetings, outcomes, and add/update/delete events.

#### 5.3.4 **External Bloggers Outreach Program**

Create and Manage a Bloggers (external) outreach program and build an active brand ambassador network to spread the word about National ICT R&D Fund.

#### 5.3.5 **Company Blog**

Propose and execute Company blog's social media marketing strategy to increase blog traffic & email subscribers and improve search engine rankings.

#### 5.3.6 **Social Media Marketing Campaigns**

Design and execute social media campaigns to promote Company's brand, values, thematic areas, funded projects, new initiatives and events. Create google analytics based reports to evaluate the outcomes of the campaigns.

#### 5.3.7 **Online Reputation Management**

- a. The agency shall be responsible for Company's online reputation management. The agency shall continuously monitor and improve the brand on social media by tracking messages, brand mentions, analyze the sentiment towards the brand, collect and monitor conversations about the Company from across the internet.
- b. The agency shall provide Company's online reputation reports utilizing best social and digital media monitoring tools.
- c. The agency will explain the tools and services used to manage the digital media marketing and analytics. The tools should match with the strategy you provide. The agency will manage the amount paid for the software tools and web services on an ongoing basis. The agency will clearly mention the yearly and quarterly costs for the tools and services.

#### 5.3.8 **Digital Media Advertising**

- a. Develop, propose and manage strategic digital media buying/advertising plan and campaigns aimed at increasing Company's traction.
- b. The strategic digital media advertising plan/campaigns includes but not limited to online banner ads, google AdWords, in app ads, Facebook ads, twitter ads, Instagram ads, YouTube advertising, paid articles and other relevant digital media advertising support. Agency will propose relevant media buy and budgets to support the proposed overall strategy.
- c. Decrease campaign costs and reposition budget to provide a higher return on investment (ROI).



- d. Ensure buying transparency by permitting Company to monitor efficiency and effectiveness of KPI across all digital media advertising with simple and direct access of ad dashboards in real time.
- e. The reporting format should include the stats in easy to understand format.

#### 5.4 Agency Coordination

The Agency shall nominate prime and secondary focal persons who will be responsible for all coordination related to the website development and digital media marketing and management services. In the absence of prime, the secondary person shall have the overall update of the project.

The Company also welcomes additions and suggested amendments to the approach based on the expertise and previous experience of the consultants carrying out similar projects.

#### 5.5 Performance KPIs for Digital Media Marketing: Measureable KPIs will be finalized between the Company and agency including but not limited to:

##### 5.5.1 Engagement on website

- a. Increase in number of unique site visitors
- b. Increase in Company blog subscriptions
- c. Return visits to website
- d. Visitor's time spent on website
- e. Popular pages and navigation paths

##### 5.5.2 Traffic Sources

- a. Increase in volume of Direct traffic
- b. Increase in volume of Referral traffic
- c. Increase in volume of Organic traffic
- d. Increase in volume of Campaigns traffic
- e. Bounce rate should be ideal

##### 5.5.3 Digital Media Advertising Campaigns: decrease campaign costs and reposition budget to provide a higher return on investment (ROI).

##### 5.5.4 Digital Media Assets (Facebook, Twitter, LinkedIn, Company Blog etc.)

- a. Increase in number of organic followers/likes on Facebook, Twitter, LinkedIn, YouTube, Instagram, Medium etc.
- b. Increase in number of brand mentions.
- c. Increase in number of likes and shares
- d. A high level of engagement on all
- e. Increase in number of blog posts views, post shares, blog subscribers, and comments.



**6. Digital Media Assets of the Company:**

Company owns the following Digital Assets:

- a. Website: <http://www.ictrdf.org.pk/>
- b. Blog: <http://www.ictrdf.org.pk/blog/>
- c. Facebook: <https://www.facebook.com/NationalICTRnDFund>
- d. LinkedIn: <https://www.linkedin.com/company/national-ict-r&d-fund>
- e. Medium: <https://medium.com/@NationalICTRnDFund>
- f. YouTube: [https://www.youtube.com/channel/UCLXtrRPG361T0Mfvvb\\_M3Kw](https://www.youtube.com/channel/UCLXtrRPG361T0Mfvvb_M3Kw)
- g. Twitter: <https://twitter.com/ICTRnDFUND>
- h. Instagram: <https://www.instagram.com/nationalictrndfund/>

**7. Contract Term and Work Schedule**

The contract term and work schedule set out herein represent the Company’s best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will be shifted by the same number of days. The tentative contract schedule is as follow:

#	ACTIVITY	Tentative Timelines
1	Pre-Qualification Document Issuance	28 <sup>th</sup> May, 2017
2	Deadline for receiving queries / questions	1 <sup>st</sup> June, 2017
3	Response to queries/questions related to Pre-Qualification Document	6 <sup>th</sup> June, 2017
4	Proposal Submission Deadline	20 <sup>th</sup> June, 2017 at 11:00 am
5	Opening of Proposals (in front of agency / solution providers present at 6 <sup>th</sup> Floor, HBL Tower, Jinnah	20 <sup>th</sup> June, 2017 at 11:30 am

**8. Non-compliance with the Scope of Work and obligations**

In the event of non-compliance with the Scope of Work under section 5 of this document and obligations, Company may terminate the contract by providing 01 month written notice to the successful agency / solution provider without any further obligation or compensation on part of the Company.





## 9. Essential Eligibility Criteria

All proposals must meet the mandatory eligibility criteria laid down in Annexure-A and Checklist.

## 10. Standard Instructions

10.1 Agency / solution providers must submit their response to Company in any of the following methods:

- a. By registered post/ courier or by hand to the official address of the Company.
- b. Proposals will be accepted and evaluated using evaluation criteria as specified in this document.
- c. Proposals shall be submitted in English language.
- d. The proposals shall be clear and elaborate. Different sections of the proposals shall be separated using color separators, flags or tags. The proposals shall be prepared without any overwriting.
- e. Agency / solution providers may request in writing, for clarification of any of the provisions within 07 days of floating of this pre-qualification document to the Company contact as follows:

<b>Title/Position:</b>	Manager Procurement
<b>Telephone:</b>	+92-51-921 5360-5 Ext. 135
<b>Cell:</b>	+92-306-199-1234
<b>Facsimile:</b>	+92-51-921-5366
<b>Email address:</b>	<a href="mailto:procurement@ictrdf.org.pk">procurement@ictrdf.org.pk</a>
<b>Postal address:</b>	<b>National ICT R&amp;D Fund</b> 6th Floor, HBL Tower, Jinnah Avenue, Blue Area Islamabad, Pakistan

- f. Responses to queries will be emailed. The Company reserves the right to accept or reject all of the proposals submitted at any time in accordance with applicable PPRA rules.
- g. The costs of preparing the proposal including visits for discussion with Company are not reimbursable.



## 11. Proposal Validity

Proposals submitted shall remain valid for a period of three (03) calendar months from the date of advertisement.

## 12. Proposal Submission Requirements

### 12.1 Proposal

Proposal (**Section B**) shall be in compliance with the requirements laid down in this document. The proposal shall include the following:

- a. A covering letter from the Agency (**Form B1**).
- b. Table of Contents with page numbers.
- c. A detailed profile of the firm Agency Profile (**Form B2**) including firm's Registration Certificate, location and branches along with number of employees and a certificate of financial position of the firm.

### 12.2 Proposal Submission

Envelope containing proposal shall clearly bear the name “Pre-Qualification for Website Development and Digital Media Marketing Agency”

- a. Each proposal shall be submitted as two printed copies (one marked as ORIGINAL, the other as COPY) and one soft copy on a CD or DVD (MS Word compatible file format).
- b. All documents submitted should be duly stamped and initialed by authorized representative of the applicant firm.
- c. Proposals must be delivered at the address given below before **20<sup>th</sup> June, 2017**.

Manager Procurement

**National ICT R&D Fund**

6th Floor, HBL Tower, Jinnah Avenue

Blue Area, Islamabad, Pakistan

Tel: 051-9215360 to 65

Email: [procurement@ictrdf.org.pk](mailto:procurement@ictrdf.org.pk)

- d. The Proposals shall be opened at 11:30 am on **20<sup>th</sup> June, 2017** in presence of all agency / solution provider representatives who choose to be present.



- e. No proposal shall be accepted after the proposal submission deadline i.e. 11:00 am on **20<sup>th</sup> June, 2017**.

### 13. Evaluation Criteria

Proposals will be evaluated on the basis of Scoring Criteria as provided below. The agency / solution provider who obtains at least 80 out of 100 marks in evaluation criteria will qualify.

Evaluation committee appointed by Company will evaluate proposals on the basis of their compliance with this document and by applying the evaluation criteria and the point system, specified below:

S. No	Evaluation Criteria	Sub Marks	Total Marks
1.	<b>Agency profile (Form B-2):</b>		<b>20</b>
	a. Total years of Company in business	5	
	a. Types of Services: Digital Media Marketing, Website & Mobile App Development	5	
	b. Top Five Clients	5	
	c. Financial Position	5	
2.	<b>Web Development:</b>		<b>25</b>
	a. Relevant experience (Form B3-8)	4	
	b. Qualification and Competence of the proposed Team Members–Full Time/Part time/ On-call (Form B3-9)	5	
	c. Project plan (Form B3-10)	3	
	d. Procedures for assuring quality of work, products, and deliverables	4	
	e. Technical support mechanism (Form B3-11)	5	
	f. Covering all requirements	4	
3.	<b>Experience/Strength in Social Media Marketing:</b>		<b>15</b>
	a. Social media profiles management (Form B3– 1)	5	
	b. Social media campaigns (Form B3– 2)	5	
	c. Impact of social media campaigns (Form B3– 2)	5	
4.	<b>Experience/Strength in Digital Media Advertising:</b>		<b>15</b>
	a. Digital media advertising campaigns (Form B3– 3)	5	
	b. Budgets of digital media advertising campaigns (Form B3– 3)	5	
	c. Return On Investment (ROI) (Form B3– 3)	5	



5.	<b>Digital Media Management and Marketing of Events:</b>		<b>8</b>
	a. Mobile app development (Form B3- 4)	5	
	b. Digital media marketing of events (Form B3- 5)	3	
6.	<b>Content Marketing and Management:</b>		<b>10</b>
	a. Blog management (Form B3- 6)	4	
	b. Number of Articles per month & Publications' name (Form B3- 6)	3	
	c. Search engine rankings of top 3 blog (Form B3- 6)	3	
7.	<b>E-newsletter:</b>		<b>7</b>
	a. Quality of e-newsletters developed (Form B3- 7)	3	
	b. Email marketing/propagation of e-newsletter (Form B3- 7)	4	
<b>Total</b>			<b>100</b>

*\*Minimum score to qualify is 80*



**Section B**

**Proposal - Standard Forms**

<b>Form Number</b>	<b>Title</b>
B1	A covering letter from the Agency
B2	Agency Profile
B3 (1 – 11)	Evaluation Forms



**Form B1**

**Covering Letter from the Agency**

[Location, Date]

To: Manager Procurement  
National ICT R&D Fund  
6<sup>th</sup> Floor, HBL Tower, Jinnah Avenue, Blue Ares  
Islamabad

Subject: **Proposal – Pre-Qualification of Website Development and Digital Media Marketing Agency**

Dear Sir

We, the undersigned, offer to provide the services for **Website Development and Digital Media Marketing** in accordance with your advertisement for pre-qualification dated [ADVERTISEMENT DATE]. We are hereby submitting our Proposal.

Our Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, which is three (03) calendar months from the date of advertisement.

We understand you are not bound to accept any Proposal you receive.

Regards

Authorized Signature:

**Name and Title of Signatory:**

Name of Firm:

Address:



**Form B2**

**Agency Profile**  
(All fields are mandatory)

1.1	Company Name				Date of Inception			
1.2	Company Type (Sole proprietor, Partnership, Joint Venture, (Pvt.) Ltd.)							
1.3	Company Registration Certificate (If applicable)							
1.4	NTN and GST Registration Number							
1.5	Company Profile							
1.6	Top Five Clients	1	2	3	4	5		
1.7	Types of Services	Digital Media Marketing		<input checked="" type="checkbox"/> / <input type="checkbox"/>	Web Development	<input checked="" type="checkbox"/> / <input type="checkbox"/>	Mobile App Development	<input checked="" type="checkbox"/> / <input type="checkbox"/>
1.8	Number & Tier of Technical/Creative Employees	Digital Media Marketers	Curative Content Writers	Graphic Designers	Mobile App Developers	Website Developers	Animators	
1.9	Annual Turnover in PKR				2016		2017	
1.10	Total years of Company in Business				Years		Months	
1.11	Experience with ICT Sector (Local and International)				Years		Months	
1.12	Regional Offices/ Presence	Islamabad	Lahore	Karachi	Peshawar	International (If any)		



**Form B3 – 1**

**Social Media Profiles Management**

S. No	Client Name	Social Media Channels & Communities Managed	Total No. of Likes/Followers	Time Frame	URL of Social Media Profiles
1.					
2.					
3.					
4.					
5.					





**Social Media Marketing Campaigns**

S. No	Client Name	Campaign Name	Channels Utilized	Time Frame	Impact	Reference URL
1.						
2.						
3.						
4.						
5.						



**Digital Media Advertising Campaigns**

S. No	Client Name	Campaign Name	Channels Utilized	Budget	ROI
1.					
2.					
3.					
4.					
5.					



**Mobile App Development**

S. No	Client Name	App Name	Mobile Application URL	Platform (iOS, Android, Windows etc.)
1.				
2.				
3.				
4.				
5.				



**Event Digital Media Marketing and Management**

S. No	Client Name	Event Name	Social Media Channels Utilized	Reference URL	Event App If yes provide app URL	Impact
1.						
2.						
3.						
4.						
5.						



**Form B3 – 6**

**Content Marketing and Management (Blog and Articles)**

<b>S. No</b>	<b>Client Name</b>	<b>No. of Articles/Blogs written and published per month</b>	<b>Blog Statistics (subscribers, post views, monthly traffic)</b>	<b>Reference URL</b>	<b>Search Engine Ranking of Blog for Major Keywords</b>
1.					
2.					
3.					
4.					
5.					



**Form B3 – 7**

**E-newsletter Development and Propagation**

S. No	Client Name	Developed E-newsletter In-house (Yes/No)	Channels Utilized for E-newsletter Propagation	E-Newsletter URL	Email Marketing Tools Utilized	Email Marketing Campaign Statistics
1.						
2.						
3.						
4.						
5.						



**Website Development Experience**

<b>Name Of Client(s)</b>	<b>Name Of Assignment/ Project</b>	<b>Period Of Assignment/ Project</b>	<b>Value Of Assignment / Project</b>	<b>Present Status Of The Assignment/ Project</b>



**Team Members – Website Development**

Name of Employee:					
Position:					
Years of Experience:					
DD/MM/YY		Company	Position	Project	Specific Tech Experience
From	To				





**Ministry of Information Technology & Telecom**  
Government of Pakistan



**Form B3 – 10**

## **Website Development Project Plan (Description of Methodology and Work Plan)**



**Technical Support Mechanism for Website and Mobile App**

<b>Severity</b>	<b>Response time</b>	<b>Contact</b>	<b>Escalation</b>



## Annexure A

### Mandatory Eligibility Criteria

All proposals must meet the mandatory eligibility criteria. The Proposals that does not meet mandatory eligibility criteria shall be rejected and shall not be evaluated further. In case of consortium Lead Partner's documents will be evaluated against Mandatory Eligibility Criteria.

S. No	Mandatory Eligibility Criteria	Yes	No
1.	Proof of Certificate of Incorporation or Registration or equivalent	<input type="checkbox"/>	<input type="checkbox"/>
2.	a. Proof of NTN Certificate b. GST Registration Certificate ( <i>if applicable</i> ) c. FTN certificate/Tax exemption certificate( <i>for public sector entity</i> )	<input type="checkbox"/>	<input type="checkbox"/>
3.	Original affidavit on stamp paper of Rs. 100 that the agency / solution provider is not insolvent and bankrupt. Moreover, that agency / solution provider is not blacklisted or debarred by Public Procurement, Government, Semi-Government, Private, Autonomous body or any other international organization.	<input type="checkbox"/>	<input type="checkbox"/>
4.	Original affidavit on stamp paper of Rs. 100 that the agency / solution provider is an active tax payer and has submitted its tax return for the preceding fiscal year. <b>Note:</b> Tax payer list serial number (downloadable from FBR's website) is also to be mentioned.	<input type="checkbox"/>	<input type="checkbox"/>