

**AUTOMATION OF STAMPS & REGISTRATION  
PROJECT MANAGEMENT UNIT  
BOARD OF REVENUE SINDH**

Dated: 03-08-2017

To,

**M/s. Connect Marketing Communications Pvt. Ltd**

Karachi

SUBJECT: **LETTER OF AWARD**

I am directed to notify that your bid dated 31-05-2017 for "SERVICES FOR PRODUCTION OF CORPORATE TELEVISION COMMERCIAL (TVC), OUTDOOR BRANDING, SOCIAL MEDIA MANAGEMENT AND CORPORATE TRAINING FOR PUBLICITY OF AUTOMATED & COMPUTERIZED LAND RECORDS SERVICES OF BOARD OF REVENUE SINDH" under SPP Rules 2010 at bid price of Rs. 24,791,300/- (Rupees Twenty Four Million, Seven Hundred and Ninety One Thousand, Three Hundred Only) as per schedule of requirement specified in the RFP/bid document, list of which is given below, is hereby awarded to your firm.

S.NO.	DESCRIPTION OF SERVICES	QTY	Delivery Schedule (From date of Work Award)	Unit Rate (Rs.)	Total Price (Rs.)
01	PRODUCTION OF TELEVISION COMMERCIALS (TVCs)	02	15 Days from: the date of issuance of instructions by PA	5,900,000	11,800,000
	<p>Media firm will be required to develop <b>45 Seconds TVCs</b> On Automated Land Records Services of BOR Sindh for Electronic Media in Sindhi &amp; Urdu Language with English Subtitle.</p> <p>The shoot will cover following computerized land record facilities located in Karachi &amp; Hyderabad:</p> <ul style="list-style-type: none"> <li>• Peoples Service Center in any 04 Districts</li> <li>• Data Center at Karachi,</li> <li>• Disaster Recovery Center at Hyderabad,</li> <li>• Call Center at Karachi,</li> <li>• Digital Scanning Units: <ul style="list-style-type: none"> <li>▪ Karachi,</li> <li>▪ Hyderabad,</li> <li>▪ Mirpurkhas,</li> <li>▪ Larkana &amp;</li> <li>▪ Benazirabad</li> </ul> </li> <li>• Sub-Registrar Offices at Karachi</li> </ul> <p>Production of each TVC will be conducted in two consecutive days consisting of the following milestones:</p> <ul style="list-style-type: none"> <li>• <b><u>PRE-PRODUCTION</u></b> Concept, Production Design and Planning</li> <li>• <b><u>CAMERA, LIGHTS AND EQUIPMENT</u></b></li> </ul>	02			

*Received*  
*Jheer*  
*3-08-2017*

Connect

S.NO.	DESCRIPTION OF SERVICES	QTY	Delivery Schedule (From date of Work Award)	Unit Rate (Rs.)	Total Price (Rs.)
	<p>Lights, Grips, Camera - Arri ALEXA, Lenses + JIB + Track &amp; Other Equipment</p> <ul style="list-style-type: none"> <li><b>WARDROBE, ACCESSORIES AND STYLING</b> Wardrobe, Wardrobe Styling, Jewelry, Make-Up, and other Accessories</li> <li><b>PRODUCTION TEAM AND ARTISTS FEE</b> Director, Assistant Director, DOP, Artists, Other Production &amp; Technical Staff</li> <li><b>PRODUCTION EXPENSES</b> Vanity, Generator, Fuel, Food, Traveling and Miscellaneous Expense</li> <li><b>POST PRODUCTION</b> Music, Voice Over, Post, Animation, Editing and Grading/CC</li> </ul> <p>Firm will be required to provide the following deliverables against each TVC:</p> <p>a) 03 hard and 03 soft copies of commentary /script of text used in the Episode</p> <p>b) 03 CD &amp; 03 DVD of Rough Cut after shoot is completed</p> <p>c) 10 DVs of Final Cut</p>	<p>3+3</p> <p>3+3</p> <p>10</p>	<p>7 Days</p> <p>3 Days</p> <p>15 Days</p>		
02	<b>PRINT MEDIA PUBLICITY</b>	10 No. of Ads	Within 01 Week of instructions issued by PA	40,000	400,000
	<p>Development of an illustrative advertisement for print media in Urdu, Sindhi &amp; English language</p> <p>a) One hard color copy and one soft copy of script of text used in the advertisement</p> <p>b) 10 Hard Color Copies of final illustrative advertisements</p> <p>c) 10 CDs/DVDs of final illustrative advertisements</p>	<p>10</p> <p>1+1</p> <p>10</p> <p>10</p>	<p>10 Days</p> <p>03 Days</p> <p>01 Week</p> <p>1 Day</p>		
03	<b>SOCIAL MEDIA MARKETING</b>	Monthly Basis	From the date of instructions by BOR	349,000	4,188,000
	<p>The firm will be required to provide widespread publicity of reforms initiatives of BOR on automated land records services on renown social forum, such as Twitter, Facebook, Fliker, Youtube, TedTalk, etc involving the following milestones:</p> <ul style="list-style-type: none"> <li><b>IDEATION</b></li> </ul>				

S.NO.	DESCRIPTION OF SERVICES	QTY	Delivery Schedule (From date of Work Award)	Unit Rate (Rs.)	Total Price (Rs.)
	<p>Concept, Digital Planner</p> <ul style="list-style-type: none"> <li>• <b>CREATIVES</b> Visualize, Creative, Branding</li> <li>• <b>MANAGEMENT</b> Publish Post, Inbox response, Engagement</li> <li>• <b>KPI (Key Performance Indicator)</b> Reach, Engagement, Likes</li> <li>• <b>REPORT</b> Comparative Analysis</li> <li>• <b>WEB MANAGEMENT</b> Content, Creative, Forms, Redundancy, Security, Analytic</li> </ul> <p>Firm will be required to quote monthly rate for designing and publication of BOR Advertisements on social media.</p>				
04	<p><b>OUTDOOR PUBLICITY</b> Designing of advertisement and supply &amp; installation of the following boards/banners with given sizes and specifications at various offices of Board of Revenue Sindh across the Province.</p>		Within 02 Weeks of placement of advertisement request by the Procuring Agency		
(a)	Panaflex Boards with Tally Wood Frame (1x1 ½ Thick)with installation size 4' x6'	100		990	99,000
(b)	Panaflex Boards with Iron Frame (1x120) Gauge Iron Pipe KYCwith installation size 4' x6'	100		2990	299,000
(c)	Panaflex Banners with Tally Wood Frame (1x1 ½ Thick)with installation size 4' x 10'	100		1350	135,000
(d)	Panaflex Boards with Iron Frame (1x120) Gauge Iron Pipe KYCwith installation size 4' x 10'	100		2900	290,000
(e)	Hoardings with installation size 10' x 20'	100		44,500	4,450,000
(f)	Hoardings (Toll Plaza Hyderabad Both Sides)with installation size 10' x 20'	01		124,000	124,000
(g)	Hoardings (Toll Plaza Karachi Both Sides)with installation size 10' x 20'	01		124000	124,000
(h)	Directions signs for each district 4' x 2'	100		5900	590,000
05	<p><b>TRAINING &amp; TUTORIALS</b> Development of orientation video tutorials for various computerized land records services of Board of Revenue Sindh such as Online Calculator, Online Registries Search facility, etc. Apart from this, training of social media marketing management will also be the responsibility of the qualified firm.</p>		Within 02 Weeks of instructions by PA		

S.NO.	DESCRIPTION OF SERVICES	QTY	Delivery Schedule (From date of Work Award)	Unit Rate (Rs.)	Total Price (Rs.)
(a)	Illustrative Videos/Tutorials for publication on social media for training/orientation of users of BOR's computerized land records services	10		114,615	1,146,150
(b)	Training to BOR team for Social Media Marketing Management on renown social media websites such as Twitter, Facebook, etc.	10		114,615	1,146,150
	Total Contract Price				24,791,300

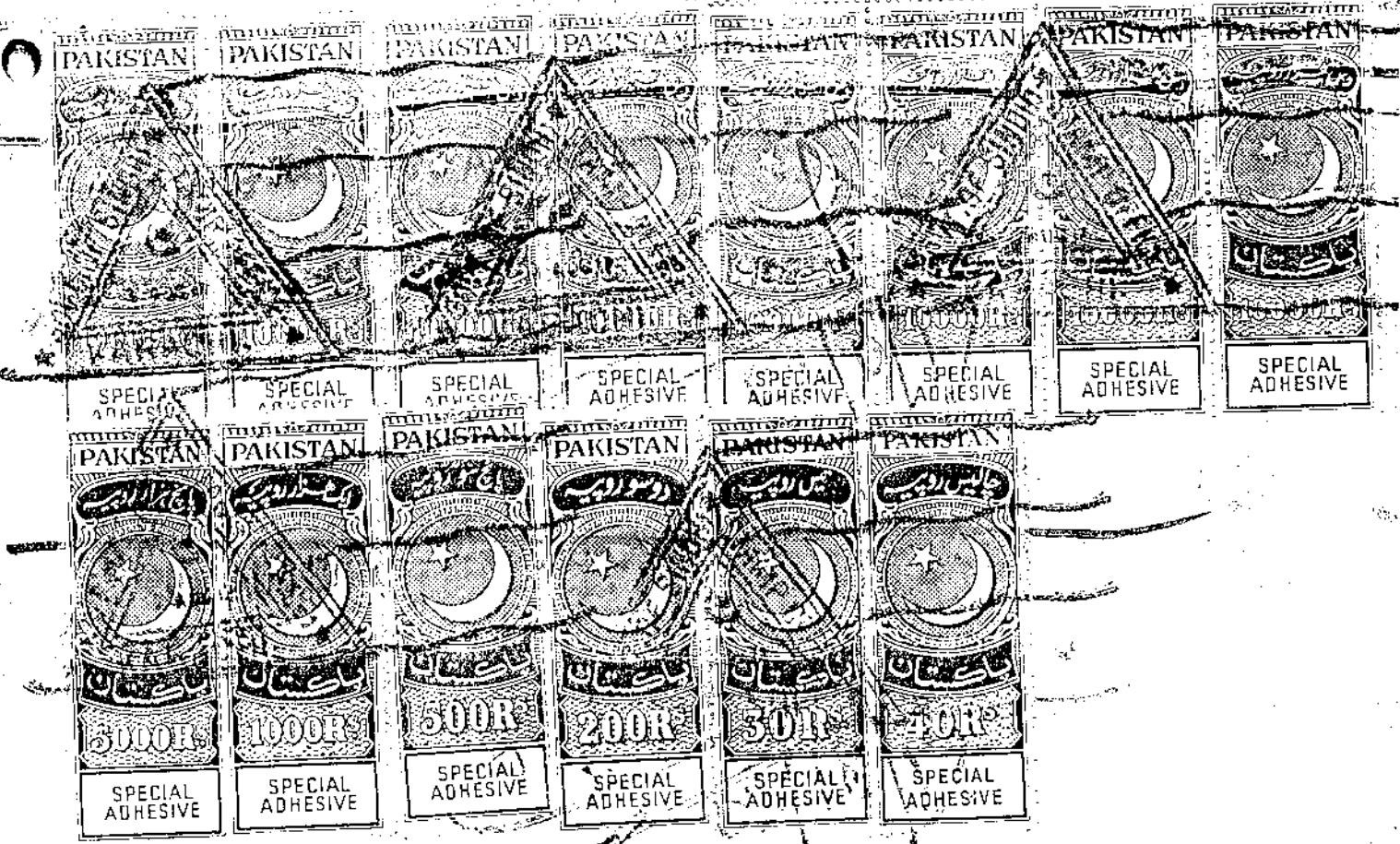
  
 Assistant Director P/CM  
 Board of Revenue, Sindh

CC:-

- a) The Member R&S, Board of Revenue, Sindh
- b) The Project Director ASR, Board of Revenue, Sindh

  
 Assistant Director P/CM  
 Board of Revenue, Sindh

Rs 86770/- av. 35  
3-8-17



*[Signature]*  
SUPERINTENDENT  
Office, City Court  
Karachi  
03 AUG 2017

**AGREEMENT FOR "SERVICES FOR PRODUCTION OF CORPORATE TELEVISION COMMERCIAL (TVC), OUTDOOR BRANDING, SOCIAL MEDIA MANAGEMENT AND CORPORATE TRAINING FOR PUBLICITY OF AUTOMATED & COMPUTERIZED LAND RECORDS SERVICES OF BOARD OF REVENUE SINDH" UNDER THE SCHEME AUTOMATION OF STAMPS & REGISTRATION**

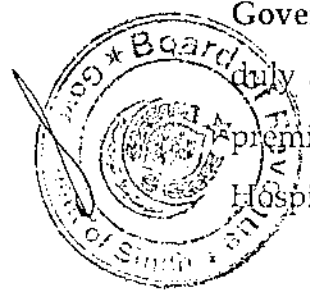
This Agreement for "Services for Production of Corporate Television Commercial (TVC), Outdoor Branding, Social Media Management and Corporate Training for publicity of Automated & Computerized Land Records Services of Board of Revenue Sindh" is entered into at Karachi on this 3<sup>rd</sup> day of August 2017

By and Between

Governor of Sindh through Project Director, ASR, Board of Revenue Sindh,  
duly authorized by Member (R&S), Board of Revenue, Sindh having its premises at St-04-Shireen Jinnah Colony, Clifton Block 6, Adj. Dr. Ziauddin Hospital, Karachi hereinafter referred to as the "Purchaser" of the One Part;

And

M/S. Connect Marketing Communication PVT. LTD., through its duly authorized representative, Mr. Abdul Qadir C.E.O., holding CNIC No. 42501-5874163-3 having office at Plot 18-C/1 Khayaban-e-Nishat DHA Phase VI, Karachi hereinafter referred to as the "Contractor" of the Other Part.



*[Signature]*

WHEREAS The Project Director, ASR, BOR under Member (R&S), Board of Revenue, Sindh, conducted bidding process for "Services for Production of Corporate Television Commercial (TVC), Outdoor Branding, Social Media Management and Corporate Training for publicity of Automated & Computerized Land Records Services of Board of Revenue Sindh" at total cost Rs. 24,791,300/- (Rupees Twenty Four Million, Seven Hundred and Ninety One Thousand, Three Hundred Only) through National competitive bidding, under Sindh Public Procurement Rules, 2010.

AND WHEREAS the Purchaser has evaluated and awarded the Contract to the Contractor, whose bid has been determined to be substantially responsive and the Best Evaluated Bid,

AND WHEREAS the PURCHASER has agreed to award the contract to the CONTRACTOR upon terms and conditions contained hereunder:

NOW THEREFORE THIS AGREEMENT WITNESSETH and it is hereby agreed by and between the parties as follows:-

Payment : Payment will be made against deliverables upon satisfactory report of the inspection committee to be constituted for the contract

Force Majeure : This contract is subject to force majeure conditions such as.

1. Act of Enemy or God.
2. Lock out, Strikes, or Go-slow tactics adopted by the labors.
3. Restriction imposed by the Govt. in the matter of Import / Export.
4. Injunction granted by lawful court restraining execution of the contract.

1.1. That the work responsibilities of the supplier are specifically specified in the schedule-I under the heading of Schedule of Requirements and payments will be paid to the Contractors accordingly.

1.2.1 The payments shall be processed upon presentation of the following documents by the Contractor in accordance with the fee provided against each assignment in the schedule II.

1.2.1(a) Commercial invoice issued by the Contractor

Payments shall be made promptly by Purchaser within thirty (30) days of submission of an invoice/claim by the Contractor supported with necessary documents.

1.2.1(b) All payment will be made in Pakistan Rupees.

1.2.1(c) The type, method and conditions of payment to be made to the Contractor under his Contract shall be specified in the Contract. The Contractor's request's for payment shall be made to Purchaser

in writing, accompanied by an invoice describing, as appropriate, the assignment delivered and services performed, duly verified by Project Director, Project Management Unit, Automation of Stamps & Registration, Board of Revenue, Sindh, Purchaser, or his designated representative(s) and fulfilment of other obligations stipulated in the Contract. Purchaser or any other designated office shall pay the invoice.

2. **Ownership**

The ownership of all products, services and Intellectual Property rendered under any Contract arising as a result of this contract will be the property of the Purchaser.

3. **Governing Law**

This Contract shall be governed by and construed in accordance with the laws of Pakistan. The Purchase and Contractors shall submit to the exclusive jurisdiction of the Pakistani Courts.

4. **Contractor's Negligence**

The Contractor shall indemnify Purchaser in respect of all injury or damage to any person or to any property and against all actions, suits, claims, demands, charges and expenses arising in connection herewith which shall be occasioned by the negligence or breach of statutory duty of the Contractor, any sub-Contractor before whole of the project has been finally accepted.

5. **Delays in Performance:**

Delivery of the assignments shall be made by the Contractor as per delivery schedule mentioned in the schedule of requirement or as per mutual agreement between the purchaser and contractor in writing.

5.1

Delay by the Contractor in performance of its delivery/project completion obligations shall render the Contractor liable to any or all of the penalties including but not limited to liquidated damages, the Contractor shall promptly notify Purchaser in writing of the fact of the delay, its likely duration and its causes(s). As soon as practicable after receipt of the Contractor's notice, Purchaser shall evaluate the situation and may at its discretion extend the Contractor's time for performance in which case the extension shall be ratified by the parties by amendment of the Contract.

6. **Contractor's Default**

6.1. If the Contractor neglects to perform the Contract with due diligence and expedition or refuses/or neglects to comply with any

reasonable orders given to him in writing by Purchaser or any of his authorized representative in connection with the performance of the Contract or contravenes the provision of the Contract, Purchaser may give notice in writing to the Contractor to make good the failure, neglect or contravention complained of.

- 6.2. Should the Contractor fail to comply with the said notice, within a reasonable time from the date of service thereof, it shall be lawful for Purchaser by notice in writing to the Contractor.
- 6.3. If the Contractor fails to complete any of his obligations within the time granted by Purchaser under "FORCE MAJEURE" and Purchaser shall have suffered any loss from such failure, Purchaser may be entitled to deduct from the Contract price at the rate of (0.5%) of that portion of functionality which cannot in consequence of the said failure be put to the use intended for such work for each week between the time fixed in the Agreement (except as aforesaid) and the actual date of completion, subject to a maximum deduction of 5% of the value of the Contract.

**7. Performance Security**

- 7.1 The Performance Security /Guarantee @ 5% of the contract price shall be submitted by the contractor in accordance with SPP Rules (Amended till date)
- 7.2 Accordingly, the Guarantee shall be returned after 90 days to the firm on satisfactory completion of the assignments under the contract in accordance with SPP Rules 2010.

**8. Termination of Contract**

**8.1. Termination of Contract for Default**

8.1.1 Purchaser may, without prejudice to any other remedy for breach of Contract, by written notice of default sent to the Contractor terminate this Contract in whole or in part;

8.1.2. If the Contractor fails to deliver any or all of the assignments and services within the time period's specified in the schedule to the Contract or any extension thereof granted by Purchaser;

8.1.3. If the Contractor fails to perform any other obligation under the Contract; or

8.1.4. If the Contractor, in either of the above circumstances, does not cure its failure within a period of 60 days (or such long period as Purchaser may authorize in writing) after receipt of the default notice from Purchaser.

8.2. In the event Purchaser terminates the Contract in whole or in part, Purchaser may procure, upon such terms and in such manner as it deems appropriate, assignments and services similar to those un-delivered, and the Contractor shall be liable to Purchaser for any excess costs for such similar goods and services.



However, the Contractor shall continue performance of the Contract to the extent not terminated.

**9. Termination for Insolvency**

Without prejudice or affecting of any right action or remedy which has accrued or will accrue there-after to Purchaser, Purchaser may at any time terminate the Contract by giving written notice to the Contractor, without compensation to the Contractor if the Contractor becomes bankrupt or otherwise insolvent.

**10. Liquidated Damages**

If Contractor fails to deliver any or all of the goods or perform the services within the time period (s) specified in the Contract, Purchaser shall without prejudice to its other remedies under the Contract, shall have the right to claim liquidated damages and Contractor shall pay to Purchaser as liquidated damages with respect to those delayed assignments an amount equal to 0.5% of the value of the services delayed for each week of delay or part thereof until actual delivery or performance up to a maximum deduction of 5% of the Contract price. Once the maximum is reached, Purchaser may consider Termination of Contract keeping in view the legal rights of the Contractor under the Law of Pakistan.

**11. Amicable Settlement**

11.1 Purchaser and the Contractor shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with Contract.

11.2. The Contract will be construed under and governed by THE LAWS OF THE ISLAMIC REPUBLIC OF PAKISTAN.

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

11.4. The arbitration shall be conducted in accordance with the rules of procedure set forth in the Pakistan Arbitration Act 1940 subsequently amended.

11.5. The arbitration of the majority of the arbitrators shall be final and binding on both parties.

12. Force Majeure

12.1. If either party is temporarily rendered unable, wholly or in part by Force Majeure to perform its duties or accept performance by the other party under the Contract it is agreed that on such party, giving notice with full particulars in writing of such Force Majeure to the other party within 14 (fourteen) days after the occurrence of the cause relied on, then the duties, of such party as far as they are affected by such Force Majeure shall be suspended during the continuance of any inability so caused but for no longer period and such cause shall as far as possible be removed with all reasonable speed. Neither party shall be responsible for delay caused by Force Majeure. The terms "Force Majeure" as used herein shall mean Acts of God, strikes, lockouts or other industrial disturbance, act of public enemy, war, blockages, insurrections, riots, epidemics, landslides, earthquakes, fires, storms, lightning, flood, washouts, civil disturbances, explosion, Governmental Export/Import Restrictions (to be supported by a letter from the relevant Authority and verified by the Diplomatic Mission in Pakistan), Government actions/restrictions due to economic and financial hardships, change of priorities and any other causes similar to the kind herein enumerated or of equivalent effect, not within the control of either party and which by the exercise of due care and diligence either party is unable to overcome. The terms of this Contract shall be extended for such period of time as may be necessary to complete the work which might have been accomplished but for such suspension. If either party is permanently prevented wholly or in part by Force Majeure for period exceeding 4 (four) months from performing or accepting performance, the party concerned shall have the right to terminate this Contract immediately giving notice with full particulars for such Force Majeure in writing to the other party, and in such event, the other party shall be entitled to compensation for an amount to be fixed by negotiations and mutual agreement.

12.2. If a Force Majeure situation arises, the Contractor shall promptly notify Purchaser in writing of such conditions and the cause thereof. Unless otherwise directed by Purchaser in writing, the Contractor shall continue to perform its obligations under the Contract as far as

is reasonably practicable, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

**13. Applicable Laws**

The Contract shall be interpreted in accordance with the laws of Pakistan. The Contractor shall respect the provisions contained in applicable statutory notifications.

**14. Stamp Duty**

The Contractor would be responsible for paying the Stamp Duty in the amount of 0.35% of the Total Value of the Contract at the time of signing the Contract.

**15. Contract Language**

The Contract shall be written in the English language. All literature, correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in the same language.

**16. Notices**

16.1. Any notice given by one party to the other pursuant to this Contract shall be sent in writing or by fax (copy by email) and confirmed in writing to the address specified for the purpose in the conditions of Contract.

16.2. A notice shall be effective when delivered or on the notice's effective date, whichever is later.

**17. Correspondence**

The Contractor shall not indulge into correspondence with unconcerned offices and organizations within or outside Purchaser prior to the award of the Contract or later.

**18. Patent Rights**

The Contractor Shall indemnify Purchaser against all third-party claims of infringement of patent, trade mark industrial design rights arising from use of the goods or any part thereof in Pakistan.

**19. Officials not to Benefit**

No official or employee of Purchaser shall be admitted to any share or part of this Contract or to any benefit that may arise there from. The Contract shall be liable for cancellation during any time of execution if such default is reported, detected and noticed.

**20. Modifications/Amendment to Contract**

This contract may be modified/ amended to include fresh clause(s) to the mutual agreement by the Supplier and the Purchaser. Such modification shall form an integral part of the Contract.

**21. Standards**

The goods supplied under this Contract shall conform to the standards mentioned in the Technical Specifications given in the Tender Document, and when no applicable standards is mentioned, to the authoritative standard appropriate to the good's country or origin and such standards shall be the latest issued by the concerned institution. In case of conflicting specifications appearing in the documents, decision of Purchaser will be final and will hold good.

**22. Confidentiality of Information**

22.1. The Contractor shall not, without Purchaser's prior written consent, disclose the Contract, or any provision thereof, or any specifications, plan, drawing, pattern, sample or information furnished by or on behalf of Purchaser in connection therewith, to any person other than a person employed by the Contractor in the performance of the Contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far, as may be necessary for purposes of such performance.

22.2. The Contractor shall not, without Purchaser' prior written consent, make use of any documents or information except for purposes of performing the Contract.

22.3. Any documents other than the Contract itself, shall remain the property of Purchaser and shall be returned (in copies) to Purchaser on completion of the Contractor's performance under the Contract if so required by Purchaser.

**23. Quality**

The materials and workmanship of the services provided under the Contract must be of the highest quality and free from any defects, which remains the responsibility of vendor/supplier.

**24. Obligations of the Contractor**

The Contractor shall conform in all respects with the provisions of all Federal Provincial and Local Laws, Regulations and any other Laws for the time being in force in Pakistan including all regulations or by-laws of any local or other duly constituted authority within

Pakistan which may be applicable to the performance of the Contract and the rules and regulations of public bodies and companies whose property or rights are affected or may be affected in any way by the works (hereinafter referred to as "state laws") and shall give all notices and pay all fines required to be given or paid thereby and shall keep Purchaser indemnified against all penalties of every kind for breach of any of the same. For the term of the Contract, as far as reasonably practicable and without liability on its part, Purchaser shall provide such information as may be required by the Contractor.

**25. Assignment**

The Contractor shall NOT assign, in whole or in part, its obligations to perform under this Contract, except with Purchaser's prior written consent.

**26. Change of Order**

26.1. Purchaser may at any time, by a written order given to the Contractor with mutual consent, make change within the general scope of the Contract in the following:-

**27. Addition or Deletion or Change in Scope of Work.**

If any such change causes an increase or decrease in the cost of, or the time required for the Contractor's performance of any part of the work under the Contract, whether changed or not changed by the order, an equitable adjustment shall be made in the Contract price or delivery schedule, or both, and the Contract shall accordingly be amended. Any claims by the Contractor for adjustment under this paragraph must be asserted within fifteen days from the date of Contractor's receipt of Purchaser's changed order.

**28. Contract Amendments**

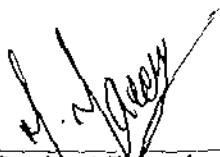
Any variation in or modification of the terms of the Contract shall not be made except by written amendment signed by the parties.

**29. Execution of Contract**

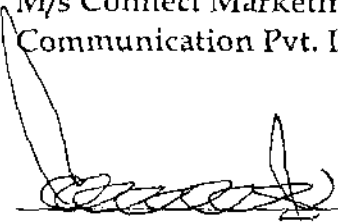
Execution of the Contract shall be made by the Contractor in accordance with the terms specified by Purchaser in its schedule of requirements and the conditions of Contract, and the goods shall remain at the risk of the Contractor until the system is commissioned into the service.

IN WITNESS WHEREOF the parties hereto have put their respective signatures hereunder on the day, month and year first abovementioned.

For and on behalf of  
M/s BOARD OF REVENUE SINDH

  
Mr. Muhammad Naeem  
Project Director, Registration  
Automation of Stamps & Registration,  
Board of Revenue, Sindh

For and on behalf of  
M/s Connect Marketing  
Communication Pvt. Ltd.


  
Mr. Abdul Qadir (C.E.O.)  
On Behalf of  
M/s. Connect Marketing  
Communication Pvt. Ltd.

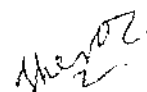



Witnesses:


Board of Revenue Sindh

Connect Marketing  
Communication Pvt. Ltd.

  
Name: Habibullah Sheikh  
Address: Board of Revenue  
Clifton Block 2, Karachi  
N.I.C. No. 48203-1359326-1

  
Name: Sheraz Khan  
Address: C-403 Farkhan Tower  
Eastind Minhas Road  
N.I.C. No. 42501-1557067-9

  
Name: ASIF KARIM  
Address: Assistant Director (RM)  
Board of Revenue Sindh  
N.I.C. No. \_\_\_\_\_

  
Name: SYED M. YOUSUF  
Address: ACCOUNT DIRECTOR  
(CLIENT SERVICE) CONNECT  
N.I.C. No. 42101-1775316-5





The Schedule of Requirements includes the description of the services required.

**SCHEDULE OF REQUIREMENTS**

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		3+3	7 Days		
		3+3	3 Days		
		10	15 Days		



*(Handwritten signature)*

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(e)	Hoardings with installation size 10' x 20'	100		44,500	4,450,000
(f)	Hoardings (Toll Plaza Hyderabad Both Sides)with installation size 10' x 20'	01		124,000	124,000
(g)	Hoardings (Toll Plaza Karachi Both Sides)with installation size 10' x 20'	01		124000	124,000
(h)	Directions signs for each district 4' x 2'	100		5900	590,000
05	<b>TRAINING &amp; TUTORIALS</b> Development of orientation video tutorials for various computerized land records services of Board of Revenue Sindh such as Online Calculator, Online Registries Search facility, etc. Apart from this, training of social media marketing management will also be the responsibility of the qualified firm.		Within 02 Weeks of instructions by PA		
(a)	Illustrative Videos/Tutorials for publication on social media for training/orientation of users of BOR's computerized land records services	10		114,615	1,146,150
(b)	Training to BOR team for Social Media Marketing Management on renown social media websites such as Twitter, Facebook, etc.	10		114,615	1,146,150
Total Contract Price					24,791,300

### Description of Services

- To develop 45 Seconds TVCs on Automated Land Records Services of BOR Sindh for Electronic Media in Sindhi & Urdu Language with English Subtitle.
- To develop of an illustrative advertisement for print media in Urdu, Sindhi & English language.
- To provide widespread publicity of reforms initiatives of BOR on automated land records services on renown social forum, such as Twitter, Facebook, Fliker, Youtube, TedTalk, etc.
- To Design an advertisement and supply & installation of the following boards/banners with given sizes and specifications at various offices of Board of Revenue Sindh across the Province.

### OTHER SPECIFICATIONS

- Documentary / film should be made on Red Epic Camera HD.
- Duration of the film should be between 45 to 50 minutes.
- Language: Urdu and Sindhi both with English Subtitles in separate versions.
- Final Video Format: DV
- The Script should be approved by the Equal Opportunity Cell prior to shooting.
- The Rough Cut should be as close as possible to the final version of the Film.
- International shoots will also be preferred.
- A final schedule for the completion of the Film.
- One master tape with mixed audio on DV should be submitted
- Photographs should be of good quality and should not be grabs from the video



# SINDH PUBLIC PROCUREMENT REGULATORY AUTHORITY

## CONTRACT EVALUATION FORM

### TO BE FILLED IN BY ALL PROCURING AGENCIES FOR PUBLIC CONTRACTS OF WORKS, SERVICES & GOODS

- 1) NAME OF THE ORGANIZATION / DEPTT Project Management Unit, ASR, Board of Revenue, Sindh
- 2) PROVINCIAL/ LOCAL GOVT. / OTHER Provincial Government
- 3) TITLE OF CONTRACT "SERVICES FOR PRODUCTION OF CORPORATE TELEVISION COMMERCIAL (TVC), OUTDOOR BRANDING, SOCIAL MEDIA MANAGEMENT AND CORPORATE TRAINING FOR PUBLICITY OF AUTOMATED & COMPUTERIZED LAND RECORDS SERVICES OF BOARD OF REVENUE SINDH"
- 4) TENDER NUMBER /KRY-2424/17 DATED: 05-05-2017
- 5) BRIEF DESCRIPTION OF "SERVICES FOR PRODUCTION OF CORPORATE TELEVISION COMMERCIAL (TVC), OUTDOOR BRANDING, SOCIAL MEDIA MANAGEMENT AND CORPORATE TRAINING FOR PUBLICITY OF AUTOMATED & COMPUTERIZED LAND RECORDS SERVICES OF BOARD OF REVENUE SINDH"
- 6) FORUM THAT APPROVED THE SCHEME Provincial Development Working Party (PDWP)
- 7) TENDER ESTIMATED VALUE Rs. 25 MILLION
- 8) ENGINEER'S ESTIMATE N/A  
(For civil works only)
- 9) ESTIMATED COMPLETION PERIOD (AS PER CONTRACT) 1 Year
- 10) TENDER OPENED ON (DATE & TIME) 23-05-2017 3:30 PM
- 11) NUMBER OF TENDER DOCUMENTS SOLD Two (02)  
(1) M/s. Connect Marketing Communication Pvt. Ltd  
(2) M/s. Communication Spot Pvt. Ltd
- 12) NUMBER OF BIDS RECEIVED Two (02)
- 13) NUMBER OF BIDDERS PRESENT AT THE TIME OF OPENING OF BIDS Two (02)
- 14) BID EVALUATION REPORT 8<sup>th</sup> June 2017  
(Enclose a copy)
- 15) NAME AND ADDRESS OF THE SUCCESSFUL BIDDER M/s. Connect Marketing Communication Pvt. Ltd
- 16) CONTRACT AWARD PRICE Rs. 24,791,300/-
- 17) RANKING OF SUCCESSFUL BIDDER IN EVALUATION REPORT  
(i.e. 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> EVALUATION BID). 1<sup>st</sup>
- 18) METHOD OF PROCUREMENT USED :- (Tick one)
- a) SINGLE STAGE – ONE ENVELOPE PROCEDURE \_\_\_\_\_
- b) SINGLE STAGE – TWO ENVELOPE PROCEDURE \_\_\_\_\_
- c) TWO STAGE BIDDING PROCEDURE \_\_\_\_\_
- d) TWO STAGE – TWO ENVELOPE BIDDING PROCEDURE \_\_\_\_\_

- PLEASE SPECIFY IF ANY OTHER METHOD OF PROCUREMENT WAS ADOPTED i.e. EMERGENCY, DIRECT CONTRACTING, NEGOTIATION ETC. WITH BRIEF REASONS:

19) APPROVING AUTHORITY FOR AWARD OF CONTRACT GOVERNOR SINDH THROUGH SENIOR MEMBER BOARD OF REVENUE SINDH

20) WHETHER THE PROCUREMENT WAS INCLUDED IN ANNUAL PROCUREMENT PLAN?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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21) ADVERTISEMENT :

i) SPPRA Website  
(If yes, give date and SPPRA Identification No.)

Yes	<input checked="" type="checkbox"/>	The advertisement was hoisted on SPPRA website on 08-05-2017 vide SPPRA Sr. No. 33158
No	<input type="checkbox"/>	

ii) News Papers  
(If yes, give names of newspapers and dates)

Yes	<input checked="" type="checkbox"/>	Daily Dawn, Daily Jang & Kawish dated 05-05-2017
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22) NATURE OF CONTRACT

Local	<input checked="" type="checkbox"/>	Int.	<input type="checkbox"/>
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23) WHETHER QUALIFICATION CRITERIA WAS INCLUDED IN BIDDING / TENDER DOCUMENTS?  
(If yes, enclose a copy)

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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24) WHETHER BID EVALUATION CRITERIA WAS INCLUDED IN BIDDING / TENDER DOCUMENTS?  
(If yes, enclose a copy)

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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25) WHETHER APPROVAL OF COMPETENT AUTHORITY WAS OBTAINED FOR USING A METHOD OTHER THAN OPEN COMPETITIVE BIDDING?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
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26) WAS BID SECURITY OBTAINED FROM ALL THE BIDDERS?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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27) WHETHER THE SUCCESSFUL BID WAS LOWEST EVALUATED BID/BEST EVALUATED BID (In Case Of Consultancies)?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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28) WHETHER THE SUCCESSFUL BIDDER WAS TECHNICALLY COMPLIANT?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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29) WHETHER NAMES OF THE BIDDERS AND THEIR QUOTED PRICES WERE READ OUT AT THE TIME OF OPENING OF BIDS?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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30) WHETHER EVALUATION REPORT GIVEN TO BIDDERS BEFORE THE AWARD OF CONTRACT?  
(Attach copy of the bid evaluation report)

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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31) ANY COMPLAINTS RECEIVED  
(If yes, give details)

Yes	
No	<input checked="" type="checkbox"/>

32) ANY DEVIATION FROM SPECIFICATIONS GIVEN IN THE TENDER NOTICE / DOCUMENTS  
(If yes, give details)

Yes	
No	<input checked="" type="checkbox"/>

33) WAS THE EXTENSION MADE IN RESPONSE TIME?  
(If yes, give reasons)

Yes	
No	<input checked="" type="checkbox"/>

34) DEVIATION FROM QUALIFICATION CRITERIA  
(If yes, give detailed reasons)

Yes	
No	<input checked="" type="checkbox"/>

35) WAS IT ASSURED BY THE PROCURING AGENCY THAT THE SELECTED FIRM IS NOT BLACK LISTED?

Yes	<input checked="" type="checkbox"/>	No	
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36) WAS A VISIT MADE BY ANY OFFICER/OFFICIAL OF THE PROCURING AGENCY TO THE SUPPLIER'S PREMISES IN CONNECTION WITH THE PROCUREMENT? IF SO, DETAILS TO BE ASCERTAINED REGARDING FINANCING OF VISIT, IF ABROAD:  
(If yes, enclose a copy)

Yes		No	<input checked="" type="checkbox"/>
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37) WERE PROPER SAFEGUARDS PROVIDED ON MOBILIZATION ADVANCE PAYMENT IN THE CONTRACT (BANK GUARANTEE ETC.)?

Yes		No		N/A	<input checked="" type="checkbox"/>
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38) SPECIAL CONDITIONS, IF ANY  
(If yes, give Brief Description)

Yes	
No	<input checked="" type="checkbox"/>

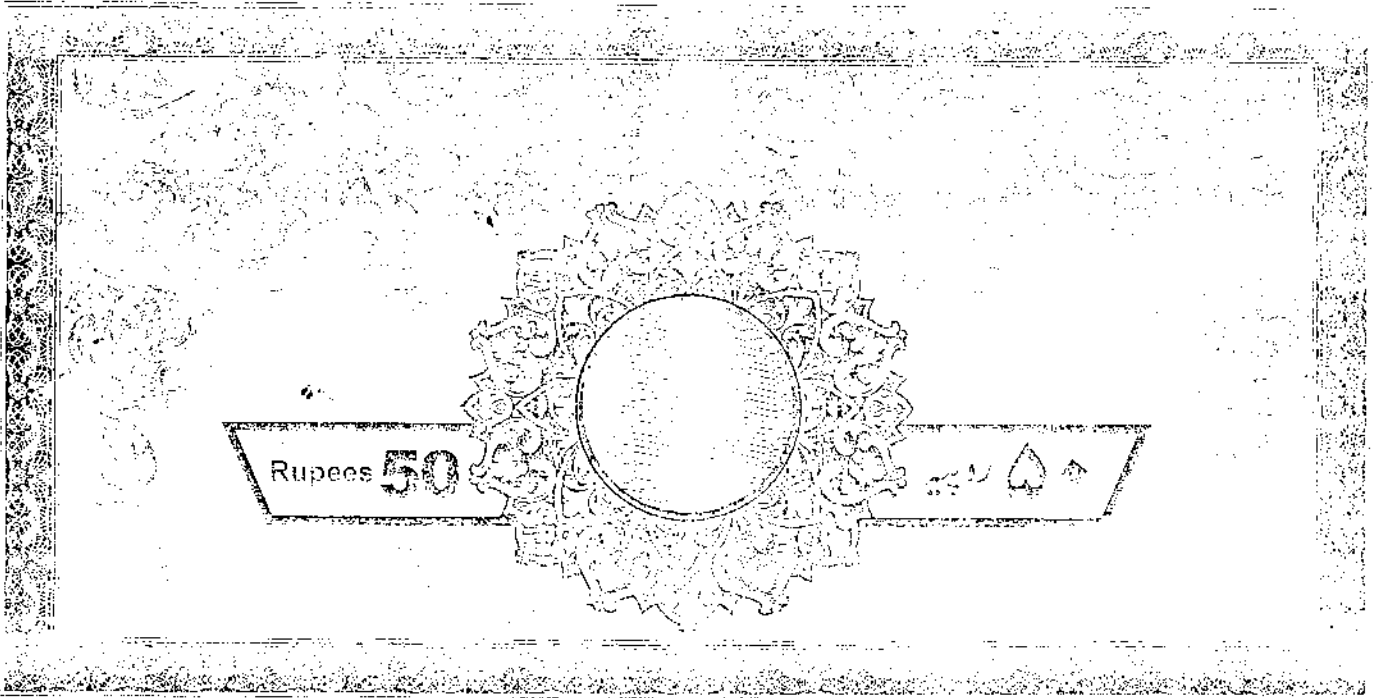
Signature & Official Stamp of  
Authorized Officer

  
**Project Director**

Automation Stamps & Registration  
Board of Revenue Sindh

**FOR OFFICE USE ONLY**

*SPPRA, Block. No.8, Sindh Secretariat No.4-A, Court Road, Karachi*  
*Tele: 021-9205356; 021-9205369 & Fax: 021-9206291*



INWAR ALI ABRO STAMP VENDOR  
 Licence No. 33, off: Cabin No. 1, Ground Floor,  
 amandapatti Punjabi Club, Kharadar, Karachi  
 NO. 1593 DATE .....  
 SUE TO WH. DATE OF SS. ....  
 THROUGH WITH ADDRESS.....  
 PURPOSE.....  
 VALUE RS..... ATTACHED.....  
 NAME OF VENDOR & SIGNATURE.....

30 DEC 2017

**Adnan Ali Sheikh**  
 Advocate  
 Leg # 2201/K.B.A

**Integrity Pact**

**DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC.  
 PAYABLE BY THE SUPPLIERS/CONTRACTORS/CONSULTANTS.**

Contract Number: TENDER NIT NO. 2424/17; DATED 05-05-2017 Dated: 3-08-2017  
 Contract Value: Rs. 24,791,300/- (Rupees Twenty Four Million, Seven Hundred and Ninety One Thousand, Three Hundred Only)  
 Contract Title: “SERVICES FOR PRODUCTION OF CORPORATE TELEVISION COMMERCIAL (TVC), OUTDOOR BRANDING, SOCIAL MEDIA MANAGEMENT AND CORPORATE TRAINING FOR PUBLICITY OF AUTOMATED & COMPUTERIZED LAND RECORDS SERVICES OF BOARD OF REVENUE SINDH” FOR AUTOMATION OF STAMPS & REGISTRATION, IN ALL DISTRICTS OF SINDH”

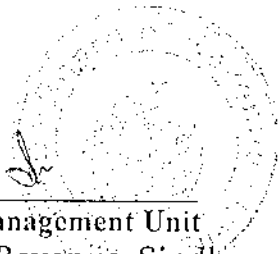
M/s. Connect Marketing Communications Pvt. Ltd., hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Sindh (GoS) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoS) through any corrupt business practice.

Without limiting the generality of the foregoing, M/s. Connect Marketing Communications Pvt. Ltd., represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit, in whatsoever form, from Procuring Agency (PA), except that which has been expressly declared pursuant hereto.

M/s. Connect Marketing Communications Pvt. Ltd., certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with PA and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

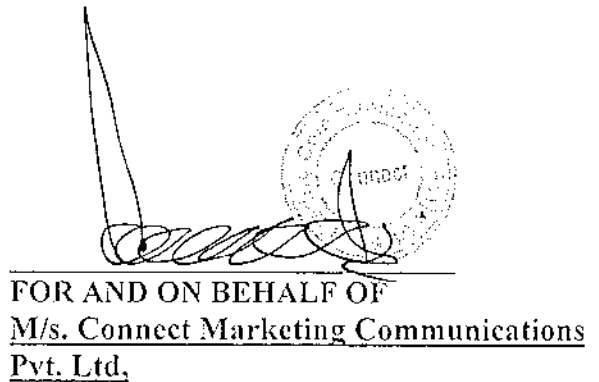
M/s. Connect Marketing Communications Pvt. Ltd., accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to PA under any law, contract or other instrument, be voidable at the option of PA.

Notwithstanding any rights and remedies exercised by PA in this regard, M/s. Connect Marketing Communications Pvt. Ltd., agrees to indemnify PA for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to PA in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by M/s. Connect Marketing Communications Pvt. Ltd., as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit, in whatsoever form, from PA.



*[Signature]*

Project Management Unit  
Board of Revenue, Sindh



*[Signature]*

FOR AND ON BEHALF OF  
M/s. Connect Marketing Communications Pvt. Ltd.