

PRC/PROC/AD-AGENCIES/01/2024



BIDDING DOCUMENTS

for

**PRE-QUALIFICATION OF ADVERTISING
AGENCIES FOR PRCL**

PakRe
JANUARY, 2024

Pakistan Reinsurance Company Limited, 32-A, Lalazar Drive, M.T.Khan Road, Karachi

PREFACE

Rule 23 of Public Procurement Rules requires procuring agencies to formulate bidding documents that shall be made available to the bidders immediately after the publication of the invitation to bid. Use of these documents is mandatory for either open or limited bidding.

Document comprises of the Sections listed below:

PART-A – PREQUALIFICATION PROCESS

- Section I - Instructions to Applicants (ITAs)
- Section II - Prequalification Data Sheet (PDS)
- Section III - Qualification Criteria and Requirements
- Section IV - Application Forms
- Section V - Eligible Countries

PART-B – Terms of Reference

- Section VI - Term of Reference

The logo for PakRe features a stylized green lightbulb with a glowing effect, positioned above the word "PakRe" in a large, bold, green sans-serif font. A thick green horizontal line is located below the text.

MINISTRY OF COMMERCE GOVERNMENT OF PAKISTAN
PAKISTAN REINSURANCE COMPANY LIMITED (PRCL)

PRE-QUALIFICATION NOTICE

(Tender# PRCL/PROC/AD-AGENCIES/01/2024)
PRE-QUALIFICATION OF ADVERTISING AGENCIES FOR PRCL

1. This Invitation to Bids follows the Procurement Advertisement for the subject project, uploaded on PRCL and PPRA website dated January 22nd, 2024.
2. Pakistan Reinsurance Company Limited (PRCL), being the sole reinsurer of Pakistan, seeks proposals from interested advertising agencies, registered with Security Exchange Commission of Pakistan (SECP), Income tax and Sales tax departments, for releasing advertisements in print media as per terms and conditions and rates approved by Press Information Department (PID).
3. Prequalification process is open for all relevant national applicants whereby interested applicants (bidders) may obtain tender documents free of cost from Procurement Department, 12th floor, PRC Towers, 32-A, Lalazar Drive, M. T. Khan Road, Karachi by visiting PRCL during office hours or through specified address: <https://pakre.org.pk/ms/media-pages/tender-notice>.
4. The original bids, properly enclosed in sealed envelope must be delivered to the office of the undersigned at aforementioned address no later than 11:00am on February 15th, 2024. The bids will be opened on the same day at 11:30 am.
5. The PRCL reserves the right to accept/reject any or all bids within the purview of PPRA Rules.

Sd/-
(Muhammad Asif Ghafoor)
Procurement Specialist)
Pakistan Reinsurance Company Limited, HOK
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SECTION I – INSTRUCTION TO APPLICANTS

<u>General</u>		
1. Scope of Applicants	1.1	In connection with the “Invitation for Prequalification”, the Procuring Agency, as defined in <u>Section II</u> (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for supply of Goods/ rendering Services/
2. Source of Funds	2.1	Source of funds is same as referred in Invitation for Prequalification
3. Fraud & Corruption	3.1	The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors/ Agencies under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.
	3.2	The Applicants/Bidders shall permit and shall cause their agents (whether declared or not), sub-contractors, sub-consultants, service providers, suppliers, agencies and their personnel, to permit the Procuring Agency to inspect all accounts, records and other documents relating to any, Application/Bid submission, Primary Procurement process, Framework Agreement performance, Secondary Procurement process, and/or Contract performance (in the case of award of a Contract), and to have them audited by auditors appointed by the Procuring Agency.
	3.3	Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.
	3.4	Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.
	3.5	Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.
4. Eligible Bidders	4.1	An Applicant may be a private entity, a state-owned enterprise or institution subject to ITB 4.6, or any combination of such entities in the form of a joint venture

		<p>(JV) under an existing JV agreement or with the intent to enter into such an agreement supported by a letter of intent.</p> <ul style="list-style-type: none"> • In case of single (private or state-owned entity), it shall be liable for execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the entity), the execution of any Contract(s) awarded (to the entity) under the Framework Agreement in accordance with the Contract conditions that apply. • In the case of a joint venture, all members shall be jointly and severally liable for the execution of all the provisions of the Framework Agreement (if signed b/w the Procuring Agency and the JV), the execution of any Contract(s) awarded (to the JV) under the Framework Agreement in accordance with the Contract conditions that apply. • The JV shall nominate a representative who shall have the authority to conduct all business for and on behalf of any and all the members of the JV during the Prequalification process, Bidding process (in the event the prequalified JV submits a Bid) and during the period of framework agreement and contract execution (in the event the JV is awarded the Contract). Unless specified in the PDS, there is no limit on the number of members in a JV.
	4.2	<p>An Applicant may apply for Prequalification both individually, and as part of a joint venture, or participate as a subcontractor. If prequalified as a JV only, it will not be permitted to bid for the same contract as an individual entity. Bids submitted in violation of this provision will be rejected.</p>
	4.3	<p>An Applicant and any of its affiliates (that directly or indirectly control, are controlled by or are under common control with that entity) may submit its Application for Prequalification either individually, as joint venture or as a sub-contractor among them for the same contract. However, if prequalified, only one prequalified Applicant will be allowed to bid for the same contract. All Bids submitted in violation of this provision will be rejected.</p>
	4.4	<p>Applicants shall be considered to have a conflict of</p>

		<p>interest, if they participated as a consultant in the preparation of the design or technical specifications or have been hired or proposed to be hired by the Procuring Agency for execution of subsequent Framework Agreement(s) or Contract(s). In addition, Applicants may be considered to have a conflict of interest if they have a close business or family relationship with such professional staff of the Procuring Agency (or a recipient of a part of the funds) who:</p> <p>a) are directly or indirectly involved in the preparation of the Prequalification Documents or Bidding Documents or specifications of the Framework Agreement or Contract and/or the Prequalification or Bid evaluation process of such Contract; or</p> <p>b) would be involved in the implementation or supervision of such Framework Agreement or Contract, unless the conflict stemming from such relationship has been resolved throughout the Procurement Process, Bidding process during the execution of the Framework Agreement and/or Contract.</p>
	4.5	An Applicant that has been declared debarred or blacklisted shall be ineligible to be prequalified to bid or enter into any Framework Agreement or Contract for such period of time and for such type of procurement for which he has been declared debarred or blacklisted. The list of debarred firms and individuals is available at PPRA's website.
	4.6	An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency.
5. Eligibility in terms of Nationality	5.1	Applicants may be ineligible if they are nationals of ineligible countries as indicated in <u>Section V</u> .
<u>Contents of the prequalification documents</u>		
6. Sections of Prequalification Documents	6.1	<p>This set of Prequalification Documents consists of Part 1 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.</p> <p>Part 1 – Prequalification Procedures</p> <ul style="list-style-type: none"> • Section I - Instructions to Applicants (ITA) • Section II - Prequalification Data Sheet (PDS) • Section III - Qualification Criteria and Requirements

		<ul style="list-style-type: none"> • Section IV - Application Forms • Section V - Eligible Countries • Section VI - Term of Reference
	6.2	Unless obtained directly from the Procuring Agency or downloaded directly from the website link referred in the Invitation for Prequalification, the Procuring Agency accepts no responsibility for the completeness of the Prequalification documents, responses to requests for clarification, the minutes of the pre-Application meeting (if any), or Addenda to the Prequalification documents in accordance with ITA 8. In case of any discrepancies, documents issued directly by the Procuring Agency or downloaded from the website link shall prevail.
	6.3	The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its Application all information or documentation as is required by the Prequalification Documents.
7. Clarification of Prequalification Documents and Pre-Application Meeting	7.1	An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing at the Procuring Agency's address indicated in the PDS. The Procuring Agency will respond in writing to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants who have obtained the Prequalification Documents directly from the Procuring Agency (or through its website link), including a description of the inquiry but without identifying its source. If so indicated in the PDS, the Procuring Agency shall also promptly publish its response at the web page identified in the PDS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so following the procedure under ITA 8 and in accordance with the provisions of ITA 17.2.
	7.2	If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a pre-Application meeting at the place, date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.
	7.3	Minutes of the Pre-Application meeting, if applicable, including the text of the questions asked by Applicants,

		including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8. Non-attendance at the pre-Application meeting will not be a cause for disqualification of an Applicant.
8. Amendment of Prequalification Documents	8.1	At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum.
	8.2	Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page identified in the PDS: Provided that an Applicant who had either already submitted their Applications or handed over the applications to the courier prior to the issuance of any such addendum shall have the right to withdraw his already filed Application and submit the revised Application prior to the original or extended Application submission deadline.
	8.3	To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 17.2: Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.
<u>Preparation of Applications</u>		
9. Cost of Applications	9.1	The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.
10. Language of Application	10.1	The Application as well as all correspondence and documents relating to the Prequalification exchanged by

		the Applicant and the Procuring Agency, shall be written in the language specified in the PDS. Supporting documents and printed literature that are part of the Application may be in another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS, in which case, for purposes of interpretation of the Application, the translation shall govern.
11. Documents Comprising the Application	11.1	<p>The Application shall comprise the following:</p> <ul style="list-style-type: none"> a) Application Submission Letter, in accordance with ITA 12.1; b) Eligibility: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1; c) Qualifications: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and d) any other document required as specified in the PDS.
12. Application Submission Letter	12.1	The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.
13. Documents Establishing Eligibility of the Applicant	13.1	To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).
14. Documents Establishing the Qualification of the Applicant	14.1	To establish its qualifications to perform the contract(s) in accordance with Section III (Qualification Criteria and Requirements), the Applicant shall provide the information requested in the corresponding Information Sheets included in Section IV (Application Forms).
	14.2	<p>Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:</p> <ul style="list-style-type: none"> a) for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year is to be converted). b) value of single contract - Exchange rate prevailing on the date of the contract.

	14.3	Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency.
	14.4	<p>The documentary evidence of the Applicant's qualifications to conclude a Framework Agreement, and/or to perform any Contract(s) if awarded, shall establish to the Procuring Agency's satisfaction:</p> <ul style="list-style-type: none"> (a) that, if required in the BDS, an Applicant that does not manufacture or produce the Goods it offers to supply shall submit the Manufacturer's Authorization using the form included in Section IV A (Bidding Forms) to demonstrate that it has been duly authorized by the manufacturer or producer of the Goods to supply these Goods in the Procuring Agency's Country; (b) that, if required in the BDS, in case of an Applicant not doing business within Islamic Republic of Pakistan (or the country where the procurement is being made), the Applicant is, or will be, (if awarded the contract) represented by an Agent in the country, equipped and able to carry out the Supplier's maintenance, repair, and spare parts stocking obligations in respect of the Goods.
15. Signing of the Application and Number of Copies	15.1	<p>The Applicant shall prepare one set of the original documents comprising the Application as described in ITA 11 and clearly mark it "ORIGINAL". The original set of the Application shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Applicant. In case the Applicant is a JV, the Application shall be signed by an authorized representative of the JV on behalf of the JV and so as to be legally binding on all the members as evidenced by a power of attorney signed by their legally authorized signatories.</p> <p>For each category, separate envelope should be submitted with clearly mentioning the name of the category on the envelope.</p>
	15.2	The Applicant shall only submit the original of the bid.
	15.3	The Applicant shall submit ORIGINAL in accordance with the procedures specified in the PDS.

<u>Submission of Applications</u>		
16. Sealing and Identification of Applications	16.1	The Applicant shall enclose the original Application in a sealed envelope that shall: <ul style="list-style-type: none"> a) bear the name and address of the Applicant; b) be addressed to the Procuring Agency, in accordance with ITA 17.1; and c) bear the specific identification of this Prequalification process indicated in the PDS reference ITA 1.1. d) And the Category Name
	16.2	Not Applicable
	16.3	The Procuring Agency will accept no responsibility for not processing any envelope that was not identified as required in ITA 16.1 above.
17. Deadline for submission of Applications	17.1	Applicants may either submit their Applications by courier or by hand. Applications shall be received by the Procuring Agency at the address and no later than the deadline indicated in the PDS.
	17.2	If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.
	17.3	The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement).
18. Late Applications	18.1	The Procuring Agency reserves the right to accept Applications received after the time for submission of Applications, however subject to the condition that the same is received within the date specified as last date for submission of applications but before the time for opening of the Applications.
19. Opening of Applications	19.1	The Procuring Agency shall open all Applications at the date, time and place specified in the PDS. Late Applications shall be treated in accordance with ITA 18.1.
	19.2	Applications submitted electronically, if permitted pursuant to ITA 17.1, shall be opened in accordance with the procedures specified in the PDS.
	19.3	The Procuring Agency shall prepare a record of the opening of Applications to include, as a minimum, the name of the Applicants. A copy of the record shall be

		distributed to all Applicants.
<u>Procedures for Evaluation of Applications</u>		
20. Confidentiality	20.1	Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance with ITA 28.
	20.2	From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 28, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing.
21. Clarification of Applications	21.1	To assist in the evaluation of Applications, the Procuring Agency may, asks an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing.
	21.2	If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.
22. Responsiveness of Applications	22.1	The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 21.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.
23. Margin of Preference	23.1	Unless otherwise specified in the PDS, a margin of preference shall not apply in the Bidding process resulting from this Prequalification.
24. Subcontractors	24.1	Subcontractors' qualification and experience will not be considered for evaluation of the Applicant. The Applicant on its own (without taking into account the qualification and experience of the Subcontractor) should meet the qualification criteria.
<u>Evaluation of Applications and Prequalification of Applicants</u>		
25. Evaluation of Applications	25.1	The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III,

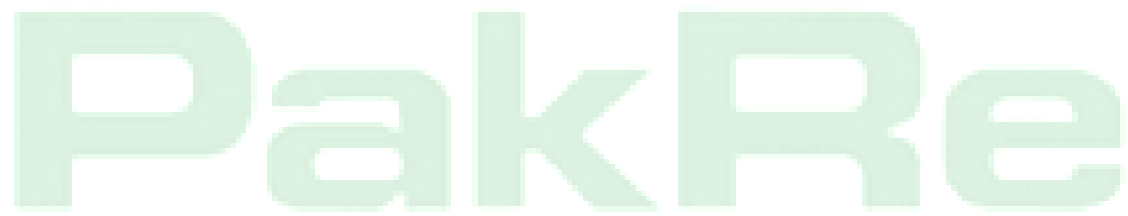
		Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 27.
	25.2	Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of the Goods and Allied Services.
	25.3	In case of multiple contracts, Applicants should indicate in their Applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III.
	25.4	Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant's subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.
26. Procuring Agency's Right to Accept or Reject Applications	26.1	The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without thereby incurring any liability to the Applicants.
27. Prequalification of Applicants	27.1	All Applicants who's Applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency.
	27.2	An Applicant may be "conditionally prequalified," that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency.
	27.3	Applicants that are conditionally prequalified will be so informed along with the statement of the condition(s) which must be met to the satisfaction of the Procuring Agency before or at the time of submitting their Bids.
28. Notification of Prequalification	28.1	The Procuring Agency shall notify all Applicants in writing of the names of those Applicants who have been prequalified or conditionally prequalified. In addition,

		those Applicants who have been disqualified will be informed separately.
	28.2	The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them.
29. Request for Bids	29.1	Promptly after the notification of the results of the Prequalification, the Procuring Agency will invite the Bids from all the Applicants that have been prequalified.
30. Changes in Qualification of Applicants	30.1	Any change in the structure or formation of an Applicant after being prequalified in accordance with ITA 27 and invited to bid (including, in the case of a JV, any change in the structure or formation of any member thereto) shall be subject to the written approval of the Procuring Agency prior to the deadline for submission of Bids. Such approval shall be denied if: <ul style="list-style-type: none"> a) a prequalified Applicant proposes to associate with a disqualified Applicant or in case of a disqualified joint venture, any of its members; b) as a consequence of the change, the Applicant no longer substantially meets the qualification criteria set forth in Section III, Qualification Criteria and Requirements; or c) in the opinion of the Procuring Agency, the change may result in a substantial reduction in competition.
	30.2	Any such change should be submitted to the Procuring Agency before the date of "Invitation to Bids".
31. Constitution of Grievance Redressal	31.1	Procuring agency shall constitute a Grievance Redressal Committee (GRC) comprising of odd number of person with proper power and authorization to address the complaint. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending the nature of the procurement.
	31.2	Any party or applicant can file its written complaint against the eligibility parameters or any other terms and conditions prescribed in the prequalification or bidding documents found contrary to provision of Procurement Regulatory Framework, and the same shall be addressed by the GRC well before the application/proposal submission deadline.
	31.3	Any party or applicant can file its written complaint against the eligibility parameters or any other terms and conditions prescribed in the prequalification or bidding documents found contrary to provision of Procurement

		Regulatory Framework, and the same shall be addressed by the GRC well before the application/proposal submission deadline.
	31.4	In case, the complaint is filed against the technical evaluation report, the GRC shall suspend the procurement proceedings.
	31.5	In case, the complaint is filed after the issuance of the final evaluation report, the complainant cannot raise any objection on technical evaluation of the report: Provided that the complainant may raise the objection on any part of the final evaluation report in case where single stage one envelop bidding procedure is adopted.
	31.6	The GRC shall investigate and decide upon the complaint within ten days of its receipt.
	31.7	Any bidder or the procuring agency not satisfied with the decision of the GRC may file Appeal before the Appellate Committee of the Public Procurement Regulatory Authority (PPRA) on prescribed format after depositing the fee as prescribed in “Redressal of Grievance Regulations, 2021”.
	31.8	The Committee, upon receipt of the Appeal against the decision of the GRC complete in all respect shall serve notices in writing upon all the parties to Appeal.
	31.9	The committee shall call the record from the concerned procuring agency or the GRC as the case may be, and the same shall be provided within prescribed time.
	31.10	The committee may after examination of the relevant record and hearing all the concerned parties, shall decide the complaint within fifteen (15) days of receipt of the Appeal.
	31.11	The decision of the Committee shall be in writing and shall be signed by the Head and each Member of the Committee. The decision of the committee shall be final.
32. Mechanism of Blacklisting	32.1	The Procuring Agency shall bar for not more than the time prescribed in Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either: <ul style="list-style-type: none"> i. Involved in corrupt and fraudulent practices as defined in Rule-2 of Public Procurement Rules; ii. Fails to perform his contractual obligations; and iii. Fails to abide by the id securing declaration;
	32.2	The show cause notice shall contain: (a) precise allegation,

	<p>against the bidder or contractor; (b) the maximum period for which the Procuring Agency proposes to debar the bidder or contractor from participating in any public procurement of the Procuring Agency; and (c) the statement, if needed, about the intention of the Procuring Agency to make a request to the Authority for debarring the bidder or contractor from participating in public procurements of all the procuring agencies.</p>
32.3	<p>The procuring agency shall give minimum of seven days to the bidder or contractor for submission of written reply of the show cause notice.</p>
32.4	<p>In case, the bidder or contractor fails to submit written reply within the requisite time, the Procuring Agency may issue notice for personal hearing to the bidder or contractor/ authorize representative of the bidder or contractor and the procuring agency shall decide the matter on the basis of available record and personal hearing, if availed.</p>
32.5	<p>In case the bidder or contractor submits written reply of the show cause notice, the Procuring Agency may decide to file the matter or direct issuance of a notice to the bidder or contractor for personal hearing.</p>
32.6	<p>The Procuring Agency shall give minimum of seven days to the bidder or contractor for appearance before the specified officer of the Procuring Agency for personal hearing. The specified officer shall decide the matter on the basis of the available record and personal hearing of the bidder or contractor, if availed</p>
32.7	<p>The procuring Agency shall decide the matter within fifteen days from the date of personal hearing unless the personal hearing is adjourned to a next date and in such an eventuality, the period of personal hearing shall be reckoned from the last date of personal hearing.</p>
32.8	<p>The Procuring Agency shall communicate to the bidder or contractor the order of debarring the bidder or contractor from participating in any public procurement with a statement that the bidder or contractor may, within thirty days, prefer a representation against the order before the Authority.</p>
32.9	<p>Such blacklisting or barring action shall be communicated by the procuring agency to the Authority and respective bidder or bidders in the form of decision containing the grounds for such action. The same shall be publicized by the Authority after examining the record whether the procedure defined in blacklisting and debarment mechanism has been adhered to by the procuring agency.</p>

	32.10	The bidder may file the review petition before the Review Petition Committee Authority within thirty days of communication of such blacklisting or barring action after depositing the prescribed fee and in accordance with "Procedure of filing and disposal of review petition under Rule-19(3) Regulations, 2021". The Committee shall evaluate the case and decide within ninety days of filing of review petition
	32.11	The committee shall serve a notice in writing upon all respondent of the review petition. The notices shall be accompanied by the copies of review petition and all attached documents of the review petition including the decision of the procuring agency. The parties may file written statements along with essential documents in support of their contentions. The Committee may pass such order on the representation may deem fit.
	32.12	The Authority on the basis of decision made by the committee either may debar a bidder or contractor from participating in any public procurement process of all or some of the procuring agencies for such period as the deemed appropriate or acquit the bidder from the allegations. The decision of the Authority shall be final.



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SECTION II – PRE QUALIFIED DATA SHEET (PDS)

General

ITA 1.1	<p>The identification number of the Invitation for Prequalification is: <i>PRC/PROC/AD-AGENCIES/01/2024</i></p> <p>The Procuring Agency is: <i>PAKISTAN REINSURANCE COMPANY LIMITED (PRCL) MINISTRY OF COMMERCE PRC TOWERS,32-A, LALAZAR DRIVE, M.T. KHAN ROAD, KARACHI</i></p> <p>The list of contracts is: <i>“PRE-QUALIFICATION OF ADVERTISING AGENCIES FOR PRCL”</i></p>
ITA 2.1	<p>The name of the Procuring Agency is: <i>PAKISTAN REINSURANCE COMPANY LIMITED (PRCL), MoC, Karachi</i></p> <p>The name of the Project or Procurement is: <i>“PRE-QUALIFICATION OF ADVERTISING AGENCIES FOR PRCL”</i></p>
ITA 4.2	Maximum number of members in the JV shall be: “02”
ITA 4.7	A list of debarred firms and individuals is available on the PPRA’s website: http://www.ppra.org.pk
<h3><u>Contents of the Prequalification Document</u></h3>	
ITA 7.1	<p>For clarification purposes, the Procuring Agency’s address is: [“same as in ITA1.1 above”]</p> <p>Attention: Mr. Muhammad Asif Ghafoor Procurement Specialist Address:12th Floor, PRC Towers, 32-A, Lalazar Drive, M.T. Khan Road Telephone: 021-99210152 Electronic mail address: aghafoor@pakre.org.pk</p>
ITA 7.1 & 8.2	Web page: www.pakre.org.pk & www.ppra.org.pk
ITA 7.2	Pre-Application/Bid Meeting will be held: N/A
<h3><u>Preparation of Applications</u></h3>	
ITA 10.1	This Prequalification document has been issued in the “English”
ITA	The Applicant shall submit with its Application, the following additional

11.1 (d)	documents: <i>Bidder must provide an Affidavit on Non-judicial stamp paper of Rs. 100/- stating that the bidder is not-blacklisted by any public sector organization in Pakistan, for offence related to fraud, under-invoicing, tax evasion, concealment, money laundering etc. (Bids from any bidder who is found or purported to be engaged in these offenses shall be rejected without assigning any reason).</i>
ITA 14.2	The source(s) for determining exchange rates is: https://www.nbp.com.pk/RateSheet/index.aspx State Bank of Pakistan (sbp.org.pk)
ITA 15.2	In addition to the original, the number of copies to be submitted with the Application is: N/A
<u>SUBMISSION OF APPLICATIONS</u>	
ITA 17.1	The deadline for Application submission is: Date: 15/02/2024 Time: 11:00am For Application submission purposes only, the Procuring Agency's address is: Procuring Agency's address is the same as that indicated in 1.1 Attention: Muhammad Asif Ghafoor (Procurement Specialist) Address: Procurement Department, 12 th Floor, PRC Towers, Lalazar Drive, M.T. Khan Road Telephone: 021-99210152 Electronic mail address: aghafoor@pakre.org.pk Applicants shall not have the option of submitting their Applications electronically
ITA 19.1	The opening of the Applications shall be at 11:30 am at the following address: <i>12TH Floor, PRC Towers, Lalazar Drive, M.T.Khan Road, Karachi</i>
ITA 19.2	Not Applicable
<u>Procedures for Evaluation of Applications</u>	
ITA 23.1	A margin of domestic preference shall not apply
ITA 31.1	If an Applicant wishes to make a Prequalification related Complaint, the Applicant should submit its complaint, in writing (by the quickest means available, that is either by email or fax), to: Attention: Procurement Specialist Address: 12 th Floor, PRC Towers, Lalazar Drive, M.T. Khan Road

Telephone: 021-99210152

Electronic mail address: aghafoor@pakre.org.pk

In summary, at this stage, a Prequalification related Complaint may challenge any of the following:

The terms of the Prequalification Documents; and the Procuring Agency's decision not to prequalify an Applicant.



SECTION III – QUALIFICATION CRITERIA AND REQUIREMENTS

The selection process comprise of two Phases:

i. **PHASE I – QUALIFICATION IN MINIMUM ELIGIBILITY AND TECHNICAL EVALUATION CRITERIA**

MINIMUM ELIGIBILITY CRITERIA

The bidder must submit relevant documentary proof of the following to fulfill minimum eligibility criteria:

- Must be registered with Security & Exchange Commission of Pakistan (SECP) under the Companies Act for at least one (01) year.
- Must provide complete organizational structure to cater for designing/printing.
- Must have office in Islamabad and at least in one metropolitan city.
- Must submit clear request addressed to the Principal Information Officer (PIO) PID, Islamabad or PID, Regional Information Officer (RIO) on the company letterhead clearly indicating desired station of enlistment along with all of the following details
 - i. Detail of Head office and sub-offices along with proof of address
 - ii. Complete agency profile
 - iii. Details of the authorized contact person(s)
 - iv. Details of all the employees of the company along with designation & professional qualification in the following breakup:
 - a) Creative
 - b) Client Service/Marketing
 - c) Support Staff
 - Total
 - v. NTN number
 - vi. SECP registration
 - vii. Date of establishment

Note: The bidder failing to meet minimum eligibility criteria will be disqualified from bidding process.

TECHNICAL EVALUATION CRITERIA

S#	Technical Criteria	Evidence	Compliance (Yes/No)
01.	<u>General Experience</u> Bidder must have 05 years' relevant experience	Relevant Documentary Proof	
02.	<u>Specific Experience</u> Minimum 10 clients for relevant category of work	Work Order/ Relevant Documentary Proof	
03.	<u>Human Resource</u> Bidder must provide details of specialized/qualified professionals with adequate experience in dealing with advertisement/ public relations/ media (minimum 3 persons)	Staff Details/CVs/Relevant Documentary Proof/list on Company's letterhead	
04.	<u>Financial Strength</u> Average annual turnover of Rs. 05 million of the last 03 years.	Bank statements/Financial Statements/FBR Returns/relevant documentary proof	

Note: The bidder must qualify the above-mentioned criteria to be eligible for the next phase. The initial selection process involves agencies submitting their creative artwork for evaluation. Agencies that meet the qualifications with their submissions will be shortlisted. This will be followed by visits to the offices of these shortlisted agencies. The process concludes with the agencies presenting their final proposals, after which the final selection will be made followed by notifications of the same.

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SECTION IV - APPLICATION FORMS

A. APPLICATION SUBMISSION LETTER

Date: February _____, 2024
IFP No.: PRCL/PROC/AD-ADGENCIES/03/2024
Title: Pre-Qualification of Advertising Agencies for PRCL

To:
The Chief Executive Officer,
Pakistan Reinsurance Company Limited,
Karachi

We, the undersigned, apply to be prequalified for the referenced IFP and declare that:

- (a) No reservations: We have examined and have no reservations to the Prequalification Document, including Addendum(s) No(s), issued in accordance with Instructions to Applicants (ITA) 8: [insert the number and issuing date of each addendum].
- (b) No conflict of interest: We have no conflict of interest in accordance with ITA 4.6;
- (c) Eligibility: We (and our subcontractors) meet the eligibility requirements as stated ITA 4.1, we have not been suspended by the Procuring Agency based on execution of a Bid/Proposal Securing Declaration in accordance with ITA 4.9;
- (d) State-owned enterprise or institution: [select the appropriate option and delete the other] [We are not a state-owned enterprise or institution] / [We are a state-owned enterprise or institution];
- (e) Not bound to accept: We understand that you may cancel the Prequalification process at any time without incurring any liability to the Applicants, in accordance with ITA 26.1. Only suppliers or contractors who have been pre-qualified shall be entitled to participate further in the procurement proceedings
- (f) True and correct: All information, statements and description contained in the Application are in all respect true, correct and complete to the best of our knowledge and belief.

Signed: [insert signature(s) of an authorized representative(s) of the Applicant]

Name: [insert full name of person signing the Application]

In the capacity of: [insert capacity of person signing the Application]

Duly authorized to sign the Application for and on behalf of: [insert full name of the Applicant or the name of the JV]

Address: [insert street number/town or city/country address]

Dated: [insert date the document is signed i.e. day number] day of [insert month], [insert year]

[For a joint venture, either all members shall sign or only the authorized representative, in which case the power of attorney to sign on behalf of all members shall be attached]

B. FORM ELIGIBILITY -1

Applicant Information Form

Date: February _____, 2024
IFP No.: PRCL/PROC/AD-AGENCIES/01/2024
Title: Pre-Qualification of Advertising Agencies for PRCL

Applicant's name along with nationality [insert full name]
In case of Joint Venture (JV), name of each member along with nationality: [insert full name of each member in JV]
Applicant's actual or intended country of registration: [indicate country of Constitution]
Applicant's actual or intended year of incorporation: [indicate year of Constitution]
Applicant's legal address [in country of registration]: [insert street/ number/ town or city/ country]
Applicant's authorized representative information Name: [insert full name] Address: [insert street/ number/ town or city/ country] Telephone/Fax numbers: [insert telephone/fax numbers, including country and city codes] E-mail address: [indicate e-mail address]
1. Attached are copies of original documents of <input type="checkbox"/> Articles of Incorporation (or equivalent documents of constitution or association), and/or documents of registration of the legal entity named above, in accordance with ITA 4.5. <input type="checkbox"/> In case of JV, letter of intent to form JV or JV agreement, in accordance with ITA 4.2. <input type="checkbox"/> 2. Included are the organizational chart, a list of Board of Directors, and the beneficial ownership.

In case of JV, the Applicant's information shall include information on each JV member and letter of intent to form JV or JV agreement, in accordance with ITA 4.2

Form ELIGIBILITY – 1 (continued)
Applicant Information Form

Date: February _____, 2024
 IFP No.: PRCL/PROC/AD-AGENCIES/01/2024
 Title: Pre-Qualification of Advertising Agencies for PRCL

1. Applicant's name			
2. Street Address:	Postal Code:	City:	Country:
3. P.O. Box and Mailing Address:			
4. Telephone Number:			
5. Fax Number:			
6. E-mail Address:			
7. Web Site:			
8. Contact Name:			
9. Contact Title:			
10. Type of Business:			
11. If Other, specify:			
12. Nature of Business:			
13. Year Established:			
14. Dates, Numbers, and Expiration Dates of Current Licenses and Permits:			
15. Current registration with relevant authorities information:			

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C. FORM PERFORMANCE - 1

Historical Contract Non-Performance, and Pending Litigation and Litigation History [The following table shall be filled in for the Applicant and for each member of a Joint Venture]

Date: February _____, 2024
 IFP No.: PRCL/PROC/AD-AGENCIES/01/2024
 Title: Pre-Qualification of Advertising Agencies for PRCL
 Joint Venture Member Name: [insert full name]

<input type="checkbox"/> Not debarred due to deviation from commitment of Bid Securing Declaration <input type="checkbox"/> Not debarred due to non-performance			
Year	Non-performed portion of contract	Contract Identification	Total Contract Amount (current value, currency, exchange rate and PKR equivalent)
[insert year]	[insert amount and percentage]	Contract Identification: [indicate complete contract name/ number, and any other identification] Name of Procuring Agency: [insert full name] Address of Procuring Agency: [insert street/city/country] Reason(s) for nonperformance: [indicate main reason(s)]	[insert amount]
Pending Litigation, in accordance with Section III, Qualification Criteria and Requirements			
<input type="checkbox"/> Pending litigation in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.3 as indicated below.			
Year of dispute	Amount in dispute (currency)	Contract Identification	Total Contract Amount PKR Equivalent Exchange rate)

[insert year]	[insert amount]	<p>Contract Identification: [indicate complete contract name, number, and any other identification]</p> <p>Name of Procuring Agency: [insert full name]</p> <p>Address of Procuring Agency: [insert street/city/country]</p> <p>Matter in dispute: [indicate main issues in dispute]</p> <p>Party who initiated the dispute: [indicate “Procuring Agency” or “Supplier”]</p> <p>Status of dispute: [Indicate if it is being treated by the Adjudicator, under Arbitration or being dealt with by the Judiciary]</p>	[insert amount]
<p><input type="checkbox"/> No consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4.</p> <p><input type="checkbox"/> Consistent history of court/arbitral award decisions in accordance with Section III, Qualification Criteria and Requirements, Sub-Factor 2.4 as indicated below.</p>			
Year of award	Outcome as percentage of Net Worth	Contract Identification	Total Contract Amount (currency), PKR Equivalent (exchange rate)
[insert year]	[insert percentage]	<p>Contract Identification: [indicate complete contract name, number, and any other identification]</p> <p>Name of Procuring Agency: [insert full name]</p> <p>Address of Procuring Agency: [insert street/city/country]</p> <p>Matter in dispute: [indicate main issues in dispute]</p> <p>Party who initiated the dispute: [indicate “Procuring Agency” or “Supplier”]</p> <p>Court/ arbitral award decision: [Indicate if the award decision was against the Applicant or any member of a joint venture.]</p>	[insert amount]

SECTION V - ELIGIBLE COUNTRIES

ELIGIBILITY FOR THE PROVISION OF SERVICES

In reference to ITA 5.1, for the information of the Applicants, at the present time, firms and individuals, supply of goods and Services from the following countries are excluded from this Prequalification process:

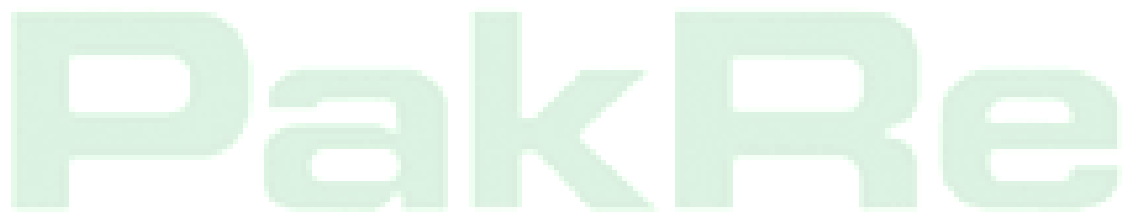
All the bidders are allowed to participate in the subject procurement without regard to nationality, except bidders of some nationality, prohibited in accordance with policy of the Federal Government.

Following countries are ineligible to participate in the procurement process:

1. India
2. Israel

Ministry of Interior, Government of Pakistan has notified List of Business-Friendly Countries (BVL), information can be accessed through following link:

<http://www.dgip.gov.pk/Files/Visa%20Categories.aspx#L>

The logo for PakRe features the word "PakRe" in a large, bold, light green font. Above the text is a stylized, light green graphic of a hand holding a torch or a similar symbol. Below the text is a thick, horizontal light green bar.

SECTION VI – TERM OF REFERENCE (TORs)

Date: February _____, 2024
IFP No.: PRCL/PROC/AD-AGENCIES/01/2024
Title: Pre-Qualification of Advertising Agencies for PRCL

How shortlisting will be done: The bidder/participating advertising agency must meet the minimum eligibility criteria (refer page:22) and technical evaluation criteria (refer page:23) to be eligible for next phase (s). Then, the initial selection process involves agencies submitting their creative artwork for evaluation purpose and shortlisting, accordingly. This will be followed by visits to the offices of these shortlisted agencies. The process concludes with the agencies presenting their final proposals, after which the final selection will be made followed by notifications of the same.

The advertising agency must abide by the followings:

- ❖ The advertising agency/ firm will be required to release the advertisements of PRCL in actual form given/approved by PRCL.
- ❖ The advertising agency will use its resources for publication of press releases of PRCL in print, electronic media without additional cost/ remuneration.
- ❖ PRCL may hire two or more advertising agencies/ firms and the advertisements will be allocated as per the policy finalized by PRCL later on.
- ❖ The advertising agency/firms will also do the designing of the relevant advertisement of PRCL free of cost, if required so.
- ❖ The advertising agencies/ firms will also assist PRCL in image building by using its resources for publicity and projection of PRCL's activities in the print/ electronic/ social media related with their allocated assignment without any additional cost/ remuneration.
- ❖ The advertising agencies/firms will depute their one representative for proper coordination of the mentioned activities.
- ❖ The advertising agencies/firms may also quote rates of designing of different items (brochures/ Logos etc.) for PRCL. However, they will not be the part of the evaluation of bid and in the future if need arises, PRCL may assign the task to the firm as per quoted rates.
- ❖ The advertising agencies/firms selected through the prequalification process will be signing the Contract/Agreements between the agencies and PRCL.
- ❖ The period of appointment of the selected agencies on PRCL's panel will be for two years and be extendable beyond 2 years with the approval of PID.
- ❖ The advertising agency must adhere to the PID guidelines/ Instructions and in case of any violation, the authority has the right to suspend/ blacklist or delist the advertising agency at any point in time.
