



---

# PRE-QUALIFICATION DOCUMENT

---

## MARKETING CONSULTANT



Issued To : \_\_\_\_\_

Issued On : \_\_\_\_\_

Signature of Issuing Officer : \_\_\_\_\_

**PUNAJB SEED CORPORATION**

4-Lytton Road Lahore

Tel: 042 99212571-74 Fax: 042 99212570

Web: [www.psc.punjab.govt.pk](http://www.psc.punjab.govt.pk)

## TABLE OF CONTENTS

<b>Sr. No</b>	<b>Description</b>	<b>Page No.</b>
1	Disclaimer	3
2	<b>Expression of Interest</b>	4
3	<b>Section -I Introduction</b> Definition Introduction Project objective Scope of Work	5
4	<b>Section -II Instruction to Applicants</b>	10
5	<b>Section -III Eligibility and Evaluation Criteria</b> Eligibility Requirements Evaluation Criteria Mandatory Requirement Parameters of Evaluation	14
6	<b>Section -IV Annexures</b> Annexure -I Annexure -II Annexure -III Annexure -IV Annexure -V Annexure -VI	18

## DISCLAIMER

This PQD is provided to the recipient solely for use in preparing and submitting applications for prequalification for engagement of a consultant to carry out the Assignment as further detailed in this PQD. This PQD is being issued by **Punjab Seed Corporation** (the "Agency"), solely for the use of the Applicants in considering the Assignments enumerated hereunder.

Unless expressly specified otherwise, all capitalized terms used herein shall bear the meaning ascribed thereto in the glossary of this PQD.

The evaluation criteria have been laid down for the purpose of pre-qualification of the Applicant. The Agency or its affiliated entities, nor its consultants, advisors, employees, personnel, agents, may make any representation (expressed or implied) or warranties as to the accuracy or completeness of the information contained herein, or in any other document made available to a person in connection with the tendering process for the Assignment and the same shall have no liability for this PQD or for any other written or oral communication transmitted to the recipient in the course of the recipient's evaluation of the Assignment. Neither The Agency, nor its employees, personnel, agents, consultants, advisors and contractors etc. will be liable to reimburse or compensate the recipient for any costs, fees, damages or expenses incurred by the recipient in evaluating or acting upon this PQD or otherwise in connection with the Assignment as contemplated herein.

The EOI submitted by any Applicant shall be upon the full understanding and agreement of any and all terms of this PQD and such submission shall be deemed as an acceptance to all the terms and conditions stated in this PQD.

Any EOI submitted by any Applicant shall be construed based on the understanding that the Applicant has done a complete and careful examination of this PQD and has independently verified all the information received from The Agency (including from its employees, personnel, agents, consultants, advisors and contractors etc.).

This PQD shall neither constitute a solicitation to invest, or otherwise participate, in the Assignment, nor shall it constitute a guarantee or commitment of any manner on the part of The Agency that the Assignment will be awarded. The Agency reserves its right, in its full discretion, to modify the PQD and/or the Assignment at any stage during the procurement process to the fullest extent permitted by law, and shall not be liable to reimburse or compensate the bidder for any costs, taxes, expenses or damages incurred by the Applicant in such an event. Similarly, The Agency reserves the right, in its full discretion, to cancel the PQD and/or Assignment at any stage of the procurement process and shall not be liable to reimburse or compensate the Applicant for any costs, taxes, expenses or damages incurred by the Applicant in such an event.



Tele: 042 9921 2571-74  
Fax: 042 9921 2570

**EXPRESSION OF INTEREST (EOI) FOR PRE-QUALIFICATION OF CONSULTING FIRMS**

Punjab Seed Corporation (PSC) is a semi-autonomous body of the Government of the Punjab, established under Punjab Seed Corporation Act 1976 plans to revamp the Marketing strategy of seed business.

- ❖ The Expression of Interest (EOI) from the firms, for the Development and Deployment of a Strategic Marketing Plan consist upon assessment and Diagnostics leading to Development of Marketing Strategy and Plan, Facilitating and Monitoring the Deployment of the Marketing Plan, Ongoing Marketing Advisory Support to PSC, who are on Active Taxpayers List of the Federal Board of Revenue for the services of Marketing Management/Research Services. Method of selection will be Quality and Cost Based.
- ❖ Expression of Interest documents containing detail terms and conditions, deliverables, Criteria, etc. can be obtained from the office of the undersigned by submitting a written request after payment of a non-refundable tender price of **Rs.1,000/-** (Rupees One thousand only) in the form of DD/PO/CDR by or before **28-08-2017**. EOI can also be downloaded from the websites [ppra.punjab.gov.pk](http://ppra.punjab.gov.pk) or on PSC website [psc.agripunjab.gov.pk](http://psc.agripunjab.gov.pk). In case of downloaded documents, EOI fee must be attached in the form of DD/PO/CDR at the time of submission of the bid, failing which, the bid shall not be entertained.
- ❖ The expression of interest, prepared in accordance with the instructions in the EOI documents, must reach at the below mentioned address on or before **28-08-2017 at 11:00 AM**. The same will be opened at **11:30 am on same day** in presence of representative of firms who may wish to attend.
- ❖ Further details can be obtained from the office of the undersigned during office hours on all working days.

**Director Administration**  
Punjab Seed Coporation  
4-Lytton Road, Lahore  
Ph.042-99212571-5  
Fax:-042-99212570  
[psmd@psc.punjab.gov.pk](mailto:psmd@psc.punjab.gov.pk)

**SECTION-1**  
**INTRODUCTION**

**1. Definitions**

In this document, the following terms shall be interpreted as defined below:-

<b>Agency: -</b>	Punjab Seed Corporation (PSC), 4-Lytton Road Lahore
<b>Applicant:-</b>	means any corporation, company, partnership, association, firm, public or private entity or a Consortium, that is eligible, has the expertise and ability to undertake the Assignment as per the requirements of this PDQ and has not been blacklisted/debarred by any public sector organization or department in Pakistan.
<b>Assignment/ Scope of Work:-</b>	means the works to be undertaken and services to be provided by the Applicant in accordance with this PQD upon being selected as a successful bidder after the bidding process to be conducted post prequalification.
<b>Consortium:-</b>	Where the Applicant is comprised of a group of firms/companies/consultants/advisors etc. who have submitted an EOI as per the requirements of this PQD, all members, if awarded the contract, shall individually sign and be jointly and severally liable for the entire Assignment and such an association may be known as a Consortium for submission of the EOI.
<b>Lead Consultant/Advisor:-</b>	If the Applicant is a Consortium, then one of the entities of such a Consortium shall be designated as the Lead Consultant/Advisor in the EOI to perform a lead role who has been duly appointed by all Consortium members to submit and sign on their behalf all documents required hereunder to bind the entire Consortium to the contents thereof.
<b>Due Date:-</b>	The date is mentioned on advertisement of EOI.
<b>EOI:-</b>	Expression of Interest to be submitted by the Applicants containing the information as set out and required under this PQD.
<b>Power of Attorney:-</b>	The Power of Attorney to be provided by the Applicant in the form appended in Annexure V to this PQD.
<b>RFP:-</b>	Request for Proposals

## 2. Introduction

Punjab Seed Corporation (PSC) is a semi-autonomous body of the Government of the Punjab, established under Punjab Seed Corporation Act 1976, core function of PSC is seed production, Procurement, and Processing & Marketing of major and minor crops seed on scientific lines. Prime objective of PSC is to supply high quality seed on affordable rates thus to enhance overall per acre yield of the province.

Under the legislation, the PSC is governed and managed by a Board of Directors. The Government has empowered the board of PSC by granting administrative and financial autonomy.

Punjab Seed Corporation comprises upon head office, located at 4 Lytton Road Lahore, with its four processing plants situated at Sahiwal, Khanewal, Rahim Yar Khan, Piplan alongwith three Seed Farms located at Sahiwal, Khanewal and Piplan. In addition to the above there are three mini seed processing plants situated at Gujranwala, Sargohad & Jhang and procurement /sales/ marketing centers at Lahore, Fateh Jhang, Layyah, Bhakkar, Bhawalnagar, Vehari, Multan. D.G Khan, Bahwalpur/Lodhran.

Vision of the Punjab Seed Corporation is to provide the disease free seed and high quality seed to the farmers at affordable price.

## 3. Objective

The Punjab Seed Corporation is committed to impart high quality Seed which is at par with the approved standards at affordable price since 1976. Punjab Seed Corporation is working on conventional marketing strategy since 1976. Conventional marketing strategy is not workable in Market Due to change in marketing situation, increasing competition and requirement. This is a dire need of PSC to develop and deploy the new marketing strategy to meet the need of time. PSC has no internal capacity and human resource for development and deployment of new marketing strategy. To fulfill this requirement, PSC needs to hire a consultant provide services to PSC for:-

1. Market and Demand Assessment of Seed Industry
2. PSC Current Supply and Distribution Assessment
3. Gap Analysis, Marketing Strategy and Plan for PSC
4. Deployment of Marketing plan, Monitoring and Advisory Services to PSC

The dire need to improve the Seed business / availability of approved seed in the region which will lead to enhance the agriculture and agriculture business not only in the area but to the country also. The Agency wishes to pre-qualify **Consultant Firm** for development and deployment of a strategic marketing plan for PSC.

## 4. Scope of Work/

In accordance with the Procurement Rules 2014 (the Rules), The Agency issues this PQD to Applicants interested to prequalify for the Assignment. The Agency intends to pre-qualify the Applicants for the work as defined hereunder but not limited to:-

The project will be divided into three phases.

### **Phase I: Assessment and Diagnostics leading to Development of Marketing Strategy and Plan.**

(Duration :Aug- Oct2017)

The first phase will cover the following areas.

**a. Diagnostics.**

An assessment of the activities, operations model and end to end value chain right from seed production/farming , procurement and processing leading upto the distribution infrastructure, demand fulfillment mechanism as well as communication and awareness and identifying the key gaps and issues in the value chain.

**b. Market and Opportunity Assessment for Key Product Categories**

Carry out a market and opportunity assessment of the key products of Punjab Seed Corporation. This will include assessment by product, distribution channel and geography as well as pricing and competitive assessment.

**c. Development of a Go-To-Market and Marketing Strategy leading to a Marketing Plan.**

Based upon the finding from the diagnostics and market assessment areas, a go-to-market strategy will be proposed to optimally make the Punjab Seed Corporation available to its existing potential and will cover the product, distribution and pricing elements.

Based on this a marketing strategy to address the marketing and communication challenges will be put in place and , a marketing plan covering a 12 month period will be developed. The strategic areas to include in the marketing plan are:

1. Product
2. Pricing
3. Sales and distribution networks
4. Communication and media management

**Phase II: Facilitating and Monitoring the Deployment of the Marketing Plan.**

Duration: Nov 2017 –Jan2018

The deployment of the marketing plans will be facilitated and monitored.

**Phase III: Ongoing Marketing Advisory Support to PSC**

Feb 2018 – July 2018

Ongoing advisory support will be provided to Punjab Seed Corporation on all matters pertaining to the areas of marketing and sales and monitoring of all marketing and sales related initiatives.

**RESOURCE DEPLOYMENT**

The team will be led by a senior consultant and an associate consultant will be deployed full time in the office of the Punjab Seed Corporation.

**WORK PLAN:**

**Phase I: Market and Demand Assessment**

- Meet and carry out 3-4 focus groups with farmers and other stakeholders to carry out a market and demand assessment, gauge awareness of the brands as well as the brand perception for all key product groups across the geographical coverage area. \*
- In depth interviews with key staff members of Punjab Seed Corporation to collect relevant data and information, including information on key initiatives carried out so far.

- Understand the key challenges and opportunities by product and by area/geography
- Assessment of brand parameters.
- Assessment of the key marketing and branding initiatives
- Benchmark against services provided by comparable organizations at the regional level.

**Deliverable: Market and Demand Assessment Report.**

\* PSC or Agriculture to provide the logistical, venue and co-ordination support in organizing these focus groups.

**Phase II : Supply and Distribution Assessment**

- Meet and carry out approximately 10 in depth interviews (IDI) with distributors of Punjab Seed Corporation to assess the current supply mechanism, its reach and effectiveness by product and by geography\* and information on activities of competing brands
- Gather information and assess the supply chain and demand fulfilment mechanism
- Identify key gaps in distribution infrastructure.
- Gather information regarding the pricing mechanism and distributor margins and ROI.
- Branding and visibility assessment at distributor locations.
- Competitive Analysis
- Benchmarking / comparison for product and distribution support provided by major competitors

**Deliverable: Supply and Distribution Assessment Report**

\*PSC or Agriculture to provide the logistical, venue and co-ordination support in organizing these IDIs.

**Phase III : Gap Analysis, Marketing Strategy and Plan**

Based on the findings of marketing and demand assessment as well as supply and distribution assessment, a marketing plan to be developed with the following key components:

- Current situation assessment both from an external and internal perspective
- SWOT Matrix
- Gap Analysis all areas of business
- Roadmap for sustainable future growth
- Based on the Gap Analysis, develop the overall marketing strategy covering the following areas :
  - A Go-To- Market strategy based on the product and geographical assessment
  - Opportunity Assessment for various product categories
  - Pricing Strategies for various product categories
  - Distribution Strategy
  - Positioning Strategy for the brand
  - Communication Needs Assessment
  - Communication and Media Strategy

A marketing plan which will translate the proposed marketing strategy into a concrete activities in the following areas will be developed.

- Communication and branding Initiatives to build overall brand awareness and positioning  
This will include initiatives like:
  - Media activities
  - Development of marketing collateral , brochures, flyers
  - Branding and Visibility at Distributor and Retail Level
- Pricing interventions based on the pricing strategies proposed both at the distributor and retail price levels including :



- Retail, Wholesale and Distributor pricing
  - Distributor Margins
  - Distributor Incentives
- Interventions to build and optimize the distributor network to effectively increase the reach of PSC products including
    - Drive to appoint distributors for products /areas where there are availability gaps.
    - Distributor Engagement Plans like distributor meetings and other events
    - Revamp presence at wholesale and retail level
  - Marketing investment and other organizational resources required to implement the plan.

The plan will be phased as per the requirements of different product groups and will start initially with the activities focused on the upcoming wheat season.

**Deliverables : Marketing Strategy Document and 12 Month Marketing Activity Plan\*\***

**Phase IV : Deployment , Monitoring and Advisory**

- Work with the Punjab Seed Corporation team and support them in monitoring the deployment and execution of the marketing plan activities.
- Monitoring the deployment of the key marketing initiatives
- Advise the PSC senior management on key interventions required to keep the deployment on track.

**Deliverables :**

Senior Consultant will spend 5-6 day every month in the Punjab Seed Corporation Office (2-3 days every fortnight) and/or on field visits and advising and updating the MD regarding deployment of marketing plan and recommending interventions and measures required at an operational level to keep the marketing plan deployment on track.

In addition, he will also be available on call for the MD (or any of his designated managers) to discuss and advise on any urgent issues.

An Associate Consultant will be based in the Punjab Seed Corporation on a full time basis and will be monitoring the deployment of all marketing initiatives and will also be carrying out regular field's visits in this regard and also co-coordinating with both the Senior Consultant and PSC MD.

\*\*Development and production of marketing collateral and communication materials as part of marketing plan which requires deployment of additional resources can be carried out at additional cost.

**SECTION-II**  
**INSTRUCTIONS TO APPLICANTS**

**1. Fraud & Corruption**

- i. The Agency requires that the Applicant observes the highest standard of ethics in relation to the submission of the EOI for prequalification and further documents required for prequalification and thereafter.
- ii. The Agency will reject a proposal for prequalification if it determines that the Applicant has directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for the contract in question and will declare the applicant ineligible, either indefinitely or for a stated period of time.

**2. Eligibility**

- i. An applicant involved in litigation with any other Government Department, Semi Government Department, Autonomous Organization/Institution shall be ineligible for prequalification.
- ii. An Applicant declared blacklisted / debarred by any public sector organization or department in Pakistan shall be ineligible for prequalification.

**3. Clarifications in relation To The PQD**

- i. An Applicant requiring any clarification in relation to the PQD shall contact The Agency in writing at the address indicated in this PQD.
- ii. The Agency will respond in writing to any request for clarification provided that such request is received no later than ten (10) days prior to the deadline/Due Date for submission of the EOI.

**4. Amendments in Prequalification Documents**

- i. At any time prior to the deadline for submission of EOI, The Agency may amend the PQD by issuing an addendum.
- ii. Any addendum issued shall be part of the PQD.
- iii. To give Applicants reasonable time to take an addendum into account in preparing their applications, The Agency may, at its discretion, extend the deadline for the submission of applications.

**5. Cost of Application**

- i. The Applicant shall bear all costs associated with the preparation and submission of EOI. The Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the prequalification process.
- ii. The Agency will not be responsible for any costs or expenses incurred by the Applicant in connection with the preparation or delivery of proposals

**6. Documents Establishing the Eligibility Of Applicant**

- i. To establish its eligibility, the Applicant shall complete the eligibility

**7. Documents Establishing the Qualification Of Applicant**

- i. To establish its qualifications the Applicant shall provide the information requested in the corresponding sheets, prequalification criteria etc.

## **8. Signing the Application**

- i. The Applicant shall prepare and submit the EOI as described in this document. The EOI shall be signed by a person authorized on behalf of the Applicant.

## **9. Sealing and Identification Of Application**

The Applicant shall enclose ONE Original and TWO duplicate copies of its EOI in a sealed envelope that shall:

- bear the name and address of the Applicant,
- be addressed to the Director Administration, Punjab Seed Corporation, 4-Lytton Road Lahore, Punjab, Pakistan,
- bear the specific identification of this prequalification process indicated in the PQD and shall be clearly marked the subject title.
- Each EOI shall be in English accompanied by the supporting documents. Should any original supporting documents not be in English, a certified translation of the same in English shall be provided by the Applicant.
- Applicants are also required to state, in their proposals, the name, title, fax number and e-mail address of their Primary Contact and Secondary Contact, through whom all communications shall be directed until the procurement process has been completed or terminated.
- The Agency will accept no responsibility for not processing any envelope that was not identified as required.

## **10. Late application**

- i. Any application received by The Agency after the deadline/Due Date for submission of applications will not be entertained

## **11. Opening of Applications**

- i. The Agency shall open all application(s) on the 28-08-2017 at 11:30 hrs (PST).

## **12. Confidentiality**

- i. Information relating to the evaluation of Applications, and recommendation for prequalification, shall not be disclosed to the Applicants or any other persons not officially concerned with such process until the notification of prequalification is made to all Applicants.

## **13. Clarifications of Applications**

- i. To assist in the evaluation of applications, The Agency may, at its discretion, ask any Applicant for a clarification of its application which shall be submitted within a stated reasonable period of time. Any request for clarification and all clarifications shall be in writing.
- ii. If an Applicant does not provide clarifications of the information requested by the deadline, the application shall be evaluated based on the information and documents available at the time of evaluation of the application. Failing of which may lead to disqualification of application.

#### **14. Responsiveness of Applications**

- i. All applications not responsive to the requirements of the PQD shall be rejected.

#### **15. Notification of Prequalification**

- i. The Agency shall promptly notify each Applicant as to whether or not it has been pre-qualified after completing the process and procedure of prequalification. The Agency will not be bound to explain or justify the reasons of rejection.

#### **16. Interpretation & Final Determination**

- i. The interpretation and final determination of any matter relating to the PQD, the EOI, all enclosed documents, sections, compliance documents etc. as well as any additional or supplementary information required by The Agency will be at Institution's sole discretion which shall be final and binding on the Applicants.

#### **17. Use of Information**

- i. Permission for disclosure of information submitted by an Applicant as part of the EOI is not required for the release of information to The Agency, its governing bodies/departments, its consultants, advisors and personnel for the purpose of prequalification and evaluation.

#### **18. Governing Law**

- i. This PQD will be governed by and construed in accordance with all applicable Laws in Punjab, Pakistan.

#### **19. General Instructions**

- i. The process will be governed under the Rules, as amended from time to time and instructions of the GoPb received during the completion of the process. The Rules may be obtained from the Punjab Procurement Regulatory Authority ("PPRA") website <http://www.ppra.punjab.gov.pk>. Moreover, the whole PQD shall be construed and interpreted in line with the Rules.
- ii. Applicants must ensure that they submit all the required documents indicated in this PQD. Proposals received without, valid documentary evidence, supporting documents and the manner for the various requirements mentioned in this document or test certificates are liable to be rejected at the initial stage itself. Valid documentary evidences for the critical services rendered as detailed hereinafter should be submitted by the Applicant for scrutiny. It is intimated that no objection shall be entertained regarding the terms and conditions of this PQD at any later stage during pre-qualification process.
- iii. If the Applicant is a Consortium, there must be a Lead Consultant/ Advisor appointed through a Power of Attorney executed by all Consortium members but such Consortium is limited to maximum of 4 members only. If the Applicants are a Consortium each firm of the Consortium (including the Lead Consultant/Advisor) shall furnish a Power of Attorney authorizing an authorised representative of the Lead Consultant/Advisor on their behalf. One member of the Consortium may submit only one EOI and if one member submits more than one EOI, The Agency shall reject all such EOI;

- iv. Power of Attorney to be printed on stamp paper signed and notarized. In the case of a Pakistani Attorney, a copy of his/her national identity card ("NIC") should be attached with the Power of Attorney. In the case of a non-Pakistani Attorney, a copy of his/her passport should be attached. Additionally, in the event a Power of Attorney is being executed outside Pakistan, for the purposes of notarization of the Power of Attorney the stamp of the Notary Public of the country (in which the Power of Attorney is being executed) will have to be affixed to the Power of Attorney and once the document has been notarized, the Power of Attorney must be attested by the office of Ministry of Foreign Affairs in the country (in which the Power of Attorney is being executed). Upon attestation in the aforesaid manner, the Power of Attorney must be attested by the Pakistani Embassy in that country by affixing its official stamp on the Power of Attorney. Once the original Power of Attorney has been brought into Pakistan, adhesive stamps are to be affixed on the same.
- v. In the event the Applicant is a Consortium, all communications and correspondence shall be routed through the Lead Consultant/Advisor. The Agency shall only correspond with the Lead Consultant/Advisor and as such delivery of any notice, information or other correspondence to the Lead Consultant/Advisor shall be considered deemed delivery to all the members of Consortium.
- vi. Annual audited statements of accounts for the last three years of the Applicant duly certified from a registered chartered accountant shall be submitted with the EOI.
- vii. The Applicant, and if applicable, must be registered with the all the concerning revenue authorities and a copy of the NTN (National Tax Number) must be submitted with the EOI.
- viii. The Agency will evaluate the EOI as per evaluation criteria provided hereunder and will prepare a shortlist of the Applicants as per the Rules.
- ix. The Agency may confirm the status of the Applicant for the sake of conflict of interest before completion of the pre-qualification process. For this purpose, the Applicant shall be required to provide this information in specific terms and any misrepresentation shall be made a ground for rejection. Applicants may note that in case of their selection, any such links, if detected during the currency of their contract, would be reported by The Agency to PPRA for cancellation of its registration/license leading to their blacklisting.
- x. The Agency will not reimburse any cost or expenses incurred in connection with the preparation or delivery of the EOI or visits to any office or site.
- xi. The Agency shall be under no obligation to return any EOI or supporting materials submitted by the Applicant.
- xii. Any misinformation forged statements etc. will lead to disqualification from prequalification and any other action as per law.
- xiii. The Applicant must immediately report to The Agency in writing any change in the information provided in its EOI (including any information relevant to any Consortium). The determination of whether the change is material shall be in Institution's sole and exclusive discretion and any material change could also lead to disqualification of such Applicant. Any failure to report change by the Applicant shall constitute grounds for disqualification.

## SECTION-III

### ELIGIBILITY & EVALUATION CRITERIA

#### **1. Eligibility Requirements**

Availability of the following documents in the EOI shall be checked to shortlist the Applicants:

- a. Proof of company/firm's registration in Pakistan with SECP or relevant professional/ regulatory authority (Government, Semi Government, Autonomous and Professional Bodies such as PCATP, PEC etc. (as applicable) etc with latest renewal. and in the case of foreign company/firm, registration with the relevant authority in the country.
- b. Registration with FBR (must be included in the active taxpayer list of FBR) and Punjab Revenue Authority.
- c. Details of similar consultancy contract(s) completed in similar environmental and climatic conditions. Summary list of projects handled by the Applicant. If the Applicant is a Consortium, the details for each of the Consortium members have to be provided.
- d. Copies of reference letters (if any).
- e. Details, in the format provided at Annexure 1 hereto, of similar Works/ Project contracts completed during the last Seven (7) years. If the Applicant is a Consortium, the details for each of the Consortium members have to be provided.
- f. Details, in the format provided at Annexure III hereto, of works completed by the Applicant during last 7 years, indicating total cost of such works and cost of advisory / consultancy services received against those works along with date of start and completion or expected date of completion shall be provided. If the Applicant is a Consortium, the details for each of the Consortium members have to be provided.
- g. The Applicant shall provide audited statements of accounts and annual turnover for the past three years duly supported by audited statements. The audited statements and annual turnover shall be that of the Applicant and not of any parent company, subsidiary or any affiliates of the Applicant, any non-compliance shall constitute as grounds for disqualification.
- h. Undertaking that the Applicant is not blacklisted or debarred by any public sector organization or department in Pakistan or by a Government / Autonomous / International Body.
- i. The Affidavit on Stamp Paper of Rs. 100/- confirming that the firm or its any Director / Partner has never been involved in any corruption not blacklisted and its contract Agreement has never been terminated due to poor performance by any Govt. Semi Government Department / Institute and shall be provided by each member of the Consortium in the event the Applicant is a Consortium.
- j. List and detail of involvement in any arbitration /litigation/dispute with any Client.

- k. List of professional staff along with CVs, in the format provided at Annexure IV, of relevant core staff showing Assignment wise experience with exact time duration for each Assignment. If the Applicant is a Consortium, the CVs of relevant core staff for each of the Consortium members have to be provided.
- l. Documents to substantiate the formation of Consortium (if formed).
- m. The Applicant must have related experience of similar assignments and sufficient knowledge.
- n. The Applicant must fulfill all legal requirements of registration etc.
- o. The Applicant shall have infrastructure and equipment required for carrying out similar projects. Duly completed information form in the format attached as Annexure II hereto. If the Applicant is a Consortium, the information form has to be duly completed by and submitted for each of the Consortium members.

## 2. Evaluation Criteria

- i. Any applicants who do not submit the requisite information or those that are non-compliant with the terms laid out in the PQD and EOI may be removed from the list being considered; remaining Applicants will be evaluated according to the following criteria.
- ii. From the time the Proposals are opened to the time the Contract is awarded, any effort by Consultants to influence the PSC in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in disqualification.
- iii. The decision of the procurement committee regarding relevance of experience/ qualification of personnel/ firm shall be final.

### 2.1 Mandatory Requirement

- i. Registration with SECP/ Registrar of firms.
- ii. Income tax and sales tax registration certificate issued by the FBR
- iii. Registration with Punjab Revenue Authority (PRA)\*  
(\* if the firm is not registered with PRA, in case of successful firm, the registration with PRA will be compulsory before the issuance of award letter)

### 2.2 Parameters of Evaluation

Sr. No	Sections	Score	Score obtained
1	Profile of Firm and Financial Soundness	20	
2	Experience of the Firm	30	
3	Human Resource	50	
	<b>TOTAL</b>	<b>100</b>	

- i. No compromise shall be made on minimum requirements of **50% marks in each Sub-Category (A, B & C,D & E)** and an **overall total minimum of 65% marks** required to prequalify in the aforesaid qualification criteria.
- ii. Verified Documentary evidences are required for evaluation/Marking.
- iii. Similar Project mean similar to Scope of work define in this PQD.

**1- Profile of the firm and Financial Soundness**

**1.1- Profile of the Firm**

**Maximum Marks – 10**

Sections	Score Distribution	Score Obtained
<b>International experience of executing similar contract during last seven year</b> ---- (Maximum Marks -5)		
For one assignment	2	
For Two assignment	4	
For three and above	5	
<b>Registration/Certification with an International Professional body/ Organization</b>	<b>2</b>	
<b>Quality Management System</b> (Certificate issued from ISO or Equivalent )	<b>3</b>	

**1.2 Financial Status (During last 3 year)**

**Maximum Marks – 10**

Section	Score Distribution	Score Obtained
<b>Annual Turnover in PKR Million --- (Maximum Marks-5)</b>		
Minimum 4	2	
5 -7	3	
7and above	5	
<b>Net Worth in PKR Million --- (Maximum Marks-3)</b> <b>(Total Assets –Total Liabilities)</b>		
Minimum 3.00	1	
4-5	2	
5 and above	3	
<b>Current Ratio --- (Maximum Marks-2)</b>		
Up to 1	1	
More then 1	2	

**2- Experience of the Firm**

**Maximum Marks – 30**

Experience of executing similar consulting projects in Pakistan worth minimum PKR 4 or more million during last 7 years.

No of Projects	Score Distribution	Score Obtained
Minimum 2 Project	15	
3 Project	18	
4 Project	22	
5 Project	25	
6 Project	27	
7 Project	28	
8 Project and above	30	



**3- Human Resource Capacity (In House/ Permanent Staff) Maximum Marks – 50**

Sr. No.	Discipline of Key Expert	Score Distributed	Score Obtained
1.	Team Leader / Project Manager	10	
2.	Product Life Cycle Expert	10	
3.	Institutional Development and Capacity Building Expert	10	
4.	Marketing Management Expert	10	
5.	Lead analyst	10	
	<b>TOTAL</b>	<b>50</b>	

<b>1-Team Leader/Project Manager (Maximum Marks -10)</b>	Score Distribution	Score Obtained
<b>I-Relevant Academic Qualification (Maximum-3)</b>		
Phd and above	3	
Master or above (International)	2	
Master or above (National)	1.5	
Bachelor	1	
<b>II- Relevant Professional Experience (Maximum-5)</b>		
Minimum 5 project of similar nature in last 10 years	2	
6 project of similar nature in last 10 years	3	
7 project of similar nature in last 10 years	4	
8 or above project of similar nature in last 10 years	5	
<b>III-Experience of Working Environment (Maximum-2)</b>		
All national Experience	1	
1 or more international experience	2	

<b>2-Product Life Cycle Expert (Maximum Marks -10)</b>	Score Distribution	Score Obtained
<b>I-Relevant Academic Qualification (Maximum-3)</b>		
Phd and above	3	
Master or above (International)	2	
Master or above (National)	1.5	
Bachelor	1	
<b>II- Relevant Professional Experience (Maximum-5)</b>		
Minimum 5 project of similar nature in last 10 years	2	
6 project of similar nature in last 10 years	3	
7 project of similar nature in last 10 years	4	
8 or above project of similar nature in last 10 years	5	
<b>III-Experience of Working Environment (Maximum-2)</b>		
All national Experience	1	
1 or more international experience	2	

<b>3-Institutional Development and Capacity Building Expert (Maximum Marks -10)</b>	Score Distribution	Score Obtained
<b>I-Relevant Academic Qualification (Maximum-3)</b>		
Phd and above	3	
Master or above (International)	2	
Master or above (National)	1.5	
Bachelor	1	
<b>II- Relevant Professional Experience (Maximum-5)</b>		
Minimum 5 project of similar nature in last 10 years	2	
6 project of similar nature in last 10 years	3	
7 project of similar nature in last 10 years	4	
8 or above project of similar nature in last 10 years	5	
<b>III-Experience of Working Environment (Maximum-2)</b>		
All national Experience	1	
1 or more international experience	2	

<b>4-Marketing Management Expert -----(Maximum Marks -10)</b>	<b>Score Distribution</b>	<b>Score Obtained</b>
<b>I-Relevant Academic Qualification (Maximum-3)</b>		
Phd and above	3	
Master or above (International)	2	
Master or above (National)	1.5	
Bachelor	1	
<b>II- Relevant Professional Experience (Maximum-5)</b>		
Minimum 5 project of similar nature in last 10 years	2	
6 project of similar nature in last 10 years	3	
7 project of similar nature in last 10 years	4	
8 or above project of similar nature in last 10 years	5	
<b>III-Experience of Working Environment (Maximum-2)</b>		
All national Experience	1	
1 or more international experience	2	

<b>5-Lead Analyst -----(Maximum Marks -10)</b>	<b>Score Distribution</b>	<b>Score Obtained</b>
<b>I-Relevant Academic Qualification (Maximum-3)</b>		
Phd and above	3	
Master or above (International)	2	
Master or above (National)	1.5	
Bachelor	1	
<b>II- Relevant Professional Experience (Maximum-5)</b>		
Minimum 5 project of similar nature in last 10 years	2	
6 project of similar nature in last 10 years	3	
7 project of similar nature in last 10 years	4	
8 or above project of similar nature in last 10 years	5	
<b>III-Experience of Working Environment (Maximum-2)</b>		
All national Experience	1	
1 or more international experience	2	

## **SECTION-IV**

### **Annexures**

**ANNEXURE I**

**SUMMARY LIST OF ASSIGNMENTS HANDLED BY THE FIRM / CONSORTIUM**

Sr. No.	Name of the Assignment	Location Province/ Country	Client	Cost of the Assignment	Implementation Start Completion	Handled as: • Single Firm: • Lead Advisor: • Consortium Partner:	Total Cost of Services	Cost of Services provided by the Applicant	Scope of Services (Detail of relevant projects)	Scope of Assignment Components / Volume of Work etc.

**ANNEXURE II**  
**INFORMATION FORM**

1. Name of Applicant:
  - a. Address:
  - b. Telephone No(s):
  - c. Fax Number:
  - d. E-mail Address:
  
2. Description of Applicant (ownership/organisation):
  
3. Experience (Number of Years) Local/national and International:
  
4. Name(s) and Address (es) of Associates, if a Consortium; their short description and description of their role in the Consortium/Association.
  
5. Experience of the Applicant (on appended forms) during the past 10 years of similar magnitude and complexity:
  
6. Organization chart showing Applicant's structure
  
7. Capital of Applicant (Audited Financial Statements for the latest three years).
  - Subsidiaries and associates.
  - Annual fees in the last five years in current index.
  - Financial reference [name/address of bank(s)]
  
- 10.1 Professional staff available for the assignment on the appended format.
  
- 10.2 Additional information if any.
  
- 10.3 Signature of the authorized representative of the Applicant:

**ANNEXURE III**

**EXPERIENCE OF THE APPLICANT**

Relevant services carried out in the Last 7 years which best illustrate qualification.

Assignment name:	Approx. value of the contract
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total No. of staff-months of the assignment:
Contact Person, Title/Designation, Tel. No./Address:	
Start date (month/year): Completion date (month/year):	No. of professional staff-months provided by your consulting firm/organization or your sub Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your consulting firm/organization involved and designation and/or functions performed (e.g. Project Director/Coordinator, Team Leader):
Description of Project:	
Description of actual services provided by your staff within the assignment:	

**ANNEXURE IV**

**FORMAT OF CURRICULUM VITAE OF EXPERTS**

**1. Proposed Position** [*only one candidate shall be nominated for each position*]:

**2. Name of Firm** [*Insert name of firm proposing the staff*]:

**3. Name of Staff** [*Insert full name*]:

**4. Date of Birth:**

**Nationality:**

**5. Passport No:**

**6. Education:**

<i>Degree</i>	<i>Major/Minor</i>	<i>Institution</i>	<i>Date (MM/YYYY)</i>

**7. Membership of Professional Associations:**

**8. Other Training** [*Indicate significant training since degrees under 6 - Education were obtained*]:

**9. Languages**

*[For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:*

**10. Employment Record**

*[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:*

<i>Employer</i>	<i>Position</i>	<i>From (MM/YYYY)</i>	<i>To (MM/YYYY)</i>

**11. Detailed Tasks Assigned**

*List all tasks to be performed under this assignment*

## 12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

*[Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 11.]*

1. Name of assignment or project:
2. Year:
3. Location:
4. Client:
5. Main project features:
6. Positions held:
7. Activities performed:

## 13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes my qualifications, my experience, and myself. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_  
*[Signature of staff member or authorized representative of the staff]* Date: \_\_\_\_\_  
Day/Month/Year

Full name of authorized representative:

**ANNEXURE V**

**POWER OF ATTORNEY**

**KNOW ALL MEN BY THESE PRESENTS THAT** by this Power of Attorney ("**Power of Attorney**"), \_\_\_\_\_ [*Insert name of Consortium firm*] having its registered office at [ ], does hereby nominate, appoint and authorize Mr. \_\_\_\_\_ of [insert the Lead Consultant/Advisor] having its registered Head Office at [ ] hereinafter referred to as the "**Attorney**", to do in our name and on our behalf the following:

- i. Sign and submit to University of Agriculture Faisalabad, or its authorized nominee the expression of interest ("EOI") in response to the prequalification documents dated [ ] issued by The Agency and all other documents and instruments required to submit the EOI.
- ii. execute all such deeds, documents and instruments as may be considered necessary and expedient in relation to the foregoing; and
- iii. do and carry out all other actions as may be required by The Agency in connection with the EOI or pre-qualification process as a whole;
- iv. To immediately notify The Agency in writing of any impending or actual revocation as well as any change in the terms of this Power of Attorney.

We, [*Insert name of Consortium Firm*], do hereby ratify and confirm whatsoever the Attorney shall do by virtue of these presents and further agree that whatever the Attorney shall do or cause to be done pursuant to this Power of Attorney shall be binding on [*Insert name of Consortium Firm*].

Furthermore, each provision of this Power of Attorney is severable and distinct from the others. The invalidity, illegality or unenforceability of any one or more provisions of this Power of Attorney at any time shall not in any way affect or impair the validity, legality and enforceability of the remaining provisions hereof.

**IN WITNESS WHEREOF**, we have executed this **POWER OF ATTORNEY** as of (Date).

**[INSERT NAME OF CONSORTIUM FIRM]**

.....

By:

Designation: NIC No.

**WITNESSES:**

1.....

**NAME:**.....

ADDRESS:

NIC OR PASSPORT NO.:

2.....

**NAME:**.....

ADDRESS:

NIC OR PASSPORT NO.:

.....

**AS NOTARIZED BY THE NOTARY PUBLIC**



**ANNEXURE VI**

**Financial Status of the Firm**

<b>Year</b>	<b>Annual turnover</b>	<b>Current Ratio</b>	<b>Net Worth</b>
<b>2014-2015</b>			
<b>2015-2016</b>			
<b>2016-17</b>			

Duly supported with audited financial statements