

BIDDING DOCUMENT/REQUEST FOR PROPOSAL (RFP)



REQUEST FOR PROPOSALS

**“HIRING OF SOCIAL MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND
DIGITAL CAMPAIGN FOR MINISTRY OF NATIONAL FOOD SECURITY AND
RESEARCH”**



MINISTRY OF NATIONAL FOOD SECURITY AND RESEARCH

**PAK SECRETARIAT, BLOCK B, 3rd FLOOR
PPDU SUPPORT UNIT (<https://mnfsr.gov.pk/>)
PHONE # 051-9204650**

REQUEST FOR PROPOSALS

**HIRING OF SOCIAL MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND
DIGITAL CAMPAIGN FOR MINISTRY OF NATIONAL FOOD SECURITY AND
RESEARCH**

Sealed bids are invited from Media Firms registered with the Press Information Department (PID) and with Sales Tax / Income Tax Departments / relevant authorities for **“HIRING OF MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND DIGITAL CAMPAIGN FOR MINISTRY OF NATIONAL FOOD SECURITY AND RESEARCH”**

2. **Single Stage – two Envelope (Quality and Cost Based)** procedure will be adopted under Rule 36 (b) of PPRA Rules-2004. The sealed bids, complete in all respects, should be submitted through EPADS, and the original DD/ P.O. must be substantiated to MNFSR via registered courier.

3. The closing time for receiving the bids is **11th September 2025, till until 12:00 PM.**, and which shall be opened publicly on the same date at **12:30 PM** at MNFSR, Pak Secretariat, Block B, 3rd floor, Room 330, PPDU Support Unit.

4. The RFP documents along with detailed terms and conditions can be obtained (free of cost) from the office of the Project Manager, Room No.330, Pak Secretariat, 3rd Floor, Islamabad, during office hours and also available on EPADS (<https://eprocure.gov.pk/>), PPRA’s website (<https://ppra.gov.pk>) and official website of MNFSR (<https://mnfsr.gov.pk/>).

No bid shall be entertained if not applied through EPADS.

All terms and conditions contained in the RFP / Bidding Documents shall apply.

MNFSR reserves the right to accept or reject any or all proposals in accordance with PPRA Rules-33.

Project Manager-PPDU
Ministry of National Food Security and Research
Room No.330 3rd Floor, B-Block Pak Secretariat, **Islamabad**
051-9204650

GOVERNMENT OF PAKISTAN
(MINISTRY OF NATIONAL FOOD SECURITY AND RESEARCH)

1.0 INSTRUCTIONS TO BIDDERS:

This Tender document shall be used for the submission of Competitive Bids for participation in the subject tender. Interested bidders may download the tender document from the PPRA's and MNFSR's websites. Submission of bids through EPAD is a mandatory requirement, and only the original DD/PO should be submitted to MNFSR via a registered courier. The qualified bidders with the highest final score, and subject to the approval of the work plan, will be awarded the contract.

2.0 DATE, TIME & ADDRESS FOR SUBMITTING BIDS:

Name of Procuring Agency	Ministry of National Food Security and Research (MNFSR)
Last date for response submission:	11th September, 2025
Opening Date & Time:	11th September 2025 till 12.30 PM
Opening Place:	Room No. 39, PPDU Support Unit, Pak Secretariat, 3 rd Floor, Islamabad.
Contact Person:	Project Manager, PPDU
Phone:	+92 51 9204650

3.0 TERMS & CONDITIONS FOR TENDER SUBMISSION:

- a. The tender should be filled in and typed correctly. No correction/alteration is allowed. Each page must be signed and stamped. Incomplete forms will not be accepted.
- b. Single Stage - Two Envelope (Quality and Cost Based) Bidding Procedure specified in the Public Procurement Rules,2004 shall be followed for receiving and processing the bids. Bid Security not less than **RS. 60,000** as mentioned in tender documents in the shape of **Pay Order/Bank Draft** is required in the name of the **Project Manager PPDU, MNFSR Pak Secretariat, Islamabad**. Neither personal cheques nor the bids received without earnest money will be accepted.
- c. The bid validity period is 90 days from the date of publication.
- d. In case, the tender is accepted by the competent authority, the bid security will be retained till completion of the agreement period. However, the bid security of the unsuccessful bidders will be returned on receipt of a written request.

- e. The offered rates should include GST/Government taxes, delivery, installation and necessary content uploading on social media sites .
- f. The bid must indicate the sound financial status of the bidder. It should be supported by evidence, like a bank statement of last 3 years.
- g. National Tax No., GST Registration Number and Vendor Number and must be indicated by each bidder on the letterhead.
- h. Any lapse in fulfilling requirements or any other stipulated condition (s) in the tender shall render the bid liable to rejection.
- i. The contract will be awarded to the highest evaluated bidder as the Most Advantageous Bid after approval by the Procurement Committee / Competent Authority, whose decision will be treated as final.
- j. The result of the bid evaluation under Rule 35 of PP Rules, 2004 will be announced fifteen days prior to the award of contract to the successful bidder. In case of any complaint of bidder, a Redressal Grievance Committee already constituted in the MNFSR will address the grievances.
- k. The procuring Agency may reject all the bids or proposals at any time prior to the acceptance of a bid or proposal under rule 33 of the Rules *ibid*.
- l. The interested firms must give full address of their Head Office & Branch Offices with Telephone/Fax Numbers and contact persons on the letterhead.
- m. Income Tax/any other tax, if leviable, will be deducted at source on the prescribed rate for onward payment to the Income Tax Department/Government.
- n. A 10% of the total quoted price by the bidder as performance guarantee will be obtained from the successful bidder, which will be retained till completion of the assignment period.

4.0 SCOPE OF WORK FOR THE MEDIA FIRM IN BRIEF:

- a. **Services Overview:** The bidding firm is expected to provide comprehensive campaign management and marketing services including, content creation and curation for MNFSR digital media platforms along with traditional media (TV, radio and print). It is expected to provide full digital communication support, including preparation of animations, documentaries, advertisements, special reports, supplements and content calendars pertaining to MNFSR's area of responsibility. The scope of the responsibilities expected on each media platform is as under:
- b. **Brand Positioning:** Craft a clear MNFSR strategy considering demographics, geographic data, and customer/consumer interests.

- c. **Brand Awareness:** Develop and execute strategies for content marketing, community management, paid advertisements, and public relations.
- d. **Research:** Conduct a detailed analysis based on MNFSR’s vision and objectives.
- e. **Search Engine Optimization:** Search engine optimization for the ministry website, LinkedIn YouTube, others etc.
- f. **Social Media Platforms:**
 - i. Creating original content for the social media platforms, including Facebook, X, TikTok, Instagram and YouTube and WhatsApp.
 - ii. Creating original content for the above-mentioned platforms, including reels, videos, posts, graphics and infographics.
 - iii. Designing of electronic newsletter.
 - iv. **Content approval and copyrights.** Running the targeted advertisement on all the social media platforms and identifying platform-specific strategies **after approval from the ministry, and avoid delays in deliverables.**
 - v. **Video Production:** Produce and edit videos highlighting success stories, human interest stories, testimonials, and other events.
 - vi. **All tools and equipment be provided by the service provider/vendor.**
- b. **Print Media:** Preparation of the newspaper supplements, targeted advertisements, columns and special editions on important occasions.
- c. **Multilingual Services:** Bilingual content creation including multilingual content creation in five main languages, including Punjabi, Pashto, Sindhi, Saraiki, Balochi.
- d. **Analytics & Reporting:** It is expected to share monthly, quarterly and annual performance analytics and reporting regarding each social media platform.
- e. **Company Profile/ Performance Expectations:** The engagement rates, impressions and follower growth per quarter. Monthly Impact Analysis Report of each Media Platform.
- f. **Crises Communication:** Streamlining the crises communication framework for MNFS&R.
- g. Contract commencement, completion, modification and termination details are appended below:

h. Commencement, Completion, Modification and Termination of Contract	
I. Effectiveness of Contract	This Contract shall come into force and effect on the date (the “Effective Date”) of the Procuring Agency’s notice to the Firm instructing the Firm to begin carrying out the Services.
II. Termination of Contract for Failure to Become Effective	If this Contract has not become effective within such time period after the date of Contract signature, either Party may, by not less than thirty (30) days written

	notice to the other Party, declare this Contract to be null and void, and in the event of such a declaration by either Party, neither Party shall have any claim against the other Party with respect hereto.
III. Commencement of Services	The Firm shall confirm availability of Key Experts and begin carrying out the Services not later than 07 days after the Effective Date.
IV. Expiration of Contract	Unless terminated earlier pursuant, this Contract shall expire on 30 th June 2026.
V. Modifications or Variations	<p>Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.</p> <p>However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.</p> <p>In cases of any modifications or variations, the prior written consent of the Procuring Agency is required.</p>
i. Force Majeure	
I. Definition	<p>1) For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable, and makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible under the circumstances, and subject to those requirements, includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts or other industrial action confiscation or any other action by Government agencies.</p> <p>2) Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or such Party’s Experts, Sub-Firms or agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected to both take</p>

	<p>into account at the time of the conclusion of this Contract, and avoid or overcome in the carrying out of its obligations hereunder.</p> <p>3) Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder.</p>
<p>II. No Breach of Contract</p>	<p>The failure of a Party to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract.</p>
<p>III. Measures to be Taken</p>	<p>1) A Party affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.</p> <p>2) A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) calendar days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.</p> <p>3) Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.</p> <p>4) During the period of their inability to perform the Services as a result of an event of Force Majeure, the</p>

	<p>Firm, upon instructions by the Procuring Agency, shall either:</p> <ul style="list-style-type: none"> (a) demobilize, in which case the Firm shall be reimbursed for additional costs they reasonably and necessarily incurred, and, if required by the Procuring Agency, in reactivating the Services; or (b) continue with the Services to the extent reasonably possible, in which case the Firm shall continue to be paid under the terms of this Contract and be reimbursed for additional costs reasonably and necessarily incurred. <p>5) In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled according to bid document.</p>
<p>IV. Suspension</p>	<p>The Procuring Agency may, by written notice of suspension to the Firm, suspend all payments to the Firm hereunder if the Firm fails to perform any of its obligations under this Contract, including the carrying out of the Services, provided that such notice of suspension (i) shall specify the nature of the failure, and (ii) shall request the Firm to remedy such failure within a period not exceeding thirty (30) calendar days after receipt by the Firm of such notice of suspension.</p>
<p>j. Termination This Contract may be terminated by either Party as per provisions set up below:</p>	
<p>i. By the Procuring Agency</p>	<p>1) The Procuring Agency may terminate this Contract in case of the occurrence of any of the events specified in bidding document. In such an occurrence the Procuring Agency shall give at least thirty (30) calendar days' written notice of termination to the Firm in case of the events referred to in (a) through (d); at least sixty (60) calendar days' written notice in case of the event referred to in (e); and at least five (5) calendar days' written notice in case of the event referred to in (f):</p>

	<ul style="list-style-type: none"> (a) If the Firm fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice of suspension (b) If the Firm becomes (or, if the Firm consists of more than one entity, if any of its members becomes) insolvent or bankrupt or enter into any agreements with their creditors for relief of debt or take advantage of any law for the benefit of debtors or go into liquidation or receivership whether compulsory or voluntary; (c) If the Firm fails to comply with any final decision reached as a result of arbitration proceedings (d) If, as the result of Force Majeure, the Firm is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days; (e) If the Procuring Agency, in its sole discretion and for any reason whatsoever, decides to terminate this Contract; (f) If the Firm fails to confirm availability of Key Experts as required in Clause GCC 13. <p>2) If the Firm, in the judgment of the Procuring Agency has engaged in Fraud and Corruption, in competing for or in executing the Contract, then the Procuring Agency may, after giving fourteen (14) calendar days written notice to the Firm, terminate the Firm's employment under the Contract.</p>
<p>ii. By the Firm</p>	<p>1) The Firm may terminate this Contract, by not less than thirty (30) calendar days' written notice to the Procuring Agency, in case of the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause.</p> <ul style="list-style-type: none"> (a) If the Procuring Agency fails to pay any money due to the Firm pursuant to this Contract and not subject to dispute within

	<p>forty-five (45) calendar days after receiving written notice from the Firm that such payment is overdue.</p> <p>(b) If, as the result of Force Majeure, the Firm is unable to perform a material portion of the Services for a period of not less than sixty (60) calendar days.</p> <p>(c) If the Procuring Agency fails to comply with any final decision reached as a result of arbitration pursuant to Clause GCC 50.1.</p> <p>(d) If the Procuring Agency is in material breach of its obligations pursuant to this Contract and has not remedied the same within forty-five (45) days (or such longer period as the Firm may have subsequently approved in writing) following the receipt by the Procuring Agency of the Firm's notice specifying such breach.</p>
<p>iii. Cessation of Rights and Obligations</p>	<p>1) Upon termination of this Contract hereof, or upon expiration of this Contract, all rights and obligations of the Parties hereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the obligation of confidentiality (iii) the Firm's obligation to permit inspection, copying and auditing of their accounts and records set forth and to cooperate and assist in any inspection or investigation, and (iv) any right which a Party may have under the Applicable Law.</p>
<p>iv. Cessation of Services</p>	<p>1) Upon termination of this Contract by notice of either Party to the other, the Firm shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum. With respect to documents prepared by the Firm and equipment and materials furnished by the Procuring Agency, the Firm shall proceed as provided, respectively.</p>

v. Payment upon Termination	1) Upon termination of this Contract, the Procuring Agency shall make the payments to the Firm or vice versa:
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TERMS OF REFERENCE

The Ministry of National Food security and Research (MNFSR) invites proposals from experienced service providers for on-demand engagement as per following; but not limited to:

5.0 Digital Marketing & Strategy Agency

Scope of Services:

5.1. Strategic Planning & Consulting

- Development of comprehensive digital marketing strategies aligned with MNFSR's goals and timelines.
- Stakeholder segmentation and persona creation: academia, local/international investors, government, diaspora, tech ecosystem actors etc.
- Cross-channel campaign planning integrating organic and paid media.

5.2. Content Creation & Management

- Development of multilingual and inclusive content for social media, web, email, and ad platforms.
- Design and production of visual content including GIFs, reels, animations, and interactive media.
- Content calendar management to ensure consistent and strategic messaging.
- Social Media Management Development and execution of strategies for platforms including LinkedIn, X (Twitter), Instagram, Facebook, YouTube, WhatsApp and emerging tech channels.
- Community management, influencer engagement, trend response, and crisis communication.
- Live coverage of events and campaign moments with real-time publishing.
- SEO, SEM, and Website Optimization Technical and content SEO for all web assets such as LinkedIn and YouTube.
- Ongoing keyword research aligned with sector focus (AI, biotech, fintech, etc.).
- Management of PPC campaigns (Google Ads, LinkedIn Ads, Meta Ads) with constant optimization.
- Localization of digital campaigns to target national and global audiences.

- Performance Tracking & Analytics Setup and optimization of Google Analytics, Meta Business Suite, and other relevant tools.
- Campaign tracking dashboards and detailed monthly/quarterly reports.
- ROI tracking on ad spend, engagement, leads, and conversions.
- A/B testing, funnel optimization, and content performance benchmarking.

5.3. Media Buying & Advertising

- Strategic media planning and buying across digital platforms.
- Negotiation for optimal placements, audience targeting, and budget efficiency.
- Dynamic adjustment of campaigns based on performance data and KPIs.
- Stakeholder Communication & Support Routine engagement with MNFSR marketing team for coordination, approvals, and strategic alignment.
- Participation in reviews, brainstorming sessions, and capacity-building initiatives for internal teams.
- Provision of digital marketing support kits (e.g., for events, policy launches, international visits).
- Miscellaneous Hiring of third-party services including technology, consultants, or specialized digital tools.
- Any other marketing, branding, or outreach-related activity not explicitly mentioned above but deemed necessary by MNFSR.

6.0 Digital Marketing & Strategy Agency			
Sr. No.	Name	List of Documents	Mark
1.	Letter of introduction	A brief letter detailing the prospective firm's suitability for this assignment.	Must
2.	Firm Profile	A comprehensive profile of the firm	Must
3.	Team Information	<ul style="list-style-type: none"> ● CVs of all partners and key staff. ● An organizational chart. ● Certificates of expertise and training from industry-recognized programs for relevant team members. 	Must
4.	Proof of Relevant	Documentation as mentioned in Section 8, showcasing the firm's experience	Must

	Experience		
5.	Tax Returns	Copies of tax returns of previous (03) years	Must
6.	Incorporation and Tax Certificates	<ul style="list-style-type: none"> • The firm's incorporation certificate along with the NTN certificate. • Proof of being on the active taxpayers list (income and sales tax) of the concerned revenue authority, including the taxpayer list serial number (downloadable from FBR's website). 	
7.	Experience	<ul style="list-style-type: none"> • Proof of at least 5 years of experience working with both government organizations/agencies and private sector, showcasing purchase orders/work orders in support of the above. • Proof of managing digital campaigns, digital content creation, advanced analytics for at least 5 years, including pictures and timelines, showcasing purchase orders/work orders in support of the above 	Must
8.	References	Minimum of three client testimonials reflecting the quality and impact of the agency's work, from recent clients not older than 3 years	Must
9.	Office Presence	Proof of an already running office / office space in Islamabad	Must
10.	Portfolio of Work	<ul style="list-style-type: none"> • Documentation of digital content creation, social media management, SEO and SEM strategies, the use of emerging technologies, AI and advanced analytics tools employed in past 3 projects • At least 3 detailed digital campaign reports showing performance metrics such as engagement rates, digital reach, conversion rates, ROI, etc. (not older than 5 years) 	Must
11.	Agency's Digital Presence	An overview of the agency's own digital presence, including social media profiles, website, and other online platforms, along with engagement metrics	Must
12.	Marketing Strategy Proposal	<p>Detailed proposal outlining marketing strategy;</p> <ul style="list-style-type: none"> • Details of tools to be utilized for campaign execution, content creation, and alignment with MNFSR content goals 	Must

		<ul style="list-style-type: none"> Detailed assessment of current SEO and SEM reports of MNFSR channels, and analytics using social listening tools and strategy for improvement 	
13.	Creative Strategy	Detailed proposal outlining the creative thought process of the agency, SOPs, past campaigns helping show how the creative thought process of the agency works - from idea inception to final delivery.	Must

7.0 EVALUATION CRITERIA AND PROCESS

7.1 All bidders whose Expressions of Interest are complete at opening, will be evaluated on the basis of the technical evaluation criteria detailed in Section 7 of this document.

7.1.1 Those bidders who fail to achieve the minimum criteria (as required by section 7) will not be qualified and will be considered as non-responsive.

7.2 The contract will be awarded to the most advantageous bidder after the final evaluation; who will execute the work according to the terms and conditions as mentioned in the terms of reference.

8.0 TECHNICAL EVALUATION CRITERIA

For Category A: Event Management & Creative Agency		
Sr. No.	Requirements	Points
1.	Number of Public sector clients (Completion Certificates as proofs) 10+ 5-9 Less than 5	15 08 03
2.	Number of private sector client (Completion Certificates as proof) 10+ 5-9 Less than 5	15 08 03
3.	Team structure and experience (Resumes and org chart required as a proof) 50+ Full time resources 35 - 50 Full time resources Less than 35 full resources	20 10 05
4.	Financial Strength (Total Revenue based on audited financial statement 2023-24 or a year earlier)	

	100+ Million PKR 50+ million PKR 20+ million PKR Less than 20 million PKR	10 07 05 03
5.	Experience of planning and executing a high-profile event (Showcase event plans, pictures and proof that the event was organized by you in form of invoice /Work order or a similar document) 10+ Events 5-9 Events Below 5 events 5.1 Experience in designing & executing banners, posters, event booths, outdoor branding (Showcase portfolio, pictures and proof for the events organized)	10 06 03
6.	Proof of executing large scale physical campaigns including billboards, newspaper, magazines, blogs with results (Showcase plan, objective, creatives medium, results with platforms to determine this) 10+ 5-9 Below 5	20 10 07
7.	Client References (3 Public sector clients & 3 Private sector clients) The reference must mention the nature of work conducted for the client which client must not be older than [5] years. 6 references 3-5 references Less than 3	10 5 2
	Total Marks	120 Qualifying Percentage (75%)

9.0 Key Terms

9.1 Scope of Work:

- 9.1.1 Provision of Services MNFSR may request the Service Provider for a price quotation of any of the Services specified in the RFP, as required by MNFSR from time to time. In this regard, MNFSR shall initiate a request to the Service Provider setting out the scope of work in relation to the Services required from the Service Provider from time to time (“**Assignment**”). The Service Provider shall submit a price quotation for such Assignment to MNFSR (“**Fees**”) along with such other documentation or work-plans requested by MNFSR for the Assignment within the time period communicated by MNFSR to the Service Provider in its request.
- 9.1.2. If, in the discretion of MNFSR, the Fee quoted by the Service Provider is the lowest as compared to the quotations received by MNFSR from other vendors, MNFSR shall issue a work order for such Assignment in favor of the Service Provider (“**Work Order**”) in which it will notify the Service Provider of the final scope of the Assignment and Fees along with agreed timelines for delivery of the Assignment. For the avoidance of doubt, the prices quoted by the Service Provider shall be inclusive of any and all applicable taxes, levies or duties (including, without limitation, sales tax, and import duties, if applicable).
- 9.1.3. The Service Provider shall provide the Services to MNFSR as per the scope/specifications/requirements set out in the Work Order or as per the scope/specifications/requirements set out in the EOI (collectively “**Specifications**”) or as may be communicated to the Service Provider by MNFSR as part of the final scope of the Assignment.
- 9.1.4. If the Service provider fails to deliver any or all of the Services or to perform the Services within the period(s) specified in the Contract, the MNFSR shall, without prejudice to its other remedies under the Contract, deduct from the Contract Price, as liquidated damages, a sum equivalent to the percentage specified 10 % of the contract price. Once the maximum is reached, the MNFSR may consider termination of the Contract as per the remedies available under PPRA rules.
- 9.1.5. The Services shall be provided as per prudent industry practice.
- 9.1.6. For any of the following matters, the Service Provider shall request for MNFSR’s written approval, provided that MNFSR may specify other specific approvals in the Work Order as may be required from time to time:
- (a) Draft press releases, articles, photographs or captions;
 - (b) Copy, layouts, artwork and/or scripts;
 - (c) Any document or other work produced by the Service Provided and required to be shared with any other third party; and
 - (d) Any other work agreed to be included hereunder as part of the Assignment or such as may be determined by the MNFSR.
- 9.1.7. MNFSR shall have the right to discontinue an Assignment or any part of the Services at any time through prior written notice to the Service Provider.

9.2 Payment for Services

- 9.2.1** MNFSR shall make payment to the Service Provider in Pakistani Rupees on Monthly basis which shall be inclusive of any and all applicable taxes, levies or duties (“**Consideration**”).
- 9.2.2** The payment of Consideration shall be made within thirty (30) business days after completion of the Assignment to the satisfaction of MNFSR in accordance with the terms of this Agreement or within such milestones as agreed between the Parties for a specific Assignment.
- 9.2.3** In case the Assignment is incomplete or partially complete, MNFSR shall, at its discretion, prorate the Consideration payable based on the quantity and quality of Services provided for such Assignment. MNFSR shall have the discretion to determine the quantum of such deductions from the Consideration.
- 9.2.4** MNFSR shall have the sole and absolute discretion to determine whether the Services rendered by the Service Provider conform to the Scope of Work defined in the relevant Work Order. Such determination by MNFSR shall be final and binding on the Service Provider.
- 9.2.5** If the Service Provider wishes to engage a third party in relation to the performance of its obligations under this Agreement or make payment to a third party in relation to its obligations under this Agreement, it shall obtain prior written approval of MNFSR, provided that outsourcing of the Assignment in whole or in part, to any other third party shall not release the Service Provider of its obligations, responsibilities and liabilities under this Agreement in any manner whatsoever and the
- 9.2.6** Service Provider shall remain fully responsible for the performance of such Services. If MNFSR discontinues a particular Assignment for its own convenience, then the Service Provider shall be entitled to a refund of any pre-approved third-party payments that it has made out-of-pocket. The Service Provider shall not be entitled to a refund of any third-party payment if such third-party payment is not approved by MNFSR or if an Assignment is discontinued due to a default attributable to the Service Provider or due to the Service Provider’s refusal to proceed with an Assignment.

9.3 Rejection of Services

- 9.3.1** If the Services fail to conform to the requirements of the Specifications, MNFSR shall be entitled to reject the Services without incurring any liability whatsoever. In case MNFSR rejects the Services, the Service Provider shall carry out all such actions necessary to bring the Services in line with the Specifications, failing which the Service Provider shall not be liable to payment of the Consideration. MNFSR may also, at its discretion, accept such Services that are otherwise liable to be rejected pursuant to the provisions of this Agreement and prorate the payment of the Consideration based on the quality of Services received.

9.4 Term

9.4.1 This Agreement shall become effective on the Signing Date and shall continue till 30th June 2026, unless otherwise terminated. This Agreement (hereinafter referred to as the “**Term**”). The term may be extended for an additional period at the discretion of MNFSR, subject to mutual consent of the Parties, subject to compliance with Public Procurement Rules, 2004 and other applicable laws.

9.5 Independent Contractor

The Service Provider is an independent contractor. The relationship between MNFSR and the Service Provider shall not be construed to be that of an employer and employee, or a partnership, joint venture or agency of any kind. All employees, agents, contractors, and other personnel engaged by the Service Provider for performing the Services shall be and shall remain employees of the contractor and shall not be deemed to be employees of MNFSR for any purpose whatsoever. All necessary tools and equipment to execute the tasks will be the sole responsibility of the service provider.

10.0 Final Evaluation Criteria:

(1) The bids shall be evaluated on a Quality & Cost Based Selection, with 70% weightage being allotted to technical proposals, and 30% weightage being allotted to financial proposals.

(2) The weightage of the marks obtained in the above criteria shall be eighty percent (70%) and will be calculated as under:

$$A = (\text{Marks Obtained out of 100}) \times 0.7$$

(3) Criteria for evaluation of quoted prices is asunder:

$$B = [100 \times (\text{Lowest Financial Proposal Value/Financial Proposal Value to be evaluated})] \times 0.3$$

Final Score shall be calculated as per the following formula: Final Score = A + B

(4) The contract will be awarded to the firm obtaining highest Final Score (most advantageous bid).

(5) Applicants must meet all the above minimum required qualification criteria to qualify. Failure to meet any of the above criteria will disqualify a bidder.

(6) Applicants who fail to submit any of the documents detailed in Sections will be rejected.

(Service providers assessment will be done subject to the provision of references and verification of those references by MNFSR in its sole discretion.

The Financial Proposal format, Integrity Pact and Joint Venture Forms provided at Annexure I and II:

Annexure-I

FINANCIAL PROPOSAL

Sr. No.	Description of Tasks	Cost/Month (Inclusive of all taxes)-A	Quantity Frequency 10 months B	Total Cost/Month (Inclusive of all taxes)- C=AxB
1.	<p>Total cost of completing the assignment as per scope of work for communication content creation/ communication strategies according to the scope of work for 12 months.</p> <p>Scope of the work:</p> <ul style="list-style-type: none"> a. Brand positioning, awareness, research. b. Influencers and brand ambassadors. c. Content creation for media platforms: Facebook, X, TikTok, Instagram and You Tube. d. SEO for the MNFSR website e. Video production, reels, events. f. Preparation of the newspaper supplements, targeted advertisements, columns as well as special editions. g. Produce videos and reels highlighting success stories, human interest stories and testimonials h. Preparation of the newspaper supplements 			

	<p>i. Multilingual services: Bilingual content creation including multilingual content creation in five main languages including Punjabi, Pushto, Sindhi, Saraiki, Balochi.</p> <p>j. Analytics & reporting: monthly, quarterly, annually.</p> <p>k. Crisis communication</p>			
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- **Note: It should be provided on the company letterhead duly signed & stamped.**

TECHNICAL PROPOSAL

Sr. No.	Description of Tasks	Quantity Frequency 10 months	Tools used
1	<p>Scope of the work:</p> <ul style="list-style-type: none"> a. Brand positioning, awareness, research. b. Influencers and brand ambassadors. c. Content creation for media platforms: Facebook, X, TikTok, Instagram and YouTube. d. SEO for the MNFSR website e. Video production, reels, events. f. Preparation of the newspaper supplements, targeted advertisements, columns as well as special editions. g. Produce videos and reels highlighting success stories, human interest stories and testimonials h. Preparation of the newspaper supplements i. Multilingual services: Bilingual content creation including multilingual content creation in five main languages including Punjabi, Pushto, Sindhi, Saraiki, Balochi. j. Analytics & reporting: monthly, quarterly, annually. k. Crisis communication 		All necessary tools required for the provision of services to MNFSR for the execution of tasks according to scope of work.

- **Note: It should be provided on the company letter head duly signed & stamped.**

INTEGRITY PACT

HIRING OF SOCIAL MEDIA FIRM SERVICES FOR SOCIAL MEDIA REVAMP AND DIGITAL
CAMPAIGN FOR MINISTRY OF NATIONAL FOOD SECURITY AND RESEARCH”

Contract No. _____ Dated _____

Contract Value: _____ Contract Title: _____

1. [name of Supplier] hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by GoP through any corrupt business practice.

2. Without limiting the generality of the foregoing, [name of Supplier] represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder’s fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

3. [name of Supplier] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

4. [name of Supplier] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other rights and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

5. Notwithstanding any rights and remedies exercised by GoP in this regard, [name of Supplier] agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten time the sum of any commission, gratification, bribe, finder’s fee or kickback given by [name of Supplier] as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

Name of Buyer:

Name of Seller/Supplier: Signature:

Signature: