



GOVERNMENT OF SINDH
DIRECTOR
DIRECTORATE OF HUMAN RIGHTS

Karachi dated the 11th February 2012

Expression of Interest

Directorate of Human Rights is inviting applications for hiring of advertising agency for its project namely "Series of Awareness Campaign". The project is engaged to create awareness and promotion of Human Rights in Sindh

Scope

Indicative scope of work for the Advertising Agency will be -

- The accredited advertising agencies for empanelment should be able to execute services, multi-media, multi-lingual awareness programmes through street theatre, daramas
- To develop, design, create release need based advertisement by mean of hoarding, leaflets, banners.
- To launch messages for creation, protection and respect for human rights through Radio, TV channel, Cable, SMS, and other electronic and print media and other communication tools which are appropriate public relation measures to achieve the target.
- Assist in preparing presentation for media/press releases/ write ups, lectures, small booklets for dissemination of awareness through Juma Prayers and other religious/traditional festivals.

Eligibility and Evaluation Criteria

1. Agency/Firm should be registered by APNS.
2. Firm completed biodata including: Registered Name, Executive Officer bearer/ Focal Person Address, Phone Numbers, Fax Number, Email Address, Website and date of registration.
3. Current financial year certificate issued by APNS/PBA (Pakistan Broadcasting Association).
4. Past five years projects progress report
5. NTN and Sales Tax certificate alongwith:-
 - a. Copies of Bank Statement and financial position.
 - b. Copies of Audit Account Statements and Balance Sheet of Accounts.
 - c. Copies of last five years certificates of income taxes and sales taxes.
6. Declaration on Rs. 100 Affidavit that firm/Agency is not black listed from government organization and in case of dispute from any client, must be written full description of case.
7. Attach Performance Certificates from Clients and Project Details.

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Deserving /eligible advertisement agencies/firms, submit their request alongwith supportive documents/visuals upto 28th February 2012, in the office of Directorate of Human Rights, Government of Sindh, Karachi, on addresss mentioned below.

Rules & Regulations

- None of any payment will be made to the requested firm/agency against the prepatation of the production/project reports.
- Incompleted requeust will not be considered.
- The Procurment comittee has rights to postpone or cancell/disqualify any or all application under SPPRA Rules 2010.
- Application will be short listed on the basis of scoring 80%, evaluate on the above mentioned grounds.
- Black listed firms/agencies will not be considered.
- Department is authorized to cancell the contract on any stage if found any mis-statement from firm/agency.



Director
Directorate of Human Rights
Government of Sindh
Barrack No.92, Secretariat 4B
Opposite M.P.A Hostel, Court Road,
Karachi