



**NOTICE FOR HIRING OF
CREATIVE / MEDIA AGENCY / FIRM FOR SINDH ENTERPRISE
DEVELOPMENT FUND**

Sindh Enterprise Development Fund (SEDF), invites sealed bids from media/creative agencies/firms registered with relevant tax authorities, addressed to the Secretary Committee under SPPRA Rules, 2010 from the interested Creative/Media Agencies for providing creative, design, and brand development services to SEDF on retainer ship basis for 1 year

2. Tender documents containing detailed evaluation criteria, ToRs and Scope of Services can be obtained from 23rd JAN 2023 9:00 am to 8th FEB 2023 11:00 am, from the office of the undersigned against the written request clearly mentioning the task with a Pay Order / Demand Draft of Tender Cost amounting to Rs: 2,000/-, (non-refundable), in favour of "SINDH ENTERPRISE DEVELOPMENT FUND (SEDF)".

3. Method of Procurement: Single Stage-Two Envelope Procedure would be used for Open Competitive bidding. The tender document must be submitted in a sealed envelope clearly marked with "Tender for Creative/Media Agency" with Technical and Financial proposals in separate sealed envelopes clearly marked as "Financial Proposal" and "Technical Proposal" in bold and legible letters to avoid any confusion. One envelope shall contain the financial bid, whereas the other envelope shall contain a technical proposal containing technical details, a company profile a, list of similar projects handled, and other information required as per the evaluation criteria.

4. Financial proposals should accompany two percent (2%) earnest money/bid security (refundable) of the total bid amount value in the form of a Pay Order/Bank Draft/Bank Guarantee issued by a Scheduled Bank in Pakistan valid for a period of 28 days beyond Bid Validity Date, in favour of "Sindh Enterprise Development Fund".

5. Sealed envelopes of financial proposals will be opened of only those companies, which will be short-listed in technical proposal/technically qualified bidders.

6. Last Date & Time for Bid Submission: Sealed tender documents must be submitted latest by 12:00 noon on 8th FEB, 2023 in the office of the undersigned.

7. Bid Opening Date & Time: 8th FEBRUARY 2023 at 12:30 PM by the committee members in the presence of representatives of the participating firms. The financial bid opening date shall be communicated to the technically qualified Creative Agencies / Firms later.

8. Any wrong information provided by the firms/companies/agencies shall lead to the disqualification of the firm from competing in the project(s) at any stage.

9. The Procuring Agency may reject any bid subject to the relevant provision of SPPRA rules 2010 and may cancel the bidding process at any time prior to acceptance of the bid or proposal as per rule 25(1) said rules.


Manager Admin
Sindh Enterprise Development Fund
Investment Department
Government of Sindh

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10. Estimated Cost: PKR 2,000,000.

11. Other Conditions:

(a) Under the following conditions bid will be rejected: -

- (i) Conditional and telegraphic bids/tenders.
- (ii) Bids not accompanied by bid security of required amount and form.
- (iii) Bids received after the specified date and time.

(iv) Blacklisted firms.

(b) Bidders must submit an affidavit mentioning that the agency/firm has never been blacklisted.

Manager Administration

Sindh Enterprise Development Fund

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