



Government of Pakistan  
**Pakistan Digital Authority**



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**PRE-QUALIFICATION FOR EVENT MANAGEMENT & BRANDING SERVICES FOR PDA**

**Tender ID: PDA/TDRS/COMMS/PRE/2025-26/03**

**Issued at Islamabad**



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## 1. INTRODUCTION

The Pakistan Digital Authority (PDA) is a statutory body established under the **Digital Nation Pakistan Act 2025**, mandated to spearhead the country's transition into a digitally empowered nation. As the apex regulatory and implementation body, the Authority is tasked with executing the National Digital Masterplan to foster a robust Digital Economy, Digital Society, and Digital Governance. PDA is responsible for managing public funds, implementing government-mandated programs, and ensuring compliance with applicable financial, regulatory, and governance frameworks. More details about the PDA are available at [www.pda.gov.pk](http://www.pda.gov.pk).

PDA invites sealed bids from well reputed Sole Proprietors/ Firm/Companies registered with Federal Board of Revenue (FBR) for Income Tax and Sales Tax (Relevant Authority) companies for Event Management & Branding Services for PDA on as and when required basis;

The technically qualified (responsive) applicants will be placed on PDA's panel for the period of three (03 years) to provide the said services to the PDA office on an as-and-when-required basis.

## 2. ELIGIBILITY CRITERIA

Applicants must give compliance to the below mentioned clauses as these are mandatory for being eligible for the bidding process:

Sr.No#	Attributes	Ref. Page no. in proposal
a	Applicants can be a Sole Proprietor/Company/Firm  In case of company, Incorporation certificate issued by Security and Exchange Commission of Pakistan (SECP)  In case of Firm, Form-C issued by registrar of Firms	
b	Valid Registration with FBR for Income Tax purposes and with relevant Tax/Revenue Authority and shall be on Active Taxpayer List (ATL).	
c	The Applicant shall provide an undertaking on letter head/Stamp Paper that the Applicant has not been declared blacklisted by any Government/Semi-Government institutions at the time of proposal opening.	
d	Applicants are required to state, in their proposals, the name, title, contact number and email address of the applicant's authorized representative through whom all communication shall be directed until the process has been completed or terminated	
e	Affidavit on page 9	



### 3. INSTRUCTION /GENERAL CONDITIONS

- a. The prequalification proposal is to be uploaded to e-Pak Acquisition & Disposal System (**e-PADS**), comprising all the required documents. PDA will prequalify and enlist prospective applicants among those who have submitted their proposals in accordance with the requirements of PDA to provide the Services described herein. The Prequalified Applicants shall be offered to submit their financial proposals/quotations, on **as and when required basis** and the work/purchase order shall be issued, accordingly to lowest quoted cost.
- b. Proposals shall be submitted in English/Urdu language.
- c. The Agreement shall be executed for a period of three (3) years as an 'Open Framework Agreement' in accordance with PPRA Rule 2004, clause 16A. The Applicants shall comply with all terms and conditions stipulated therein.
- d. Any matter not expressly covered under this document shall be interpreted in accordance with the provisions of the applicable "Guidelines for Standard Bidding Documents" issued by the Authority. These guidelines shall serve as the reference for any clarification or interpretation required during this process.
- e. All prices mentioned in the Financial Proposal shall be in Pak Rupees (PKR) **and inclusive of all applicable taxes**.
- f. The prequalification or enlistments of Applicants does not constitute or create a retainerhip.
- g. Each page of this pre-qualification document shall be signed by an authorized representative of the Applicant. The representative's authorization shall be confirmed by Letter of Authorization on official letter head of the applicant accompanying the proposal.
- h. In case of any grievances against this document, the applicant shall seek clarification within the first three (3) days of the publication of this tender. Beyond this period, no grievances regarding this document will be entertained. All grievances shall be recorded through e-PADS
- i. For clarification on any item of this document, the applicant may send written queries, up till five (05) days before the proposal submission date.
- j. All clarifications will be communicated to the registered Applicants through e-PADS.
- k. PDA may reject all bids or proposals at any time prior to the acceptance of a bid or proposal.
- l. The applicants shall bear all costs associated with the preparation and submission of their respective bids and PDA will, in no case, be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- m. Applicants are under obligation to read and understand complete prequalification documents/bid documents, PDA shall not be responsible towards the Applicants for any of



their claim or complaint which may arise as a result of non-reading or misreading the bid documents/information package by Applicants.

- n. PDA is the originator of information package/bidding documents, any clarification or interpretation communicated by PDA, whether in response of a query or otherwise, shall be deemed final, conclusive and will remain unquestioned.
- o. PDA requires that Applicants, observe the highest standard of ethics during the procurement and execution of such contract. In pursuit of this policy, the PDA:
  - I. Defines, for the purposes of this provision, the terms set forth below as follows:
  - II. “corrupt practice” is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
  - III. “fraudulent practice” is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
  - IV. “collusive practice” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
  - V. “coercive practice” is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
  - VI. “obstructive practice” is deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede PDA investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation.
- p. PDA will reject a proposal for award if it determines that the applicant recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question.
- q. Applicants are required to state, in their proposals, the name, title, contact number and email address of the applicant’s authorized representative through whom all communication shall be directed until the process has been completed or terminated.
- r. Only registered suppliers/service providers who are on Active Taxpayers List (ATL) of FBR are eligible to supply goods/services to the PDA. Bids/Proposals/applications of all those applicants/service providers who are not found on ATL on the date of bid opening shall be rejected.
- s. The services will be procured on the basis of “AS AND WHEN REQUIRED”.



- t. The Pre-qualification proposals shall be prepared and submitted on e-PADS, with one (01) copy in a plain sealed envelope to be submitted at PDA office.
- u. The Pre-qualified applicants will be expected to commence the services on receipt of instructions from PDA.
- v. In case of any technical difficulty in using EPADS prospective applicants may contact PPA at <https://www.ppra.org.pk/>

#### 4. FINANCIAL PROPOSAL

- a. Only the Prequalified Applicants shall be invited to submit financials proposals/quotations, as and when required basis and the work/purchase order shall be issued, accordingly, to prequalified Applicant who quoted the lowest amount.
- b. Taxes will be deducted at the time of the payment as per government rules and regulations.
- c. All payments will be subject to the active taxpayer status of the service provider at the time of release of payment. If service providers status is not active on ATL (Sales Tax); no payment shall be made till their status becomes active on ATL (Sales Tax) of FBR.
- d. The service provider shall pay all such taxes, Stamp duty or other duties, fees and other impositions levied under the applicable law, the amount of which is deemed to have been included in the financial bid.
- e. Applicant shall mention the lump-sum amount in financial proposal, which shall be inclusive of all applicable taxes, levies, duties and fees as per prevailing laws.
- f. Any exchange rates fluctuations shall be the responsibility of the applicant and PDA shall not give any price escalation.

#### 5. Technical Evaluation Criteria:

An applicant must obtain a **minimum of seventy (70)** marks in a given category to qualify. Any applicant securing less than seventy (70) marks shall be considered non-responsive and shall not qualify therein.

Technical Evaluation Criteria					
S#	Description	Total Points	Category Points	Proposal Page#	Remarks
	Relevant Experience				



1	Experience of rendering the relevant services if equal to and more than 5 years	30	30	Please mention your experience in table ( <b>Please tick the relevant column</b> ) <table border="1"> <tr> <td>If more than or equal to 5 years</td> <td>If more than or equal to 3 years but less than 5 years</td> </tr> <tr> <td></td> <td></td> </tr> </table>	If more than or equal to 5 years	If more than or equal to 3 years but less than 5 years		
	If more than or equal to 5 years		If more than or equal to 3 years but less than 5 years					
Experience of rendering the relevant services if equal to or more than 3 years but less than 5 years	20	<b>Copies of contract/PO are required</b>						
2	<b>*Financial Strength</b>	35	Please mention the financial strength in table ( <b>Please tick the relevant column</b> ) <table border="1"> <tr> <td>If more than or equal to 10 million in last 2 years</td> <td>If more than or equal to 05 million and less than 10 million in last 2 years</td> </tr> <tr> <td></td> <td></td> </tr> </table>	If more than or equal to 10 million in last 2 years	If more than or equal to 05 million and less than 10 million in last 2 years			
	If more than or equal to 10 million in last 2 years			If more than or equal to 05 million and less than 10 million in last 2 years				
Financial Strength of the company for the last 2 years if more than or equal to 10 million	35	<b>Copies of verified bank statements for last 2 years</b>						
Financial Strength of the company for the last 2 years if more than or equal to 05 million and less than 10 million  *An applicants shall demonstrate financial strength through bank statements evidencing cumulative cash inflows over the last two (02) years. For the purpose of this criterion, financial strength shall be measured on the basis of cash inflows (receipts/credits) only, irrespective of the closing balances.	25							
3	<b>Services rendered</b>	35	Please mention the experience in table ( <b>Please tick the relevant column</b> ) <table border="1"> <tr> <td>Services to 3 or more</td> <td>Services to 1 but less than 3</td> </tr> <tr> <td></td> <td></td> </tr> </table>	Services to 3 or more	Services to 1 but less than 3			
	Services to 3 or more			Services to 1 but less than 3				
Similar Services provided to 3 or more organizations	35	<b>Copies of Contract/PO to be provided</b>						
Similar services provided to 1–2 organizations	25							

## 6. SUBMISSION, OPENING AND RECEIPT OF PROPOSALS

- The original proposal shall be attached/uploaded on e-PADS.
- The duplicate copy of the proposal must be delivered at the address given below on or before **07-Apr-26, 11:30 AM**



**Head of Procurement Department**

Pakistan Digital Authority ,  
7<sup>th</sup> Floor, Kohsar Complex,  
Sector F-5/1, Islamabad, Pakistan

- c. The original Proposals shall be opened on the same day i.e **07-Apr-26, 12:00 PM**, in presence of all the applicants who chose to be present.



## 7. AFFIDAVIT

(On Stamp Paper of Rs. 100 duly attested by Oath Commissioner/Notary Public)

I, \_\_\_\_\_ (Name), son/daughter of \_\_\_\_\_, resident of \_\_\_\_\_, CNIC No. \_\_\_\_\_, being the authorized signatory/representative of M/s \_\_\_\_\_ (Vendor/Agency Name), having office at \_\_\_\_\_, do hereby solemnly affirm and declare on oath as under:

That I am competent and authorized to swear this affidavit on behalf of the applicant firm/agency.

That the information, particulars, and documents submitted to Pakistan Digital Authority (PDA), for the purpose of prequalification of event management & branding services are true, correct, and complete to the best of my knowledge and belief.

That the firm/agency undertakes to abide by all rules, regulations, terms, and conditions issued by the procuring agency/organization regarding the subject prequalification.

That if any information or document provided is found to be false, fabricated, or misleading at any stage, the procuring agency/organization shall have the right to reject our application, cancel the prequalification, or take any other legal action deemed appropriate.

That this affidavit is executed for the purpose of prequalification of event management & branding services with (PDA)

\_\_\_\_\_  
DEPONENT  
(Signature & Name with Designation)

CNIC No. \_\_\_\_\_

Verification

Verified on oath at \_\_\_\_\_ this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, that the contents of the above affidavit are true and correct to the best of my knowledge and belief and nothing has been concealed therein.

\_\_\_\_\_  
DEPONENT  
(Signature & Name)



## 8. TERMS OF REFERENCE (TOR)

The selected **Firm/Company/Sole Proprietor (hereinafter referred to as “the Service Provider”)** shall be responsible for providing **end-to-end event management and branding services** to the **Pakistan Digital Authority (PDA)** for PDA branding along with various events including, but not limited to, project launches, conferences, seminars, global observance days, internal & external events, exhibitions, conducted across Pakistan. The Service Provider shall be expected to undertake, but not be limited to, the following:

### 1. Strategic Planning & Conceptualization

- Develop customized event strategies aligned with PDA’s brand and objectives.
- Provide creative event concepts and thematic ideas.
- Create detailed event proposals including concept, agenda, layout, themes, budget, and timelines.
- Risk assessment and contingency planning.

### 2. Event Planning, Coordination, and Execution

- Venue selection, booking, and liaison (including permissions/NOCs if required).
- Guest list management and RSVP coordination.
- Preparation and execution of detailed event run-downs and cue sheets.
- Coordination with vendors and service providers to ensure smooth execution.
- Managing protocol, registration desks, ushering services.

### 3. Design & Branding

- Design, printing, and delivery of:
  - Designing of Key Visual and social media posts
  - Designing of Invitation cards (digital and physical)
  - Event brochures, folders, agendas, thank-you cards
  - Name tags, badges, tent cards
  - Roll-up standees, banners, wayfinding signage
  - Stage backdrops (physical and digital animations)
  - SMD screens, Projectors, Digital Standees, Holographic Fans & Projectors
  - Fabricated Media Walls, fabricated stalls, kiosks



- On-site branding and venue decor (customized as per event theme).
- Digital screens/content: digital backdrops, LED visuals, presentations.
- Podium Branding
- Souvenirs/shields design and production for attendees & guests

#### **4. Content Production & Documentation**

- Conceptualization, shooting, and editing of high-quality photo and video content
- Coverage of PDA events, project sites, and activities
- Professional still photography and videography (multi-camera setup) for event highlights, testimonials, shoots, documentaries, interviews, case study videos.
- Drone videography (if needed and permissible).
- Live streaming services (Facebook, YouTube, etc.)
- PDA shoots (still shoots, employee shoots)
- Post-event photo albums and edited videos/highlights
- Transcriptions of speeches/remarks if required

#### **5. Digital & Social Media Support**

- Designing digital invites and e-cards
- Real-time social media coverage: live tweeting/posts/stories (editing & posting)
- Branded content (event countdown, teasers, highlights) pre-event hype, live & campaign
- Post-event content development for social media (recaps, testimonials, media clippings)
- Coordination with PDA Communications Team for approvals and brand alignment

#### **6. Technical Setup**

- Setup, provision, and operation of:
  - SMD screens
  - High-quality sound system with backup
  - Digital Podium & mics, lapel mics, handheld mics
  - Stage lighting, ambient and spotlighting
  - Multimedia presentations, AV support



- Generators / UPS for backup power supply
- Multi-lingual Interpreter setup
- Marquee or Dera Set-ups

#### **7. Ambience & Decor**

- Floral arrangements (entry, stage, tables, etc.)
- Seating arrangements (sofas, chairs, tables, VIP setup)
- Red carpet / entry branding
- Stage design and fabrication
- Thematic ambience elements (e.g., draping, art pieces, props)
- Truss arrangement with lighting

#### **8. Catering & Hospitality**

- Arrangement of hi-tea, lunch, dinner, or customized F&B services
- Catering staff (servers, buffet attendants)
- Crockery, cutlery, and linen supply
- VIP lounge management, green rooms (if applicable)
- Water stations and soft beverages

#### **9. Guest & Media Handling**

- On-ground registration and guest reception.
- Media coordination and press kit distribution.
- Handling of chief guests/VIPs as per protocol.
- Preparation of briefing notes, talking points, and event flows.

#### **9. Logistics & Support**

- Transportation arrangements (for guests, team, or material)
- Porter services and material handling
- Security coordination (if needed)
- On-ground support team including runners, coordinators, and troubleshooters



- Clean-up and post-event dismantling

#### **11. Reporting & Post-Event Support**

- Submission of detailed event report including:
  - Photo and video archives
  - Event media coverage summary (TV, print, digital)
  - Vendor performance review
  - Lessons learned & recommendations

#### **12. Designing and Printing of Annual Report/Newsletters**

- Concept design, layout, formatting, and visual storytelling
- Coordination with PDA team for data integration, proofreading, and approvals
- Printing with professional-grade quality, binding, and packaging

#### **13. Office Branding**

- Designing and installation of wall graphics and murals, office signage, directional signage, nameplates and room identifiers.
- Reception and display panels.
- Event-specific indoor branding such as backdrops, photo booths, info kiosks.