

Expression of Interest

National Awareness Campaign

for

Prime Minister's Programme for Elimination of Hepatitis C Infection

Print, Electronic & Digital Media Campaign

0006/25/Proc-VI

(Prequalification)



**Ministry of National Health Services Regulations &
Coordination**

7th March, 2025

DISCLAIMER

1. The information contained in this Request for Expression of Interest (EOI) document or subsequently provided to applicants, whether verbally or in written form by or on behalf of Ministry of National health services Regulations and Coordination (M/o NHR&C), shall be subject to the terms and conditions set out in this EOI document and any other terms and conditions subject to which such information is provided. The interpretation of all contents of this EOI is as per M/o NHR&C understanding.
2. This EOI document does not purport to contain all the information each applicant may require. This EOI document may not be appropriate for all persons, and it is not possible for M/o NHR&C to consider the investment objectives, financial situation and particular needs of each applicant who reads or uses this EOI document. Certain applicants may have better knowledge of the proposed project than others. Each applicant should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI document and obtain independent advice from appropriate sources. M/o NHR&C makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document.
3. M/o NHR&C may, in their absolute discretion, but without being under any obligation to do so, update, amend, add to any or all of the provisions or supplement the information of this EOI document or cancel the present invitation and call for fresh invitations. Such changes would be intimated to all applicants using this EOI Document.
4. M/o NHR&C reserves the right to reject all Expression of Interests (EOI) submitted in response to this EOI Invitation prior to the acceptance of an EOI according Public Procurement Rules (PPRA-2004). M/o NHR&C also reserves the right to hold or withdraw from or cancel the process at any stage up to the final pre-qualification / shortlisting.
5. M/o NHR&C will have no liability in case of non-receipt of any correspondence from them to the applicant due to the postal delays.
6. Mere submission of this EOIs or Pre-qualification or issue of RFP document does not guarantee that the applicant will be selected for the project.



Procurement Notice # 006/25/Proc-VI
Expression of Interest (EOI)

Ministry of National Health Services, Regulations and Coordination (NHSR&C) intends to hold an open competition for **Appointment of Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s)** on the panel of “Prime Minister’s Programme for the Elimination of Hepatitis – C Infection” for handling its Publicity / Advertisement / Social Media Campaign / Awareness / Public Services Messages / Promotion / Projection / Outdoor Advertisement Assignments for a period of two years.

All advertising agencies enlisted with “**Press Information Department (PID)**” and having functional offices in Islamabad / Rawalpindi (excluding those that are currently suspended or blacklisted) are invited to submit their **Profiles, Portfolios, Designs and Artwork** in both hard copy (**1 sets**) and soft copy (USB format). The submitted profiles, portfolios, design and artwork should align with thematic areas related to the programme, mandate and functions of **Health and Health Communications**.

The appointment / enlistment/Prequalification of **Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s)** will be made in accordance with the “Guidelines and Procedures 2024 for Advertisement Policy 2021 (Amended in 2022)”, issued by the Press Information Department (PID), Government of Pakistan

A complete set of EOI/RFP/PQD in English language may be obtained/download by interested Applicants from PPRA website i.e. www.ppra.org.pk or Mo NHSR&C’s Website i.e. www.nhsr.gov.pk/ .

“The applicant must participate in one or more campaigns—Print, Electronic, or Digital Media based on their expertise and capacity”

Applications for EOI/RFP/PQD should be submitted in clearly marked envelopes and delivered to the address mentioned below latest by **11:00 AM hours on 25th March, 2025**.

Late Applications will be rejected. Pre-qualification applications will be opened on 25th March, 2025 at 11:30 hours in the presence of the Firms / participating companies / their authorized representatives, who may choose to be present.

Project Director
Prime Minister’s Programme for the Elimination of Hepatitis – C Infection
Ministry of National Health Services, Regulations and Coordination
3rd Floor, Kohsar Building, Pak secretariat Islamabad.
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PART I. Background and Rationale:

Hepatitis C virus is an asymptomatic disease. According to WHO estimates, 1.4 million deaths occur per year from hepatitis B or C related liver cancer and cirrhosis.

Prime Minister’s Programme for the Elimination of Hepatitis C Infection is a comprehensive initiative aimed at combating the widespread prevalence of Hepatitis C in Pakistan. With Pakistan having one of the highest burdens of Hepatitis C globally, this initiative is strategically designed to eliminate the disease through a three-year plan spanning from 2023 to 2026. By achieving this objective, the project aims to significantly reduce the disease burden, improve the quality of life, and contribute to economic productivity by eliminating the health hazards associated with Hepatitis C infection.

The efforts involved a combination of mass screening, widespread treatment access, public awareness campaigns, improved infection control measures and collaboration with international organizations. The mass media campaign will address knowledge gaps, foster positive attitudes, and promote behavior change to eliminate hepatitis – C infection. The campaign aims to reach diverse segments of society, leveraging both traditional and modern communication channels to ensure maximum outreach and impact.

Objectives of the Campaign:

The objectives of the campaign are:

- a. Awareness Raising:** Educate the public about the causes, symptoms, and complications of hepatitis C.
- b. Behavioral Change:** Promote healthy lifestyle choices, including balanced diets, regular physical activity, and stress management.
- c. Early Detection and Management:** Encourage targeted audience to undergo regular screenings and adopt timely management practices.
- d. Community Mobilization:** Engage communities, influencers, and healthcare providers to amplify the message.
- e. Reducing Stigma:** Address myths and misconceptions surrounding hepatitis C to reduce stigma and enhance acceptance of preventive measures.

Scope of Work:

The advertising agency(ies) / media firm(s) / Digital Communication Firm(s) will be responsible for designing and implementing a comprehensive BCC campaign. The following detailed tasks and activities outline the scope of work:

f. Campaign Strategy Development:

- i.** Develop a holistic BCC strategy aligned with national health priorities and cultural sensitivities.

- ii. Define key messages and themes, ensuring relevance and resonance with different demographic groups.
- iii. Develop a phased approach, focusing on awareness, action, and sustainability.

g. Creative Design and Content Development:

- i. Create high-quality, culturally appropriate, and linguistically diverse materials, including:
 - **Audio-Visual Content:** TV commercials, radio jingles, storytelling videos, and short informative films.
 - **Digital Content:** Social media posts, animations, interactive videos, and infographics.
 - **Print Materials:** Brochures, flyers, posters, and newspaper ads.
- ii. Ensure the materials incorporate key messages on:
 - Importance of Healthy eating.
 - Importance of physical activity.
 - Importance of early diagnosis and timely management.
 - Information of myths and realities about hepatitis – C infection.

h. Media Planning and Implementation:

- i. Develop a comprehensive media plan targeting urban, peri-urban, and rural audiences.
- ii. Utilize a mix of traditional (TV, radio, print) and modern (social media, online platforms) communication channels.
- iii. Execute the campaign in multiple languages, including Urdu, Punjabi, Sindhi, Pashto, and Balochi.
- iv. Ensure equitable coverage and access to marginalized and underserved populations.

Deliverables:

The media firm is expected to deliver the following:

- i. Detailed strategy and implementation plan:
 - i. Print media
 - ii. Electronic media.
 - iii. Digital / social media.
- j. Creative and campaign materials, including:
 - i. Audio-visual content.
 - ii. Digital and print materials.
 - iii. Outdoor material.
- k. Media placement plans and execution reports.

Tentative Timeline:

The campaign will be executed over a period of 2 years.

Selection Criteria:

In accordance with the “Guidelines and Procedures 2024 for Advertisement Policy 2021 (Amended in 2022)”, issued by the Press Information Department (PID), Government of Pakistan.

For eligibility criteria and further details, please refer to PID Advertisement Policy 2021 (Guidelines and Procedures), available on the PID website at www.pid.gov.pk

“Shortlisting/Prequalification criteria” is mentioned in **SECTION III**.

Instructions for Proposal Submission:

All advertising agencies enlisted with “**Press Information Department (PID)**” and having functional offices in Islamabad / Rawalpindi (excluding those that are currently suspended or blacklisted) are invited to submit their **Profiles, Portfolios, Designs and Artwork** in both hard copy (**1 sets**) and soft copy (USB format). The submission should encompass materials for various advertising mediums, including **Print (Classified & Display), Electronic (TV & Radio), Social Media (Digital), Outdoor Advertising and Outreach** ideas and executed work. The submitted profiles, portfolios, design and artwork should align with thematic areas related to the programme, mandate and functions of **Health and Health Communications**.

Proposal should include:

- l.** A technical proposal detailing their understanding of the task, approach, and methodology.
- m.** Portfolio of previous campaigns and references.
- n.** Profiles of key team members.

Ethical Considerations:

The media firm must ensure that all campaign materials and activities are inclusive, culturally appropriate, and ethically sound. Messages should be non-stigmatizing, sensitive to gender and cultural dynamics, and accessible to diverse populations, including people with disabilities.

PART II – Prequalification Documents

Section I - Instructions to Applicants

A. General	
1. Scope of Application	1.1 In connection with the “Invitation for Prequalification”, the Procuring Agency, as defined in Section II (Prequalification Data Sheet abbreviated as PDS), issues this set of Prequalification Documents (PD) to prospective applicants (also hereinafter referred as Applicants) interested in submitting applications (also hereinafter referred as Applications) to determine the capacity and capability of the Applicant(s) for required Services incidental thereto as specified in Section VII (Schedule of Requirements).
2. Source of Funds	2.1 Source of funds is same as referred in Invitation for Prequalification.
3. Fraud and Corruption	<p>3.1 The Procuring Agency requires that the Applicants /Bidders/ Suppliers/Contractors under Government financed contracts, observe the highest standard of ethics during the procurement and execution of such agreements and contracts.</p> <p>3.2 Any communications between the Applicant and the Procuring Agency related to matters of alleged corrupt and fraudulent practices must be made in writing or in electronic forms that provide record of the content of communication.</p> <p>3.3 Procuring Agency will reject an application or bid or proposal, if it is established that the Applicant or the Bidder or Prosper was engaged in corrupt and fraudulent practices in competing for the contract.</p> <p>3.4 Procuring Agency will also declare the Applicant as blacklisted in accordance with Public Procurement Rule 19 and predefined standard mechanism.</p>
4. Eligibility of Applicant	<p>4.1 An Applicant can be a private or public entity registered with FBR having NTN & SRTN Registration (Active).</p> <p>4.2 If Government of Pakistan prohibits commercial relations with any Country, the firms dealing with such countries are ineligible to apply.</p> <p>4.3 A firm declared disqualified/blacklisted/debarred by any of the public sector organization in Pakistan shall be ineligible for Pre-qualification</p> <p>4.4 An Applicant shall provide such documentary evidence for determining the eligibility of the Applicant to the reasonable satisfaction of the Procuring Agency</p>
5. Eligibility (in terms of Nationality)	5.1 Applicants may be ineligible if they are nationals of ineligible countries as indicated in Section V.
B. Contents of the Prequalification Documents	

<p>6. Sections of Prequalification Documents</p>	<p>6.1 This set of Prequalification Documents consists of Parts 1 and 2 which comprise all the sections indicated below, and which should be read in conjunction with any Addendum issued in accordance with ITA 8.</p>
	<p>PART 1 Prequalification Procedures</p> <ul style="list-style-type: none"> • Section I - Instructions to Applicants (ITA) • Section II - Prequalification Data Sheet (PDS) • Section III - Qualification Criteria and Requirements • Section IV - Application Forms • Section V - Eligible Countries
	<p>6.3 The Applicant is expected to examine all instructions, forms, and terms in the Prequalification Documents and to furnish with its application all information or documentation as is required by the Prequalification Documents.</p>
<p>7. Clarification of Prequalification Documents and Pre-Application Meeting</p>	<p>7.1 An Applicant requiring any clarification of the Prequalification Documents shall contact the Procuring Agency in writing at the Procuring Agency's address indicated in the PDS. The Procuring Agency will respond in writing to any request for clarification provided that such request is received no later than three (03) days prior to the deadline for submission of the Applications. The Procuring Agency shall forward a copy of its response to all prospective Applicants who have obtained the Prequalification Documents directly from the Procuring Agency (or through its website link), including a description of the inquiry but without identifying its source. If so indicated in the PDS, the Procuring Agency shall also promptly publish its response at the web page identified in the PDS. Should the Procuring Agency deem it necessary to amend the Prequalification Documents as a result of a clarification, it shall do so following the procedure under ITA 8 and in accordance with the provisions of ITA 17.2.</p> <p>7.2 If indicated in the PDS, the Applicant's designated representative is invited at the Applicant's cost to attend a pre-Application meeting at the place, date and time mentioned in the PDS. During this Pre-Application meeting, prospective Applicants may request clarification of the schedule of requirement, the qualification criteria or any other aspects of the Prequalification Documents.</p> <p>7.3 Minutes of the Pre-Application meeting, if applicable, including</p>

	<p>the text of the questions asked by Applicants, including those during the meeting (without identifying the source) and the responses given, together with any responses prepared after the meeting will be transmitted promptly to all prospective Applicants who have obtained the Prequalification Documents. Any modification to the Prequalification Documents that may become necessary as a result of the pre-Application meeting shall be made by the Procuring Agency exclusively through the use of an Addendum pursuant to ITA 8. Non-attendance at the pre- Application meeting will not be a cause for disqualification of an Applicant.</p>
8. Amendment of Prequalification Documents	<p>8.1 At any time prior to the deadline for submission of Applications, the Procuring Agency may amend the Prequalification Documents by issuing an Addendum.</p>
	<p>8.2 Any Addendum issued shall be part of the Prequalification Document and shall be communicated in writing to all Applicants who have obtained the Prequalification Documents from the Procuring Agency. The Procuring Agency shall promptly publish the Addendum at the Procuring Agency's web page identified in the PDS:</p> <p>Provided that an Applicant who had either already submitted their Applications or handed over the applications to the courier prior to the issuance of any such addendum shall have the right to withdraw his already filed Application and submit the revised Application prior to the original or extended Application submission deadline.</p>
	<p>8.3 To give Applicants reasonable time to take an Addendum into account in preparing their Applications, the Procuring Agency may at its discretion, extend the deadline for the submission of Applications in accordance with ITA 17.2:</p> <p>Provided that the Procuring Agency shall extend the deadline for submission of Applications, if such an addendum is issued within last three (03) days of the Application submission deadline.</p>
C. Preparation of Applications	
9. Cost of Applications	<p>9.1 The Applicant shall bear all costs associated with the preparation and submission of its Application. The Procuring Agency will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Prequalification process.</p>
10. Language of Application	<p>10.1 The Application as well as all correspondence and documents relating to the Prequalification exchanged by the Applicant and the</p>

	<p>Procuring Agency, shall be written in the language specified in the PDS. Supporting documents and printed literature that are part of the Application may be in another language, provided they are accompanied by an accurate translation of the relevant passages in the language specified in the PDS, in which case, for purposes of interpretation of the Application, the translation shall govern.</p>
11. Documents Comprising the Application	<p>11.1 The Application shall comprise the following:</p> <ul style="list-style-type: none"> (a) Application Submission Letter, in accordance with ITA 12.1; (b) Eligibility: documentary evidence establishing the Applicant's eligibility, in accordance with ITA 13.1; (c) Qualifications: documentary evidence establishing the Applicant's qualifications, in accordance with ITA 14; and (d) any other document required as specified in the PDS.
12. Application Submission Letter	<p>12.1 The Applicant shall complete an Application Submission Letter as provided in Section IV (Application Forms). This Form must be completed without any alteration to its format.</p>
13. Documents Establishing the Eligibility of the Applicant	<p>13.1 To establish its eligibility in accordance with ITA 4, the Applicant shall complete the eligibility declarations in the Application Submission Letter and Form ELI-1.1 (eligibility), included in Section IV (Application Forms).</p>
14. Documents Establishing the Qualifications of the Applicant	<p>14.1 To establish its qualifications to perform the contract(s) in accordance with Section III (Qualification Criteria and Requirements), the Applicant shall provide the information requested in the corresponding Information Sheets included in Section IV (Application Forms).</p> <p>14.2 Wherever an Application Form requires an Applicant to state a monetary amount, Applicants should indicate the Pak Rupee equivalent using the rate of exchange determined as follows:</p> <ul style="list-style-type: none"> (a) for turnover or financial data required for each year - Exchange rate prevailing on the last day of the respective calendar year (in which the amounts for that year are to be converted). (b) value of single contract - Exchange rate prevailing on the date of the contract. <p>14.3 Exchange rates shall be taken from the publicly available source identified in the PDS. Any error in determining the exchange rates in the Application may be corrected by the Procuring Agency</p>

<p>15. Signing of the Application and Number of Copies</p>	<p>15.1 The Applicant shall prepare one set of the original documents comprising the Application as described in ITA 11 and clearly mark it “ORIGINAL”. The original set of the Application shall be typed or written in indelible ink and shall be signed by a person duly authorized to sign on behalf of the Applicant. The Applicant shall submit copies of the signed original Application, in the number specified in the PDS, and clearly mark them “COPY”. In the event of any discrepancy between the original and the copies, the original shall prevail.</p> <p>15.2 When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, The Applicant shall submit ORIGINAL and COPIES in accordance with the procedures specified in the PDS.</p>
<p>D. Submission of Applications</p>	
<p>16. Sealing and Identification of Applications</p>	<p>16.1 The Applicant shall enclose the original and the copies of the Application in a sealed envelope that shall:</p> <ul style="list-style-type: none"> (a) bear the name and address of the Applicant; (b) be addressed to the Procuring Agency, in accordance with ITA 17.1; and (c) bear the specific identification of this Prequalification process indicated in the PDS reference ITA 1.1. <p>16.2 When the Applications are submitted electronically, if permitted pursuant to ITA 17.1, The Applicant shall seal the original and the copies in accordance with the procedures specified in the PDS.</p> <p>16.3 The Procuring Agency will accept no responsibility for not processing any envelope that was not identified as required in ITA 16.1 above.</p>

<p>17. Deadline for Submission of Applications</p>	<p>17.1 The Applicants are directed to submit their Pre-qualification documents on-line through EPADS of PPRA which is mandatory, failing which the application for Pre-qualification will not be entertained specified in PDS. Properly sealed hard copy of the application will be submitted along with supporting documents in M/O NHR&C, Islamabad with proper page marking, and proper binding shape on the announced date of opening.</p>
	<p>17.2 If required in accordance with the provisions of ITA 8.3, the Procuring Agency will extend the deadline for the submission of Applications, in which case all rights and obligations of the Procuring Agency and the Applicants subject to the previous deadline shall thereafter be subject to the deadline as extended.</p> <p>17.3 The deadline will be extended in the same manner as that of original Invitation for Prequalification (or the advertisement).</p>
<p>18. Late Applications</p>	<p>18.1 The Procuring Agency will not accept any Applications received after the deadline for submission of Applications,</p>
<p>19. Opening of Applications</p>	<p>19.1 The Procuring Agency shall open all Applications at the date, time and place specified in the PDS. Late Applications shall be treated in accordance with ITA 18.1.</p> <p>19.2 Applications submitted electronically, if permitted pursuant to ITA 17.1, shall be opened in accordance with the procedures specified in the PDS.</p> <p>19.3 The Procuring Agency shall prepare a record of the opening of Applications to include, as a minimum, the name of the Applicants. A copy of the record shall be distributed to all Applicants.</p>
<p>E. Procedures for Evaluation of Applications</p>	
<p>20. Confidentiality</p>	<p>20.1 Information relating to the Applications, their evaluation and results of the Prequalification shall not be disclosed to Applicants or any other persons not officially concerned with the Prequalification process until the notification of Prequalification results is made to all Applicants in accordance with ITA 28.</p>

	20.2 From the deadline for submission of Applications to the time of notification of the results of the Prequalification in accordance with ITA 28, any Applicant that wishes to contact the Procuring Agency on any matter related to the Prequalification process may do so only in writing.
21. Clarification of Applications	21.1 To assist in the evaluation of Applications, the Procuring Agency may, ask an Applicant for a clarification (including missing documents) of its Application, to be submitted within a stated reasonable period of time. Any request for clarification from the Procuring Agency and all clarifications from the Applicant shall be in writing.
	21.2 If an Applicant does not provide clarifications and/or documents requested by the date and time set in the Procuring Agency's request for clarification, its Application shall be evaluated based on the information and documents available at the time of evaluation of the Application.
22. Responsiveness of Applications	22.1 The Procuring Agency may reject any Application which is not responsive to the requirements of the Prequalification Documents. In case the information furnished by the Applicant is incomplete or otherwise requires clarification as per ITA 21.1, and the Applicant fails to provide satisfactory clarification and/or missing information within prescribed time, it may result in disqualification of the Applicant.
23. Margin of Preference	23.1 Unless otherwise specified in the PDS , a margin of preference shall not apply in the Bidding process resulting from this Prequalification.
F. Evaluation of Applications and Prequalification of Applicants	
25. Evaluation of Applications	25.1 The Procuring Agency shall use the factors, methods, criteria, and requirements defined in Section III, Qualification Criteria and Requirements, to evaluate the qualifications of the Applicants, and no other methods, criteria, or requirements shall be used. The Procuring Agency reserves the right to waive minor deviations from the qualification criteria if they do not materially affect the technical capability and financial resources of an Applicant to perform the contract, however subject to the provisions of ITA 27.

	<p>25.2 Subcontractors proposed by the Applicant shall be fully qualified for their parts of the Scope of Supply of Services.</p>
	<p>25.3 In case of multiple contracts, Applicants should indicate in their applications the individual contract or combination of contracts in which they are interested. The Procuring Agency shall prequalify each Applicant for the maximum combination of contracts for which the Applicant has thereby indicated its interest and for which the Applicant meets the appropriate aggregate requirements. The Qualification Criteria and Requirements are mentioned in Section III.</p> <p>25.4 Only the qualifications of the Applicant shall be considered. The qualifications of other related entities such as the Applicant's subsidiaries, parent entities, affiliates, subcontractors or any other firm(s) different from the Applicant shall not be taken into consideration in determining the qualifications of the Applicant.</p>
26. Procuring Agency's Right to Accept or Reject Applications	<p>26.1 The Procuring Agency reserves the right to accept or reject all the Applications, and to annul the Prequalification process at any time, without thereby incurring any liability to the Applicants.</p>
27.Prequalification of Applicants	<p>27.1 All Applicants whose applications substantially meet or exceed the specified qualification requirements will be prequalified by the Procuring Agency.</p> <p>27.2 An Applicant may be "conditionally prequalified," that is, qualified subject to the Applicant submitting or correcting certain specified nonmaterial documents or deficiencies to the satisfaction of the Procuring Agency.</p>
28.Notification of Prequalification	<p>28.1 The Procuring Agency shall notify all Applicants in writing of the names of those Applicants who have been prequalified or conditionally prequalified. In addition, those Applicants who have been disqualified will be informed separately.</p> <p>The procuring agency shall communicate to those Applicants who have not been pre-qualified the reasons for not pre-qualifying them.</p>

<p>31. Constitution of Grievance Redressal</p>	<p>31.1 Procuring agency shall constitute a Grievance Redressal Committee (GRC) comprising of odd number of person with proper power and authorization to address the complaint. The GRC shall not have any of the members of Procurement Evaluation Committee. The committee must have one subject specialist depending the nature of the procurement.</p> <p>31.2 Any party or applicant can file its written complaint against the eligibility parameters or any other terms and conditions prescribed in the prequalification or bidding documents found contrary to provision of Procurement Regulatory Framework, and the same shall be addressed by the GRC well before the application/proposal submission deadline.</p> <p>31.3 Any Bidder feeling aggrieved by any act of the procuring agency after the submission of his bid may lodge a written complaint concerning his grievances not later than seven of the announcement of technical evaluation report and five days after issuance of final evaluation report.</p> <p>31.4 In case, the complaint is filed against the technical evaluation report, the GRC shall suspend the procurement proceedings.</p> <p>31.5 In case, the complaint is filed after the issuance of the final evaluation report, the complainant cannot raise any objection on technical evaluation of the report: Provided that the complainant may raise the objection on any part of the final evaluation report in case where single stage one envelop bidding procedure is adopted.</p> <p>31.6 The GRC shall investigate and decide upon the complaint within ten days of its receipt.</p> <p>31.7. Any bidder or the procuring agency not satisfied with the decision of the GRC may file Appeal before the Appellate Committee of the Authority on prescribed format after depositing the fee as prescribed in “Redressal of Grievance Regulations, 2021”.</p> <p>31.8 The Committee, upon receipt of the Appeal against the decision of the GRC complete in all respect shall serve notices in writing upon all the parties to Appeal.</p> <p>31.9 The committee shall call the record from the concerned procuring agency or the GRC as the case may be, and the same shall be provided within prescribed time.</p> <p>31.10 The committee may after examination of the relevant record and hearing all the concerned parties, shall decide the complaint within fifteen (15) days of receipt of the Appeal.</p> <p>31.11 The decision of the Committee shall be in writing and shall be signed by the Head and each Member of the Committee. The decision of the committee shall be final.</p>
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<p>32. Mechanism of Blacklisting</p>	<p>32.1 The Procuring Agency shall bar for the time prescribed under Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either:</p> <ul style="list-style-type: none"> i. Involved in corrupt and fraudulent practices as defined under rule-2; ii. Fails to perform his contractual obligations; or iii. Fails to abide by bid securing declaration; <p>32.1 The Procuring Agency shall bar for not more than the time prescribed in Rule-19 of the Public Procurement Rules, 2004, from participating in their respective procurement proceedings, bidder or contractor who either:</p> <ul style="list-style-type: none"> i. Involved in corrupt and fraudulent practices as defined in Rule-2 of Public Procurement Rules; ii. Fails to perform his contractual obligations; and iii. Fails to abide by the id securing declaration; <p>32.2 The show cause notice shall contain: (a) precise allegation, against the bidder or contractor; (b) the maximum period for which the Procuring Agency proposes to debar the bidder or contractor from participating in any public procurement of the Procuring Agency; and (c) the statement, if needed, about the intention of the Procuring Agency to make a request to the Authority for debarring the bidder or contractor from participating in public procurements of all the procuring agencies.</p> <p>32.3 The procuring agency shall give minimum of seven days to the bidder or contractor for submission of written reply of the show cause notice</p> <p>32.4 In case, the bidder or contractor fails to submit written reply within the requisite time, the Procuring Agency may issue notice for personal hearing to the bidder or contractor/ authorize representative of the bidder or contractor and the procuring agency shall decide the matter on the basis of available record and personal hearing, if availed.</p> <p>32.5 In case the bidder or contractor submits written reply of the show cause notice, the Procuring Agency may decide to file the matter or direct issuance of a notice to the bidder or contractor for personal hearing.</p> <p>32.6 The Procuring Agency shall give minimum of seven days to the bidder or contractor for appearance before the specified officer of the Procuring Agency for personal hearing. The specified officer shall decide the matter on the basis of the available record and personal hearing of the bidder or contractor, if availed</p>
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<p>32. Mechanism of Blacklisting</p>	<p>32.7 The procuring Agency shall decide the matter within fifteen days from the date of personal hearing unless the personal hearing is adjourned to a next date and in such an eventuality, the period of personal hearing shall be reckoned from the last date of personal hearing..</p> <p>32.8 The Procuring Agency shall communicate to the bidder or contractor the order of debarring the bidder or contractor from participating in any public procurement with a statement that the bidder or contractor may, within thirty days, prefer a representation against the order before the Authority.</p> <p>32.9 Such blacklisting or barring action shall be communicated by the procuring agency to the Authority and respective bidder or bidders in the form of decision containing the grounds for such action. The same shall be publicized by the Authority after examining the record whether the procedure defined in blacklisting and debarment mechanism has been adhered to by the procuring agency.</p> <p>32.10 The bidder may file the review petition before the Review Petition Committee Authority within thirty days of communication of such blacklisting or barring action after depositing the prescribed fee and in accordance with “Procedure of filing and disposal of review petition under Rule-19(3) Regulations, 2021”. The Committee shall evaluate the case and decide within ninety days of filing of review petition</p> <p>32.11 The committee shall serve a notice in writing upon all respondent of the review petition. The notices shall be accompanied by the copies of review petition and all attached documents of the review petition including the decision of the procuring agency. The parties may file written statements along with essential documents in support of their contentions. The Committee may pass such order on the representation may deem fit.</p> <p>32.12 The Authority on the basis of decision made by the committee either may debar a bidder or contractor from participating in any public procurement process of all or some of the procuring agencies for such period as the deemed appropriate or acquit the bidder from the allegations. The decision of the Authority shall be final.</p>
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Section II - Prequalification Data Sheet (PDS)	
A. General	
ITA 1.1	<p>The identification number of the Invitation for Prequalification is: 005/25/Proc-IV</p> <p>The Procuring Agency is: M/o NHSR&C,3rd FLOOR, KOHSAR BLOCK, PAK SECRETARIAT, ISLAMABAD.</p> <p>The contracts are: National Awareness Campaign for Elimination of Hepatitis – C Infection</p>
ITA 4.3	<p>A list of debarred firms and individuals is available on the PPRA’s website: http://www.ppra.org.pk</p>
B. Contents of the Prequalification Document	
ITA 7.1	<p>For clarification purposes, the Procuring Agency’s address is:</p> <p>Procurement Committee, M/o NHSR&C,3rd FLOOR, KOHSAR BLOCK, PAK SECRETARIAT, ISLAMABAD.</p> <p>Phone No: +92-051-9245998</p> <p>Email Address: : hepcnhsr@gmail.com</p>
ITA 7.1 & 8.2	<p>Web page: www.nhsr.gov.pk, EPAD of PPRA</p>
ITA 7.2	<p>Pre-Application Meeting will be held: yes, at M/o NHSR&C,3rd FLOOR, KOHSAR BLOCK, PAK SECRETARIAT, ISLAMABAD,</p> <p>Dated: 13 March,2025</p> <p>Time: 11:00 hours</p>
C. Preparation of Applications	
ITA 10.1	<p>This Prequalification document has been issued in the “English” language.</p>
ITA 11.1 (d)	<p>No additional documents are required</p>
ITA 14.2	<p>The source for determining exchange rates is As published by State Bank of Pakistan.</p>
ITA 15.2 &15.3	<p>In addition to the original uploaded on EPAD of PPRA, the number of copies to be submitted with the Application is: [1 Copies]</p>

D. Submission of Applications

ITA 17.1	<p>The deadline for Application submission is:</p> <p>Date: 25th March 2025.</p> <p>Time: 11:00 hours</p> <p>The Applicants are directed to submit their Pre-qualification documents on-line through EPADS of PPRA.</p> <p>For Application submission purposes only, the Procuring Agency's address is: Procurement Committee, M/o NHR&C, 3rd FLOOR, KOHSAR BLOCK, PAK SECRETARIAT, ISLAMABAD.</p> <p>Phone No: +92-051-9245998 Email Address: hepcnhsr@gmail.com</p>
ITA 19.1	<p>The opening of the Applications shall be at: - Date: 25th March, 2025</p> <p>Time: 11:30 hours</p> <p>At Meeting Hall, M/o NHR&C, 3rd FLOOR, KOHSAR BLOCK, PAK SECRETARIAT, ISLAMABAD.</p>
ITA 19.2	The electronic Application opening – Applicable (Submitted on EPADS Only)

E. Procedures for Evaluation of Applications

ITA 23.1	A margin of domestic preference " <i>shall not</i> " apply
ITA 31.1	<p>If an Applicant wishes to make a Prequalification related Complaint, the Applicant should submit its complaint, in writing (by the quickest means available, that is either by email to:</p> <p>For the attention: Grievance Redressal Committee (M/o NHR&C) Title/position: <i>Committee Members</i> Procuring Agency: <i>M/o NHR&C</i> Email address: hepcnhsr@gmail.com</p> <p>In summary, at this stage, a Prequalification related Complaint may challenge any of the following:</p> <p>the terms of the Prequalification Documents; and</p> <p>the Procuring Agency's decision not to prequalify an Applicant.</p>

Section III - Qualification Criteria and Requirements

This Section contains the methods, criteria, and requirements that the Procuring Agency shall use to evaluate Applications. The information to be provided in relation to each requirement and the definitions of the corresponding terms are included in the respective Application Forms.

NOTE: The bidder shall fill this checklist carefully & attaches the relevant documents in the same sequence as prescribed in the above table

<u>Sr No.</u>	<u>Mandatory Clauses</u>	<u>Status</u>	<u>Page No</u>
1	Nationality	Yes/No	
2	Conflict of Interest		
3	Eligibility	Yes/No	
4	SECP Registration at Least 3 years under companies Act 2017.	Yes/No	
5	Registration as Legal Entity and with the Taxation Authorities	Yes/No	
6	Affidavit	Yes/No	
7	Financial Capabilities	Yes/No	
8	Liquidity Certificate	Yes/No	
9	Average Annual Turnover	Yes/No	
10	Current Contractual Commitments	Yes /No	
11	Relevant Experience	Yes /No	
13	Awareness Campaign Reports	Yes /No	
14	Panel of Experts	Yes /No	

Eligibility and Qualification Criteria			Compliance Requirements (Mandatory)	Documentation
No.	Subject	Requirement	Entity	Submission Requirements
1. Eligibility				
1.1	Nationality	Nationality accordance with ITA 5.1	Must meet requirement	Forms ELI – 1.1 with attachments
1.2	Conflict of Interest	No conflicts of interest in accordance with ITA 4.4	Must meet requirement	Application Submission Letter
1.3	Eligibility	Not having been declared ineligible as described in 5.1	Must meet requirement	Application Submission Letter
1.4	SECP Registration at Least 3 years under companies Act 2017.	Meet conditions	Must meet requirement	Copy of Certification
1.5	Registration as Legal Entity and with the Taxation Authorities	Firms Registration and Registration with Income & Sales Tax Authorities as per Taxation Laws of Pakistan and Active Taxpayer	Must meet the requirement	Firm Registration Certificate Tax Registration Certificates with Income & Sales Tax and ATL status for Income & Sales Tax
1.6	Affidavit	An Affidavit on judicial stamp paper that bidder is not Blacklisted by any Public Sector Organization	Must meet the requirement	Affidavit
2. Financial Situation and Performance				
3.1	Financial Capabilities	The audited balance sheets or other financial statements acceptable to the Procuring Agency, for the last <i>three (03)</i> years shall be submitted and must demonstrate the current soundness of the Applicant's financial position and indicate its prospective long-term profitability.	Must meet requirement	Form FIN – 1
3.2	Liquidity Certificate	Demonstrating capability to run campaign of any scale	Must meet requirement	Certificate

Eligibility and Qualification Criteria			Compliance Requirements	Documentation
No.	Subject	Requirement	Entity	Submission Requirements
3.2	Average Annual Turnover	Minimum average annual turnover of Rs. 50 million calculated as total payments received by the Bidder for contracts completed or under execution over the last three (03) years.	Must meet requirement	Form FIN 2
3.3	Current Contractual Commitments	The Applicant shall also demonstrate, to the satisfaction of the Procuring Agency, that it has adequate sources of finance to meet the cash flow requirements on contracts currently in progress and for future contract commitments.	Must meet requirement	Form CON -1
4. Experience				
4.1	Relevant Experience	At-least Five (05) Years Relevant Experience as per scope of work /health awareness for working with Government, local/International development Organization	Must meet requirement	Form EXP –1
4.2	Awareness Campaign Reports	Campaign reports related to Health awareness	Must meet requirement	Copy of reports
4.3	Panel of Experts	List of experts engaged with the Firm to execute mentioned tasks in the Scope of Work (Electronic, Print & digital)	Must meet the requirement	List of Expert along with their CVs

Section IV - Application Forms

Application Submission Letter

Date: *[insert day, month, and year]*
IFP-No. and title: *[insert IFP number and title]*

To: *[insert full name of Procuring Agency]*

We, the undersigned, apply to be prequalified for the referenced IFP and declare that:

- (a) **No reservations:** We have examined and have no reservations to the Prequalification Document, including Addendum(s) No(s), issued in accordance with Instructions to Applicants (ITA) 8: *[insert the number and issuing date of each addendum]*.
- (b) **Eligibility:** We (and our subcontractors) meet the eligibility requirements as stated ITA 4.1, we have not been suspended by the Procuring Agency based on execution of a Bid/Proposal Securing Declaration in accordance with ITA 4.5;
- (c) **Not bound to accept:** We understand that you may cancel the Prequalification process at any time without incurring any liability to the Applicants, in accordance with ITA 26.1. Only suppliers or contractors who have been pre-qualified shall be entitled to participate further in the procurement proceedings
- (d) **True and correct:** All information, statements and description contained in the Application are in all respect true, correct and complete to the best of our knowledge and belief.

Signed: *[insert signature(s) of an authorized representative(s) of the Applicant]*

Name: *[insert full name of person signing the Application]*

In the capacity of: *[insert capacity of person signing the Application]*

Address: *[insert street number/town or city/country address]*

Dated: *[insert date the document is signed i.e. day number] day of [insert month], [insert year]*

Form ELI –(1.1 & 1.4) Applicant Information Form

Date: *[insert day, month, year]*

IFP No. and title: *[insert IFP number and title]*

Page *[insert page number]* of *[insert total number]* pages

Applicant's name along with nationality <i>[insert full name]</i>
Applicant's actual or intended country of registration: <i>[indicate country of Constitution]</i>
Applicant's actual or intended year of incorporation: <i>[indicate year of Constitution]</i>
Applicant's legal address [in country of registration]: <i>[insert street/ number/ town or city/ country]</i>
Applicant's authorized representative information Name: <i>[insert full name]</i> Address: <i>[insert street/ number/ town or city/ country]</i> Telephone/Fax numbers: <i>[insert telephone/fax numbers, including country and city codes]</i> E-mail address: <i>[indicate e-mail address]</i>
1. Attached are copies of original documents of <input type="checkbox"/> Articles of Incorporation (or equivalent documents of constitution or association), and/or documents of registration of the legal entity named above, in accordance with ITA 4. <input type="checkbox"/> 2. Included are the organizational chart, a list of Board of Directors, and the beneficial ownership.

Form FIN – 3.1 Financial Situation and Performance

[The following table shall be filled in for the Applicant]

Applicant's Name: *[insert full name]*

Date: *[insert day, month, year]*

IFP No. and title: *[insert IFP number and title]*

Page *[insert page number]* of *[insert total number]* pages

1. Financial data

Type of Financial information in (currency)	Historic information for previous <i>[insert number]</i> years, <i>[insert in words]</i> (amount in currency, currency, exchange rate*, PKR equivalent)				
	Year 1	Year 2	Year 3		
Statement of Financial Position (Information from Balance Sheet)					
Total Assets (TA)					
Total Liabilities (TL)					
Total Equity/Net Worth (NW)					
Current Assets (CA)					
Current Liabilities (CL)					
Working Capital (WC)					
Information from Income Statement					
Total Revenue (TR)					
Profits Before Taxes (PBT)					
Cash Flow Information					
Cash Flow from Operating Activities					

Form FIN -2- (3.2)
Average Annual Turnover (Annual Sales Value)

[The following table shall be filled in for the Applicant]

Applicant's Name: *[insert full name]*

Date: *[insert day, month, year]*

IFP No. and title: *[insert IFP number and title]*

Page *[insert page number]* of *[insert total number]* pages

Annual turnover data			
Year	Amount Currency	Exchange rate* (If applicable)	PKR equivalent
<i>[indicate calendar year]</i>	<i>[insert amount and indicate currency]</i>		
		Average Annual Turnover **	

* Refer ITA 14 for date and source of exchange rate.

** Total PKR equivalent for all years divided by the total number of years. See Section III, Qualification Criteria and Requirements, ITA 3.2.

**Current Contract Commitments / Contracts in Progress Form
CON-1 (3.3)**

1. Name of Contract(s)
2. Procuring Agency Contact Information [insert address, telephone, fax, e-mail address]
3. Value of outstanding contracts [current PKR equivalent]
4. Estimated delivery date
5. Average monthly invoices over the last six months (PKR/mon.)

Form- EXP-1 (4.1)

Procuring Agency	Value	Year	Similar Scope of work/Health awareness Campaign

Section V - Eligible Countries

Eligibility for the Provision of Goods and Related Services

In reference to ITA 5.1, for the information of the Applicants, at the present time, firms and individuals, supply of goods and Related Services from the following countries are excluded from this Prequalification process:

1. India
2. Israel

Ministry of Interior, Government of Pakistan has notified List of Business Friendly Countries (BVL), information can be accessed through following link:

<http://www.dgip.gov.pk/Files/Visa%20Categories.aspx#L>

