



SINDH IRRIGATED AGRICULTURE PRODUCTIVITY ENHANCEMENT PROJECT (SIAPEP)



December 5, 2019,

SUBJECT: AMENDMENT NO 01, DATED: DECEMBER 04, 2019 TO REQUEST FOR QUOTATIONS (RFQ) PK-SIAPEP-CP-DM&CN&FM-RFQ-2019/19 FOR DIGITAL MARKETING, CABLE NETWORK PUBLICITY REGARDING SIAPEP COMPONENTS AND PROJECT PUBLICITY ON FM CHANNELS

Reference: Pre bid meeting held on December 03, 2019 @ 2:30 pm in the Committee Room of PIU SIAPEP

To,

All prospective bidders,

The purpose of this Amendment No. 01 to REQUEST FOR QUOTATIONS (RFQ) No: PK-SIAPEP-CP-DM&CN&FM-RFQ- for Digital Marketing, Cable Network Publicity Regarding SIAPEP components and Project Publicity on FM Channels is :

- (1) To answer the questions raised by the prospective bidders during the Pre-bid meeting.
- (2) To incorporate certain additions and clarifications in the RFQ.
- (3) To extend the quotation submission date
- (4) To add certain clarifying notes

Accordingly, the RFQ is amended as follows: -

1. The questions discussed by prospective bidders are answered as under

A	Please clarify that who will provide technical guidance of routine activities, covering/shooting the events and all other related activities mentioned in RFQ.	Communication Specialist PIU SIAPEP Or Any authorized representative of Project Director SIAPEP.
B	Please elaborate, what is meant by Application of testing, analytics, and optimization expertise to help meet the project objectives and goals based on component wise mentioned in RFQ	Application doesn't mean any software application, to execute this concerned point SIAPEP Project is looking for the analytical monitoring mechanism for progress review.



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C	Please elaborate the payment procedure. whether the payments shall be monthly, contract completion base or lumpsum.	This is already well defined in the RFQ. Please note that the monthly payments 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.
D	Please clarify that can the bid be submitted in USD \$ instead of PKR, as the Digital Media buying channel is in USD\$.	This is already well defined in the RFQ. Bid should be submitted in PKR only.
E	One of the Firm's suggestion was to exclude the Cable Network promotion tickers since it is an out dated practice and include the Cable Network tell up, which would deliver more progressive results.	Cable Network Tell Up is not required. Prospective bidders are advised to follow the instructions as mentioned in the RFQ regarding Cable Network Promotion Deliverables mentioning that Publicity Tickers will run two (02) times in an hour of (30 second durations) on any single cable network channel in the stated cities and towns.
F	One of the Firm's suggestion was to set up the running time frame limit for FM Radios awareness and Cable Network promotion. The certain time frame limit for FM Radio and Cable Network promotion would be showing/running all over Sindh at the same time	The prospective firms are advised to provide the time frame limit for FM Radio and Cable Network promotions.
G	What would be transportation facility/mechanism while covering the events, creation of documentaries, covering the success stories, trainings, workshops etc. during the vicinity of SIAPEP Would it be responsibility of SIAPEP or vendor.	Mostly SIAPEP Project will provide transportation facility/mechanism. In case of non-availability of such facility, the bidder will claim for transportation charges and will mention the cost per kilometer from the base point Hyderabad. Hence prospective firms are requested to submit their rate per kilometer with the bid.



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2 ADDITION OF ONE SERVICE IN MONTHLY DELIEVERBALES IN RFQ PK-SIAPEP-CP-DM& CN & FM-RFQ-2019/19

F – SIAPEP WEBSITE MAINTANCE AND UPGRADATION				
Description of Deliverable Services	Details	Regularity	Price per month (Inclusive of Income Tax & SST) (PKR)	Total Price for seven (07) months (Inclusive of Income Tax & SST) (PKR)
Content updating on daily basis Website design modification to improve UI/UX. Provide supporting graphics Website security maintenance. Website technical maintenance periodic updates.		Monthly		

3 QUOTATION SUBMISSION DEADLINE:

The deadline for receipt of quotation is hereby extended to : On or before 3.00 pm, date December 13, 2019.

NOTE:	<ul style="list-style-type: none">• Price/Cost for SIAPEP website maintenance and upgradation shall be incorporated while submitting the bid.• Eight video (2-4 minutes) clips (inclusive of two success stories) of SIAPEP activities each month.• Four promotional video massages (2-3 Minutes) for different components of SIAPEP (one time).• While submitting the quote, firms should strategize their Social Media Marketing methodology/approach/tactics by keeping in view of a minimum monthly spending of PKR 150,000.
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ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED
AND IN FULL FORCE AND EFFECT


PROJECT DIRECTOR

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