



Say No To Drugs

TENDER NOTICE

Through e Pak Acquisition and Disposal System (EPADS) v2.0

Sealed Tenders are invited through (EPADS v2.0) <https://epads.gov.pk> from the Firms who are registered with Tax Authorities on Active Taxpayers List (ATL) of FBR, for the following;

Sr. No.	Description	Tender Fee (Rs.)	Tender Opening Date	Tender Receiving/ Opening Time
1.	Tender No. VU/26-27/09/900 Short Message Services (SMS) (IT)	1,000/-	October 28, 2026	Receiving: 02:30pm Opening: 03:00pm

Tender documents for the above-mentioned tender are also available on the Virtual University of Pakistan website (<https://www.vu.edu.pk/Opportunities/Tenders>). However, bids shall be submitted only through EPADS v2.0. Any bid submitted through any other mode shall not be considered.

The complete tendering process shall be carried out through EPADS v2.0.

Interested bidders are required to register themselves on EPADS v2.0 (<https://epads.gov.pk>) and submit their bids electronically through the EPADS v2.0 portal.

The Bid Security (if applicable), in the amount and form specified in the bidding documents and drawn in favor of the Virtual University of Pakistan, shall be uploaded as a scanned copy on EPADS v2.0.

The original Bid Security, along with one hard copy of the sealed bid, must also be submitted physically to the Virtual University of Pakistan at the address provided below on or before the bid closing date and time.

Bids requiring Bid Security that are submitted without the prescribed Bid Security shall be rejected.

The bid submission and opening schedule shall be strictly observed.

The University reserves the right to accept or reject any bid, or to annul the procurement process at any stage, in accordance with the provisions of the Public Procurement Rules, 2004.

This Tender Notice is also available on the PPRA website (www.ppra.gov.pk) and the Virtual University of Pakistan website.



PROCUREMENT DEPARTMENT

DIRECTORATE OF FINANCE, VIRTUAL UNIVERSITY OF PAKISTAN
SIR SYED MEMORIAL SOCIETY BUILDING 19-ATATURK AVENUE, G-5/1, ISLAMABAD

Phone No: 051-111-880-880 | Extensions: 1354 / 1323 / 3631

Email: po@vu.edu.pk | www.vu.edu.pk | VU NTN: 4388557-8

PID (I) No.3313/26

TENDER DOCUMENT

SHORT MESSAGE SERVICES (SMS) (ICT)

Tender No. VU/26-27/09/900

This tender will be opened on **October 28, 2026 at 03:00pm** in the Procurement Department, Virtual University of Pakistan, Sir Syed Memorial Society, 19-Ataturk Avenue, G-5/1, Islamabad.

Name of Firm/Company: _____

Office Address: _____

Contact Person: _____ Designation: _____

Phone No: _____ Fax No: _____ Cell No: _____

GST Reg. No: _____ N.Tax Number: _____

Active email address (in CAPITAL letters): _____

Status of Firm/Company (Pls. tick appropriate box)

PTA-licensed Cellular Mobile Operator (CMO) ☐

General Services Provider / Reseller ☐

ITEMS MARKED WITH (*) MUST BE ATTACHED: OTHERWISE, YOUR BID WILL BE DECLARED AS NON-RESPONSIVE.

PROCUREMENT METHOD:

“SINGLE STAGE TWO ENVELOPS BIDDING PROCEDURE”

1. Bidding is on the basis of National Competitive Bidding (NCB) in accordance with “Single Stage Two Envelope Bidding Procedure” comprising of “Technical Proposal & Financial Proposal” (Separately Sealed) in single package, as per PPRA Rules 2026 Clause No. 27(b).
2. No bid shall be considered if;
 - Not uploaded at EPADS v2.0
 - Not provided in shape of hard copy by the given schedule at given location
 - Both uploaded and hard copies of the bids must be with the same bidder name
 - Received without Original Bid Security (if any) and Tender Fee in a single envelop
3. Tender document duly completed should reach the Procurement Department, Directorate of Finance, Virtual University of Pakistan, not later than **02:30 pm on October 28, 2026**. Late Tenders will not be entertained. No telegraphic or faxed bid will be accepted.
4. Technical Proposals shall be opened at **03:00 pm on the same date** in the office of Procurement Department, Directorate of Finance, Virtual University of Pakistan, Islamabad.
5. **VU shall open all bids through EPADS v2.0 as per given schedule and place specified above, in presence of the bidders’ representatives who choose to attend the meeting and shall sign an attendance sheet as evidence of their presence.**

6. Sealed Financial Proposals shall be held in safe custody. Financial Proposals will be opened publicly after completing the technical evaluation, in the presence of technically qualified bidder(s), on the date and the timings given afterwards.
7. Financial Proposals of technically non-qualified bidder(s) shall be returned un-opened / not considered.
8. If two or more bidders quote the same price in Financial Proposal, then the contract will be equally divided among all those bidder(s) or will be awarded to the bidder with better technical specification or Virtual University may ask the bidders to submit Financial Proposal again.

TERMS AND CONDITIONS:

1. The notice published in the media shall be considered an integral part of this tender document.
2. The Bidder is expected to examine all instructions, forms, terms and specifications in the Bidding Documents carefully. Failure to furnish the required information may result in the rejection of the Bid.
3. Tender shall be opened on the given date, time and venue. In the case of holiday on given tender opening date, same shall be opened on next working day.
4. Tender should be addressed to the Director Finance, Virtual University of Pakistan.
5. VU takes no responsibility for delay, loss or non-receipt of bids sent by post/courier.
6. Original tender Document, along with item specifications must be attached. All pages must be signed and stamped. (*)
7. Technical evaluation shall be carried out by the Technical Evaluation Committee and finalized according to the recommendations of the Committee.
8. Please attach financial soundness certificate / Account Maintenance Certificate issued by your bank which should not be older than 03 months. (*)
9. The bidder must submit an "Affidavit" on Rs.100/- Stamp Paper that the Bidder/Firm/Company/Contractor is not Blacklisted from Public Procurement Regulatory Authority (PPRA). Draft is given herewith in the document. (*)
10. The bidder submit the list of Directors/Partners/Owners along with the bid.
11. The bidder must be a registered taxpayer with FBR on Active Taxpayer List (ATL) and certificatemust be attached for NTN and GST. (If GST is exempted, please provide necessary evidence). (*)
12. GST should be exclusively/separately indicated in the Tender document and bill/invoice.
13. Bidder(s) should quote their rates (including all applicable taxes & duties at the prevailing rates) clearly on the Tender Document for each item both in figures and words.
14. The bid shall remain valid for a period of three (3) months from the date of opening of the bid. Validity of bid for a shorter period shall be rejected as non-responsive. (*)
15. To submit a tender with the Virtual University of Pakistan, bidders are required to deposit **Rs.1,000/- online in any branch of Allied Bank Limited in Account No. PK58ABPA0010061279710055 (Virtual University of Pakistan).** (*)
16. The original deposit slip must be attached with the bid. This amount is a non-refundable tender fee and is mandatory. Cash, crossed/open cheques, Pay Orders, or Demand Drafts are not acceptable.
17. Bids submitted without the tender fee shall not be accepted. (*)
18. **The bidder shall furnish, as part of its bid, a Bid Security (Earnest Money) amounting to Rs. 1,500,000 in the form of Demand Draft (DD), Pay Order (PO), Call Deposit Receipt (CDR), or Bank Guarantee only. Cheques shall not be accepted.** (*)
19. Bids without bid security shall not be entertained, even if the bidder is technically qualified. (*)
20. A scanned copy of the bid security must be uploaded on EPADS V2.0, and the original hard copy must be submitted physically along with the bidding documents on the closing date. (*)
21. The deposit slip/proof of online transfer of the Tender Fee and Bid Security(ies) must be submitted in the required form, in a separate envelope placed inside the main envelope. (*)
22. The bid security shall be refundable to unsuccessful bidders after finalization of the tender.
23. Bid security of successful bidder (in which warranty/service/support is applicable) will be retained till completion of warranty/service/support period.

24. Items / Services must be delivered / provided to the Virtual University of Pakistan within Thirty (30) **days** from receipt of the Purchase Order.
- No extensions will be allowed unless granted by Purchase committee on solid grounds.
 - Delay in provision of goods/item(s)/services by the bidder(s)/supplier(s) in accordance with the time schedule prescribed in the General Terms and Conditions (GTC) shall not be tolerated and in such default, penalty for delaying goods/item(s) shall be imposed @ 0.1% per day of the total contract / order amount or value of the items / services delivered after due date, which will be capped to maximum of 10% of the total value of the Contract / purchase order / undelivered items/services.
 - The penalty on the value of goods/item(s) not delivered in time will be imposed which may lead to cancellation of order without any liability to the university and the said bidder/supplier/firm/company may also be blacklisted.
 - Moreover, any penalty may be imposed by the VU in case of any default by the bidder/supplier, in addition to initiating legal action against such defaulter. Virtual University has also the right to stop its pending payment or forfeit its guarantee/security submitted to the Virtual University of Pakistan in this procurement or any other contract.
25. Notwithstanding anything contrary provided in the provisions of General Terms and Conditions (GTC) Clauses, the Bidder/Supplier shall not be liable for forfeiture of its performance security, liquidated damages, late delivery charges, or termination for default if and to the extent that it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of the Force Majeure.
- For purposes of this clause, "Force Majeure" means an event beyond the control of the Bidder/Supplier and not involving the Bidder/Supplier's fault or negligence and not foreseeable, such as, acts of God, perils of navigation, floods, storms, earthquakes, fire, hostilities, war (declared), terrorism, Port closure, Impositions of restrictions or regulations by any Government or Government Agency, illegality arising from applicable domestic or foreign laws or regulations, blockage and strikes that is politically motivated strikes and is widespread or nationwide, insurrection.
 - A change in economic/market circumstances or unexpected hike in prices affecting the profitability of a contract or the ease with which parties' obligations can be performed, is not a force majeure event."
 - If a Force Majeure situation arises, the Bidder/Supplier shall promptly notify the Virtual University in writing within five days from the date of such event of such condition and the cause thereof along with evidence, moreover take all steps that are reasonably necessary to mitigate or remove the consequences of force majeure. Where such notice of Force Majeure is not served by the Party claiming Force Majeure within the period prescribed herein then that Party's right to claim Force Majeure for that event would stand irrevocably waived.
 - Unless otherwise directed by the Virtual University in writing, the Bidder/Supplier shall continue to perform its obligations under the Contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The benefit of Force Majeure shall be in favor of the client (VU), if it happened anytime.
26. Virtual University requires Contractors/Bidders, to the highest standard of ethics during the procurement and execution of contracts. For the purposes of this provision, the terms set forth in PPRA Rules /Act shall be applicable:
- VU will bar a firm/company/individual bidders/Contractors /consultant or whatsoever named, in accordance with Blacklisting procedures under Public Procurement Rules 2004 in any case if deems so.
 - Furthermore, the Contractor/ Bidder(s) shall be aware of the provision stated in the General Terms & Conditions of the Contract.
27. Virtual University may, under the applicable Law (s) for a specified period, debar a bidder/ Contractor from participating in any public procurement process of VU, if the bidder or Contractor has
- Acted in a manner detrimental to the public interest or good practices.
 - Consistently failed to perform its obligation under the contract.

- c. Not performed the contract up to the mark.
- d. Indulged in any corrupt practice.

If VU debars a bidder/Contractor, the procuring agency:

- a. The said bidder/firm/company may also be blacklisted for a period of at least three (03) years.
- b. May forward the decision to the Public Procurement Regulatory Authority (PPRA) for publication on the website of the PPRA; and
- c. May request the PPRA to debar the bidder or contractor for procurement of all procuring agencies.

28. Virtual University has the right to take any legal action against the bidder/supplier/firm/company, in addition to blacklisting, if it is found involved in corrupt practices.
29. Virtual University reserves the right to increase or decrease the quantity of goods specified ahead at the time of award of tender as per PPRA Rules. VU also reserves the right to place the order on a partial shipment basis.
30. The supplied items should conform to the standard specifications, must be brand new and be free from defects in all respects.
31. Income tax and GST shall be withheld as per Government rules.
32. Virtual University reserves the right to accept or reject any bid or annul the procurement process at any time as prescribed under PPRA Rules.
33. A bidder requiring any clarification in the bidding document shall contact the VU in writing within **Five (05) days through EPADS v2.0 or through given email**. The VU will respond in writing to respond to any clarification provided that such request is received within time. Should the clarification result in changes to the essential elements of the bidding documents, the VU shall amend the bidding documents at any time prior to the deadline for the submission of bids. The VU may amend the bidding documents by issuing addenda. Any addendum issue shall be part of the bidding document and shall be communicated in writing to all who obtained the bidding document from the VU. The VU shall also promptly publish the addendum to the Bidder on the VU website and EPADS v2.0.
34. To assist in the examination, evaluation, comparison of the Bids, and qualification of the Bidders, the VU may, at its discretion, ask any Bidder for a clarification of its Bid. Any clarification submitted by a Bidder in respect to its Bid and that is not in response to a request by the VU shall not be considered. The VU request for clarification and the response shall be in writing. No change, including any voluntary increase or decrease, in the prices or substance of the Bid shall be sought, offered, or permitted, except to confirm the correction of arithmetic errors discovered by the VU in the evaluation of the Bids. If a Bidder does not provide clarifications of its Bid by the date and time set in the VU request for clarification, its Bid may be rejected.
35. Provided that the Bid is substantially responsive, the VU shall correct arithmetical errors on the following basis:
 - a. if there is a discrepancy between the unit price and the line-item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line-item total shall be corrected, unless in the opinion of the VU there is an obvious misplacement of the decimal point in the unit price, in which case the line-item total as quoted shall govern and the unit price shall be corrected.
 - b. if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected.
 - c. if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (a) and (b) above.
36. Bidders shall be requested to accept correction of arithmetical errors. Failure to accept the corrections shall result in the rejection of the Bid.
37. Amicable Settlement

VU and the Supplier shall make every effort to resolve amicably by direct informal negotiation any

disagreement or dispute arising between them under or in connection with this contract.

Except as otherwise provided in the contract, any difference, dispute or question arising out of or with reference to this contract which cannot be settled amicably, shall within **(30) thirty days** from the date that either party informs the other in writing that such difference, dispute or question exists, be referred to arbitration.

Within 30 days of the said notice, one arbitrator shall be nominated in writing by VU and one arbitrator shall be nominated in writing by the Supplier. The two arbitrators shall initiate arbitration proceedings at Islamabad. In case the two arbitrators do not reach any agreement, a third arbitrator shall be selected by the two arbitrators.

The arbitration shall be conducted in accordance with the rules of procedure set forth in the Arbitration Act 1940 or as subsequently amended. The contract of the majority of the arbitrators shall be final and binding on both Parties. Each party shall bear the cost of its own arbitrator and the cost of the third arbitrator shall be borne equally by both parties.

In the event of an arbitrator resigning or becoming incapable or unable to act, the party nominating such arbitrator shall be entitled to appoint another one in the place of the outgoing arbitrator. Proceedings shall continue without recommencing as if such arbitrator had been originally nominated.

An abnormally Low Bid is one where the Bid price, in combination with other constituent elements of the Bid, appears unreasonably low to the extent that the Bid price raises material concerns with the Procuring Agency as to the capability of the Bidder to perform the Contract for the offered Bid price. In the event of identification of a potentially abnormally Low Bid, the VU shall seek written clarification from the Bidder, including a detailed price analysis of its Bid price in relation to the subject matter of the contract, scope, delivery schedule, allocation of risks and responsibilities and any other requirements of the bidding document. After evaluation of the price analysis, in the event that the VU determines that the Bidder has failed to demonstrate its capability to perform the contract for the offered Bid price, the VU shall reject the Bid.

38. The University reserves the right to accept or reject any bid or annul the procurement process at any time in accordance with PPRA Rules.
39. Payment shall be made as per actual verified quantity after submission of the Sales Tax Invoice, duly verified by the concerned department, in accordance with SRO 660(I) 2007. Income tax and GST shall be withheld as per Government rules.
40. Delivered items must conform to standard specifications and VU requirements and free from any defect(s) in all respect.

MANDATORY DOCUMENTS REQUIRED

**(MUST BE ATTACHED WITH THE TECHNICAL PROPOSAL ON TOP OF ALL DOCUMENTS
AND TO BE SUBMITTED AT THE TIME OF OPENING OF TECHNICALS BID(S):**

Sr. No	Description	Attached (Yes / No)
	General	
1	Bid Security in the shape of DD/PO/CDR or a Bank Guarantee amounting to Rs. 1,500,000/-	
2	Tender document duly filled, signed & stamped by the bidder	
3	Tender Fee Rs. 1,000/- in shape of paid Bank Deposit Slip	
4	Financial soundness certificate / Account Maintenance Certificate issued by Bidder's bank (not older than 03 months)	
5	Affidavit on Rs.100 stamp paper that the bidder/firm/company is not Blacklisted from PPRA	
6	Copy of NTN & GST certificate	
7	Copies of Last Three Tax Return of both Income Tax and Sales Tax	
8	Validity of the bid for a period of three (3) months (Confirmation required)	
9	Delivery of ordered items within given Days (Confirmation required on Letterhead)	
	Technical (Certificate(s) required	
1	The Bidder must have valid license or letter of authorization by the authority to provide the SMS services. (Certificate of valid license of provided Services)	
2	The Bidder should be in Operations in Pakistan (Copy of Certificate(s) of incorporation or Registration document showing legal status for operations in Pakistan.	

NOTE:

- Your bid will be rejected if any of the above documents are not attached with the bid.
- Warranty certificate on the supplier(s) letterhead shall be provided in original by the successful bidder(s)/supplier(s) upon delivery along with the invoice.

Bidder's Name: _____

Sign & Stamp of Bidder: _____

EVALUATION CRITERIA:

- i. Initial scrutiny of tender documents/bids
- ii. Technical Evaluation as per BOQ
- iii. Evaluation of Demo / sample Unit(s) **if needed**
- iv. Selection of technically compliant bidder(s)
- v. Financial Evaluation of compliant bidders(s)
- vi. Award of tender to the Most advantageous bidder(s)

**Procurement Department
Directorate of Finance
Virtual University of Pakistan
Sir Syed Memorial Society Building,
19-Ataturk Avenue, G-5/1, Islamabad
UAN: 051-111-880-880
Technical Queries Ext 3631
Financial Queries 1323, 1354
VU NTN: 4388557-8
Email: po@vu.edu.pk**

Declaration by the Bidder

Should be on Rs.100/- stamp paper

I, being the owner/proprietor/director/authorized representative of the firm/company, hereby certify that I have read and understood all the terms and conditions of this office and accept the same without any reservation.

I further confirm that all items and/or services provided shall be of the best quality, strictly in accordance with the prescribed standards, specifications, and requirements. I undertake to replace or redo, at my own cost, any item or service found to be substandard, unsatisfactory, or defective, without any claim whatsoever against the Virtual University of Pakistan (VU).

In case of failure to comply with the above, I understand and agree that VU shall have the right to impose penalties, confiscate the earnest money and blacklist the firm/company in accordance with applicable rules.

I hereby also confirm to provide on-site warranty including service & support with parts for complete unit(s) (where applicable) from the date of delivery.

I further declare that, as of the date of this undertaking, the firm/company is not blacklisted by the Public Procurement Regulatory Authority (PPRA) or any other government organization.

SIGNATURE & STAMP

Name: _____

Designation: _____

TECHNICAL PORTION

(Must be placed in separate sealed envelope marked as "TECHNICAL PROPOSAL") All documentary information must be attached with the Technical Proposal.

TECHNICAL TERMS AND CONDITIONS:

1. OBJECTIVE

The Virtual University of Pakistan (VU) intends to acquire Bulk One-Way Local SMS Services. The objective of VU is to provide a reliable and economical SMS Services for various VU Projects, Programs and direct contact with students, faculty and public across the country.

2. SCOPE OF WORK

VU intends to procure **SMS volume** for a period of one (1.0) Year.

Mask: Character length is between 3 to 11 characters.

Option of creating customized masks must be available.

Charges: SMS will be charged based on 160 characters per English SMS.

Configuration: Configuration of offered packages for all three segments (as given in table below) with VU System(s) will be the responsibility of the vendor. VU System(s) details will be provided after finalization of tender.

The quoted rates shall remain valid for a period of One (01) Year from the date of issuance of Purchase Order, which will be extendable on yearly / half yearly basis at quoted approved rates, with mutual understanding of both the parties up to maximum of three (03) years.

3. BOQ FOR THE SUPPLY OF TRANSACTIONAL & PROMOTIONAL SMS SERVICES

Sr. No.	Description	No. of SMS Required
1	One-way SMS Transactional (IT Department)	1,800,000
2	One-way SMS Transactional(Examinations Department)	1,500,000
3	One-way SMS Transactional (DigiSkills Training Project)	200,000
4	One-way SMS Promotional (Marketing Department)	2,500,000
	Total	22,200,000

4. MANDATORY OPERATIONAL REQUIREMENT

- The selected bidder shall provide Local SMS Service.
- The selected bidder shall Provide SMS Services One Way.
- SMS should be sent with Masking.
- Delivery on all regular and ported telecom numbers must be with **Masking**.
- Friendly user SMS web portal.
- API facility integration with VU System(s).
- Provision of bulk SMS delivery in single API call, must be available.
- Urdu SMS Facility (optional).
- Separate activation will be required for all above three segments.
- Separate billing of all above three segments will be required.
- Separate operational accounts for vendor SMS web portal of all above three segments will be required.
- Separate operational accounts for vendor SMS API integration of all above three segments will be required.
- Separate Masks (PTA approved) should be provided for all above three segments.
- 100% of ordered SMS volume will be provided on the date of activation of services for all above three segments.

- o) All the messages should be sent via **transactional route and Promotional route as per segment requirement**.
- p) Capability to send SMS to any SMS capable mobile phone on supporting networks.
- q) Graphical reports of SMS usage.
- r) Complete log of SMS delivered or dropped at any point of date or time of all above three segments will be required.
- s) Delivery reports of campaigns can be extracted from delivery report tab along with time and status.
- t) Detailed Analytics/Graphs: The SMS system will generate periodic graphical and tabular downloadable reports campaign wise, time wise and mask wise. The system should provide **at least six months** historical data.

5. TECHNICAL EVALUATION CRITERIA

MANDATORY DOCUMENTARY REQUIREMENT (TECHNICAL) (MUST BE ATTACHED WITH TECHNICAL PROPOSAL):

Sr. No	Basic Requirement	Specific Requirement	Document Needed	Attached (Yes / No)
1	Legal Entity	The Bidder should be in Operations in Pakistan	Copy of Certificate(s) of incorporation or Registration document showing legal status for operations in Pakistan.	
2	Status	The Bidder must have valid license or letter of authorization by the authority to provide the SMS services.	Certificate of valid license of provided Services (Certificate required)	

TERMS AND CONDITIONS FOR SUCCESSFUL BIDDER

Scope of Services

1. The successful bidder shall provide local, one-way (outbound) SMS services within Pakistan, as per the approved technical specifications.
2. Services shall include masked SMS delivery, web-based SMS portal access, and API-based integration with Virtual University of Pakistan (VU) systems.
3. The services shall be provided for separate SMS segments, as defined by VU, with independent configurations and controls.
4. All sender masks provided shall be PTA-approved and compliant with applicable telecom regulations.
5. Any regulatory non-compliance resulting in service suspension, penalties, or blocking shall be the sole responsibility of the bidder.
6. Separate activation shall be performed for each SMS segment as instructed by VU.
7. Separate PTA-approved sender masks shall be provisioned for each SMS segment.
8. 100% of the ordered SMS volume shall be provisioned and made available on the date of service activation.
9. No partial provisioning shall be accepted.
10. The bidder shall provide separate operational accounts for:
 - a. SMS Web Portal (per segment)
 - b. SMS API integration (per segment)
11. Separate billing, reporting, and access credentials shall be maintained for each SMS segment.
12. Credentials shall be treated as confidential, and access shall be restricted to authorized personnel only.
13. The bidder shall provide secure API access for SMS submission and delivery reporting.
14. The API must support bulk SMS submission in a single API call.
15. Delivery reports with time stamps and delivery status shall be available via API and portal.
16. Any changes to API endpoints or formats shall be communicated to VU at least 30 days in advance.
17. Planned maintenance, if any, shall be communicated to VU in advance, except in emergencies.
18. Reporting, Logs & Data Retention
19. The bidder shall provide:
 - a. Graphical and tabular usage reports
 - b. Campaign-wise, time-wise, and mask-wise analytics
 - c. Complete logs of sent, delivered, failed, pending, or dropped messages shall be available with date and time stamps.
 - d. A minimum of six (06) months historical data retention shall be maintained.
 - e. Reports shall be downloadable in standard formats.
20. All data exchanged between VU and the bidder shall be treated as confidential. The bidder shall not disclose, reuse, or share SMS content, metadata, or recipient information with any third party.
21. Secure communication channels (e.g., HTTPS) shall be used for portal and API access.
22. The bidder must itself hold a valid PTA licence/authorization for provision of the required SMS services and shall have the requisite PTA-approved masking/sender-ID rights. The licence/authorization be submitted with the Technical Proposal.
23. Resellers/sub-resellers or bidders relying upon the licence/authorization or masking rights of another service provider shall not be eligible.

Billing & Payments

1. Billing shall be separate for each SMS segment, as per agreed rates.
2. Payments shall be made subject to verification of usage reports and service delivery.

SLA AGREEMENT FOR SUCCESSFUL BIDDER

1. Scope of Services

- i. The Service Provider agrees to provide Local SMS Services for Virtual University of Pakistan, including:
 - a. One-way (outbound) SMS delivery to all regular and ported mobile numbers in Pakistan.
 - b. Masked SMS delivery (PTA-approved masks).
 - c. SMS submission via web portal and API integration with VU systems.
 - d. Delivery reporting, analytics, and historical data retention.
 - e. Ensuring transactional routing for all messages.
- ii. Services shall be provided for all defined SMS segments with separate portal and API accounts, billing, and masks, as specified in the attached schedule(s) or purchase order(s).

2. Service Levels

- i. Response Time:
The Service Provider shall respond to service-related complaints or technical issues within 6 hours during office hours of notification from VU via phone, email, or other agreed channels.
- ii. Resolution Time:
The Service Provider shall resolve reported issues, including restoring SMS delivery, API connectivity, or mask-related problems, within 24 hours of acknowledgment.

3. SMS Service Continuity

- i. Issue Resolution Process:
Upon identification of a service issue (e.g., failed SMS delivery, API outage, incorrect masking), the Service Provider shall restore full service within 3 days of acknowledgment, inclusive of any corrective measures or configuration updates.
- ii. Quality of Service:
 - a. SMS delivery must meet all technical specifications outlined in the tender.
 - b. No promotional routing for transactional SMS.
 - c. All masks must remain PTA-approved and functional.

4. Penalties

Failure to Meet SLA:

- i. Delay in response beyond 6 hours: Penalty of Rs. 5,000 per hour.
- ii. Delay in resolution beyond 24 hours: Penalty of Rs. 10,000 per day.
- iii. Non-provision of SMS service (including masks or API/portal access) as per schedule:
- iv. VU reserves the right to blacklist the Service Provider for a period three (03) years.

5. Miscellaneous

- Any modifications or amendments to this SLA must be in writing and signed by both parties.
- This SLA is binding for the 1-year duration, unless terminated earlier under the terms of the contract or purchase order.
- All notices and communications shall be sent to the authorized representatives of both parties.

6. Signatures

This SLA is executed in **duplicate originals**, each deemed an original, together constituting **one agreement**.

Party	Name & Title	Signature	Date
Client (VU)	_____	_____	_____
Service Provider	_____	_____	_____

FINANCIAL PORTION

(Must be placed in separate sealed envelope marked as "FINANCIAL PROPOSAL"
Items List as Per Specifications Given In Technical Portion

Sr. No.	Description	Rate per SMS Rs.	GST (If applicable)	Rate per SMS with Taxes Rs.	No. of SMS	Total Amount with Taxes Rs.
1	One-way SMS Transactional (IT Department)				1,800,000	
2	One-way SMS Promotional (Marketing Department)				2,500,000	
3	One-way SMS Transactional (Examinations Department)				1,500,000	
4	One-way SMS Transactional (DigiSkills Training Project)				200,000	
	Grand Total Amount Rs.					

Grand Total Amount in words (Rs.): _____

Rate of GST applied: _____ %