



**BIDDING DOCUMENT**  
**REQUEST FOR PROPOSAL**  
**FOR**  
**HIRING OF SERVICES FOR SCHOOL OUTREACH**  
**PROGRAM**

Single Stage Two Envelope

Issued on  
**July 19, 2019**



## Table of Contents

<b>Bidding Procedures.....</b>	<b>3</b>
Section I. Instructions to Bidders.....	4
Section II. Bidding Data Sheet.....	18
Section III. Bidding Forms .....	22
Section IV. Scope of Services.....	36
Section V. Draft Contract Agreement.....	47



# Bidding Procedures



## Section I. Instructions to Bidders

### Table of Clauses

<b>A. General</b> .....	<b>6</b>
1. Scope of Bid.....	6
2. Source of Funds .....	6
3. Eligible Bidders .....	6
4. Qualification of the Bidder .....	6
5. One Bid per Bidder .....	8
6. Cost of Bidding .....	8
7. Site Visit.....	8
<b>B. Bidding Documents</b> .....	<b>8</b>
8. Content of Bidding Documents .....	8
9. Clarification of Bidding Documents .....	9
10. Amendment of Bidding Documents .....	9
<b>C. Preparation of Bids</b> .....	<b>9</b>
11. Language of Bid.....	9
12. Documents Comprising the Bid.....	9
13. Bid Prices .....	9
14. Currencies of Bid and Payment .....	10
15. Bid Validity.....	10
16. Bid Security .....	10
17. Alternative Proposals by Bidders.....	11
18. Format and Signing of Bid.....	11
<b>D. Submission of Bids</b> .....	<b>12</b>
19. Sealing and Marking of Bids .....	12
20. Deadline for Submission of Bids .....	12
21. Late Bids .....	12
22. Modification and Withdrawal of Bids .....	12
<b>E. Bid Opening and Evaluation</b> .....	<b>13</b>
23. Bid Opening .....	13
24. Process to Be Transparent.....	13
25. Clarification of Bids.....	13
26. Examination of Bids and Determination of Responsiveness .....	14
27. Correction of Errors .....	14
28. Currency for Bid Evaluation.....	14
29. Evaluation of Bids.....	14
30. Non-Preferential Treatment .....	15



<b>F. Award of Contract.....</b>	<b>15</b>
31. Award Criteria .....	15
32. Procuring Agency's Right to Accept or Reject all Bids .....	15
33. Notification of Award and Signing of Agreement.....	15
34. Performance Security.....	16
35. Corrupt or Fraudulent Practices .....	16



## Instructions to Bidders

### A. General

- 1. Scope of Bid**
  - 1.1 The Procuring Agency, as defined in the **Bidding Data Sheet (BDS)**, invites bids for the Services, as described in description of services. The name and identification number of the Contract is **provided in the BDS**.
  - 1.2 The successful Bidder will be expected to complete the performance of the Services by the Intended Completion Date **provided in the BDS**.
- 2. Source of Funds**
  - 2.1 The Procuring Agency has received budget from the Government of Punjab. It intends to apply a portion of the proceeds of this budget to eligible payments under the contract for which this Request for Proposal is issued.
- 3. Eligible Bidders**
  - 3.1 All bidders shall provide in Section III, Bidding Forms, a statement that the Bidder (including all members of a joint venture and subcontractors) is not associated, nor has been associated in the past, directly or indirectly, with the consultant or any other entity that has prepared the design, specifications, and other documents for the Project or being proposed as Project Manager for the Contract. A firm that has been engaged by the Procuring Agency to provide Consultant Services for the preparation or supervision of the Services, and any of its affiliates, shall not be eligible to bid.
  - 3.2 Government-owned enterprises may only participate if they are legally and financially autonomous, operate under commercial law, and are not a dependent agency of the Government.
  - 3.3 Bidders shall not be under a declaration of blacklisting by any Government department or Punjab Procurement Regulatory Authority (PPRA).
- 4. Qualification of the Bidder**
  - 4.1 All bidders shall provide in Section III, Bidding Forms, a preliminary description of the proposed work method and schedule, as necessary.
  - 4.2 All bidders shall include the following information and documents with their bids as mentioned in section 2 (Evaluation Criteria :



- (a) Copies of original documents defining registration of firm with relevant tax authorities (NTN & relevant provincial authority e.g PRA).
- (b) Audited statement for the last five (05) years;
- (c) experience in Services of a similar nature assignment (Evidence should be provided)
- (d) Qualifications and experience of key management staff required to perform the said services as described in section 4: Description of services.
- (e) Detailed work plan and methodology
- (f) Non- blacklisting certificate to be furnished on stamp paper
- (g) No litigation and arbitration certificate to be furnished on stamp paper

4.3 Bids submitted by a joint venture of two or more firms as partners shall comply with the following requirements, unless otherwise stated in the **BDS**:

- (a) the Bid shall include all the information listed in ITB Sub-Clause 4.2 above for each joint venture partner;
- (b) the Bid shall be signed so as to be legally binding on all partners;
- (c) the Bid shall include a copy of the agreement entered into by the joint venture partners defining the division of assignments to each partner and establishing that all partners shall be jointly and severally liable for the execution of the Contract in accordance with the Contract terms; alternatively, a Letter of Intent to execute a joint venture agreement in the event of a successful bid shall be signed by all partners and submitted with the bid, together with a copy of the proposed agreement;
- (d) one of the partners shall be nominated as being in charge, authorized to incur liabilities, and receive instructions for and on behalf of any and all partners of the joint venture; and
- (e) the execution of the entire Contract, including payment, shall be done exclusively with the partner in charge.



4.4 To qualify for award of the Contract, bidders shall meet the minimum qualifying and evaluation criteria mentioned in bid data sheet.

(a) annual volume of Services of at least the amount **specified in the BDS;**

A consistent history of litigation or arbitration awards against the Applicant or any partner of a Joint Venture may result in disqualification.

**5. One Bid per Bidder**

5.1 Each Bidder shall submit only one Bid, either individually or as a partner in a joint venture. A Bidder who submits or participates in more than one Bid (other than as a subcontractor or in cases of alternatives that have been permitted or requested) will cause all the proposals with the Bidder's participation to be disqualified.

**6. Cost of Bidding**

6.1 The Bidder shall bear all costs associated with the preparation and submission of his Bid, and the Procuring Agency will in no case be responsible or liable for those costs.

**7. Site Visit**

7.1 The Bidder, at the Bidder's own responsibility and risk, is encouraged to visit and examine the Site of required Services and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the Services. The costs of visiting the Site shall be at the Bidder's own expense.

**B. Bidding Documents**

**8. Content of Bidding Documents**

8.1 The set of bidding documents comprises the documents listed in the table below and addenda issued in accordance with ITB Clause 10:

Section I	Instructions to Bidders
Section II	Bidding Data Sheet including Evaluation Criteria
Section III	Bidding Forms
Section IV	Scope of Services
Section V	Draft Contract Agreement

8.2 The Bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or to submit a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in the rejection of its bid. Sections III, should be completed and





returned with the Bid in the number of copies specified in the **BDS**.

- 9. Clarification of Bidding Documents**
- 9.1 A prospective Bidder requiring any clarification of the bidding documents may notify the Procuring Agency in writing or by email at the Procuring Agency's address indicated in the invitation to bid. The Procuring Agency will respond to any request for clarification received earlier than **3 days** prior to the deadline for submission of bids. Copies of the Procuring Agency's response will be forwarded to all purchasers of the bidding documents, including a description of the inquiry, but without identifying its source.
- 10. Amendment of Bidding Documents**
- 10.1 Before the deadline for submission of bids, the Procuring Agency may modify the bidding documents by issuing addenda.
- 10.2 Any addendum thus issued shall be part of the bidding documents and shall be communicated in writing or by email to all purchasers of the bidding documents. Prospective bidders shall acknowledge receipt of each addendum by email to the Procuring Agency.
- 10.3 To give prospective bidders reasonable time in which to take an addendum into account in preparing their bids, the Procuring Agency shall extend, as necessary, the deadline for submission of bids, in accordance with ITB Sub-Clause 20.2 below.

### C. Preparation of Bids

- 11. Language of Bid**
- 11.1 The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Procuring Agency shall be written in the language **specified in the BDS**. Supporting documents and printed literature furnished by the Bidder must be in same language.
- 12. Documents Comprising the Bid**
- 12.1 The Bid submitted by the Bidder shall comprise the following:
- (a) The Form of Bid (in the format indicated in Section III);
  - (b) Bid Security;
- And all other materials and required documents to be completed and submitted by bidders, as **specified in the BDS**.
- 13. Bid Prices**
- 13.1 The Contract shall be for the Services, as described in Section 4: Description of services.



- 13.2 The Bidder shall quote prices (inclusive of all applicable taxes) for Services described in description of services (or Terms of Reference).
- 13.3 All duties, taxes, and other levies payable by the Service Provider
- 14. Currencies of Bid and Payment**
- 14.1 The lump sum price shall be quoted by the Bidder separately in the following currencies:
- (a) the prices shall be quoted in Pak Rupees (PKR)
- 15. Bid Validity**
- 15.1 Bids shall remain valid for the period **specified in the BDS**.
- 15.2 In exceptional circumstances, the Procuring Agency may request that the bidders extend the period of validity for a specified additional period. The request and the bidders' responses shall be made in writing or by email. A Bidder may refuse the request without forfeiting the Bid Security. A Bidder agreeing to the request will not be required or permitted to otherwise modify the Bid, but will be required to extend the validity of Bid Security for the period of the extension, and in compliance with ITB Clause 16 in all respects.
- 16. Bid Security**
- 16.1 The Bidder shall furnish, as part of the Bid as **specified in the BDS**.
- 16.2 The Bid Security shall be in the amount **specified in the BDS** and denominated in Pak Rupees (PKR) and shall:
- (a) at the bidder's option, be in the form of either a letter of credit, bank draft or a bank guarantee from a banking institution
- (b) be issued by a reputable institution selected by the bidder.
- (c) be substantially in accordance with one of the forms of Bid Security included in Section 3
- (d) be payable promptly upon written demand by the Procuring Agency in case the conditions listed in ITB Sub-Clause 16.5 are invoked;
- (e) be submitted in its original form; copies will not be accepted;
- (f) remain valid for a period of 28 days beyond the validity period of the bids, as extended, if applicable, in accordance with ITB Sub-Clause 15.2;



- 16.3 If a Bid Security or a Bid- Securing Declaration is required in accordance with ITB Sub-Clause 16.1, any bid not accompanied by a substantially responsive Bid Security or Bid Securing Declaration in accordance with ITB Sub-Clause 16.1, shall be rejected by the Procuring Agency as non-responsive.
- 16.4 The Bid Security of unsuccessful Bidders shall be returned as promptly as possible upon the successful Bidder's furnishing of the Performance Security pursuant to ITB Clause 34.
- 16.5 The Bid Security may be forfeited:
- (a) if a Bidder withdraws its bid during the period of bid validity specified by the Bidder on the Bid Submission Form, except as provided in ITB Sub-Clause 15.2; or
  - (b) if the successful Bidder fails to:
    - (i) **sign the Contract in accordance with ITB Clause 33;**
    - (ii) **furnish a Performance Security in accordance with ITB Clause 34.**
- 16.6 The Bid Security of a JV must be in the name of the JV that submits the bid. If the JV has not been legally constituted at the time of bidding, the Bid Security shall be in the names of all future partners as named in the letter of intent to constitute the JV.

#### **17. Alternative Proposals by Bidders**

17.1 Alternative bids shall not be considered.

#### **18. Format and Signing of Bid**

18.1 The Bidder shall prepare one original of the documents comprising the Bid as described in ITB Clause 12 of these Instructions to Bidders, bound with the volume containing the Form of Bid, and clearly marked "ORIGINAL." In addition, the Bidder shall submit copies of the Bid, in the number **specified in the BDS**, and clearly marked as "COPIES." In the event of discrepancy between them, the original shall prevail.

18.2 The original and all copies of the Bid shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized to sign on behalf of the Bidder, pursuant to Sub-Clauses 4.2(a) or 4.3(b), as the case may be. All pages of the Bid where entries or amendments have been made shall be initialed by the person or persons signing the Bid.



18.3 The Bid shall contain no alterations or additions, except those to comply with instructions issued by the Procuring Agency, or as necessary to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the Bid.

#### **D. Submission of Bids**

##### **19. Sealing and Marking of Bids**

19.1 The Bidder shall seal the original and all copies of the Bid in two inner envelopes and one outer envelope, duly marking the inner envelopes as “ORIGINAL” and “COPIES”.

19.2 The inner and outer envelopes shall

- (a) be addressed to the Procuring Agency at the address **provided in the BDS;**
- (b) bear the name and identification of the proposal/bid as **defined in the BDS**
- (c) provide a warning not to open before the specified time and date for Bid opening as **defined in the BDS.**

19.3 In addition to the identification required in ITB Sub-Clause 19.2, the inner envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened in case it is declared late, pursuant to ITB Clause 21.

19.4 If the outer envelope is not sealed and marked as above, the Procuring Agency will assume no responsibility for the misplacement or premature opening of the Bid.

##### **20. Deadline for Submission of Bids**

20.1 Bids shall be delivered to the Procuring Agency at the address specified above no later than the time and date **specified in the BDS.**

20.2 The Procuring Agency may extend the deadline for submission of bids by issuing an amendment in accordance with ITB Clause 10, in which case all rights and obligations of the Procuring Agency and the bidders previously subject to the original deadline will then be subject to the new deadline.

##### **21. Late Bids**

21.1 Any Bid received by the Procuring Agency after the deadline prescribed in ITB Clause 20 will be returned unopened to the Bidder.

##### **22. Modification and**

22.1 Bidders may modify or withdraw their bids by giving notice in writing before the deadline prescribed in ITB Clause 20.



**Withdrawal of Bids**

- 22.2 Each Bidder's modification or withdrawal notice shall be prepared, sealed, marked, and delivered in accordance with ITB Clauses 18 and 19, with the outer and inner envelopes additionally marked "MODIFICATION" or "WITHDRAWAL," as appropriate.
- 22.3 No Bid may be modified after the deadline for submission of Bids.
- 22.4 Withdrawal of a Bid between the deadline for submission of bids and the expiration of the period of Bid validity specified in the BDS or as extended pursuant to ITB Sub-Clause 15.2 may result in the forfeiture of the Bid Security pursuant to ITB Clause 16.

**E. Bid Opening and Evaluation**

**23. Bid Opening**

- 23.1 The Procuring Agency will open the bids in the presence of the bidders' representatives who choose to attend at the time and in the place **specified in the BDS.**
- 23.2 Envelopes marked "WITHDRAWAL" shall be opened and read out first. Bids for which an acceptable notice of withdrawal has been submitted pursuant to ITB Clause 22 shall not be opened.
- 23.3 The Procuring Agency will prepare minutes of the Bid opening.

**24. Process to Be Transparent**

- 24.1 Information relating to the evaluation and recommendations for the award of a contract shall be disclosed to bidders **10 days before the award** to the successful Bidder is notified.

**25. Clarification of Bids**

- 25.1 To assist in the examination, evaluation, and comparison of bids, the Procuring Agency may, at its discretion, ask any Bidder for clarification of the Bidder's Bid. The request for clarification and the response shall be in writing or email, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Procuring Agency in the evaluation of the bids in accordance with ITB Clause 27.
- 25.2 Subject to ITB Sub-Clause 25.1, no Bidder shall contact the Procuring Agency on any matter relating to its bid from the time of the bid opening to publication of evaluation report. If the Bidder wishes to bring additional information to the notice of the Procuring Agency, he should do so in writing.



- 25.3 Any effort by the Bidder to influence the Procuring Agency in the Procuring Agency's bid evaluation or contract award decisions may result in the rejection of the Bidder's bid.
- 26. Examination of Bids and Determination of Responsiveness**
- 26.1 Prior to the detailed evaluation of bids, the Procuring Agency will determine whether each Bid (a) meets the eligibility and evaluation criteria (b) has been properly signed; (c) is accompanied by the required securities; and (d) is substantially responsive to the requirements of the bidding documents.
- 26.2 A substantially responsive Bid is one which conforms to all the terms, conditions, and specifications of the bidding documents, without material deviation or reservation
- 27. Correction of Errors**
- 27.1 Bids determined to be substantially responsive will be checked by the Procuring Agency for any arithmetic errors. Arithmetical errors will be rectified by the Procuring Agency on the following basis: if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected; if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail.
- 27.2 The amount stated in the Bid will be adjusted by the Procuring Agency in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount, the Bid will be rejected, and the Bid Security may be forfeited in accordance with ITB Sub-Clause 16.5(b).
- 28. Currency for Bid Evaluation**
- 28.1 The Currency for bid evaluation is PKR rupees.
- 29. Evaluation of Bids**
- 29.1 The Procuring Agency will evaluate only the bids determined to be in accordance with ITB Clause 26.
- 29.2 Technical proposals will be evaluates in accordance to the evaluation criteria mentioned in the BDS. Financial proposals of only those bidders will be opened who have scored passing marks: 65 in the technical proposal and the bidder having quoted lowest price will be recommended for the award of contract.



29.3 The Procuring Agency reserves the right to accept or reject any variation, deviation, or alternative offer. Variations, deviations, and alternative offers and other factors, which are in excess of the requirements of the bidding documents or otherwise result in unsolicited benefits for the Procuring Agency will not be taken into account in Bid evaluation.

**30. Non-  
Preferential  
Treatment**

30.1 No bidder shall be eligible for any margin of preference in Bid evaluation.

## **F. Award of Contract**

**31. Award  
Criteria**

31.1 Subject to ITB Clause 32, the Procuring Agency will award the Contract to the Bidder who has offered the lowest evaluated Bid price.

**32. Procuring  
Agency's Right  
to Accept or  
Reject all Bids**

32.1 Notwithstanding ITB Clause 31, the Procuring Agency reserves the right to accept all Bids, or to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected Bidder or bidders or any obligation to inform the affected Bidder or bidders of the grounds for the Procuring Agency's action.

**33. Notification of  
Award and  
Signing of  
Agreement**

33.1 The Bidder whose Bid has been accepted will be notified of the award by the Procuring Agency prior to expiration of the Bid validity period by email, confirmed by registered letter from the Procuring Agency. This letter (hereinafter and in the Conditions of Contract called the "Letter of Acceptance") will state the sum that the Procuring Agency will pay the Service provider in consideration of the execution and completion of the Services by the Service provider as prescribed by the Contract (hereinafter and in the Contract called the "Contract Price").

33.2 The notification of award will constitute the formation of the Contract.

33.3 The Contract, in the form provided in the bidding documents, will incorporate all agreements between the Procuring Agency and the successful Bidder with the required performance security performance security pursuant to Clause 34

33.4 Upon fulfillment of ITB Sub-Clause 33.3, the Procuring Agency will promptly return the bid security of unsuccessful Bidders as soon as possible.





**34. Performance Security**

34.1 The successful Bidder shall deliver to the Procuring Agency a Performance Security in the amount and in the form (Bank Guarantee) **stipulated in the BDS.**

34.3 Failure of the successful Bidder to comply with the requirements of ITB Sub-Clause 34.1 shall constitute sufficient grounds for cancellation of the award and forfeiture of the Bid Security.

**35. Corrupt or Fraudulent Practices**

35.1 (a) For the purpose of this provision, the terms set forth below are defined as follows:

(i) “corrupt practice” means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official, bidder or contractor in the procurement process or in contract execution to the detriment of the procuring agency; or misrepresentation of facts in order to influence a procurement process or the execution of a contract;

(ii) “fraudulent practice” is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation;

(iii) “collusive practices” is an arrangement among bidders (prior to or after bid submission) designed to establish bid prices at artificial, non-competitive levels for any wrongful gain, and to deprive the procuring agency of the benefits of free and open competition, and any request for, or solicitation of anything of value by any public official in the course of the exercise of his duty;

(iv) “coercive practices” is impairing or harming, or threatening to impair or harm, directly or indirectly, any person or the property of the person (participant in the selection process or contract execution) to influence improperly the actions of that person;

(v) “obstructive practice” is deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements before investigators in order to materially impede an investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; 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, or acts intended to materially impede the exercise of the Client’s inspection and audit rights.





- (b) The Procuring Agency will reject a proposal for award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for the contract in question;
- (c) The Procuring Agency will declare misprocurement if it determines at any time that its representatives were engaged in corrupt, fraudulent, collusive, coercive or obstructive practices during the procurement or the execution of that contract,;
- (d) The Procuring Agency will sanction a firm, in accordance with prevailing Blacklisting procedures under Punjab Procurement Rules 2014, if it at any time determines that they its representatives, directly or through an agent, were engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for, or in executing, a contract; and
- (e) The Procuring Agency will have the right, requiring bidders, suppliers, contractors and consultants to permit the Procuring Agency to inspect their accounts and records and other documents relating to the Bid submission and contract performance and to have them audited by auditors appointed by the Procuring Agency.

35.2 Furthermore, Bidders shall be aware of the provision stated in the Contract Agreement.



## Section II. Bidding Data Sheet

### Instructions to Bidders Clause Reference

<b>A. General</b>	
<b>1.1</b>	The Procuring Agency is Punjab Energy Efficiency & Conservation Agency <b>Bidding Procedure: Single Stage Two Envelope (LCSM)</b>
<b>1.2</b>	The Intended Completion Date is 30 <sup>th</sup> June, 2020.
<b>2.1</b>	The Project is “ <b>Hiring of Services for School Outreach Program</b> ”
<b>4.4</b>	The qualification criteria in Sub-Clause 4.4 will be according to the qualifying criteria as specified in the criteria, sub criteria and point system for the evaluation of Technical proposal attached with Bidding Data sheet.
<b>B. Bidding Data</b>	
<b>8.2 and 18.1</b>	The number of copies of the Bid to be completed and returned shall be One Original of <b>Technical Proposal</b> and (02) Copies clearly marked and One (01) original <b>Financial Proposal</b> .
<b>C. Preparation of Bids</b>	

<b>11.1</b>	Language of the bid: English
<b>14.1</b>	Local inputs shall be quoted in Pak Rupees and the estimated price is PKR 40 Million.
<b>15.1</b>	The period of Bid validity shall be 180 days after the deadline for Bid submission specified in the BDS.
<b>16.1</b>	The Bidder shall provide: 2% bid security of the estimated price of contract.
<b>16.2</b>	The amount of Bid Security shall be PKR 800,000 (refundable) must be accompanied by Bid.
<b>17.1</b>	Alternative bids are not permitted.
<b>D. Submission of Bids</b>	
<b>19.2</b>	The Procuring Agency’s address for the purpose of Bid submission is <b>48A, Block CII, Ghalib Road, Gulberg III, Lahore.</b> <b>Tel: 042-99268362-3</b>



	For identification of the bid the envelopes should indicate: Bid / Proposal Name: <b>Hiring of Services for School Outreach Program</b>
<b>20.1</b>	The deadline for submission of bids shall be <b>1100 Hrs on and before August 06, 2019</b>
<b>E. Bid Opening and Evaluation</b>	
<b>23.1</b>	Bids will be opened at <b>1130 Hrs on August 06, 2019</b> at the following address <b>48A, Block CII, Ghalib Road, Gulberg III, Lahore.</b>
<b>F. Award of Contract</b>	
<b>34.0</b>	The Performance Security of 5% acceptable to the Procuring Agency shall be the in the Standard Form.



## EVALUATION CRITERIA

Criteria, sub-criteria and point system for the evaluation of technical Proposals are:		
Item	Description	Marks
The firm must not be blacklisted by any national/international or donor agency.	Declaration must be provided on stamp paper	Qualification Criteria
The Firm must be registered with tax authorities (NTN). Registration with relevant provincial tax authorities.e.g PRA		Qualification Criteria
Operational history	An operational history of at least 5 years.	10 *Every year carry 2 marks
Project / Assignments	i) At least 5 Projects/Assignments of similar nature.	20 *Every project carry 4 marks
	ii) Worked with Governmental Institution on similar projects/assignments. & iii) Worked with International organizations on similar kind of projects/assignments.	5 • Each type of experience carries 2.5 marks.
Finance	Rs. 25 million or above average financial turn over per annum in last 5 years. *Audited Financials must be Provided	10
Personal Capabilities	i. Project Manager ii. Moderator & Content Writer/Planner iii. Public Communication/Coordination iv. Animator & Graphic Designer	i. 10 ii. 5 iii. 5 iv. 5 v. 5 <b>Sub-Total:30</b>



		v. Experienced Trainer (Child education) *Qualifications and Experience carries 50% marks each	
	Methodology & Work Plan	Adequacy of the proposed technical approach, Methodology And work plan in responding to the terms of Reference: Work Plan (15 Marks) Methodology (10 Marks)	25
	<b>Total</b>		<b>100</b>
<b><u>The minimum technical score required to pass is: 65 marks</u></b>			



## Section III. Bidding Forms

### Table of Forms

<b>Technical Proposal Forms .....</b>	<b>23</b>
<b>Financial Proposal Forms .....</b>	<b>31</b>
<b>Bid Security (Bank Guarantee).....</b>	<b>34</b>
<b>Performance Security Form.....</b>	<b>35</b>



## **Technical Proposal - Standard Forms**

Form TECH-1: Technical Proposal Submission Form

Form TECH-2: Firm/Company Organization and Experience

A - Firm/Company Organization

B - Firm/Company Experience

Form TECH-3: Description of Approach, Methodology and Work Plan for Performing the Assignment

Form TECH-4: Team Composition and Task Assignments

Form TECH-5: Curriculum Vitae (CV) for Proposed Professional Staff

Form TECH-6 Work Schedule



## Form TECH-1: Technical Proposal Submission Form

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[ July 2019]

To:

Chief Energy Economist  
Punjab Energy Efficiency and Conservation Agency (PEECA),  
48-A, Ghalib Road-II, Gulberg III,  
Lahore.

Dear Madam/ Sir:

We, the undersigned, offer to provide the services for **Hiring of Services for School Outreach Program**” in accordance with your Request for Proposal July 19 2019 and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in association with: [*Insert a list with full name and address of each associated Firm/Company*]

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment will be as per the requirements

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_





## **Form TECH-2: Firm/Company Organization and Experience**

---

### **A - Firm/Company Organization**

### **B - Firm/Company Experience**



## **Form TECH-3: Description of Approach, Methodology and Work Plan for Performing the Assignment**

- a) Technical Approach and Methodology,
- b) Work Plan, and
- c) Organization and Staffing,

Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of Form TECH-6.

Organization and Staffing. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support staff.]



## Form TECH-4: Team Composition and Task Assignments

### Professional Staff

---

Name of Staff	Firm	Area of Expertise	Position Assigned	Task Assigned



**Form TECH-5: Curriculum Vitae (CV) for  
Proposed  
Professional Staff**

---

**Proposed Position** [only one candidate shall be nominated for each position]: \_\_\_\_\_

**Name of Firm** [Insert name of firm proposing the staff]: \_\_\_\_\_

**Name of Staff** [Insert full name]: \_\_\_\_\_

**Education** [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]: \_\_\_\_\_

**Membership of Professional Associations:** \_\_\_\_\_

**Countries of Work Experience:** [List countries where staff has worked in the last ten years]: \_\_\_\_\_

**Languages** [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]: \_\_\_\_\_

**Employment Record** [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]: \_\_\_\_\_ To [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_



**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_  
*[Signature of staff member or authorized representative of the staff]*

ear

*Day/Month/Y*

Full name of authorized representative: \_\_\_\_\_



## Form TECH-6 Work Schedule

Sr no	Activity	Month												
		1	2	3	4	5	6	7	8	9	10	11	12	n
1														
2														
3														
4														
5														

Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.

Duration of activities shall be indicated in the form of a bar chart.



## **Financial Proposal - Standard Forms**

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal and are to be submitted in a separate sealed envelope along with the technical proposal.

Form FIN-1: Financial Proposal Submission Form

Form FIN-2: Summary of Costs



## Form FIN-1: Financial Proposal Submission Form

---

[Date]

To:  
Chief Energy Economist  
Punjab Energy Efficiency and Conservation Agency,  
48-A, Ghalib Road-C-II, Gulberg III,  
Lahore.

Dear Madam/ Sir:

We, the undersigned, offer to provide the services for “**Hiring of Services for School Outreach Program**” in accordance with your Request for Proposal July 19, 2019 and our Technical Proposal. Our attached Financial Proposal is for the sum of [*Insert amount(s) in words and figures*]. This amount is inclusive of all applicable taxes.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_





## Form FIN-2: Summary of Costs

<b>ITEMS</b>	<b>COSTS (Local Currency)</b>
<b>Total Cost of Financial Proposal</b>	

- Cost to be Included of all applicable taxes



### Bid Security (Bank Guarantee)

*[The Bank shall fill in this Bank Guarantee Form in accordance with the instructions indicated.]*

\_\_\_\_\_

**Beneficiary:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**BID GUARANTEE No.:** \_\_\_\_\_

We have been informed that \_\_\_\_\_ (hereinafter called "the Bidder") has submitted to you its bid dated (hereinafter called "the Bid") for the execution of \_\_\_\_\_ under Invitation for Bids No. \_\_\_\_\_ ("the IFB").

Furthermore, we understand that, according to your conditions, bids must be supported by a bid guarantee.

At the request of the Bidder, we \_\_\_\_\_ hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of \_\_\_\_\_ (\_\_\_\_\_) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- (a) has withdrawn its Bid during the period of bid validity specified by the Bidder in the Form of Bid; or
- (b) having been notified of the acceptance of its Bid by the Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form; or (ii) fails or refuses to furnish the performance security, if required, in accordance with the Instructions to Bidders.

This guarantee will expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the contract signed by the Bidder and the performance security issued to you upon the instruction of the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder of the name of the successful bidder; or (ii) twenty-eight days after the expiration of the Bidder's Bid.

Consequently, any demand for payment under this guarantee must be received by us at the office on or before that date.

\_\_\_\_\_  
*[signature(s)]*



## Performance Bank Guarantee

To: \_\_\_\_\_

Whereas \_\_\_\_\_ (hereinafter called “the Service Provider”) has undertaken, in pursuance of Contract No. \_\_\_\_\_ dated \_\_\_\_\_ to execute \_\_\_\_\_ (hereinafter called “the Contract”);

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of \_\_\_\_\_, \_\_\_\_\_, such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of \_\_\_\_\_/ as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor \_\_\_\_\_

Name of Bank \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_



## Section IV. Scope of Services **TERMS OF REFERENCE**

### **HIRING OF SERVICES FOR SCHOOL OUTREACH PROGRAM**

#### **SERVICE DESCRIPTION**

As the Government strives for means to enhance its power generation capacity, it is our collective duty to avoid wastage of our precious resources.

This calls for a grand national effort for the conservation of energy involving all stakeholders - the Government, the utility producer, the regulators and the beneficiaries.

#### **OBJECTIVE**

The objective of the communication services is to develop and execute communication activities in Punjab for the dissemination of information regarding various initiatives and information on PEECA to promote energy efficient practices among school children.

#### **AIM**

The aim of these activities includes:

- Changing or positively influencing school children in support of long term and sustainable behavior change at the household and community level; and
- Enhancing awareness among parents through children at schools regarding energy efficient practices and the importance of the ways and means of energy and natural resource conservation.

#### **SCOPE OF WORK**

To bring schools into the fold of PEECA's promotional campaign for energy conservation by incorporating awareness sessions for teachers and students, ensuring the induction of students into the PEECA energy efficiency and conservation program.

PEECA has been developing various programs to promote energy conservation solutions since its establishment. The pace of adapting energy efficiency modules/methods by the masses is slow as compared to the magnitude of energy crisis building up with the passage of time. In order to support the PEECA mandate and build pace in adaptive measures, a program is developed to create awareness among the masses through middle school children as core target group.



The core target audience of the awareness campaign consists of children from middle school aged between 8 and 12 years as the middle school years are a time in life when children go through important developmental advances that establish their sense of identity and responsibility.

Furthermore, the program is developed to train middle school children into “Scouts” of Government of Punjab to monitor their homes in terms of energy conservation.

## **DESIGNING AND DEVELOPING AWARENESS SESSIONS**

This shall include but not limited to the:

- Use of the studies already undertaken for deeper understanding of the PEECA Communication challenges to be addressed and of the social and behavioral drivers that facilitate or act as barriers to uptake desired behavior(s).

This will include:

- Learning about the target groups and their perceived needs
- Understanding social and cultural norms that may affect the changes
- Incorporating the information gathered to develop an awareness sessions script in achieving project objectives while positioning the strategy to create a distinctive and attractive image, a perpetual foothold in the minds of the audience. This means that PEECA’s message will be able to stand out from other challenges, be appealing and persuasive, clear and concise to avoid confusion and misunderstanding.

### **1. Developing the Communication**

Keeping in mind the target segment, the situation analysis, communication objectives, audience segmentation, focus group discussions,, meetings with stakeholders, program approaches (strategic approaches – mix of tools, which will convey and mutually reinforce messages), a work plan, and a plan for monitoring and evaluation.

### **2. Project Testing**

Pre and post testing of the modules developed/ target audience, with selected audience to determine communication effectiveness – The research should include Understanding and Effectiveness of the awareness sessions.

### **3. Execution Strategy**

A detail execution plan must be developed for short-term and long-term of the activity plan, and documentation.

Travelling & other logistics of PEECA’s representatives will be borne by the contractor. Service provider should submit the daily and weekly report to PEECA along with the complete comprehensive report at the end of the project.



## **METHODOLOGY**

Pakistan needs uninterrupted power supply for the day to day needs of its people. These needs can only be met to the greatest degree by reducing the demand and supply gap through various measures.

The most optimum solution lies in creating a platform to interact with the target audience to make them cognizant of their individual and collective responsibility in helping mitigate the energy supply and demand gap through their concerted efforts towards energy conservation and its smart usage.

**Methodology** is to be developed and specified by the service provider and will cover among other areas;

1. Detail the approach, for awareness sessions for each month. Systematically planned route plan to carry out the awareness campaign.
2. Scripting and drafting out a comprehensive strategy for a sustainable approach towards implementing the awareness program through Rescue Scouts.
3. Developing strategy to identify trainers for district level training and outlining training module and methods.
4. Designing certificates/giveaways for the target group.
5. Developing literature and educational material for the target group.
6. Development of execution strategy for implementing the program during the pilot year throughout Punjab at Government & private schools.
7. Execution of the activity plan.

This platform will allow the target audience to learn about the Energy Sector, its functions, its challenges and achievements, along with the opportunity to become a solutions-oriented audience who actively participates in alleviating the power crises through innovative measures taught during information dissemination sessions organized for PEECA. These sessions will comprise of a 45 minutes training workshop, badge distribution, oath ceremony, and a QA session to lead children towards becoming “Scouts”.

The target audience shall receive information in the presentation section of the program that will be aimed at making PEECA a household name for children as they grow with the organization and make a difference in the level of energy and resources conservation to make a better future for everyone.

Apart from a standard 45 minutes training workshop, a series of awareness and participatory activities will be designed in accordance with the target audience area psychographics and demographics. (ex. Energy fair with stalls and competitions in urban areas/ public/ private schools etc.)



## DELIVERABLES

### 1. Program Development Study

A comprehensive plan, based on the data and literature/studies/focus group discussions, pertaining to the subject, shall be developed prior to initiating the program.

Development of awareness campaign and tools/material to be used for disseminating the information to target group.

### 2. Promotional Material

#### a. Banner/Backdrop

It should be designed for the workshops, and any seminars to be conducted as part of the school awareness campaign.

#### b. Designing Informational Posters

Posters must have all the information material for the children to understand techniques of saving energy, water, etc.

#### c. Designing Informational Standees to be used at events

Standees must have all the information material for the children to understand techniques of saving energy, water, etc.

#### d. Designing School Activities with students tailored around energy conservation message

Consultant will design/develop school activities for the middle school children as part of the pilot project to enhance energy saving habits, such as worksheets, competitions, debates, etc. The module of activities will be shared with the education department, and schools for the relevant follow-up.

#### e. Designing Participation certificates for students

Participating Energy Scouts must be provided with a certificate of nomination which shall be designed by the consultant.

#### f. Application (App) for Energy Saving

The developed app shall be improved to make use of a technique to make children aware of the benefits of energy conservation and also involve them in the process, such as monitoring their electricity bills, daily usage of electricity. This information gathered through the App will also be used by PEECA for data analysis, trends, and to understand habits.

**Note:** All the material must be prepared in collaboration with PEECA and shall be subject to the approval of the competent authority.

### 3. Educational Material



**a. Development of 2 Mascots**

The concept behind the project is to develop a program for children which would narrate benefits of energy conservation, and also share techniques for saving energy at home. In order to make PEECA a home name, Mascots must be used to disseminate information, communicate with children through various mediums. Consultant firm will be required to design/develop mascots in accordance with the energy theme, and Pakistani culture to advocate the “Save Energy” concept.

**b. A 30 to 40 sec TVC**

Consultant Firm will be responsible for developing/designing a TVC which would give an overview of goals of PEECA, introduce the mascots, the ‘Energy Scouts’ program, and its benefits of energy saving.

**c. An Animated presentations (duration 15 min to 30 min)**

As part of the awareness program, various workshops will be conducted in Governmental and private schools across Punjab. Information will be disseminated through PowerPoint presentations, skits, and interactive dialogues, during the pilot phase. PEECA intends to continue the program after the pilot phase and thus wants the firm to develop an animation, based on the energy saving concepts to be developed for school presentations. The animation will be 15 to 30 min long and the Energy Mascots will be used in the animation to highlight various energy issues and the techniques to save energy.

**a. Designing Informational Energy Booklet**

Designing an informational Booklet about PEECA, the concept of Energy Conservation and ways and measures to conserve and rightly use energy.

The booklet must be designed for middle school children which should have all the relevant information on how to preserve/conserve energy. It can be a 12 to 15 pages booklet with illustrations, and text narrating the concern areas of energy crisis.

**4. Presentation**

A standard PowerPoint presentation (ranging between one to two hours) will be scripted for the workshops and awareness sessions along with instructional and informational slides, videos and self-explanatory animations about the desired and undesirable behavior pertaining to energy usage and its conservation.

The presentation will start with an introduction about PEECA, projecting its friendly side for children and explaining its role and importance in helping the energy sector in





filling the power demand and supply gap through its work. The presenter will then move on to empower the youth in playing its essential and integral role in reversing energy shortage through practical steps that they can take today.

#### **5. Pilot Program**

A sample of **720** schools (Public & Private) shall be taken from total schools in **36** districts of Punjab with catering to grades 4, and 5 to conduct the pilot phase workshops. According to the data available at Education Department Schools, there are a total of **58,575** primary schools (middle schools as per international standards) in Punjab catering to **1,951,599** school children (girls & boys- gender balance). Schools will be selected with the consent of PEECA where awareness sessions will be conducted and each district should include 20 schools and at least 1000 students.

#### **6. Trainer Training**

Energy Scouts' workshops shall be conducted by trainers in each district, equipped with the use of PowerPoint, communication skills, etc. Prior to the commencement of the workshops, the Firm must train all the Trainers on the methodology, techniques, and module of the workshop. They must be aware of the goals, and procedures of the workshops that will be conducted, by them, in each school, in 36 districts. Badges must be provided at the training sessions to PEECA representatives.

#### **7. Teacher Training**

Once the workshop trainers have been trained, the Firm hired, will be responsible for preparing teacher training manual and trainings of the school teachers, where workshops shall be conducted, so that they are in line with the objectives of the program, the contents/material of the workshop. They will also be briefed on the activities to be carried out with the students once the workshop has been conducted.

#### **8. Social Media Campaign**

The service provider will run a social media campaign for awareness of masses all over Punjab with the help of atleast 10 celebrities that will be selected with the consent of PEECA for the endorsement of energy conservation message through out Punjab province. The total Impressions made shall be 10 million or as described by PEECA.

#### **9. Student engaging Activities Planned for the Energy Conservation Message in Punjab (Public and Private Schools)**

Based on the ideology that good moral and societal habits internalized at the middle school age are bound to become a part of the children's characters as they transition toward adulthood, an extensive "Energy Conservation" awareness campaign about



energy/ renewable energy resources and various production and conservation must be developed to organize various educational events.

A series of 2 to 3 events may be held at suitable venues beginning from the start of the contract for educating the younger youth about “Energy” and any and everything to do with it.

**i) The Elementary Energy Fair**

As the title suggests, it is recommended that a one day Energy Fair may be arranged at a suitable location. It would be an Open House Event with three to four main schools of the city being approached for registration and participation. The event will focus on presentations from experts, and a display of 20-30 energy related stalls (energy efficient building material, energy saving lights, fans, etc.) for full day event.

**ii) Bright Scientists Competition:**

Based on the same lines as the art competition, it is proposed that schools can carry out an outdoor event following the spring break so that children can disseminate the information on energy conservation through a competition. The Firm hired must develop the theme and module of the competition and involve schools to participate. The best three models could be awarded with prizes and sponsorship opportunities by PEECA.

**iii) OPEN MIC Discussions:**

An open mic sessions can be arranged at various schools for students where they can be provided with Energy and Resource Conservation topics for an open discussion. The activity must be developed by the Firm, and coordination must also be carried out with the schools, in collaboration with PEECA.

All activities regarding awareness sessions in schools mentioned above will be the responsibility of the Service Provide.

## **BUDGET**

The estimated cost for developing the program, animations, monitoring software, trainings, and organizing events is **40 million, including all applicable taxes.**

**Printing of all content will be the responsibility of the service provider**

Outline of activities falling into the above budget includes but not limited to:



<b>A. Program Development</b>	
i.	Research
ii.	Focus Groups (4)
iii.	Developing the Program
iv.	Monitoring & Trainings

<b>B. Developing Educational Material</b>	
i.	Banners
ii.	Posters
iii.	Standees
iv.	School Activities/worksheets
v.	Takeaways
vi.	Certificates
vii.	Development of Mascot
Viii.	Presentation Animated 20-30 min duration
ix.	Booklet (12-15 pages)
x.	Badge

<b>C. Trainings</b>	
i	Teacher Training
ii	Teacher Training Manual
iii	Workshop Trainer Training
iv	Energy Scout Training

<b>D. Grand Activities 3-4</b>	
i	Elementary Energy Fair
ii	Bright Scientists Competition
iii	Open Mic Discussions

#### **TIME LINE**

The assigned company shall be hired for the period till June, 30<sup>th</sup> 2020.

#### **REPORTING ARRANGEMENTS**

The reporting authority shall be Program Manager, Punjab Energy Efficiency and Conservation Agency (PEECA) reserves the right to vary number of schools.

**PROFILE OF THE FIRM/COMPANY TEAM/INDIVIDUAL**

Sr. No.	Key Professional	No. of Persons	Qualification	Experience
1.	Project Manager	01	Graduation in Management, Architecture, or Equivalent. Preference for masters	Minimum 5 years of experience in similar related field
2.	Moderator & content writer/curriculum developer	01	Bachelor's Degree Marketing/Media, Education and Mass Communication, Journalism or relevant	Minimum 3 years of experience in similar related field
3.	Public Relations/Coordinator/Event Planner	01	Preferably Bachelor's Degree, Marketing/Media and Mass Communication, Journalism or relevant .	Minimum 5 years of experience in similar related field
4.	Animator & Graphic Designer (International Experience & Qualification gets full marks)	01	Bachelor's Degree in Media/ Mass Communication/ Journalism or relevant. Preferably foreign experience and degree.	Minimum 05 years of experience in similar related field and on child education/animations
5	Experienced Trainer (Child education)	01	Bachelor's Degree in Marketing, Education, Arts, or relevant	Minimum 4 years of experience in the related field.

**INDICATORS TO EVALUATE THE FIRM/COMPANY PERFORMANCE**

Performance indicators are

- All awareness sessions are conducted within mentioned timeframe.
- Progress Reports and Final report are submitted on time.

**PAYMENTS SCHEDULE**

The total Contract Price payable for the Services under this Contract is PKR . The Contract Price shall be payable subject to such deductions and withholdings as applicable under the law.

**Schedule of Payments**

<b>Sr. No</b>	<b>Documents / Reports</b>	<b>Amount to be Disbursed (%)</b>	<b>Hard and Soft Copies</b>
1	Payment will be made on successful completion of the following content: i. Research, Development of Methodology for school workshops and seminars ii. Development of Mascot (s) iii. Booklet design with content iv. Banners, Flyers, v. school activities, vi. Workshop Presentation vii. Program Details and viii. Level 4 schedule	10%	02 hard and 01 Soft copy
2	On development of i. Development of Animations, ii. Development of TVC iii. Development/upgradation of an mobile App. iv. Development of social media content v. 10 Celebrity Endorsement	10%	02 hard and 01 Soft copy
3	On completion of awareness sessions conducted in 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
4	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
5	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy



6	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
7	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
8	On completion of awareness sessions conducted in last 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
9	On arranging 02 seminars/fairs regarding energy efficiency and on submission of final report from the Service Provider.	10% (5% payment on completion of 1 <sup>st</sup> Seminar/fair and 5% payment on completion of 2 <sup>nd</sup> Seminar/fair)	02 hard and 02 Soft copy
10	On completion of social media campaign	5%	02 hard and 02 Soft copy
11	On submission of final project assessment and impact report	5%	02 hard and 02 Soft copy

The reporting authority shall be Program Manager, PEECA. PEECA reserves the right to vary the number of schools.



## Section V. Draft Contract Agreement



**CONTRACT FOR GOODS/ SERVICES**

**BETWEEN**

**PUNJAB ENERGY EFFICIENCY & CONSERVATION AGENCY  
(EMPLOYER)**

**AND**

---

**(SERVICE PROVIDER)**

**FOR**

**HIRING OF SERVICES FOR SCHOOL OUTREACH PROGRAM**

**August, 2019**





## Contract for Hiring of Services for School Outreach Program

### LUMP-SUM

This CONTRACT (hereinafter called the “Contract”) is executed on the [\_\_\_\_\_], 2019, between, on the one hand, **Punjab Energy Efficiency and Conservation Agency** (hereinafter called the “Employer”) and, on the other hand, [name of Service Provider] (hereinafter called the “Service Provider”).

### WHEREAS

- (a) the Employer has requested the Service Provider to provide certain Services as defined in the General Conditions of Contract attached to this Contract (hereinafter called the “Services”) and
- (b) the Service Provider, having represented to the Employer that it has the required professional skills, and personnel and technical resources, has agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of [\_\_\_\_\_];

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents shall be deemed to form and be read and construed as part of this Agreement, and the priority of the documents shall be as follows:
  - (a) the Letter of Acceptance;
  - (b) the Special Conditions of Contract;
  - (c) the General Conditions of Contract;
  - (d) the Scope of Services;
  - (e) the Priced Activity Schedule; and
  - (f) the Service Provider’s Bid.
2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:
  - (a) the Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
  - (b) the Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.



For and on behalf of *Punjab Energy Efficiency and Conservation Agency*:

\_\_\_\_\_

**Mr. Abdur Rehman**  
Program Manager

For and on behalf of [*name of Service Provider*]

\_\_\_\_\_  
[Authorized Representative]

Witnesses:

1. \_\_\_\_\_

2. \_\_\_\_\_

Name:  
CNIC NO.  
Address:

Name:  
CNIC NO:  
Address:



## Table of Contents

<b><u>A. General Provisions</u></b> .....	<b>6</b>
<u>1.1 Definitions</u> .....	6
<u>1.2 Applicable Law</u> .....	7
<u>1.3 Language</u> .....	7
<u>1.4 Notices</u> .....	7
<u>1.5 Location</u> .....	7
<u>1.6 Authorized Representatives</u> .....	7
<u>1.7 Inspection and Audit by the Procuring Agency</u> .....	8
<u>1.8 Taxes and Duties</u> .....	8
<b><u>2. Commencement, Completion, Modification, and Termination of Contract</u></b> .....	<b>8</b>
<u>2.1 Effectiveness of Contract</u> .....	8
<u>2.2 Intended Completion Date</u> .....	8
<u>2.3 Modification</u> .....	8
<u>2.4 Force Majeure</u> .....	8
<u>2.5 Termination</u> .....	9
<b><u>3. Obligations of the Service Provider</u></b> .....	<b>11</b>
<u>3.1 General</u> .....	11
<u>3.2 Conflict of Interest</u> .....	11
<u>3.3 Confidentiality</u> .....	12
<u>3.4 Insurance to be Taken Out by the Service Provider</u> .....	12
<u>3.5 Service Provider’s Actions Requiring Employer’s Prior Approval</u> .....	12
<u>3.6 Reporting Obligations</u> .....	13
<u>3.7 Documents Prepared by the Service Provider to Be the Property of the Employer</u> .....	13
<u>3.8 Liquidated Damages</u> .....	13
<u>3.9 Performance Security</u> .....	13
<b><u>4. Service Provider’s Personnel</u></b> .....	<b>13</b>
<u>4.1 Description of Personnel</u> .....	13
<u>4.2 Removal and/or Replacement of Personnel</u> .....	14
<b><u>5. Obligations of the Employer</u></b> .....	<b>14</b>
<u>5.1 Change in the Applicable Law</u> .....	14
<b><u>6. Payments to the Service Provider</u></b> .....	<b>14</b>
<u>6.1 Lump-Sum Remuneration</u> .....	14
<u>6.2 Contract Price</u> .....	14
<u>6.3 Terms and Conditions of Payment</u> .....	14
<b><u>7. Quality Control</u></b> .....	<b>15</b>
<u>7.1 Identifying Defects</u> .....	15
<u>7.2 Correction of Deficiencies</u> .....	15



<b>8. Settlement of Disputes</b> .....	<b>15</b>
<u>8.1 Amicable Settlement</u> .....	15
<u>8.2 Dispute Settlement</u> .....	15



## Section II. General Conditions of Contract

### A. General Provisions

#### 1.1 Definitions

Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

- (a) “Activity Schedule” is the priced and completed list of items of Services to be performed by the Service Provider forming part of its Bid;
- (b) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer;
- (c) “Contract” means the Contract signed by the Parties, to which these General Conditions of Contract (GCC) are attached, together with all the documents listed in Clause 1 of such signed Contract;
- (d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;
- (e) “Defect (s)” means any shortcomings and or discrepancies in the performance of the Service Provider;
- (f) “Employer” means the party who employs the Service Provider;
- (g) “GCC” means these General Conditions of Contract;
- (h) “Government” means the Government of the Punjab;
- (i) “Liquidated Damages” means the amount that the Service Provider shall pay in the event it fails to meet its Completion Date;
- (j) “Local Currency” means Pak Rupee (PKR);
- (k) “Member,” in case the Service Provider consist of a joint venture of more than one entity, means any of these entities; “Members” means all these entities, and “Member in Charge” means the entity specified in the SC to act on their behalf in exercising all the Service Provider’ rights and obligations towards the Employer under this Contract;
- (l) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them;



- (m) “Personnel” means persons hired by the Service Provider or by any Subcontractor as employees and assigned to the performance of the Services or any part thereof;
- (n) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer;
- (o) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer;
- (p) “SCC” means the Special Conditions of Contract by which the GCC may be amended or supplemented;
- (q) “Specifications” means the specifications of the service included in the bidding document submitted by the Service Provider to the Employer;
- (r) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Appendix A; and in the Specifications and Schedule of Activities included in the Service Provider’s Bid;
- (s) “Subcontractor” means any entity to which the Service Provider subcontracts any part of the Services in accordance with the provisions of Sub-Clauses 3.5 and 4.

**1.2 Applicable Law** The Contract shall be interpreted in accordance with the laws of Islamic Republic of Pakistan.

**1.3 Language** This Contract has been executed in the language **specified in the SCC**, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.

**1.4 Notices** Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, telex, telegram, or facsimile to such Party at the address **specified in the SCC**.

**1.5 Location** The Services shall be performed at such locations as are specified in Appendix A, in the specifications and, where the location of a particular task is not so specified, at such locations, whether in the Government’s country or elsewhere, as the Employer may approve.

**1.6 Authorized Representatives** Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials **specified in the SCC**.



**1.7 Inspection and Audit by the Procuring Agency** The Service Provider shall permit the Procuring Agency to inspect its accounts and records relating to the performance of the Services and to have them audited by auditors appointed by the Procuring Agency, if so required.

**1.8 Taxes and Duties** The Service Provider, Subcontractors, and their Personnel shall pay such taxes, duties, fees, and other impositions as may be levied under the Applicable Law, the amount of which is deemed to have been included in the Contract Price.

## **2. Commencement, Completion, Modification, and Termination of Contract**

**2.1 Effectiveness of Contract** This Contract shall come into effect on the date the Contract is signed by both parties or such other later date as may be **stated in the SCC**.

### **2.2 Commencement of Services**

**2.2.1 Work Program** Before commencement of the Services, the Service Provider shall submit to the Employer for approval a Work Program showing the general methods, arrangements, order and timing for all activities. The Services shall be carried out in accordance with the approved Work Program as updated.

**2.2.2 Starting Date** The Service Provider shall start carrying out the Services seven (07) days after the date the Contract becomes effective.

**2.3 Completion Date** Unless terminated earlier pursuant to Sub-Clause 2.6, the Service Provider shall complete the activities by the Completion Date, as is **specified in the SCC**. If the Service Provider does not complete the activities by the Completion Date, it shall be liable to pay Liquidated Damages as per Sub-Clause 3.8.

**2.4 Modification** Modification of the terms and conditions of this Contract, including any modification of the scope of the Services or of the Contract Price, may only be made by written agreement between the Parties.

### **2.5 Force Majeure**

**2.5.1 Definition** For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party and which makes a Party’s performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.



### **2.5.2 No Breach of Contract**

The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.

### **2.5.3 Extension of Time**

Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.

### **2.5.4 Payments**

During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.

## **2.6 Termination**

### **2.6.1 By the Employer**

The Employer may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (d) of this Sub-Clause 2.6.1:

- (a) if the Service Provider does not remedy a failure in the performance of its obligations under the Contract, within twenty-one (21) days after being notified or within any further period as the Employer may have subsequently approved in writing;
- (b) if the Service Provider become insolvent or bankrupt;
- (c) if, as the result of Force Majeure, the Service Provider is unable to perform a material portion of the Services for a period of not less forty-five (45) days; or
- (d) if the Service Provider, in the judgment of the Employer has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

For the purposes of this Sub-Clause:

- 37.1 (a) For the purpose of this provision, the terms set forth below are defined as follows:





- (vi) “corrupt practice” means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official, bidder or contractor in the procurement process or in contract execution to the detriment of the procuring agency; or misrepresentation of facts in order to influence a procurement process or the execution of a contract;
- (vii) “fraudulent practice” is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation;
- (viii) “collusive practices” is an arrangement among bidders (prior to or after bid submission) designed to establish bid prices at artificial, non-competitive levels for any wrongful gain, and to deprive the procuring agency of the benefits of free and open competition, and any request for, or solicitation of anything of value by any public official in the course of the exercise of his duty;
- (ix) “coercive practices” is impairing or harming, or threatening to impair or harm, directly or indirectly, any person or the property of the person (participant in the selection process or contract execution) to influence improperly the actions of that person;
- (x) “obstructive practice” is deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements before investigators in order to materially impede an investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; 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, or acts intended to materially impede the exercise of the Client’s inspection and audit rights.

**2.6.2 By the  
Service  
Provider**

The Service Provider may terminate this Contract, by not less than thirty (30) days’ written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Sub-Clause 2.6.2:

- (a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-five (45) days after receiving



written notice from the Service Provider that such payment is overdue; or

- (b) if, as the result of Force Majeure, the Service Provider is unable to perform a material portion of the Services for a period of not less than forty-five (45) days.

**2.6.3 Suspension of Payment** If the Service Provider has not received sums by the due date stated in the SCC in accordance with Sub-Clause 6.5, the Service Provider may immediately issue a fourteen (14) day termination notice.

**2.6.4 Payment upon Termination** Upon termination of this Contract pursuant to Sub-Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:

- (a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;
- (b) except in the case of termination pursuant to paragraphs (a), (b), (d) of Sub-Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract, including the cost of the return travel of the foreign Personnel.

### 3. Obligations of the Service Provider

#### 3.1 General

The Service Provider shall perform the Services in accordance with the Specifications and the Activity Schedule, and carry out its obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Provider shall always act, in respect of any matter relating to this Contract or to the Services, as faithful adviser to the Employer, and shall at all times support and safeguard the Employer's legitimate interests in any dealings with Subcontractors or third parties.

#### 3.2 Conflict of Interests

##### 3.2.1 Service Provider Not to Benefit from Commissio

The remuneration of the Service Provider pursuant to Clause 6 shall constitute the Service Provider's sole remuneration in connection with this Contract or the Services, and the Service Provider shall not accept for their own benefit any trade commission, discount, or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations



**ns and  
Discounts.**

under the Contract, and the Service Provider shall use their best efforts to ensure that the Personnel, any Subcontractors, and agents of either of them similarly shall not receive any such additional remuneration.

**3.2.2 Service  
Provider  
and  
Affiliates  
Not to be  
Otherwise  
Interested  
in Project**

The Service Provider agrees that, during the term of this Contract and after its termination, the Service Provider and its affiliates, as well as any Subcontractor and any of its affiliates, shall be disqualified from providing goods, works, or Services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

**3.2.3 Prohibition  
of  
Conflicting  
Activities**

Neither the Service Provider nor its Subcontractors nor the Personnel shall engage, either directly or indirectly, in any of the following activities:

- (a) any business or professional activities which would conflict with the activities assigned to them under this Contract and
- (b) neither the Service Provider nor their Subcontractors shall hire public employees in active duty or on any type of leave, to perform any activity under this Contract;

**3.3 Confidentiality**

The Service Provider, its Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer.

**3.4 Insurance to be  
Taken Out by  
the Service  
Provider**

The Service Provider (a) shall take out and maintain, and shall cause any Subcontractors to take out and maintain, at its (or the Subcontractors', as the case may be) own cost insurance against the risks, and for the coverage and (b) at the Employer's request, shall provide evidence to the Employer showing that such insurance has been taken out and maintained and that the current premiums have been paid.

**3.5 Service  
Provider's  
Actions  
Requiring  
Employer's  
Prior Approval**

The Service Provider shall obtain the Employer's prior approval in writing before taking any of the following actions:

- (a) entering into a subcontract for the performance of any part of the Services,
- (b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors") and



(c) changing the Program of activities.

### **3.6 Reporting Obligations**

The Service Provider shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.

### **3.7 Documents Prepared by the Service Provider to Be the Property of the Employer**

All plans, drawings, specifications, designs, reports, and other documents and software submitted by the Service Provider in accordance with Sub-Clause 3.6 shall become and remain the property of the Employer, and the Service Provider shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Provider may retain a copy of such documents and software, however, it must obtain prior written approval from the Employer before using any of these documents in the future.

### **3.8 Liquidated Damages**

#### **3.8.1 Payments of Liquidated Damages**

The Service Provider shall pay liquidated damages to the Employer as **stated in the SCC**. The total amount of liquidated damages shall not exceed the amount **defined in the SCC**. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.

### **3.9 Performance Security**

The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of Acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer, and denominated in the types and proportions of the currencies in which the Contract Price is payable. The Performance Security shall be valid until a date twenty-eight (28) days from the Completion Date of the Contract in case of a bank guarantee.

## **4. Service Provider's Personnel**

### **4.1 Description of Personnel**

The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer.



#### **4.2 Removal and/or Replacement of Personnel**

- (a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications.
- (b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.
- (c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.

### **5. Obligations of the Employer**

#### **5.1 Change in the Applicable Law**

If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Sub-Clauses 6.2 (a) or (b), as the case may be.

### **6. Payments to the Service Provider**

#### **6.1 Lump-Sum Remuneration**

The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Provider in carrying out the Services described in Appendix A.

#### **6.2 Contract Price**

The price payable in Pak Rupees (PKR).

#### **6.3 Terms and Conditions of Payment**

Payments will be made to the Service Provider according to the payment schedule **stated in the SCC**. Any payment shall be made after the conditions **listed in the SCC** for such payment have been met, and the Service Provider has submitted an invoice to the Employer specifying the amount due.



## 7. Quality Control

### 7.1 Identifying Defects

The Employer shall check the Service Provider's performance and notify it of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities. The Employer may instruct the Service Provider to search for a Defect and to uncover and test any service that the Employer considers may have a Defect. Defect Liability Period is as **defined in the SCC**.

### 7.2 Correction of Deficiencies

- (a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract.
- (b) The Service Provider shall correct the notified deficiency within the length of time specified by the Employer's notice at its own cost.

## 8. Settlement of Disputes

### 8.1 Amicable Settlement

The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.

### 8.2 Dispute Settlement

8.2.1 If any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out of the Services or after their completion, the matter shall be referred to the Authorized Representatives within 14 days of the occurrence of the dispute.

8.2.2 The Authorized Representatives shall make efforts to amicably resolve the dispute and shall give a decision in writing within twenty-eight (28) days of receipt of a notification of a dispute. Decision of the Authorized Representatives shall be final in this regard.



### Section III. Special Conditions of Contract

Number of GC Clause	Supplements to Clauses in the General Conditions of Contract
1.1(c)	The contract name is: <b>Hiring of Services for School Outreach Program</b>
1.1(f)	The Employer is: <b>Punjab Energy Efficiency and Conservation Agency</b>
1.1(k)	The Member in Charge is: _____
1.1(n)	The Service Provider is _____
1.3	The language is: <b>English</b>
1.4	The addresses are: Employer: <b>Punjab Energy Efficiency and Conservation Agency</b> Attention: Chief Energy Economist Tel: 042-99268362-3 Email: <a href="mailto:peecca.cee@energy.punjab.gov.pk">peecca.cee@energy.punjab.gov.pk</a>  Service Provider: _____ Attention: _____ Tel: _____ Email: _____
1.6	The Authorized Representatives are: For the Employer: <b>Mr. Abdur Rehman, Program Manager</b> For the Service Provider: _____
2.1	The date on which this Contract shall come into effect is <b>the date of the signing of the Contract.</b>
2.3	The Completion Date is _____.
3.8.1	The maximum amount of Liquidated Damages for the whole contract is <b>5%</b> of the final Contract Price.
6.2(a)	The amount in Pak Rupees is _____.
6.3	Payments shall be made according to payment terms specified in TORs





## **IV. APPENDICES**

### **Appendix A**

## **TERMS OF REFERENCE**

### **HIRING OF SERVICES FOR SCHOOL OUTREACH PROGRAM**

#### **SERVICE DESCRIPTION**

As the Government strives for means to enhance its power generation capacity, it is our collective duty to avoid wastage of our precious resources.

This calls for a grand national effort for the conservation of energy involving all stakeholders - the Government, the utility producer, the regulators and the beneficiaries.

#### **OBJECTIVE**

The objective of the communication services is to develop and execute communication activities in Punjab for the dissemination of information regarding various initiatives and information on PEECA to promote energy efficient practices among school children.

#### **AIM**

The aim of these activities includes:

- Changing or positively influencing school children in support of long term and sustainable behavior change at the household and community level; and
- Enhancing awareness among parents through children at schools regarding energy efficient practices and the importance of the ways and means of energy and natural resource conservation.

#### **SCOPE OF WORK**

To bring schools into the fold of PEECA's promotional campaign for energy conservation by incorporating awareness sessions for teachers and students, ensuring the induction of students into the PEECA energy efficiency and conservation program.

PEECA has been developing various programs to promote energy conservation solutions since its establishment. The pace of adapting energy efficiency modules/methods by the masses is slow as compared to the magnitude of energy crisis building up with the passage of time. In order to support the PEECA mandate and built pace in adaptive measures, a program is developed to create awareness among the masses through middle school children as core target group.





The core target audience of the awareness campaign consists of children from middle school aged between 8 and 12 years as the middle school years are a time in life when children go through important developmental advances that establish their sense of identity and responsibility.

Furthermore, the program is developed to train middle school children into “Scouts” of Government of Punjab to monitor their homes in terms of energy conservation.

## **DESIGNING AND DEVELOPING AWARENESS SESSIONS**

This shall include but not limited to the:

- Use of the studies already undertaken for deeper understanding of the PEECA Communication challenges to be addressed and of the social and behavioral drivers that facilitate or act as barriers to uptake desired behavior(s).

This will include:

- Learning about the target groups and their perceived needs
- Understanding social and cultural norms that may affect the changes
- Incorporating the information gathered to develop an awareness sessions script in achieving project objectives while positioning the strategy to create a distinctive and attractive image, a perpetual foothold in the minds of the audience. This means that PEECA’s message will be able to stand out from other challenges, be appealing and persuasive, clear and concise to avoid confusion and misunderstanding.

### **1. Developing the Communication**

Keeping in mind the target segment, the situation analysis, communication objectives, audience segmentation, focus group discussions,, meetings with stakeholders, program approaches (strategic approaches – mix of tools, which will convey and mutually reinforce messages), a work plan, and a plan for monitoring and evaluation.

### **2. Project Testing**

Pre and post testing of the modules developed/ target audience, with selected audience to determine communication effectiveness – The research should include Understanding and Effectiveness of the awareness sessions.

### **3. Execution Strategy**

A detail execution plan must be developed for short-term and long-term of the activity plan, and documentation.

Travelling & other logistics of PEECAs representatives will be borne by the contractor.

Service provider should submit the daily and weekly report to PEECA along with the complete comprehensive report at the end of the project.



## **METHODOLOGY**

Pakistan needs uninterrupted power supply for the day to day needs of its people. These needs can only be met to the greatest degree by reducing the demand and supply gap through various measures.

The most optimum solution lies in creating a platform to interact with the target audience to make them cognizant of their individual and collective responsibility in helping mitigate the energy supply and demand gap through their concerted efforts towards energy conservation and its smart usage.

**Methodology** is to be developed and specified by the service provider and will cover among other areas;

1. Detail the approach, for awareness sessions for each month. Systematically planned route plan to carry out the awareness campaign.
2. Scripting and drafting out a comprehensive strategy for a sustainable approach towards implementing the awareness program through Rescue Scouts.
3. Developing strategy to identify trainers for district level training and outlining training module and methods.
4. Designing certificates/giveaways for the target group.
5. Developing literature and educational material for the target group.
6. Development of execution strategy for implementing the program during the pilot year throughout Punjab at Government & private schools.
7. Execution of the activity plan.

This platform will allow the target audience to learn about the Energy Sector, its functions, it's challenges and achievements, along with the opportunity to become a solutions-oriented audience who actively participates in alleviating the power crises through innovative measures taught during information dissemination sessions organized for PEECA. These sessions will comprise of a 45 minutes training workshop, badge distribution, oath ceremony, and a QA session to lead children towards becoming "Scouts".

The target audience shall receive information in the presentation section of the program that will be aimed at making PEECA a household name for children as they grow with the organization and make a difference in the level of energy and resources conservation to make a better future for everyone.

Apart from a standard 45 minutes training workshop, a series of awareness and participatory activities will be designed in accordance with the target audience area psychographics and demographics. (ex. Energy fair with stalls and competitions in urban areas/ public/ private schools etc.)



## DELIVERABLES

### 1. Program Development Study

A comprehensive plan, based on the data and literature/studies/focus group discussions, pertaining to the subject, shall be developed prior to initiating the program.

Development of awareness campaign and tools/material to be used for disseminating the information to target group.

### 2. Promotional Material

#### a. Banner/Backdrop

It should be designed for the workshops, and any seminars to be conducted as part of the school awareness campaign.

#### b. Designing Informational Posters

Posters must have all the information material for the children to understand techniques of saving energy, water, etc.

#### c. Designing Informational Standees to be used at events

Standees must have all the information material for the children to understand techniques of saving energy, water, etc.

#### d. Designing School Activities with students tailored around energy conservation message

Consultant will design/develop school activities for the middle school children as part of the pilot project to enhance energy saving habits, such as worksheets, competitions, debates, etc. The module of activities will be shared with the education department, and schools for the relevant follow-up.

#### e. Designing Participation certificates for students

Participating Energy Scouts must be provided with a certificate of nomination which shall be designed by the consultant.

#### f. Application (App) for Energy Saving

The developed app shall be improved to make use of a technique to make children aware of the benefits of energy conservation and also involve them in the process, such as monitoring their electricity bills, daily usage of electricity. This information gathered through the App will also be used by PEECA for data analysis, trends, and to understand habits.

**Note:** All the material must be prepared in collaboration with PEECA and shall be subject to the approval of the competent authority.

### 3. Educational Material



**a. Development of 2 Mascots**

The concept behind the project is to develop a program for children which would narrate benefits of energy conservation, and also share techniques for saving energy at home. In order to make PEECA a home name, Mascots must be used to disseminate information, communicate with children through various mediums. Consultant firm will be required to design/develop mascots in accordance with the energy theme, and Pakistani culture to advocate the “Save Energy” concept.

**b. A 30 to 40 sec TVC**

Consultant Firm will be responsible for developing/designing a TVC which would give an overview of goals of PEECA, introduce the mascots, the ‘Energy Scouts’ program, and its benefits of energy saving.

**c. An Animated presentations (duration 15 min to 30 min)**

As part of the awareness program, various workshops will be conducted in Governmental and private schools across Punjab. Information will be disseminated through PowerPoint presentations, skits, and interactive dialogues, during the pilot phase. PEECA intends to continue the program after the pilot phase and thus wants the firm to develop an animation, based on the energy saving concepts to be developed for school presentations. The animation will be 15 to 30 min long and the Energy Mascots will be used in the animation to highlight various energy issues and the techniques to save energy.

**d. Designing Informational Energy Booklet**

Designing an informational Booklet about PEECA, the concept of Energy Conservation and ways and measures to conserve and rightly use energy.

The booklet must be designed for middle school children which should have all the relevant information on how to preserve/conserve energy. It can be a 12 to 15 pages booklet with illustrations, and text narrating the concern areas of energy crisis.

**4. Presentation**

A standard PowerPoint presentation (ranging between one to two hours) will be scripted for the workshops and awareness sessions along with instructional and informational slides, videos and self-explanatory animations about the desired and undesirable behavior pertaining to energy usage and its conservation.

The presentation will start with an introduction about PEECA, projecting its friendly side for children and explaining its role and importance in helping the energy sector in filling the power demand and supply gap through its work. The presenter will then move on to



empower the youth in playing its essential and integral role in reversing energy shortage through practical steps that they can take today.

#### **5. Pilot Program**

A sample of **720** schools (Public & Private) shall be taken from total schools in **36** districts of Punjab with catering to grades 4, and 5 to conduct the pilot phase workshops. According to the data available at Education Department Schools, there are a total of **58,575** primary schools (middle schools as per international standards) in Punjab catering to **1,951,599** school children (girls & boys- gender balance). Schools will be selected with the consent of PEECA where awareness sessions will be conducted and each district should include 20 schools and at least 1000 students.

#### **6. Trainer Training**

Energy Scouts' workshops shall be conducted by trainers in each district, equipped with the use of PowerPoint, communication skills, etc. Prior to the commencement of the workshops, the Firm must train all the Trainers on the methodology, techniques, and module of the workshop. They must be aware of the goals, and procedures of the workshops that will be conducted, by them, in each school, in 36 districts. Badges must be provided at the training sessions to PEECA representatives.

#### **7. Teacher Training**

Once the workshop trainers have been trained, the Firm hired, will be responsible for preparing teacher training manual and trainings of the school teachers, where workshops shall be conducted, so that they are in line with the objectives of the program, the contents/material of the workshop. They will also be briefed on the activities to be carried out with the students once the workshop has been conducted.

#### **8. Social Media Campaign**

The service provider will run a social media campaign for awareness of masses all over Punjab with the help of atleast 10 celebrities that will be selected with the consent of PEECA for the endorsement of energy conservation message through out Punjab province. The total Impressions made shall be 10 million or as described by PEECA.

#### **9. Student engaging Activities Planned for the Energy Conservation Message in Punjab (Public and Private Schools)**

Based on the ideology that good moral and societal habits internalized at the middle school age are bound to become a part of the children's characters as they transition toward adulthood, an extensive "Energy Conservation" awareness campaign about energy/renewable energy resources and various production and conservation must be developed to organize various educational events.



A series of 2 to 3 events may be held at suitable venues beginning from the start of the contract for educating the younger youth about “Energy” and any and everything to do with it.

**i) The Elementary Energy Fair**

As the title suggests, it is recommended that a one day Energy Fair may be arranged at a suitable location. It would be an Open House Event with three to four main schools of the city being approached for registration and participation. The event will focus on presentations from experts, and a display of 20-30 energy related stalls (energy efficient building material, energy saving lights, fans, etc.) for full day event.

**ii) Bright Scientists Competition:**

Based on the same lines as the art competition, it is proposed that schools can carry out an outdoor event following the spring break so that children can disseminate the information on energy conservation through a competition. The Firm hired must develop the theme and module of the competition and involve schools to participate. The best three models could be awarded with prizes and sponsorship opportunities by PEECA.

**iii) OPEN MIC Discussions:**

An open mic sessions can be arranged at various schools for students where they can be provided with Energy and Resource Conservation topics for an open discussion. The activity must be developed by the Firm, and coordination must also be carried out with the schools, in collaboration with PEECA.

All activities regarding awareness sessions in schools mentioned above will be the responsibility of the Service Provide.

**BUDGET**

The estimated cost for developing the program, animations, monitoring software, trainings, and organizing events is **40 million, including all applicable taxes.**

**Printing of all content will be the responsibility of the service provider**

Outline of activities falling into the above budget includes but not limited to:

<b>A. Program Development</b>	
i.	Research
ii.	Focus Groups (4)



iii.	Developing the Program
iv.	Monitoring & Trainings

<b>B. Developing Educational Material</b>	
i.	Banners
ii.	Posters
iii.	Standees
iv.	School Activities/worksheets
v.	Takeaways
vi.	Certificates
vii.	Development of Mascot
Viii.	Presentation Animated 20-30 min duration
ix.	Booklet (12-15 pages)
x.	Badge

<b>C. Trainings</b>	
i	Teacher Training
ii	Teacher Training Manual
iii	Workshop Trainer Training
iv	Energy Scout Training

<b>D. Grand Activities 3-4</b>	
i	Elementary Energy Fair
ii	Bright Scientists Competition
iii	Open Mic Discussions

#### **TIME LINE**

The assigned company shall be hired for the period till June, 30<sup>th</sup> 2020.

#### **REPORTING ARRANGEMENTS**

The reporting authority shall be Program Manager, Punjab Energy Efficiency and Conservation Agency (PEECA) reserves the right to vary number of schools.



**PROFILE OF THE FIRM/COMPANY TEAM/INDIVIDUAL**

Sr. No.	Key Professional	No. of Persons	Qualification	Experience
1.	Project Manager	01	Graduation in Management, Architecture, or Equivalent. Preference for masters	Minimum 5 years of experience in similar related field
2.	Moderator & content writer/curriculum developer	01	Bachelor's Degree Marketing/Media, Education and Mass Communication, Journalism or relevant	Minimum 3 years of experience in similar related field
3.	Public Relations/Coordinator/Event Planner	01	Preferably Bachelor's Degree, Marketing/Media and Mass Communication, Journalism or relevant .	Minimum 5 years of experience in similar related field
4.	Animator & Graphic Designer (International Experience & Qualification gets full marks)	01	Bachelor's Degree in Media/ Mass Communication/ Journalism or relevant. Preferably foreign experience and degree.	Minimum 05 years of experience in similar related field and on child education/animations
5	Experienced Trainer (Child education)	01	Bachelor's Degree in Marketing, Education, Arts, or relevant	Minimum 4 years of experience in the related field.

**INDICATORS TO EVALUATE THE FIRM/COMPANY PERFORMANCE**

Performance indicators are

- All awareness sessions are conducted within mentioned timeframe.
- Progress Reports and Final report are submitted on time.

**PAYMENTS SCHEDULE**

The total Contract Price payable for the Services under this Contract is PKR . The Contract Price shall be payable subject to such deductions and withholdings as applicable under the law.



**Schedule of Payments**

<b>Sr. No</b>	<b>Documents / Reports</b>	<b>Amount to be Disbursed (%)</b>	<b>Hard and Soft Copies</b>
1	Payment will be made on successful completion of the following content: i. Research, Development of Methodology for school workshops and seminars ii. Development of Mascot (s) iii. Booklet design with content iv. Banners, Flyers, v. school activities, vi. Workshop Presentation vii. Program Details and viii. Level 4 schedule	10%	02 hard and 01 Soft copy
2	On development of vi. Development of Animations, vii. Development of TVC viii. Development/upgradation of an mobile App. ix. Development of social media content x. 10 Celebrity Endorsement	10%	02 hard and 01 Soft copy
3	On completion of awareness sessions conducted in 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
4	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
5	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy



6	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
7	On completion of awareness sessions conducted in next 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
8	On completion of awareness sessions conducted in last 120 schools	5% (on Supply of material) 5%(on Completion of Awareness Sessions)	02 hard and 01 Soft copy
9	On arranging 02 seminars/fairs regarding energy efficiency and on submission of final report from the Service Provider.	10% (5% payment on completion of 1 <sup>st</sup> Seminar/fair and 5% payment on completion of 2 <sup>nd</sup> Seminar/fair)	02 hard and 02 Soft copy
10	On completion of social media campaign	5%	02 hard and 02 Soft copy
11	On submission of final project assessment and impact report	5%	02 hard and 02 Soft copy

The reporting authority shall be Program Manager, PEECA. PEECA reserves the right to vary the number of schools.



## Performance Bank Guarantee

To: \_\_\_\_\_

Whereas \_\_\_\_\_ (hereinafter called “the Service Provider”) has undertaken, in pursuance of Contract No. \_\_\_\_\_ dated \_\_\_\_\_ to execute \_\_\_\_\_ (hereinafter called “the Contract”);

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of \_\_\_\_\_, \_\_\_\_\_, such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of \_\_\_\_\_/ as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor:

Name of Bank:

Address:

Date :