

GOVERNMENT OF PAKISTAN

MINISTRY OF NATIONAL HEALTH SERVICES, REGULATIONS & COORDINATION

NATIONAL ACTION PLAN ON POPULATION

TENDER / BIDDING DOCUMENT

HIRING OF MEDIA AGENCY(IES) FOR LAUNCH AND IMPLEMENTATION OF POPULATION AWARENESS MEDIA CAMPAIGN

Particular	Details
Procuring Agency	Ministry of National Health Services, Regulations & Coordination, Government of Pakistan
Project	National Action Plan on Population (PSDP)
Procurement Title	Hiring of Media Agency(ies) for Population Awareness Media Campaign
Tender / IFB No.	[----]
Procurement Method	Open Competitive Bidding – Single Stage Two Envelope
Submission Mode	EPADS / e-Procurement System, as applicable
Estimated Cost	Rs. [---]
Bid Security	Rs. [---]
Contract Period	2026-27-2027-28
Bid Validity	120 days
Issue Date	[----]
Closing Date & Time	[----]

IMPORTANT NOTICE

This bidding document shall be read together with the applicable Public Procurement Rules, 2004, as amended from time to time, PPRA regulations/instructions, EPADS requirements and applicable Government financial rules. Where a mandatory statutory provision conflicts with this document, the statutory provision shall prevail.

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Note: Page numbers will be finalized after completion/formatting of the issued version.

SECTION I – INVITATION TO BID

The Ministry of National Health Services, Regulations & Coordination, Government of Pakistan, invites sealed/electronic bids from eligible and reputed media/advertising/communication agencies for the planning, creative development, production, media planning, media buying, dissemination, monitoring and reporting of a population awareness media campaign under the PSDP Project titled “National Action Plan on Population”.

1. Procurement Method

The procurement shall be conducted through Open Competitive Bidding using the Single Stage – Two Envelope procedure, where applicable under PPRA Rules. The Technical Proposal and Financial Proposal shall be submitted separately in the manner prescribed in this document.

2. Nature of Services

- Integrated campaign strategy and media planning.
- Creative development and production of campaign materials.
- Television, radio, print, digital/social media and outdoor/OOH media placement.
- Media buying, scheduling, placement and optimization.
- Monitoring, third-party/documentary verification and performance reporting.

3. Key Dates

Event	Date / Time
Date of advertisement	[INSERT]
Availability of bidding document	[INSERT]
Deadline for clarification	[INSERT]
Bid submission deadline	[INSERT]
Technical bid opening	[INSERT]
Technical evaluation report	[INSERT / AS PER BID DATA SHEET]
Financial bid opening	[INSERT – after technical evaluation]

Expected contract award	[INSERT]
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The Procuring Agency reserves the right to amend the schedule in accordance with PPRA Rules and the bidding document.

SECTION II – BID DATA SHEET

Clause	Bid Data
Procuring Agency	Ministry of National Health Services, Regulations & Coordination, Government of Pakistan
Address	[INSERT OFFICE ADDRESS]
Tender No.	[INSERT]
Procurement title	Hiring of Media Agency(ies) for Population Awareness Media Campaign
Procurement category	Services / Non-consulting services, as classified by the Procuring Agency
Procedure	Single Stage – Two Envelope
Currency	Pakistani Rupees (PKR)
Bid validity	[INSERT] days from the date of bid opening
Bid security	As specified by the Procuring Agency in accordance with PPRA Rules and the Bid Data Sheet
Performance security	[INSERT]% of contract price, if prescribed
Contract duration	[INSERT]
Technical qualifying score	70 out of 100
Technical weight	70%
Financial weight	30%
Award basis	Highest combined technical and financial score among substantially responsive and qualified bids, subject to the stated evaluation methodology
Taxes	All applicable taxes shall be separately identified and included in the financial proposal as required by law
Submission	EPADS/electronic submission where applicable; otherwise as specifically stated in the Invitation to Bid
Language	English

SECTION III – INSTRUCTIONS TO BIDDERS

1. General

1.1 The bidder shall examine all instructions, forms, conditions, specifications, schedules and requirements contained in this document. Failure to furnish all information or submission of a bid substantially non-responsive to the requirements may result in rejection.

1.2 The bidder is responsible for obtaining any clarification necessary before submission.

2. Eligible Bidders

Bidders shall be legally constituted entities eligible to participate in Federal Government procurement and shall meet the qualification requirements stated in Section IV.

3. Cost of Bidding

The bidder shall bear all costs associated with preparation and submission of the bid. The Procuring Agency shall not be responsible for such costs.

4. One Bid per Bidder

A bidder shall submit only one bid, either independently or, as part of an eligible joint arrangement (JV). A bidder shall not submit multiple bids in circumstances that create a conflict or distort competition.

5. Clarification of Bidding Documents

Requests for clarification shall be submitted through the prescribed channel within the period stated in the Bid Data Sheet. Responses/corrigenda shall be communicated to all prospective bidders through the prescribed procurement platform.

6. Amendment of Bidding Documents

The Procuring Agency may amend the bidding document before the submission deadline. Where necessary, the deadline may be extended to provide reasonable time for bidders to incorporate the amendment.

SECTION III – INSTRUCTIONS TO BIDDERS (CONTINUED)

7. Preparation of Technical Proposal

- Technical Proposal shall contain no price information unless expressly requested in a non-evaluative form.
- All mandatory forms and supporting evidence shall be signed/stamped by the authorized representative.
- The technical proposal shall address every component of the Scope of Services and deliverable.
- Any deviation from a mandatory requirement shall be clearly identified; material deviations may render the bid non-responsive.

8. Preparation of Financial Proposal

- Financial Proposal shall be submitted separately from the Technical Proposal.
- All rates shall be quoted in PKR unless otherwise authorized.
- Prices shall be inclusive of all applicable costs, duties, levies, overheads and taxes, except where the financial form specifically requires taxes to be shown separately.
- The bidder shall state agency fee/service fee, media buying costs, production costs and other cost elements exactly in the prescribed schedule.

9. Bid Security

Rs. 0000 as prescribed in the Bid Data Sheet. A bid not accompanied by the required security, shall straightly be rejected where mandatory.

10. Bid Validity

Bids shall remain valid for the period 120 days as stated in the Bid Data Sheet. Any extension shall be sought and handled in accordance with applicable PPRA requirements.

SECTION III – INSTRUCTIONS TO BIDDERS (CONTINUED)

11. Submission and Receipt of Bids

Bids shall be submitted through the prescribed electronic procurement system EPADS V-2 by the deadline stated in the Invitation to Bid. The bidder shall ensure successful electronic submission and retain system-generated evidence.

12. Marking / Electronic Separation

For hard-copy procedure, the technical and financial proposals shall be separately sealed and marked. For EPADS, the bidder shall upload the technical and financial components in the respective electronic fields/files. The financial proposal shall not be disclosed in the technical component. Submission of only hard copy will be straight rejected.

13. Late Bids

Late bids shall not be accepted.

14. Opening of Technical Proposals

Only the Technical Proposals shall initially be opened. Financial Proposals shall remain unopened/secured until technical evaluation is completed and approved.

15. Technical Evaluation

Technical proposals shall be evaluated without reference to price against the evaluation criteria. No amendment to a technical proposal shall be permitted during technical evaluation.

16. Financial Proposal Opening

Financial proposals of only technically qualified/responsive bidders shall be opened publicly/electronically at the date and time communicated in advance.

17. Evaluation Report

The Procuring Agency shall issue and communicate the relevant evaluation report(s) in accordance with PPRA Rules and applicable regulations.

SECTION III – INSTRUCTIONS TO BIDDERS (CONTINUED)

18. Clarification of Bids

The Procuring Agency may request written clarification of a bid for purposes of evaluation. Clarification shall not be used to permit material alteration of the bid or its price.

19. Responsiveness

A substantially responsive bid is one that conforms to the terms, conditions and specifications without material deviation, reservation or omission. The Procuring Agency may reject a bid that is materially non-responsive.

20. Arithmetic Errors

Arithmetic corrections shall be made in accordance with the financial evaluation provisions stated in the bidding document and applicable PPRA requirements.

21. Most Advantageous Bid

For this procurement, the most advantageous bid shall be determined using the disclosed quality-and-cost methodology: technical score weighted at 70% and financial score weighted at 30%, subject to technical qualification, substantial responsiveness and all other requirements.

22. Financial Scoring Formula

Financial Score = (Lowest Evaluated Financial Bid / Bidder's Evaluated Financial Bid) × 100. Combined Score = (Technical Score × 0.70) + (Financial Score × 0.30). The bidder obtaining the highest combined score shall be ranked first, subject to the provisions of this document.

23. Tie

In case of equal combined scores, the bidder with the higher technical score shall be ranked higher. If still equal, the Procuring Agency shall apply a transparent tie-breaking mechanism stated in the final Bid Data Sheet.

SECTION IV – ELIGIBILITY, QUALIFICATION & MANDATORY DOCUMENTS

A. Legal Eligibility

Requirement	Evidence
Legal registration/incorporation	Certificate of incorporation/registration/partnership, as applicable
Tax registration	NTN and applicable sales tax registration
Active Taxpayer status	ATL evidence where applicable
Authorized signatory	Board resolution / authorization / power of attorney
Non-blacklisting	Undertaking on prescribed format
No conflict of interest	Signed declaration
Relevant licence/association registration	Where applicable to the offered services
Financial capacity	Audited accounts / bank certificate / tax records as specified

B. Mandatory Technical Documents

- Company profile and organizational structure.
- At least [INSERT] years of relevant media/advertising/communication experience.
- At least [INSERT] comparable completed assignments, preferably for public sector/development/social awareness campaigns.
- Documentary evidence such as contracts, work orders, completion certificates or client references.
- Proposed campaign strategy and media approach.
- Proposed team and CVs of key personnel.
- Media planning, buying and monitoring methodology.
- Digital/social media capability statement.
- Litigation/claims and performance history, if requested.

SECTION IV – ELIGIBILITY & QUALIFICATION (CONTINUED)

Minimum Qualification Requirements

Area	Minimum Requirement
Corporate existence	At least [2/3/5] years in relevant business, or as approved in the final criteria
Similar assignments	At least [3] assignments of comparable nature/value within the last [5] years
Campaign experience	Evidence of integrated campaigns covering at least two major media channels
Government/public sector experience	Preferably [1–2] assignments; if used as a scored criterion it must be stated objectively
Creative capability	In-house or documented access to creative, production and content resources

Media buying capability	Demonstrable relationships/arrangements with major media channels/platforms
Digital capability	Ability to plan, execute and report digital campaigns
Key personnel	Campaign Director/Account Lead, Media Planner/Buyer, Creative Lead, Digital Lead, Monitoring/Reporting Lead
Financial capacity	Average annual turnover / liquid resources as specified in final Bid Data Sheet

Disqualification / Ineligibility

- Submission of false, forged or materially misleading information.
- Blacklisting/debarment by a competent authority under applicable rules.
- Material conflict of interest not satisfactorily resolved.
- Failure to meet a mandatory eligibility or qualification requirement.
- Evidence of corrupt, fraudulent, collusive, coercive or obstructive practice.

SECTION V – SCOPE OF SERVICES / TERMS OF REFERENCE

1. Background

The National Action Plan on Population is a Government initiative aimed at strengthening population-related advocacy, communication, family planning/reproductive health awareness, demand generation and public engagement. The campaign will support evidence-based communication and public awareness, with particular attention to priority population groups and the geographic areas covered by the approved project.

2. Campaign Objective

- Increase public awareness of population dynamics and their implications for health, education, livelihoods, household welfare and sustainable development.
- Promote informed, voluntary and rights-based access to family planning and reproductive health information/services.
- Promote positive social and family norms supportive of healthy timing and spacing of pregnancies and responsible parenthood.
- Generate public dialogue through culturally appropriate, inclusive and evidence-based messaging.
- Support Government communication priorities and approved population-related targets.

3. Target Audiences

- General population and households.
- Women and men of reproductive age.
- Young people/adolescents, subject to approved age-appropriate content and safeguards.
- Community leaders, influencers, educators and other stakeholders.
- Rural and urban populations, with tailored messaging.

SECTION V – SCOPE OF SERVICES (CONTINUED)

4. Campaign Strategy

The selected agency shall prepare an integrated communication strategy covering audience segmentation, behavioural insights, campaign architecture, message hierarchy, creative platform, media mix, geographic prioritization, scheduling, frequency/reach assumptions, risk mitigation and measurement.

5. Creative Development

- Campaign identity, theme and tagline.
- TV/video concepts, scripts and storyboards.
- Radio spots and audio content.
- Print advertisements and advertorial concepts where approved.
- Digital/social media content and platform-specific adaptations.
- Outdoor/OOH creative and placement specifications.
- Infographics, animations and short-form educational content.
- Testimonial/success-story content where approved.

6. Content Standards

- Content shall be factual, non-stigmatizing, culturally sensitive and consistent with approved Government policy.
- Claims shall be evidence-based and cleared by the Procuring Agency before release.
- Content shall not contain political campaigning, partisan material, discriminatory messaging or unauthorized endorsements.
- All talent, music, footage, photography, fonts and third-party materials shall have lawful usage rights.

SECTION V – SCOPE OF SERVICES (CONTINUED)

7. Media Planning and Buying

- Prepare channel-wise and geography-wise media plan.
- Provide rationale for channel selection, audience reach and frequency.
- Negotiate and procure media placements at competitive rates.
- Maintain placement schedules and approved media release orders.
- Optimize placements based on performance and approved changes.
- Provide documentary evidence of actual publication/broadcast/delivery.

8. Television / Video

- Prime-time/off-prime scheduling as approved.
- Spot length, number of spots, programme/channel and dates to be recorded.
- Broadcast certificates and transmission logs shall be obtained.

9. Radio

- Station-wise scheduling, spot duration and frequency.
- Broadcast certificates and logs.

10. Print

- Publication, edition, date, size, position and insertion details.
- Original tear sheet / authenticated publication evidence.

11. Outdoor / OOH

- Site plan, location, size, display period and photographs.
- Replacement/maintenance where damaged or removed within the approved period.

SECTION V – SCOPE OF SERVICES (CONTINUED)

12. Digital / Social Media

- Platform-specific media plan and budget.
- Targeting parameters and audience definitions.
- Campaign tracking and analytics.
- Reach, impressions, views, clicks, engagement and other agreed KPIs.
- Monthly / phase-wise performance optimization.

13. Influencer / Community Outreach

Where included in the approved plan, the agency may propose credible influencers/community voices subject to prior approval, due diligence, disclosure requirements, brand-safety controls and compliance with applicable law/policy.

14. Campaign Monitoring

- Daily/weekly placement monitoring as appropriate.
- Issue log for missed, delayed or incorrectly placed content.
- Corrective action plan.
- Periodic dashboard.

SECTION VI – TECHNICAL REQUIREMENTS & DELIVERABLES

Deliverable	Requirement	Acceptance Standard
Integrated campaign strategy	Evidence-based communication and media strategy	Approved by Procuring Agency
Creative platform	Campaign theme, message architecture, visual identity	Approved concept and master files
TVC/video	Production and approved adaptations	Technical broadcast standards; approval before airing
Radio spots	Approved audio scripts and masters	Broadcast-ready and approved
Print creative	Publication-ready artwork	Correct size/specification and approval
Digital content	Platform-specific assets	Approved and analytics-enabled
Media plan	Channel, audience, geography, reach/frequency, schedule	Approved before placement
Media buying	Competitive and transparent placement	Documented delivery
Monitoring	Proof of performance	Verifiable evidence

Acceptance Procedure

Deliverables shall be submitted to the designated focal person/committee. The Procuring Agency shall communicate approval, observations or required revisions within a given period. The agency shall incorporate reasonable revisions within the approved scope without additional cost.

SECTION VII – TECHNICAL EVALUATION CRITERIA

The technical evaluation shall be undertaken strictly against the criteria published in the final bidding document. No undisclosed criterion shall be applied.

Criterion	Marks
Understanding of assignment and population communication context	10
Relevant organizational experience	15

Comparable public awareness / social behaviour communication campaigns	15
Proposed integrated campaign strategy	15
Media planning and buying strategy	10
Creative approach and production capability	10
Digital/social media strategy	15
Key personnel and management structure	5
Monitoring, verification and reporting mechanism	5
TOTAL	100

Technical qualifying threshold: 70/100. Bids below the threshold shall not proceed to financial evaluation.

Scoring Principle

Evaluators shall score only on evidence contained in the submitted proposal and permitted documentary clarifications. Experience shall be supported by contracts, work orders, completion certificates or verifiable client references.

SECTION VII – TECHNICAL EVALUATION DETAILS

Criterion	Evaluation Guidance
Understanding – 10	Clarity of problem statement, target audiences, communication objectives and Pakistan-specific context.
Experience – 15	Years of relevant experience and quality/scale of comparable assignments.
Comparable campaigns – 15	Demonstrated integrated public awareness/SBCC campaigns with measurable outputs.
Strategy – 15	Audience segmentation, message architecture, channel strategy, geography, phasing, risk management.
Media planning/buying – 10	Reach/frequency logic, rate negotiation, optimization, transparency and verification.
Creative – 10	Originality, appropriateness, production quality and ability to develop multi-format content.
Digital – 15	Targeting, content adaptation, analytics, optimization and reporting.
Personnel – 5	Relevant qualifications and experience of proposed key personnel.
Monitoring – 5	Evidence system, dashboards, verification, issue resolution and final reporting.

Technical Evaluation Record

Each evaluator shall maintain an individual score sheet. The evaluation committee shall consolidate scores and document reasons for material deductions. The final technical evaluation report shall be approved by the competent authority before opening of financial proposals.

Sr. No.	Main Evaluation Criteria	Sub-Evaluation Criteria	Marks
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1	Understanding of Assignment and Population Communication Context	Understanding of population stabilization objectives, CPR, TFR and PGR targets	6
		Understanding of family planning, reproductive health and contraceptive awareness challenges	4
	Subtotal		10
2	Relevant Organizational Experience	05 Years of experience in advertising, media and communication services	5
		At least 05 Experience in developing and implementing integrated communication campaigns	5
		Evidence of 05 completed assignments in health related campaigns , client references and satisfactory performance	5
	Subtotal		15
3	Comparable Awareness / Behaviour Communication Campaigns	Public Social Experience in public-sector awareness and behaviour-change communication campaigns	7
		Experience in health, population welfare, family planning or reproductive health campaigns	8
	Subtotal		15
4	Proposed Integrated Campaign Strategy	Overall campaign concept, objectives and alignment with NAP targets	8
		Audience segmentation and tailored communication messages	7
	Subtotal		15
5	Media Planning and Buying Strategy	Selection and justification of appropriate media channels	5
		Media reach, frequency, audience targeting and geographical coverage	5
	Subtotal		10
6	Creative Approach and Production Capability	Originality, clarity and effectiveness of creative concepts and messages	3
		Capacity for producing TV/radio spots, video content, print and other campaign materials	3
		Urdu and regional-language adaptation, cultural sensitivity and accessibility	2
		Quality assurance and production arrangements	2
	Subtotal		10
7	Digital/Social Strategy	Media Digital campaign planning and platform selection	4

	Audience targeting, engagement and dissemination strategy	4
	Digital analytics, performance measurement and optimization	4
	Online reputation management and moderation of audience feedback	3
	Subtotal	15
8	Key Personnel and Qualifications and relevant experience of the Team Lead/Campaign Director	2
	Relevant experience of media planning, creative and digital team members	3
	Subtotal	5
9	Monitoring, Verification and Reporting Mechanism	2
	Independent verification/evidence of media placement and dissemination	2
	Periodic progress reports and final campaign performance report	1
	Subtotal	5
	GRAND TOTAL	100

SECTION VIII – FINANCIAL PROPOSAL & BOQ

The bidder shall quote all costs in the prescribed financial schedule. The Procuring Agency may modify quantities/line items before issuance to align with the approved budget and campaign plan.

Sr.	Cost Component	Unit	Qty	Unit Rate (PKR)	Total (PKR)
1	Campaign strategy / planning	Lump sum	1		
2	Creative development	Lump sum	1		
3	TV/video production	As required			
4	Radio production	As required			
5	Print creative/adaptation	As required			
6	Digital/social content production	As required			
7	Television media buying	As approved			
8	Radio media buying	As approved			
9	Print media buying	As approved			
10	Digital media buying	As approved			
11	Outdoor/OOH	As approved			
12	Monitoring & verification	Lump sum	1		
13	Agency management/service fee	% / lump sum			

14	Other approved cost	As required			
	SUB-TOTAL				
	Applicable taxes				
	GRAND TOTAL				

The final BOQ shall be aligned with the approved PC-I/annual work plan, available budget and the procurement strategy.

SECTION VIII – FINANCIAL EVALUATION

1. Evaluated Financial Cost

The evaluated financial cost shall be determined from the completed financial schedule after applying only those arithmetic corrections, tax treatments and other adjustments expressly permitted by the bidding document and applicable PPRA requirements.

2. Financial Score

Financial Score = (Lowest Evaluated Financial Bid among technically qualified bidders / Bidder's Evaluated Financial Bid) × 100.

3. Combined Score

Combined Score = Technical Score × 70% + Financial Score × 30%.

4. Example

Bidder	Technical Score	Evaluated Price	Financial Score	Combined Score
A	85	100	100	85.0
B	92	110	90.91	91.67
C	78	95	100	84.60

Illustration only. Actual evaluation shall use the prices and technical scores of qualified bidders.

5. Rate Reasonableness

The Procuring Agency may undertake due diligence and rate reasonableness checks consistent with the disclosed procurement methodology, market evidence and applicable rules. Any action affecting ranking shall be based on the bidding document and applicable law.

SECTION IX – GENERAL CONDITIONS OF CONTRACT

1. Definitions

Term	Meaning
Procuring Agency	Ministry of National Health Services, Regulations & Coordination, Government of Pakistan.
Contractor/Agency	The successful bidder with whom the contract is signed.
Contract	The signed agreement and all incorporated schedules, annexures and documents.
Services	All media, creative, production, planning, buying, monitoring and related services specified herein.
Deliverables	Outputs required under the Scope of Services.

Contract Price	Price accepted by the Procuring Agency and stated in the Contract Agreement.
Day	Calendar day unless otherwise specified.

2. Contract Documents

The Contract shall comprise the Agreement, Letter of Acceptance, Special Conditions, General Conditions, Scope of Services, Technical Proposal as accepted, Financial Proposal as accepted, schedules and approved amendments.

3. Order of Precedence

In case of inconsistency, the Contract Agreement and Special Conditions shall prevail over General Conditions, followed by Scope/Technical Requirements and other schedules, subject to applicable law.

SECTION IX – GENERAL CONDITIONS OF CONTRACT (CONTINUED)

4. Performance of Services

The Contractor shall perform the services with due skill, care, diligence and professional competence, in accordance with the approved campaign plan, milestones and applicable laws.

5. Contractor's Personnel

The Contractor shall deploy personnel identified in its proposal or approved replacements of equivalent or better qualifications. Key personnel shall not be replaced without prior written approval except for unavoidable circumstances.

6. Subcontracting

Core services shall not be subcontracted without prior written approval. Approved subcontracting shall not relieve the Contractor of responsibility for performance.

7. Confidentiality

The Contractor shall keep Government information, unpublished campaign material, data and documents confidential and shall not disclose them without authorization.

8. Conflict of Interest

The Contractor shall avoid conflicts of interest and disclose any actual or potential conflict immediately.

9. Intellectual Property

Subject to third-party rights lawfully acquired for the campaign, final creative materials, masters, source files, reports and other outputs specifically commissioned and paid for under the Contract shall vest in the Procuring Agency to the extent stated in the Special Conditions.

SECTION IX – GENERAL CONDITIONS OF CONTRACT (CONTINUED)

10. Taxes

The Contractor shall be responsible for applicable taxes and statutory obligations. The Procuring Agency shall make deductions/withholding as required by law.

11. Insurance

Where required by the nature of production or events, the Contractor shall maintain appropriate insurance and third-party protections as specified in the Special Conditions.

12. Audit and Records

The Contractor shall maintain complete records relating to the Contract, including media bookings, invoices, proofs of performance, third-party bills, discounts/rebates, production costs and payment support documents, and shall make them available to authorized audit/inspection authorities.

13. Anti-Corruption

The Contractor shall comply with applicable anti-corruption provisions and shall not engage in corrupt, fraudulent, collusive, coercive or obstructive practices.

14. Force Majeure

Neither party shall be liable for failure to perform due to events beyond reasonable control, subject to prompt notice, mitigation and the applicable contractual procedure.

15. Notices

All formal notices shall be issued to the addresses/electronic channels specified in the Contract.

SECTION X – SPECIAL CONDITIONS OF CONTRACT

Special Condition	Requirement
Campaign approvals	No campaign material shall be published/broadcast without prior written/electronic approval of the authorized officer/committee.
Media substitution	Material substitution of channel, programme, publication, time slot or location requires prior approval.
Media discounts	All discounts/rebates/bonuses/incentives relevant to the campaign shall be transparently disclosed and treated as provided in the Contract.
No double billing	No billing for cancelled, duplicated or undelivered placements.
Proof of performance	Payment linked to verified delivery and documentary evidence.
Third-party rights	Agency responsible for lawful acquisition of rights for content supplied under the Contract.
Data protection	Personal data, where processed, shall be handled lawfully and securely.
Government branding	Use of Government logos/emblems only with approval.
Political neutrality	No partisan political content or unauthorized political endorsements.
Audit	Records available to authorized Government audit/inspection bodies.
Performance security	[INSERT]% where prescribed.
Liquidated damages	[INSERT rate/cap], subject to applicable law and Contract.
Termination	For material breach, non-performance, fraud/corruption, insolvency or other specified grounds.

SECTION X – SPECIAL CONDITIONS (MEDIA-SPECIFIC CONTROLS)

1. Transparency in Media Buying

The Agency shall provide sufficient evidence to establish that media placements were procured and delivered at the approved rates and conditions. Where discounts or negotiated rates are obtained, the Agency shall disclose them in the manner prescribed by the Procuring Agency.

2. No Undisclosed Benefits

The Agency shall not retain undisclosed commissions, rebates, incentives, free spots, make-goods or other benefits attributable to the Government-funded campaign where the Contract requires their disclosure or adjustment.

3. Make-Goods

Where a media outlet fails to deliver an approved placement, the Agency shall obtain an equivalent or better make-good at no additional cost, subject to Procuring Agency approval.

4. Independent Verification

The Procuring Agency may independently verify placements with media houses/platforms and may appoint an independent monitor where budget and procurement provisions permit.

5. Campaign Safety

The Agency shall implement brand-safety controls for digital placements and ensure that Government campaign material is not intentionally placed adjacent to unlawful, extremist, hateful, pornographic or otherwise prohibited content.

6. Content Approval

No public dissemination shall occur until written/electronic approval is issued by the authorized focal person/committee.

SECTION XI – CONTRACT FORMS

FORM OF CONTRACT AGREEMENT

This Contract Agreement is made on [DATE] between the Ministry of National Health Services, Regulations & Coordination, Government of Pakistan (hereinafter the “Procuring Agency”) and M/s [NAME OF AGENCY], having its registered office at [ADDRESS] (hereinafter the “Contractor”).

WHEREAS the Procuring Agency has accepted the Contractor’s bid for provision of media, creative, production, placement, monitoring and related services for the Population Awareness Media Campaign under the National Action Plan on Population.

NOW THEREFORE the parties agree as follows:

- 1. The Contractor shall perform the Services in accordance with the Contract Documents.
- 2. The Procuring Agency shall pay the Contract Price in accordance with the payment provisions.
- 3. The Contract shall remain effective for [PERIOD], subject to extension/amendment only in accordance with applicable rules and the Contract.
- 4. The Contract Documents shall form an integral part of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement through their duly authorized representatives.

For Procuring Agency	For Contractor
Name: _____	Name: _____

Designation: _____	Designation: _____
Signature: _____	Signature: _____
Date: _____	Date: _____
Official Seal	Official Seal

SECTION XII – SECURITY FORMS & UNDERTAKINGS

A. BID SECURITY – INDICATIVE FORM

Where bid security is required, the bidder shall furnish a bank guarantee / pay order / demand draft or other permissible instrument in the exact form and amount prescribed in the Bid Data Sheet. The final form shall be aligned with the current PPRA-prescribed format and the issuing bank's requirements.

B. PERFORMANCE SECURITY – INDICATIVE FORM

To: Ministry of National Health Services, Regulations & Coordination, Government of Pakistan. We, [BANK], hereby irrevocably undertake to pay the Procuring Agency up to the amount of Rs. [AMOUNT] upon receipt of a written demand stating that the Contractor has failed to perform its contractual obligations, subject to the terms of the guarantee and applicable law.

C. NON-BLACKLISTING UNDERTAKING

We hereby certify that M/s [NAME] has not been blacklisted/debarred by a competent authority in circumstances that make it ineligible for this procurement and that the information furnished is true and correct. We understand that any material misstatement may result in rejection, termination and action under applicable law.

D. CONFLICT OF INTEREST DECLARATION

We declare that no actual or potential conflict of interest exists that would compromise our ability to perform the assignment impartially. Any conflict arising subsequently shall be disclosed immediately.

SECTION XIII – INTEGRITY PACT / DECLARATIONS

INTEGRITY PACT

Where the applicable threshold and PPRA requirements trigger an Integrity Pact, the prescribed PPRA form shall be incorporated without alteration. The Contractor shall comply with all applicable anti-corruption obligations and shall disclose any prohibited practice or conflict.

FRAUD & CORRUPT PRACTICES

- Corrupt practice: offering, giving, receiving or soliciting anything of value to influence procurement or contract action.
- Fraudulent practice: misrepresentation or concealment of facts to influence procurement or contract execution.
- Collusive practice: arrangement among bidders designed to manipulate competition.
- Coercive practice: harming or threatening to harm persons or property to influence participation or decisions.
- Obstructive practice: destroying, falsifying, altering or concealing evidence, or impeding investigation/audit.

BENEFICIAL OWNERSHIP

Where applicable, the successful bidder shall furnish beneficial ownership information in the prescribed PPRA format and within the prescribed time.

DECLARATION OF AUTHORITY

The signatory confirms that he/she is duly authorized to submit the bid and bind the bidder.

SECTION XIV – MEDIA MONITORING, VERIFICATION & PAYMENT PROTOCOL

1. Minimum Evidence by Media Type

Media	Required Evidence
TV	Broadcast certificate, transmission log, spot schedule, monitoring evidence
Radio	Station certificate/log, spot schedule, monitoring evidence
Print	Original/authenticated tear sheet, publication date/edition/size/position
Digital	Platform-generated analytics, screenshots, campaign IDs, spend and delivery report
Outdoor	Site list, installation photographs, display period, geo/location evidence where appropriate
Production	Approved master files, invoices/receipts, production completion evidence, rights clearances

2. Payment Milestones

Milestone	Indicative Payment Basis
Mobilization / inception	Against approved inception plan, subject to Contract terms
Production	Against accepted production deliverables and supporting documents
Media placement	Against verified actual delivery and accepted invoices/evidence
Digital campaign	Against platform delivery/analytics and verified spend
Final payment	Against final report, reconciliation, all proofs and satisfactory completion

The final payment schedule shall be stated in the Contract and shall not permit payment for services not actually delivered or accepted.

SECTION XV – ANNEXURES & SUBMISSION CHECKLIST

ANNEX-A: TECHNICAL PROPOSAL CHECKLIST

Sr.	Document	Submitted (Yes/No)
1	Bid Submission Form / Covering Letter	
2	Company registration/incorporation documents	
3	NTN / tax registration / ATL evidence	
4	Authorized signatory / power of attorney	
5	Non-blacklisting undertaking	
6	Conflict of interest declaration	
7	Relevant experience and documentary evidence	
8	Comparable campaign references	

9	Technical approach / campaign strategy	
10	Media plan / approach	
11	Creative approach	
12	Digital strategy	
13	Key personnel CVs	
14	Monitoring and reporting plan	
15	Any other mandatory document	
16	PID enlistment certificate (Authorization)	

ANNEX-B: FINANCIAL PROPOSAL CHECKLIST

Sr.	Item	Submitted
1	Completed Financial Proposal Form	
2	Completed BOQ / Price Schedule	
3	Agency service fee clearly stated	
4	Taxes separately identified	
5	Bid security / financial security as required	

Bidders should use the exact final forms issued by the Procuring Agency. This model is intended to be customized and legally/procurement reviewed before publication.

ANNEX-C – BID SUBMISSION FORM

Date: [INSERT]

Shazia Ejaz

Assistant Director PPW

26 October , 2026, 10:56:39 AM