



**SINDH IRRIGATED AGRICULTURE  
PRODUCTIVITY ENHANCEMENT PROJECT (SIAPEP)**



**REQUEST FOR QUOTATIONS**

**PK - SIAPEP - COMDM – RFQ  
(CDM/OCT-2018/RFQ/07)**

**DIGITAL MARKETING, CABLE NETWORK PUBLICITY AND  
PREPARATION OF DOCUMENTARY ON SIAPEP**

**UNDER  
Sindh Irrigated Agriculture Productivity Enhancement Project  
(SIAPEP)  
WITH  
FINANCIAL ASSISTANCE OF THE WORLD BANK UNDER IDA  
Credit No. Cr.5604 Pak**



# SINDH IRRIGATED AGRICULTURE PRODUCTIVITY ENHANCEMENT PROJECT (SIAPEP)



## REQUEST FOR QUOTATION For Getting the Services of

## DIGITAL MARKETING, CABLE NETWORK PUBLICITY AND PREPARATION OF DOCUMENTARY ON SIAPEP

### Section I: General Information and Bid Deadline

The Government of Sindh is implementing Sindh Irrigated Agriculture Productivity Enhancement Project (SIAPEP) with financial assistance of the World Bank under IDA Credit No. Cr.5604 Pak aims to improve water and agriculture productivity for small and medium size farmers in Sindh.

Project Implementation Unit [PIU], SIAPEP invites quotations for providing the services of Digital Marketing, Cable network publicity and preparation of documentary on SIAPEP from GST/SST registered firms having relevant experience.

**QUOTATION SUBMISSION DEADLINE:** The deadline for receipt of your quotation is:

**On or before 5.00 pm, date November 06, 2018.**

### Section II: Scope of Work, Requirement, Deliverables and Milestones.

#### Scope of Work

##### 1. Background

Sindh Irrigated Agriculture Productivity Enhancement Project (SIAPEP) is seeking assistance of a qualified Digital Media Marketing Firm to develop an effective targeted digital marketing plan & implementation using suitable digital channels to increase awareness regarding their project & to inform & aware the farmers of Sindh about its following components

- a. The community water infrastructure improvement
- b. Promotion & installation of High Efficiency Irrigation System (HEIS)
- c. Improved agriculture practices
- d. Project Management & Monitoring System

The selected firm will also be tasked to prepare a comprehensive documentary about SIAPEP & its components to elaborate the procedures and benefits of the project.





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## 2. Methodology

Digital marketing firms need to submit comprehensive planning, methodology, strategy and implementation mechanism in order to mature the purpose of this procurement relate to digital marketing, cable network publicity and preparation of documentary on SIAPEP. Firms need to provide clarity that what will be the specific approach to outreach the masses / potential farmers of Sindh & how to engage them with the SIAPEP, so they can be benefitted from SIAPEP's components. The successful bidder shall be tasked to carry out the assignment for eight (08) months from the date of the signing of the contract agreement.

## 3. Requirements

### Digital Marketing Requirements

Following Digital marketing channels may be used to convey the Information, awareness & benefits of SIAPEP's components to the Farmers of Sindh.

- **Search Engine Optimization (SEO)**

Digital Media Marketing Firm needs to enhance the SIAPEP website's Google search ranking for suitable keywords by optimizing the website & indexing SIAPEP content on google search for availability of SIAPEP content, searched by agricultural farmers of Sindh.

- **Social Media Marketing (SMM)**

SIAPEP focuses especially on Social media and desired to have an active Facebook page with aim to attract audience and to engage them organically using useful content sharing & by paid promotion, also a dedicated YouTube channel needed for agricultural farmers for the purpose of awareness & benefits of SIAPEP's activities. Digital Media Marketing Firm required to design & develop Facebook, Instagram, Twitter profiles for SIAPEP & develop fans & followers for the project on Social media channels.

- **Content Creation**

Digital Media Marketing Firm need to develop content, i-e graphical images, Audio visual messages to spread the project's activities & achievements on internet.

- **Mobile/SMS Marketing**

Digital Media Marketing Firm required to distribute SIAPEP Content & awareness/mobilization messages.

- **Email Marketing**

Digital Media Marketing Firm required to distribute awareness messages via Email and to build an emailing list of interested Farmers located in Sindh, and to connect them with the organization for education, mobilization and implementation of SIAPEP components.



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## Documentary Requirements.

### SIAPEP requires the production of

- a. One 12-15 minute video documentary film on the SIAPEP, highlighting best approaches, best practices, & achievements of organization, success stories of Sindh's agricultural farmers & interviews of officials.
- b. One short 4-5 minute documentary version including interviews, success stories, practices & approach by editing overall video documentary.

### Technical Specification

- a. Shooting format – 1080p, HDV
- b. Post production Professional Software Computer Graphics Animation / VFX
- c. Professional narrator should be involved
- d. Music – Do not allow copy right tracks
- e. The video documentary is required to be:
  - In High Definition (HD) quality
  - In 2 different duration versions
  - Each video documentary should be submitted in Sindhi, Urdu & English versions
  - High quality data file DVD
- f. Equipment requirement.
  - Canon Mark III with video filming lenses
  - Phantom Drone for Arial shots & selective scenes
  - Gimbal for Steady shots
  - Cord less Mic
  - Apple FCP /Adobe Premier Suite
  - Audio recording

### Roles and responsibilities:

- Develop the documentary script and storyboard to be used in the film
- Perform appropriate video filming and shoot interviews with the projects' beneficiaries and stakeholders
- Edit the video footage together with video and audio production, graphic designing, colour correction, music and narration of documentary and all aspects required in the production of final documentary
- Present a draft documentary for comments and review of content
- Produce final documentaries in Sindhi, Urdu & English, one 12-15 minutes long documentary film and one 4-5 minutes Short documentary.
- Provide raw footage to SIAPEP in a format that can be edited and re-used).
- SIAPEP reserves the rights on all information pertaining to this project (documentary, audio, digital, cyber, project documents, etc), which the Production firm may come into contact with in the performance of his/her, duties





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under this contract. It shall strictly remain the property of the SIAPEP who shall have exclusive rights over its use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in any other form, without written consent of the SIAPEP, in line with the national and International Copyright Laws applicable.

## Cable Network Promotion requirements

Publicity ticker run on cable network in various cities & towns in sindh.

## 4. Deliverables

A - Digital Marketing Deliverables			
Description of Deliverable Items	Details	Regularity	Total Price (Inclusive of Income Tax) (PKR)
<b>Develop the Digital marketing strategy and action plan.</b>	Support to develop the strategy and the action plan.	One time	
<b>Creation &amp; Maintenance of Social Media Platforms</b> (Facebook, Instagram, Twitter, YouTube)	Create and subsequently maintain the generated Social Media Profiles	One time creation with continuous maintenance for the period of 8 months	
<b>Social Media Channels Daily Updates</b>  Postings Graphical content, Info-graphics, videos, pictures	Informative and promotional updates in the form of relevant text, photos, Video content, interviews, news. Etc.	Daily 2 Content Shared on Social media platforms For 8 months	
<b>Content Creation</b> <ul style="list-style-type: none"> <li>Graphics designing for a week posting, with rich content writing for Facebook, Instagram, twitter.</li> <li>2 Weekly 1 to 2 min videos For Farmers YouTube channel &amp; for sharing on other Social Media Platforms</li> <li>2 monthly Info-graphics for social campaign of the project.</li> <li>Monthly 2 Celebrities messages With rich content writing</li> </ul>	7 Different Graphically Designed Postings. (Including 2 success story posts)  8 video clips per month. Including 2 success story videos ( Digital Media marketing firm's official will be present at SIAPEP's Workshop, trainings & seminar for shooting video content to share on social media)  2 Info-graphics designs for each month.  2 Videos in a month for farmer's awareness, using Celebrities of Sindh.	8 months	



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<b>Query Management</b>	All the queries received on all platforms must be addressed (Before addressing the answer the Firm has to send it to SIAPEP official for checking.)	8 months	
<b>Reporting</b>	Submit Monthly Progress Report to SIAPEP	8 months	
<b>Moderation and Filtration</b>	Moderation of all Social media Channels in order to deal with spam, unauthorised advertisements, inappropriate content etc.	8 months	
<b>Search Engine Optimization</b>	Enhance SIAPEP website's google search raking.	8 months	
<b>User Data Collection</b>	Collecting data of workshop, seminar, training attendees & people who contact via social media, to use for digital marketing purpose		
<b>B - Documentary Deliverables</b>			
<b>Submission of Script for approval</b>	Develop the documentary script and submit to Concern official of SIAPEP		
<b>Submission of edited video documentary for approval</b>	For review edited documentary to finalise		
<b>Submission of master documentary</b>	10 DVDs of the complete 12-15 minutes long documentary film and 4-5 minutes short documentary in Sindhi, Urdu & English Languages		
<b>C - Cable Network Promotion Deliverables</b>			
Publicity Tickers run on cable network in the following cities and towns. 1. Ghotki 2. Qamber 3. Larkana 4. Dadu 5. Sukkur & Rohri 6. Khairpur 7. Jamshoro 8. Mirpurkhas 9. Umerkot 10. Sangar 11. Hyderabad 12. Thatta	Communication Specialist, PIU – SIAPEP will provide the technical guidance		
<b>Total Bid Price</b>			





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**Note:** Stamp duty @rate of 0.35% or as per the prevailing laws at the time of award. of the contract price to be paid by the successful bidder.

## Milestones

- Social Media profiles Creation (Facebook Page, Instagram Profile, Twitter profile)
- YouTube Channel For Farmers Creation
- Monthly YouTube Channel for Farmers Content Creation
- SIAPEP WhatsApp Group creation
- Search Engine Ranking Enhancement
- Development of SIAPEP Social Media Channels Fan Base
- Development of SIAPEP Email list
- Development of SIAPEP WhatsApp Group contact list.
- Audience reach approx 1 million people monthly.
- Development of SIAPEP Documentary
- Monthly Cable promotion in various cities

## Section II: Important Notes:

Bidders must pay due attention to following points. In case of non-compliance, the offer can be considered as non-responsive:

- Offer must be valid for Thirty (30) days from the date of the bid deadline.
- Bidder must accept the payment condition i.e. Monthly payment will be made to the successful bidder against certain pre-defined milestones in PKR within thirty (30) days of receipt and acceptance of invoice by the purchaser.
- Conditional offer/bid is not acceptable.

## Section III: Vendor Offer Evaluation

SIAPEP shall first examine the vendor's proposal in respect of their understanding about the requirements of the required services in accordance with TOR. Particular attention shall be given to their approach, methodology of work and level and extent of their proposed personnel inputs. Bidders are encouraged to provide maximum input and information while submitting their bids. For evaluation, following points shall be considered:

- Price
- Experience
- Relevant experience of the firm related to the specific assignment
- Adequacy of the proposed work plan and methodology in responding to the TOR
- Presence in Sindh province, particularly at Hyderabad



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## Section IV: Instructions

### **SEALING & MARKING OF BIDS:**

- The bidder shall seal the original and each copy of the bid in an inner envelope, duly marking the envelope as "Original" or "Copy". The inner envelope shall then be enclosed in an outer envelope. In the event of discrepancy between them the Original shall prevail.
- The inner and outer envelopes shall be:
- Addressed to the purchaser at the following address:  
Project Director (attention Procurement Specialist) Project Implementation Unit (PIU), SIAPEP Sindh Seed Corporation Building, Ground Floor, Main Hussainabad Road, Hussainabad Hyderabad Sindh and the words "**DO NOT OPEN BEFORE (Closing time) ON (Closing date)**" shall be written on them.
- In addition to above, the inner envelope shall indicate the name and address of the Bidder to enable the bid to be returned unopened in case it is declared "Late."
- If the outer envelope is not sealed and marked, the purchaser will assume no responsibility for the bid's misplacement or its premature opening.

### **LATE BID:**

- Bidder will himself be responsible for ensuring that his bid is submitted in accordance with the instructions stated herein. Any bid not submitted by the deadline prescribed for submission of Bids will not be considered even if it becomes late as a result of circumstances beyond the Bidder's control. Any bid received by the purchaser after the date and time of bid opening will be returned un-opened to such bidder.
- Quote must be in Pak Rupees (PKR), inclusive of the Income Tax and exclusive of other applicable taxes, duties etc.
- Taxes/duties as per the prevailing rules shall be applicable. .
- The bidder must clearly indicate any and all deviations from the above listed specifications and / or products.

## Section V: Terms and conditions

- Payment will be made to the successful bidder on monthly basis within 30 days of the accepted invoice by the purchaser.
- Offers must be valid for a period of 30 days from the bid deadline.
- Communication Specialist, PIU – SIAPEP will be the focal person for ensuring the quality and timely deliverables





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The quotation with complete details may be addressed to the Project Director SIAPEP and submitted to the address below on or before **5.00 pm, date, November 06, 2018**

## PROJECT DIRECTOR

### (Attention Procurement Specialist)

Project Implementation Unit (PIU), SIAPEP  
Sindh Seed Corporation Building, Ground Floor,  
Main Hussainabad Road, Hussainabad Hyderabad Sindh,  
Phone# 00 92 022-9260252

The received quotations will be evaluated as 'Shopping' method of procurement in accordance the World Bank's Procurement Guidelines: Procurement of Goods, Works and Non-Consulting Services (January 2011, revised July 2014). The acceptable terms and conditions of the lowest, responsive quotation shall be incorporated in the Purchase Order.



### Procurement Specialist

Project Implementation Unit (PIU), SIAPEP  
Sindh Seed Corporation Building, Ground Floor,  
Main Hussainabad Road, Hussainabad  
Hyderabad Sindh,  
Phone# 00 92 022-9260254

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