

**Government of Pakistan
Cabinet Division**



Pakistan Tourism Development Corporation

INVITATION TO BIDS

Pakistan Tourism Development Corporation (PTDC), Cabinet Division, Government of Pakistan, which is responsible for promotion of tourism in Pakistan, invites sealed bids from reputed firms/companies/production houses having minimum experience of ten (10) years for "Development of **Video Film and Musical Score for Brand Pakistan**" using two stage-two envelop bidding procedure in accordance with Rule 36(C) of PPRA Rules, 2004. The firms must be registered with Income Tax, Sales Tax Departments and on FBR's Active Taxpayer's List (ATL).

2. Complete bidding documents may be obtained from the office of the undersigned on payment of non-refundable fee of Rs.2500/- (Rupees Twenty Five Hundreds Only). Bidding documents can also be downloaded from PTDC website <http://www.tourism.gov.pk> and PPRA website www.ppra.org.gov.pk. (Pay order of Rs.2500 must be attached with technical bid in case downloaded from website).

3. The bids, prepared in accordance with instructions in the bidding documents shall reach the office of the undersigned by 20th July 2020 at 11:00 AM. Technical bids will be opened on the same day at 11:30 AM in presence of representatives of bidders. Bid Security/ Earnest money of 2% of the bid value in the shape of Bank draft/Pay order drawn in favor of PTDC shall be furnished in the financial bid as per instructions to bidders in tender document.

4. As per Rule 33(1) of PPRA Rules, 2004, Pakistan Tourism Development Corporation (PTDC), Government of Pakistan reserves the right to reject any or all bids/proposals at any time prior to the acceptance of a bid/proposal.

Manager (P&P)/Project Director

**Pakistan Tourism Development Corporation (PTDC)
Flashman's Hotel, The Mall, Rawalpindi
Tel: 051-9272089 Fax:92711588**

Web: www.tourism.gov.pk Email: info@tourism.gov.pk



Pakistan Tourism Development Corporation

TENDER DOCUMENTS

“HIRING OF FIRMS/ COMPANIES/ PRODUCTION HOUSES FOR DEVELOPMENT OF VIDEO FILM AND MUSICAL SCORE FOR BRAND PAKISTAN”

Advertisement Date: July 3, 2020

Closing Date & Time: July 20, 2020 at 11:00 AM

Opening Date & Time: July 20, 2020 at 11:30 AM

Name of Bidder Firm: _____

PTDC Head Office, Flashman’s Hotel, the Mall, Rawalpindi
Phone: 051-9272811, Fax 051-9271588

DESCRIPTION OF WORK/ SCOPE OF ASSIGNMENT/ TERMS OF REFERENCE

1. BACKGROUND AND JUSTIFICATION

Pakistan Tourism Development Corporation (PTDC) is a public sector corporation established under the Companies Ordinance, 1984. PTDC strives for the development and promotion of Pakistan's tourism industry.

Tourism is an important sector that has a significant impact on a country's development and economy. The main benefits of tourism include income generation, creation of jobs and foreign exchange earnings. The ability of the national economy to benefit from tourism depends on how a country positions itself at the international stage through marketing and branding. Many countries have marketed themselves successfully to attract tourists and investment at local and international level. Such examples include 'Truly Asia Malaysia' by Malaysia, 'Incredible India' by India and 'Amazing Thailand' by Thailand with the main objective of economic growth. In today's world, all countries must compete with each other for attention, respect and trust of investors, tourists, and the governments of other nations. A powerful and positive national brand provides a crucial competitive advantage and this is what provided the basis for development of Brand Pakistan.

1.1. BRAND PAKISTAN:

Government of Pakistan feels there is a glaring gap between the current reality of Pakistan and how the country is perceived at the global level. It has thus undertaken concrete steps to promote tourism industry of Pakistan. National Tourism Coordination Board (NTCB) is tasked to enhance coordination with provinces as well as federal ministries and market & promote tourism potentials nationally and internationally. The government has also launched e-visa services for many countries early this year, showing its firm commitment to tourism sector in the country. In the same vein, development of Brand Pakistan has been planned.

With the aforesaid background, the PTDC initiated process for open competitive bidding and recently hired services of a professional firm for development of Brand Pakistan. The firm has successfully completed development of Brand Pakistan and launching of the Brand is in process. Under the Brand Pakistan initiative, the PTDC now intends to hire the services of a qualified professional firm/ company/ production house for development and production of video film, music and song for the Brand Pakistan as per scope of work/ conditions to dovetail into the thematic Brand identity of Pakistan as stipulated in this tender document.

The proposed video film and musical score would enhance the use of Brand Pakistan to project Pakistan's tourism potential through different mediums including television and social media etc.

2. DESCRIPTION OF WORK

Tourism industry plays an important role in socio-economic development of many countries as it is one of the biggest employment generating sectors across the globe. Successful tourist destinations have developed their brand, theme songs, websites and ensured continuous and powerful presence on social media to attract visitors. As an important stride in the similar directions, Pakistan Tourism Development (PTDC) plans to develop Brand Pakistan's thematic TV/ Digital film and musical score.

Keeping in view national importance of this task, PTDC seeks to engage highly qualified and well reputed firms/ company to perform the assignment.

2.1. OBJECTIVE:

- a) To enhance national and international tourism and market Pakistan as an attractive tourism destination of the region.
- b) To enhance Pakistan as a business destination to encourage investment and economic growth,
- c) To present real face of Pakistan and create progressive perception of Pakistan.

2.3. SCOPE OF ASSIGNMENT:

Pakistan is moving towards much better internet connectivity, improved infrastructure, e-commerce growth, better security situation and improved international image due to progressive steps, the domestic and international tourist traffic is on the rise. To further build the tourist traffic, it is important to further strengthen the tourism image through Pakistan's brand identity supported by thematic TV/ digital film and musical score that covers all major segments of Pakistan's tourism including people, festivals, regional colors, mountains, valleys, history, arts, culture, cuisine, deserts, music etc. The firm/ video will be launched along with Brand Pakistan and is expected to be watched by millions throughout the world via social and mainstream media.

Scope of developing video film and musical score under the Brand Pakistan primarily includes but is not limited to the following:-

- i) Building the image and perception of Pakistan as a safe, secure, friendly and hospitable nation.
- ii) Promoting Pakistan as an attractive tourist destination, especially for international tourists, which meet the needs of all type of tourists.
- iii) Highlighting infrastructure and other facilities i.e. availability and variety of food, accommodation, travel and communication facilities etc
- iv) Projecting cultural, religious, historical, geographical and other tourism related aspects of Pakistan.
- v) Promoting local sports, music, languages, customs, arts, culture and cuisine.
- vi) Highlighting unique competencies & diversities of provinces, regions, cities etc.
- vii) Promoting national and international tourism through recreational tourism, religious tourism, adventure tourism and the like.

2.4. TARGET AUDIENCE:-

Apart from general public at national and international level target audience of the proposed video film and musical score under Brand Pakistan includes:

- a. Tourist Groups
- b. Tourist Planners and Organizers
- c. Travel Agencies
- d. Potential Investors
- e. Pakistani Diaspora etc

2.5. PROJECT DELIVERABLES AND TIMELINES:

The firm should be willing and able to deliver the following services/ deliverables as per timeframe indicated below:-

S#	Description of Services to be Performed	Time
1	<u>DEVELOPMENT OF VIDEO FILM AND MUSICAL SCORE FOR BRAND PAKISTAN</u>	
	a. FILM & PRODUCTION <ol style="list-style-type: none">1. The flagship film, of about 5-6 minute duration, must contain major tourist attractions of Pakistan, and final edit/s should be comprehensive enough to cover all tourism segments (food, destinations, adventure, sports, culture, etc.).2. The collected footage, including drone footage, used to make the flagship film will also serve as a resource for the development of additional 30-40 seconds thematic videos (12 -15 Nos) related to different streams/potential of tourism in Pakistan.3. The film is to be shot on Red-Epic Dragon/ Red Monstro 8K/ Alexa Mini/ Alexa Mini LF or equivalent with high quality editing/ production techniques/ industry benchmarks.4. The firm must have their own production house and access to a full-grade post-production facility including a properly equipped studio to record audio and edit music for various cuts.5. The shortlisted firms will be provided with the brief about the script, staging, mood and theme of the film together with a brief on the brand anthem (lyrics and musical genres required).	60 days
	b. <u>MUSICAL SCORE, ADAPTIVE AUDIO CAMPAIGN</u> <ol style="list-style-type: none">1. The firm must develop a primary musical score or anthem for the film which may be required to dovetail into a thematic song to be recorded by a Tier 1 vocal artist, i.e., most popular and/or renowned singers/vocalists of Pakistan and/or diaspora.2. The thematic score/melody of this song may be used as the signature music bed and its various iterations.	45 days

	<ol style="list-style-type: none"> 3. The musical score must act as an adaptive audio campaign, which can be further broken down into smaller musical pieces, and processed across a series of audio touch points (jingle, audio logo, brand sting, etc.). 4. The adaptive audio campaign must be such that it can be used across different platforms, and be interpreted across a variety of musical genres (rock, pop, tribal, regional, jazz, classical, etc.). 5. The firm must develop lyrics, composition, music, and melody in such a way that it communicates the message of Brand Pakistan from a tourism perspective. 6. The audio must be cinema-ready featuring 7.1 surround sound. 	
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3. REQUIRED EXPERTISE:

- i) The firm must have at least 10 years of experience in Thematic/Launch Commercial filmmaking and at least 5 years in brand identity development.
- ii) The firm must demonstrate proven filmmaking experience of projects of similar nature and complexity such as showcased the beauty of Pakistan, with the logistical ability to cover the length and breadth of the country with world-class production capability.
- iii) The firm should have a show-reel that proves their ability and experience in cinematically capturing Pakistani landscapes, culture, beauty, art, history, natural environments, tourism, festivals, art and crafts, and regional diversity within and among these categories.
- iv) The firm must have the ability to commission and/or compose original scores and soundtracks with all legal rights procured before heading into production.
- v) The firm must demonstrate prior experience and/or capacity to undertake such a project.
- vi) The firm must have a team of visually intelligent, young and energetic individuals who can commit to at least 30 days of rigorous countrywide travel and working edits during production with multiple rounds of amendments till the final release.
- vii) The firm/s that pre-qualify and/or are shortlisted will be given an introduction to Brand Pakistan together with a brief for the vocal, musical, script and broadcast assets required.
- viii) Shortlisted firms will present their treatments, storyboards, and music references based on the concept shared.
- ix) The firm will be required to provide a comprehensive road map of the production/s with a planned schedule of recordings/shoot/deliverables.
- x) The firm must demonstrate experience in undertaking challenging projects and show a keen interest in working for the larger interest of the promotion of the country and its people.

- xi) The firm shall have knowledge about institutional, legal and regulatory issues related to tourism industry, as evidenced in their earlier engagements.

4. PLAN OF WORK AND REPORTING:

The team shall ensure adequate involvement of all concerned stakeholders in the assignment preparation through information and consultation. The team shall consult with appropriate representatives of the relevant departments, relevant academic institutions, research institutes, private sector representatives and non-governmental organizations (provincial, national and international), indigenous organizations, donor agencies and other actors active in the tourism industry. The plan of work must include details of activities to be carried out to achieve the objectives of the project as per scope/ deliverables.

5. SUPERVISION:

The Firm/ individual will be directly supervised by Pakistan Tourism Development Corporation, Cabinet Division, Government of Pakistan and shall work in close coordination with focal person of PTDC.

- iii) the revised technical proposal and the financial proposal shall be evaluated in the manner prescribed above. The bid found to be the lowest evaluated bid in the light of principle of value for money shall be accepted.

4. Preparation of bids

4.1. Technical Proposal: The following documents shall be furnished with the technical proposal and properly flagged/ indexed as indicated:-

- i. Standard bid forms (Form-I to Form-V) duly filled, signed and completed (enclosed at **Annexure-II**).
- ii. Detailed profile of the company/ firm including name, registered address, telephone /fax number (s), e-mail address and year of establishment, type of ownership, name, address and contact numbers of the owners/partners etc, name of authorized representative and clientele (**Appendix-A**).
- iii. List of equipment, machinery and other resources for the project (**Appendix-B**)
- iv. Annual financial statements duly audited by chartered accountants along with income tax returns for the last three years (financial soundness) [**Appendix-C**]
- v. A copy of the National Tax/ Sales Tax registration certificate/ registration and/ or incorporation certificate, ATL. [**Appendix-D**]
- vi. Undertaking on stamp paper (minimum value of Rs.50) that the firm has never been blacklisted by any Govt. Agency and that the firm is not involved in litigation with any government agency. [**Appendix-E**]
- vii. One set of complete bid document duly signed and stamped by the firm/ company must be affixed with the technical proposal to authenticate that the bidder company agreed to the terms and conditions of tender. [**Appendix-F**]

4.2. Financial Proposal: The firm being declared as technically responsive shall furnish the following documents in the financial proposal duly prepared in accordance with instructions to bidders:

- i. Financial bid as per enclosed form at **Annexure-III**.
- ii. **Bid Security** amounting to 2% of the total bid price all inclusive in form of deposit at call or pay order in favor of Pakistan Tourism Development Corporation in envelope of financial proposal.

5. Format and signing of bids

- 5.1 The complete bid shall be without alteration and erasures, except those to accord with instructions issued by the employer, or as necessary to correct errors made by the bidder, in which case such correction shall be initialed by the person or persons signing the bid/ accepting the letter of award.
- 5.2 Each page of tender documents shall be duly signed and stamped by the bidder before making submissions.
- 5.3 Each bidder company may submit only one tender.
- 5.4 Bidders shall indicate all information required in the tender documents.

6. Submission of Bids

- 6.1 The bidders shall prepare a copy of documents comprising the tender and shall seal the original copy of the tender in an inner and outer envelope duly marked as “ORIGINAL” and “COPY” as appropriate.
- 6.2 Tender modification or notice of withdrawal shall be prepared in sealed envelope, marked and delivered as appropriate.
- 6.3 Withdrawal of the tender during the interval between deadline for submission of the tender and the expiration of the period of tender validity specified by the bidder in the form of the tender may result in forfeiture of the bid security.
- 6.4. The envelope containing the bid shall be marked as “**Proposal for Development of video film and musical score for Brand Pakistan**” and must reach the office of the procuring agency at the address, time and date mentioned in the invitation to bids. The bids will be opened on the same day at the office of Pakistan Tourism Development Corporation, Flashman’s Hotel, the Mall, Rawalpindi at 1130 hours in the presence of the bidders or their authorized representatives, if they choose to attend the proceedings.
- 6.5. The Procuring Agency reserves the right to accept or reject any or all the bids as per Rule 33 of PPRA Rules, 2004.

7. Tender Opening and Evaluation

- 7.1 The authorized committee of the procuring agency will open the bids in the presence of the bidders or their representatives who choose to attend on date, time and venue mentioned in invitation to bids/ tender document.
- 7.2 Proposals of firms/ companies for which an acceptable notice of withdrawal has been received, shall not be opened. The procuring agency will examine the bids to determine whether the bid proposals/ tender documents have been properly signed and completed as per instructions to bidders. During tender opening, the procuring agency will announce the bidder name, written notifications and withdrawal, if any, and will determine the qualification/ eligibility of bidders as per tender documents.
- 7.3. Technical proposals of those firms who do not fulfill the minimum qualification/ eligibility criteria as per bidding document shall be rejected and their financial proposals shall be returned unopened.
- 7.4. After scrutiny of the technical proposals, the procuring agency shall prepare for its own record minutes of the tender evaluation proceedings and the information disclosed to those who were present.
- 7.5. Financial proposals of technically qualified firms will be opened on date, time and venue as may be communicated to the bidders in advance.

8. Bid Validity

- 8.1. The bids shall remain valid and open for acceptance for a period of Ninety Days after the date of tender opening.
- 8.2 In exceptional cases prior to expiry of tender validity period, the procuring agency may request the bidders for a specified extension in the period of

validity. The request and response thereto shall be made in writing. A bidder may refuse the request without forfeiting his tender security. A bidder agreeing to the request will neither be required nor permitted to modify its tender. It will only be required to extend the validity of its tender security correspondingly. The bidders not agreeing to the extension in validity of their bids shall be treated as withdrawn bids and the bids with extended validity periods will only be taken into further consideration.

9. Eligibility of Bidders:

This tender invitation is open to all bidders/firms fulfilling the following eligibility criteria:

- i) The bidder must possess valid registration under Sales & Income Tax Authorities including where relevant SECP or any other government authority-local, provincial or federal, Relevant Provincial Tax Authorities if operational in a province and with other relevant bodies where applicable.
- ii) The bidders under a declaration of ineligibility for corrupt and fraudulent practices issued by any Government (Federal, Provincial or Local) or a public sector organization are NOT ELIGIBLE. The firm must provide an undertaking as required to this effect.
- iii) The bidder should not be involved in litigation with any Government department. The firm must provide an undertaking as required to this effect.
- iv) The Firm/ Companies/ production houses should have relevant experience of providing similar services for atleast 10 years in areas of Thematic/ Launch Commercial filmmaking in Pakistan and at least 5 years in brand identity development.
- v) The bidder must be active on FBR's active taxpayer's list. [a certificate to this effect shall be provided].

10. Evaluation of bids

The bids shall be evaluated in accordance with the prescribed evaluation criteria. Lowest Evaluated Bid will be considered on the basis of 70% weightage of technical proposal and 30% weightage of financial proposal under the principle of value for money as defined in PPRA Rules.

10.1. Preliminary evaluation

- i) The Procuring Entity shall examine the bids to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order.
- ii) The Procuring Entity may waive any minor informality, nonconformity, or irregularity in a bid which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any Bidder.
- iii) Prior to the detailed evaluation, the Procuring Entity shall determine the substantial responsiveness of each bid to the bidding documents. For purposes of this clause, a substantially responsive bid is one, which conforms to the

eligibility criteria, the requisite expertise and all the terms and conditions of the bidding documents without material deviations. Deviations from, or objections or reservations to critical provisions, such as those concerning Applicable Laws, Taxes, & Duties and internationally recognized best practices shall be deemed to be a material deviation for technical proposals and Bid Security for financial proposals. The Procuring Agency's determination of a bid's responsiveness is to be based on the contents of the bid itself without recourse to extrinsic evidence.

- iv) If a bid is not substantially responsive, it shall be rejected by the Procuring Agency and may not subsequently be made responsive by the bidder by correction of the nonconformity.
- v) To assist in the examination, evaluation and comparison of Bids the Procuring Agency may, at its discretion, ask the bidder for a clarification of its Bid. The request for clarification and the response shall be in writing.
- vi) The factors to be considered shall include but not be limited to: Experience, creativeness, innovation, methodology, financial capacity and technical capability of the bidder. Each Firm/ Company/ Production houses will be compared with a predetermined set of minimum values. The Firm/ Company/ Production houses must attain at least the minimum value for each category. The evaluation of Firms/ Companies/ Production houses will be done as per following criteria:
 - a) General Information / Company details
 - b) Innovativeness, methodology, work plan and milestones
 - c) Experience of similar projects with public or private sectors:
 - d) Similar assignments both in terms of nature of work and complexity
 - e) Organizational capacity with regard to HR/Equipment's
 - f) Financial capacity
 - g) Quality Assurance / Quality Control
 - h) Key Personals to be assigned to the Project.
 (Sample evaluation criteria performa is enclosed for reference)
- vii) The decision of the procurement committee of PTDC to accept or reject any bid will be final as per PPRA 2004.

10.2. Evaluation Criteria

The qualifying score out of 100 is 70% of the total Marks, obtained on technical criteria stated below:

S.NO	Evaluation Parameter	Marks
1.	Company profile, operational head/Sub/regional offices	03 Marks
2.	Proposed innovation, creativity and presentation to achieve the project deliverables as per scope of work. Lyrics (lyric quality, poetic appeal, on-brand/theme, attractive / appealing) Composition (thematic, rhythmic, melodious, public association, mixing)	40 marks

	Singer / vocals (famous, popularity) Video (campaignable story line, thematic coverage, original shoot, editing, direction)	
3.	Methodology, work plan and execution plan	10 Marks
4.	Number of years of experience in Thematic/ Launch Commercial filmmaking with public or private sectors: a. Upto 10 years (02 marks), 10-15 years (03 marks), > 15 years (04 marks) b. Industry company reputation/professional references (03 marks)	07 Marks
5.	Number of years of experience in brand identity development, videos/film development of similar proposition: a. 5 years (02 marks), 6-10 years (05 marks), > 15 years (08 marks)	08 Marks
6.	Organizational capacity of the firm with regards to available resources: a. Permanent technical and managerial staff having relevant qualifications & experience (0-05 marks depending on number of qualified staff) b. List of equipment/tools, studio, cameras, drone facility & other relevant facilities available in-house (05 Marks)	10 Marks
7.	Income tax statement (Slab/ceiling of income tax paid during last 03 years) a) Less than Two million (1 Marks) b) Two to Three million (3 Marks) c) Three million and above (5 Marks)	05 Marks
8.	Overall Annual Turnover during last 03 years. Supported with Audited Accounts and / or Tax Returns. a) Less than 20 million (1 Marks) b) 20 to 39 million (3 Marks) c) 40 million and above (5 Marks)	05 Marks
9.	Availability of capital sufficient for Assignment (last 03 years net worth statement). (amount in PKR) a) <= 39 million (1 Marks), 40-79 million (2 Marks) >= 80 million (3 Marks) b) Bank Certificate showing financial soundness (1 Mark) c) Current ATL Certificate (1 Mark)	05 Marks
10.	Key Persons /Professionals dedicated/assigned to the Project. a) Number of personnel (2 Marks) b) Experience of assign personnel (3 Marks) c) Qualification of assigned personnel (2 Marks).	07 Marks

10.3. Financial bids: Opening, Clarification and Evaluation

1. The Procuring Agency will open the financial bids of technically qualified firms, in the presence of bidders' representatives who choose to attend, at the time, date and location to be intimated in advance to such bidders.
2. The bidder's name, Bid Prices, any discount, the presence or absence of Valid Bid Security, and such other details as the Procuring Agency at its discretion may consider appropriate, will be announced by the Procuring Agency at the bid opening. The Procuring Agency will record the minutes of the bid opening. Representatives of the bidders who choose to attend shall

- sign the attendance sheet. Any Bid Price or discount which is not read out and recorded at bid opening will not be taken into account in the evaluation of bid.
3. To assist in the examination, evaluation and comparison of Bids the Procuring Agency may, at its discretion, ask the bidder for a clarification of its Bid. The request for clarification and the response shall be in writing and no change in the price or substance of the Bid shall be sought, offered or permitted.
 4. Prior to the detailed evaluation, the Procuring Agency will determine the substantial responsiveness of each financial bid to the Bidding Documents. For purpose of these Clauses, a substantially responsive bid is one which conforms to all the terms and conditions of the Bidding Documents without material deviations.
 5. Arithmetical errors will be rectified on the following basis:
 - If there is a discrepancy between the unit price and total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected.
 - If there is a discrepancy between the words and figures the amount in words shall prevail.
 - If there is a discrepancy between the Total Bid price entered in Form of Bid and the total shown in Schedule of Prices-Summary, the amount stated in the Form of Bid will be corrected by the Procuring Agency in accordance with the Schedule of Prices-Summary.
 - If the bidder does not accept the corrected amount of Bid, his Bid will be rejected and Bid Security forfeited.
 6. A Bid determined as substantially non-responsive will be rejected and will not subsequently be made responsive by the bidder by correction of the non-conformity.
 7. Any minor informality or non-conformity or irregularity in a Bid which does not constitute a material deviation may be waived by Procuring Agency, provided such waiver does not prejudice or affect the relative ranking of any other bidders.
 8. The lowest evaluated bid shall be determined on the basis of 70% technical score and 30% financial score and the bidder securing highest combined score in technical bid and financial bid shall be the successful bidder.
- 11. Bid Security**
- 11.1 The bidders shall furnish with the financial proposal a Bid Security amounting to) 2% (two percent of the total bid price (refundable) in form of Deposit at Call or Pay Order issued by a scheduled bank in favour of Pakistan Tourism Development Corporation.
 - 10.2 Any bid not accompanied by an acceptable bid security, in value, form or the like, shall be rejected by the Procuring Agency as non-responsive.
 - 10.3 The bid securities of un-successful bidders will be returned as promptly as possible but not later than 30 days after the expiration of the period of bid validity.

GENERAL TERMS & CONDITIONS

1. Clarification of Bidding Documents

- 1.1. A prospective bidder requiring any clarification(s) in respect of the Bidding Documents may notify the Procuring Agency at the provided address.
- 1.2. The Procuring Agency will respond to any request for clarification which it receives earlier than ten (10) days prior to the deadline for the submission of Bids. Copies of the Procuring Agency's response will be forwarded to all prospective bidders, at least five (5) days prior to deadline for submission of Bids, who have received the Bidding Documents including a description of the enquiry but without identifying its source.

2. Amendment of Bidding Documents

- 2.1. At any time prior to the deadline for submission of Bids, the Procuring Agency may, for any reason, whether at his own initiative or in response to a clarification requested by a prospective bidder, modify the Bidding Documents by issuing addendum.
- 2.2. Any addendum thus issued shall be part of the Bidding Documents and shall be communicated in writing to all purchasers of the Bidding Documents. Prospective bidders shall acknowledge receipt of each addendum in writing to the Procuring Agency.
- 2.3. To afford prospective bidders reasonable time in which to take an addendum into account in preparing their Bids, the Procuring Agency may at its discretion extend the deadline for submission of Bids.

3. Tender Price Quote

- 3.1. The firms/ companies shall quote their rates against complete services/ project deliverables with cost breakdown of each component separately in Pak Rupees. Evaluation of financial proposals shall be based on total tender price to determine the lowest evaluated bid as per evaluation criteria. Component prices will be considered for adjustment of components in the scope of work of successful bidder on need basis only.
- 3.2. All rates quoted by the firms must include all applicable taxes.
- 3.3. No revision of rates on any account will be admissible during the period of contract.
- 3.4. Rate should be quoted in Pak Rupees.
- 3.5. The bidders shall bear all costs associated with the preparation and submission of their bids.

4. Liquidated damages

- 4.1. In case the bidder fails to execute the contract in accordance with the terms and conditions laid down in the tender document, penalty @ 0.5% of the total cost per day maximum up to 10% of the total value of order will be imposed.
- 4.2. The quality of services and works will be inspected by the Procuring Agency and if at any time any deviation from the approved specifications/ scope of work

was found, the procuring agency will not be responsible for non-acceptance of any such work/ service/ supply of inferior quality.

5. Process to be Confidential

- 5.1 No bidder shall contact the Procuring Agency on any matter relating to its Bid from the time of the Bid opening to the time of bid evaluation result is announced by the procuring agency. The evaluation result shall be announced at least ten (10) days prior to award of Contract. The announcement to all bidders will comprise reading out prices, discounted prices, price adjustments made, final evaluated prices and recommendations against all the bids evaluated.
- 5.2 Any effort by a bidder to influence Procuring Agency in the Bid evaluation, Bid comparison or Contract Award decisions may result in the rejection of his Bid. Whereas, any bidder feeling aggrieved may lodge a written complaint not later than fifteen (15) days after the announcement of the bid evaluation result, however, mere fact of lodging a complaint shall not warrant suspension of procurement process.

6. Post Qualification

- 6.1. The Procuring Agency, at any stage of the bid evaluation, having credible reasons for or *prima facie* evidence of any defect in supplier's or bidder's capacities, may require the suppliers or bidders to provide information concerning their professional, technical, financial, legal or managerial competence whether already pre-qualified or not:

Provided that such qualification shall only be laid down after recording reasons therefor in writing. They shall form part of the records of that bid evaluation report.
- 6.2. The determination will take into account the bidder's financial and technical capabilities. It will be based upon an examination of the documentary evidence of the bidders' qualifications submitted, as well as such other information required in the Bidding Documents.

7. Award Criteria & Procuring Agency's Right

- 7.1. Subject to Clause 6, the Procuring Agency will award the Contract to the bidder whose bid has been determined to be substantially responsive to the Bidding Documents and who's bid is the lowest evaluated Bid, provided that such bidder has been determined to be qualified to satisfactory perform the Contract in accordance with the provisions of Clause 8.
- 7.2. Notwithstanding Sub-Clause 7.1, the Procuring Agency reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids, at any time prior to award of Contract, without thereby incurring any liability to the affected bidders or any obligation to inform the affected bidders of the grounds for the Procuring Agency's action except that the grounds for its rejection of all bids shall upon request be communicated, to any bidder who submitted a bid, without justification of the grounds. Notice of the rejection of all the bids shall be given promptly to all the bidders.

8. Notification of Award & Signing of Contract Agreement

- 8.1 Prior to expiration of the period of bid validity prescribed by the Procuring Agency, the Procuring Agency will notify the successful bidder in writing ("Letter of Acceptance") that his bid has been accepted.
- 8.2 Within seven (07) days from the date of furnishing of acceptable Performance Security under the Conditions of Contract, the Procuring Agency will send the successful bidder the Form of Contract Agreement provided in the Bidding Documents, incorporating all agreements between the parties.
- 8.3 The formal Agreement between the Procuring Agency and the successful bidder shall be executed within seven (07) days of the receipt of Form of Contract Agreement by the successful bidder from the Procuring Agency.

9. Performance Security

- 9.1 The successful bidder shall furnish to the Procuring Agency a Performance Security amounting to 05% (five percent) of the total tender price in the form of a bank guarantee issued by a scheduled bank in favor of Pakistan Tourism Development Corporation within a period of fourteen (14) days after the receipt of Letter of Acceptance. The performance guarantee must be valid for project completion period plus the defects liability period of one year.
- 9.2 Failure of the successful bidder to comply with the requirements of Clauses 8.2 & 8.3 and 9.1 shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security.
- 9.3. In case the firm failed to make rectification of defects during the defect liability period or refused any legal order of the procuring agency, the performance security shall stand forfeited in favor of PTDC.

10. Integrity Pact

The Bidder shall sign and stamp the Form of Integrity Pact provided at Annex-IV to Bid in the Bidding Document for all Federal Government procurement contracts exceeding Rupees ten (10) million. Failure to provide such Integrity Pact shall make the bid non-responsive.

11. Suspension and Termination

- 11.1 The firm will give immediate notice in writing to the procuring agency of any situation arising from force majeure which makes it impracticable to carry out any of the agreed terms and agree with procuring agency for any suitable course of action.
- 11.2 The procuring agency may suspend the performance of any or all of the agreed terms and conditions by giving one month's notice in writing to the firm.
- 11.3 In case of any dispute, the decision of the Managing Director, PTDC shall be final.

12. Mode of Payment

- 12.1 100% payment will be made to the company/ firm through cross cheque within one month after completion of work/ receipt of invoice/ bills.
- 12.2 No advance payment will be made to the firm.

12.3 The procuring agency shall deduct all admissible taxes under rules prescribed by the Government from time to time.

13. Defects Liability Period

13.1 The defects liability period will be one year for each component/deliverable of the assignment commencing from date of issuance of completion certificate by the procuring agency.

13.2 The contractor will be responsible to make good any defects as may be intimated to it by procuring agency during the defects liability period without any cost to the procuring agency. All costs associated with rectification of defects shall be borne by the contractor itself.



STANDARD BID FORMS

(Note: Standard Bid Forms provided hereunder in this document may be used for disclosure of information/ presentation of bid.

FORM I: LETTER OF APPLICATION

Registered Business Name: _____

Registered Business Address: _____

Telephone: _____

Fax: _____

Email: _____ Mobile Phone: _____

To:

**Manager (P&P),
Pakistan Tourism Development Corporation
Rawalpindi.**

SUBMISSION OF PROPOSAL

Sir,

1. We hereby submit Technical Proposal & Financial Proposal for evaluation with Pakistan Tourism Development Corporation (PTDC) for Provision of services for Development of video film and musical score for Brand Pakistan.

2. I / We Authorize Pakistan Tourism Development Corporation or its authorized representatives to conduct any investigations and to verify the statements, documents and information submitted and to clarify the aspects of this application from any person, bank department, agency or firm.

3. I/ We declare that:
 - i. The statements made and the information provided in the documents is complete, true and correct in every detail.

 - ii. This firm has never been black listed by any Government Department, Semi-Government Authority or Private Company or Corporation and not involved in litigation/ arbitration with any client. (Separate undertaken may be attached).

Respectfully,

(Name/ Designation)
(Authorized representative)
Date: _____

FORM-II: COMPANY GENERAL INFORMATION

1. Name of the Company / Firm: _____ Owner's representative may visit your office premises to ascertain details / data provided by you.

 2. Nature of the Company: _____ Limited/ proprietorship.

 3. Year of Establishment in case of Partnership /Proprietorship _____
Year of incorporation, in case of Private Limited Company _____

 4. Please enclose copy of certificate from Registrar of Firms in case of Partnership/ Proprietorship.

Or

Copy of incorporation Certificate, in case of Private Limited Company.
Certificate No. _____ Dated: _____

 5. Office Address: _____

 6. Phone: _____ Fax: _____ Email: _____
Mobile _____.

 7. Branch Office(s) address (if any): _____

Phone: _____ Fax: _____ Email: _____
Mobile _____.

 8. Name of Company Authorized Representative: _____ (State name and position of your nominated representative to be addressed in future communication).

 9. Name of Technical Representatives: _____
(State Name & Job Title).

 10. Registration with any Government Department: _____
-

FORM III: FIRM'S/COMPANY'S ORGANIZATION AND EXPERIENCE.

A. Firm's/Company's Organization

Provide a brief (two pager) description of the background and organization of the firm and company and joint venture partner for this assignment including strengths and achievements.

B. Firm's/Company's Experience [For Full technical proposals only]

[Using the format below, provide information on each assignment for which your firm and each joint venture partner was legally contracted either individually or as a joint venture for carrying out services similar to the ones requested under current services/bid]

Provide details of atleast three similar projects; use additional sheets for each project and full details of atleast last five years.

Name of similar assignment:	Completion Date:
Name of Client/ Organization:	Address & Phone Nos. Of Client:
Approx value of services performed by the firm (in PKR)	Please provide proof of completion of the assignment (work order/ contract copy etc.)
Brief features/ summary of the assignment:	
Description of actual services provided by your firm in the assignment:	
Start date (month/year) Completion date (month/year);	No. of professionals involved in the execution of event:
Name of joint venture partner or sub consultant, if any	Name of the employees of your firm involved and functions performed.

FORM-IV: FINANCIAL DATA

Firm/Company must be able to demonstrate they have sufficient economic and financial means to fully guarantee finance and execute the assignment during the period of the contract.

1.	Name of Firm/ Company			
2.	Name of Banks & Branch	Bank Bank Bank		Branch Branch Branch
3.	Certificate from Bank	Please attach current Bankers reference / certificate stating financial soundness.		
4.	National Tax Number			
5.	Income Tax paid during last three years	Year 1: Rs. _____ Year 2: Rs. _____ Year 3: Rs. _____		
6.	Overall Annual Turnover during last 03 years.	Year 1: Rs. _____ Year 2: Rs. _____ Year 3: Rs. _____		
7.	Availability of capital sufficient for Assignment (last 03 years net worth statement).	Year 1: Rs. _____ Year 2: Rs. _____ Year 3: Rs. _____		
8.	Professional Tax Registration No.			
9.	Sales Tax Registration No.			

LITIGATION / ARBITRATION INFORMATION

	Indicate Brief Details of Any Litigation / Arbitration Entered into with Any Employer and Result thereof:

**FORM V: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN
FOR PERFORMING THE ASSIGNMENT.**

Technical approach, methodology and work plan are the key components of Technical proposal divided into the following three sections a) Technical Approach, innovativeness/ creativity and Methodology, b) Work plane, and C) Organization and Personnel.

V-a) Technical Approach, Innovativeness, creativity and Methodology

In this section you should explain your understanding for the objective of the assignment/ services, the research conducted on thematic video films and musical scores of tourism industries of the world, the approach adopted/ proposed for the services, innovativeness, creativity and methodology for carrying out the activities and obtaining the expected output and the degree of such output. You should highlight the problems being addressed and their importance and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight compatibility of those methodologies with the proposed approach. The technical approach and methodology section must cover all key project deliverables as outlined in the description/ scope of work in tender document including the additional components suggested by the bidders.

The companies must include the locations to be filmed, the segments to be included in video film, the length of each segment and duration of the video as defined in the scope. Similarly, the details of proposed musical score shall also be disclosed demonstrating responsiveness of the proposal to the scope of work as outlined in bid document.

V-b) WORK PLAN

In this Section, you should propose the main activities of the assignment their contents and duration, milestone, and delivery dates etc. The proposed work plan should be consistent with the technical approach and methodology. It must be noted that proposed work plan should be in consonance with the timelines of the assignment to ensure successful organization of the event as per schedule. Deviation from the work plan or timelines would be construed as delay in execution of work and shall be dealt as per conditions of tender. Comprehensive work plan containing all essential details along with a flowchart may be affixed with technical proposal.

V-c) Organization and Personnel

In this section you should propose the structure and composition of your team including the staff dedicated to the project. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support personnel. The following information in respect of each individual must be disclosed:

1. Name of team member
2. Role/ Responsibility in the assignment
3. Professional qualifications
4. Detail of previous experience in similar role/ responsibility;
5. Years of employments with the firm

FORM OF PERFORMANCE SECURITY
[to be provided by the successful bidder only]
(Bank Guarantee)

Guarantee No. _____

Executed on _____

(Letter by the Guarantor to the Employer)

Name of Guarantor (Scheduled Bank in Pakistan) with
address: _____

Name of Principal (Bidder) with
address: _____

Penal Sum of Security (express in words and
figures) _____

Letter of Acceptance No. _____ Dated _____

KNOW ALL MEN BY THESE PRESENTS, that in pursuance of the terms of the Bidding Documents and above said Letter of Acceptance (hereinafter called the Documents) and at the request of the said Principal we, the Guarantor above named, are held and firmly bound unto the _____

(hereinafter called the Employer) in the penal sum of the amount stated above, for the payment of which sum well and truly to be made to the said Employer, we bind ourselves, our heirs, executors, administrators and successors, jointly and severally, firmly by these presents.

THE CONDITION OF THIS OBLIGATION IS SUCH, that whereas the Principal has accepted the Employer's above said Letter of Acceptance for _____
_____ (Name of Contract) for the _____
_____ (Name of Project).

NOW THEREFORE, if the Principal (Bidder) shall well and truly perform and fulfill all the undertakings, covenants, terms and conditions of the said Documents during the original terms of the said Documents and any extensions thereof that may be granted by the Employer, with or without notice to the Guarantor, which notice is, hereby, waived and shall also well and truly perform and fulfill all the undertakings, covenants terms and conditions of the Contract and of any and all modifications of the said Documents that may hereafter be made, notice of which modifications to the Guarantor being hereby waived, then, this obligation to be void; otherwise to remain in full force and virtue till all requirements of Clause 9, Remedying Defects, of Conditions of Contract are fulfilled.

Our total liability under this Guarantee is limited to the sum stated above and it is a condition of any liability attaching to us under this Guarantee that the claim for payment

in writing shall be received by us within the validity period of this Guarantee, failing which we shall be discharged of our liability, if any, under this Guarantee.

We, _____ (the Guarantor), waiving all objections and defenses under the Contract, do hereby irrevocably and independently guarantee to pay to the Employer without delay upon the Employer's first written demand without cavil or arguments and without requiring the Employer to prove or to show grounds or reasons for such demand any sum or sums up to the amount stated above, against the Employer's written declaration that the Principal has refused or failed to perform the obligations under the Contract, for which payment will be effected by the Guarantor to Employer's designated Bank & Account Number.

PROVIDED ALSO THAT the Employer shall be the sole and final judge for deciding whether the Principal (Bidder) has duly performed his obligations under the Contract or has defaulted in fulfilling said obligations and the Guarantor shall pay without objection any sum or sums up to the amount stated above upon first written demand from the Employer forthwith and without any reference to the Principal or any other person.

IN WITNESS WHEREOF, the above bounded Guarantor has executed this Instrument under its seal on the date indicated above, the name and corporate seal of the Guarantor being hereto affixed and these presents duly signed by its undersigned representative, pursuant to authority of its governing body.

	_____ Guarantor (Bank)
Witness:	
1. _____	1. Signature _____
_____	2. Name _____
Corporate Secretary (Seal)	3. Title _____
2. _____	
_____	_____
(Name, Title & Address)	Corporate Guarantor (Seal)

SAMPLE FORM OF CONTRACT AGREEMENT

[to be signed and provided by the successful bidder only]

THIS AGREEMENT is made and executed on this day of **2020**, between the Pakistan Tourism Development Corporation (PTDC), Government of Pakistan through its Managing Director hereinafter referred to as "The Employer" (which expression shall unless repugnant to the context shall mean and include their successor-in-interest and assigns) of the One Part.

AND

M/s. _____ having its head office located at Office _____ hereinafter called "The Bidder" (which expression shall unless repugnant to the context shall mean and include their successor-in-interest and assigns).

Whereas, tender have been received by the Employer for " " called the "service" and the tender of the bidder for the said work has been accepted by the Employer.

NOW THEREFORE, in consideration of the covenants and agreements hereinafter contained, the adequacy and sufficiency of which is hereby acknowledged, the said parties hereby covenant and agree as follows:

1. In consideration of the covenants and agreements to be kept and performed by the Bidder, and for the faithful performance of this contract, and the completion of the Services embraced therein according to the quality, requirements and conditions, the Bidder shall receive and accept as full compensation for everything furnished and done by the Bidder under this agreement, the contract Price of/- (Rupees:) as stipulated in the letter of intent at the times and in the manner prescribed in the conditions of contract.
2. The Bidder shall commence the said assignment w.e.f.after receipt of written order from the PTDC and shall complete fully the Services in accordance with terms and conditions of the agreement.
3. The following documents shall be deemed to form, and be read and construed as part of this Agreement:-
 - i. Letter of Intent No. _____
 - ii. Letter of Award No. _____
 - iii. The Letter of Acceptance;
 - iv. The completed Form of Bid along with Schedules to Bid
 - v. Conditions of the contract.
 - vi. Tender Documents
 - vii. The priced Schedule of Prices
4. Deliverables/scope of work [as shall be offered by bidder and accepted by the employer]

S#	Description of Services to be Performed	Time
1	<u>DEVELOPMENT OF VIDEO FILM AND MUSICAL SCORE FOR BRAND PAKISTAN</u>	
	<p>a. FILM & PRODUCTION</p> <ol style="list-style-type: none"> 1. The flagship film, of about 5-6 minute duration, must contain major tourist attractions of Pakistan, and final edit/s should be comprehensive enough to cover all tourism segments (food, destinations, adventure, sports, culture, etc.). 2. The collected footage, including drone footage, used to make the flagship film will also serve as a resource for the development of additional 30-40 seconds thematic videos (12 -15 Nos) related to different streams/potential of tourism in Pakistan. 3. The film is to be shot on Red-Epic Dragon/ Red Monstro 8K/ Alexxa Mini/ Alexa Mini LF or equivalent with high quality editing/ production techniques/ industry benchmarks. 4. The firm must have their own production house and access to a full-grade post-production facility including a properly equipped studio to record audio and edit music for various cuts. 5. The shortlisted firms will be provided with the brief about the script, staging, mood and theme of the film together with a brief on the brand anthem (lyrics and musical genres required). 	60 days
	<p>b. <u>MUSICAL SCORE, ADAPTIVE AUDIO CAMPAIGN</u></p> <ol style="list-style-type: none"> 1. The firm must develop a primary musical score or anthem for the film which may be required to dovetail into a thematic song to be recorded by a Tier 1 vocal artist, i.e., most popular and/or renowned singers/vocalists of Pakistan and/or diaspora. 2. The thematic score/melody of this song may be used as the signature music bed and its various iterations. 3. The musical score must act as an adaptive audio campaign, which can be further broken down into smaller musical pieces, and processed across a series of audio touch points (jingle, audio logo, brand sting, etc.). 4. The adaptive audio campaign must be such that it can be used across different platforms, and be interpreted across a variety of musical genres (rock, pop, tribal, regional, jazz, classical, etc.). 5. The firm must develop lyrics, composition, music, and melody in such a way that it communicates the message of Brand Pakistan from a tourism perspective. 6. The audio must be cinema-ready featuring 7.1 surround sound. 	45 days

5. This contract shall be executed in three counterparts, 01 copy each for the office of Employer, one for the bidder and one for Managing Director, PTDC.
6. M/s. _____ shall not obtain or induce the procurement of any contract, right, interest privilege or other obligation or benefit from Government of Pakistan or any administrative subdivision or agency thereof or any other entity owned or controlled by PTDC / Government of Pakistan through any corrupt business practice.
7. Without limiting the generality of the foregoing the Bidder represent 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 of kick back, 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 PTDC except that which has been expressly declared pursuant hereto.
8. The Bidder 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 PTDC and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.
9. The Bidder 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 is agreed that any contract, rights, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other rights and remedies available to PTDC under any law, contract or other instrument, be voidable at the option of PTDC / Government of Pakistan.
10. Notwithstanding any rights and remedies exercised by PTDC in this regard, the Consultant agrees to indemnify PTDC for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to PTDC in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever from PTDC.
11. Time of Completion of Services under the Agreement: As mentioned in clause 4 above.

- 12. The Employer shall have right to terminate the contract as per clause 08 of the condition of the contract.
- 13. Default by Bidder or Employer as per clause 8.1 and 8.2 of the condition of the contract.
- 14. Without prejudice to the conditions laid in Tender Documents, this agreement may be amended or modified through mutual written consent of the parties and shall enter into force on the date of its signature.
- 15. Without prejudice to the conditions laid in Tender Documents, all differences arising from or concerning with the application or interpretation of this agreement shall be amicably settled through mutual consultations & negotiations between the parties. In case of non-settlement, the matter may be referred to Secretary, Cabinet Division for arbitration under the Arbitration Act, 1940.

In Witnesses, WHEREOF the Employer and the Bidder have executed this agreement on the date and place as mentioned above.

Signed and Delivered by the Employer

Above named in the Presence of:

- 1. Name _____ Signature: _____
Address: _____
- 2. Name _____ Signature: _____
Address _____

Signed and Delivered by the Bidder

Above named in the Presence of:

- 3. Name _____ Signature: _____
Address: _____
- 4. Name _____ Signature: _____
Address _____

FINANCIAL BID

**[It may be submitted in a sealed envelope marked as
“Financial proposal” along with bid security]**

Registered Business Name: _____
Registered Business Address: _____
Telephone: _____
Fax: _____
Email: _____ Mobile Phone: _____

Part-I: SUMMARY OF BID PRICES

Bill No.	Description	Total Amount (Rs)
1.	Development of Video Film and Musical Score for Brand Pakistan	
	Total Bid Price (in Words)	

**Signature and Stamp of Company/
Authorized Representative**

FINANCIAL BID

**[It may be submitted in a sealed envelope marked as
“Financial proposal” along with bid security]**

Registered Business Name: _____

Registered Business Address: _____

Telephone: _____

Fax: _____

Email: _____ Mobile Phone: _____

Part II: SCHEDULE OF BID PRICES

S.No	Description of Services to be Performed	Time Frame	Quoted Price
	DEVELOPMENT OF VIDEO FILM AND MUSICAL SCORE FOR BRAND PAKISTAN		
1.	Lyrics, melody, composition, music etc of song which should convey the essence of theme and should represent Pakistan culture and heritage.	45 days	
2.	Complete musical score development (flagship music & smaller musical pieces)		
3.	Cost of Singer/Vocalist (Tier 1)		
4.	Cost of the Video Recording/Editing (Collected Footage – flagship film)	60 days	
5.	Development of additional 30-40 seconds thematic videos (12 -15 Nos) related to different streams/potential of tourism in Pakistan.		
Total (in Rs)		Rs.	
Rupees in Words			

- Timeline will begin from the date of award of contract.

**Signature and Stamp of Company/
Authorized Representative**