



T-25
(2025-26)

Bidding Documents For
Hiring the Services of
Digital Media Campaign

Submitted by:

M/s: _____

**NFC INSTITUTE OF ENGINEERING & TECHNOLOGY,
P.O. FERTILIZER PROJECT, KHANEWAL ROAD,
MULTAN – PAKISTAN
Phone: (061) 9220012-16
Fax: (061) 9220018
E-mail: nfciet@nfciet.edu.pk**

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PRE-QUALIFICATION FOR HIRING
THE SERVICES OF DIGITAL MEDIA CAMPAIGN

1. Bid Opening, Clarification and Evaluation: -

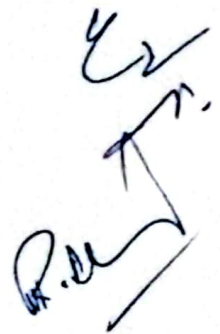
Procedure for opening competitive bids: (Single stage-two envelopes procedure) Rule 36b

- (1) After the evaluation and approval of the technical proposal the procuring agency, shall at a time within the bid validity period, publicly open the financial proposals of the technically accepted bids only. The financial proposal of bids found technically non-responsive shall be un-opened to the respective bidders; and
- (2) The bid found to be the lowest evaluated bid shall be accepted.

2. Pre - Qualification Criteria for Technical Evaluation: -

Criteria	Qualifying Marks
1. Original Structure including Name, Address with contact numbers, year of establishment etc. of the	10%
2. Name, Address and NIC number of the Directors or Partners of the Firm.	10%
3. An Affidavit certifying that the firm has never been black listed by any Government / Autonomous / Private body.	10%
4. Company must have Registered organization by Government.	20%
5. The company must be registered with income tax department (Copy of NTN certificate should be provided)	20%
6. Company.Relevant experience & past performance should be 2 years in such type of work is mandatory	20%
7. Any additional information which may help for pre-qualification of firm.	10%
Total Qualifying Marks:	100%

Note: - The quotation/bid who secures 80% marks will qualify for the competition.



Terms and Conditions for Hiring the Services of Digital Media Campaign

SUBMISSION OF BID:

1. The quotation should be valid for **90 days**.
2. Fax/E-mailed and late quotations shall not be entertained.
3. **Bid Security mentioned on EPADS (refundable)** is required to submit on or the day or before closing time. in shape of Bank Draft in favor of NFC Institute of Engineering & Technology, Multan otherwise financial bid will not be considered.
4. Conditional offer shall not be entertained.
5. The bid shall be submitted on EPADS, NFC IET, Khanewal Road, Multan.
6. The **“Technical Bid” & “Financial Bid”** must upload on EPADS and reach this office on or before Due date **12-05-2025 at 13:00 Hrs.** which will be opened on the same day at **14:00 Hrs.** in the presence of the bidders in the New Vice Chancellor Secretariat.
7. NFC IET reserves the right to reject any or all the bids as per policy.

ELIGIBILITY: -

1. The Services Provider Company is not declared as Blacklisted by any Government body.
2. The Services Provider Company is not declared as defaulter by any Government body Public Sector Organization.
3. The Services Provider Company may not involve in litigation with any Government Public Sector Organization.
4. The contract with Services Provider Company terminated due to non-satisfactory performance.
5. A Services Provider Company possessing bad reputation.
6. A Services Provider Company must have exclusive rights of Cable network in the mentioned cities as per attach list.
7. A Services Provider Company must have ownership rights of SMD installed in Multan.

CANCELLATION OF CONTRACT: -

1. The Contract may be terminated earlier at any time by the NFC IET for breach of any provision(s) of the agreement by the Services Provider Company.



Detail Job Descriptions

Sr. No.	City Names	Number of Cables	Name of Cable Networks	Covered Area	30 Days Cost including all Taxes Rs.
1	Lodhran	1	Sony Cable Network	100%	
2	Dunyapur	1	5 Star Cable Network	100%	
3	Kahror Pacca	1	4 Star Cable Network	100%	
4	Khanewal	2	Star Cable Network	80%	
			3 Star Cable Network		
5	Kabir Wala	1	Moon Cable Network	100%	
6	Jahanian	1	CS Cable Network	100%	
7	Muzaffargarh	2	City Cable Network	100%	
			Global Cable Network		
8	Kot Addu	2	Multi Cable Network	100%	
			Sky Cable Network		
9	DG Khan	1	Grand Cable Network	100%	
10	Tounsa	1	DG Cable Network	100%	
11	Ali Pur	1	Merit Multimedia Network	100%	
12	Jatoi	1	Meo Cable Network	100%	
13	Mailsi	1	Khan Cable Network	100%	
14	Bahawalpur	1	Next Cable Network	70%	
15	Vehari	2	Nordic Cable Network	100%	
			Zeep Cable Network		

Installation of SMD

Location	No of Site	Description	Size	Duration	Spots	Airing Time	Amount 1 Month Including taxes
Sharif Complex	1	Gulgasht	38 x18 Ft	30 Days	250 per Day	4 PM to 10:30 PM	

Social Media Campaign Services (Tik Tok, YouTube Facebook) Amount Rs.
WhatsApp Portal Amount Rs.

Signature & Stamp of Company

(Handwritten Signature)

(Handwritten Signature)