

PAKISTAN ENGINEERING COUNCIL



EXPRESSION OF INTEREST

FOR HIRING OF ADVERTISING AGENCY

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TERMS & CONDITIONS FOR APPOINTMENT OF ADVERTISING AGENCY

1. Pakistan Engineering Council (PEC) is a statutory body, constituted under PEC Act 1976 with mandate to regulate engineering profession in totality, register Constructors/ Operators & Consultants, Promote & Facilitate Engineering Profession & Industry and impart continuous professional development (CPD) to engineers.

2. Interested advertising agency possessing complete advertising setup including creative, art, media and client services may submit their application/profile in sealed envelopes to PEC HQ, Ataturk Avenue (East), Sector G-5/2 Islamabad on the date and time as advertised.

3. **SCOPE OF WORK/ SERVICES TO BE PERFORMED BY THE ADVERTISING AGENCY:**

- a. To arrange publication of all types of advertisements (including operational & administrative tenders/court /public notices and publicity/corporate advertisement/banners for special publications/events etc.).
- b. To organize media briefings, conferences interviews and launching special supplements, publicity campaigns etc. whenever required.
- c. To develop image building advertisements, briefs, articles, press releases as well as clarifications/rebuttals in consultation with PEC.
- d. To coordinate with PID on behalf of PEC and ensure compliance of Govt. Advertising Policy/PID Policy.
- e. To provide any other services related to the media requirements of PEC.
- f. Develop corporate public relations and advertising policy for PEC and update the same from time to time;
- g. Advertising agency shall compile news clippings of news related to PEC published in leading newspapers and send the same to PEC by email on the same day by 12:00 noon, without any charge;
- h. To perform any other media-related job, required by PEC, without any charge.

4. **ELIGIBILITY**

Advertising agencies should have;

- a. At least ten years of relevant experience;
- b. Valid registration with Press Information Department (PID), APNS and PBA;
- c. Qualified technical staff;
- d. Valid national tax number issued by FBR;
- e. Valid sales tax registration;
- f. Inclusion of agency's name in Active Tax Payers List;
- g. The Advertising agency should have office in Islamabad and at least in one metropolitan city.

5. **INELIGIBILITY**

Following advertising agencies are not eligible;

- a. Presently suspended/blacklisted by PID, APNS and PBA or any Government Organization/Corporation/Department.
- b. Any advertising agency has a conflict or litigation with PEC
- c. Any advertising agency who have not cleared/failed to proceed the previous advertising bills/outstanding dues of PEC to newspapers in due course of time.
- d. Agency that stipulates any terms and conditions other than those stipulated in this document.

6. **SUBMISSION OF APPLICATIONS/PROFILES.**

Interested advertising agency may submit their applications in sealed envelopes to R&I Section, PEC HQ, Building, Ataturk Avenue (East), Sector G-5/2 Islamabad on the date and time as advertised in Notice Expression of Interest.

7. **DOCUMENTS REQUIRED TO BE SUBMITTED WITH APPLICATION/PROFILE:**

- i. Applications/Profile should be in sealed envelope, addressed to "Director Administration" and be submitted.
- ii. Interested advertising agency shall enclose the following information duly supported with documentary evidence with their application/profile:
 - a. Profile of the advertising agency including details of:
 - i. Name of advertising agency;
 - ii. Details of authorized contact person (s),
 - iii. Status of the advertising agency (Company/Firm/Sole Proprietor/etc.);
 - iv. Registered Addresses;
 - v. Telephone Numbers;
 - vi. Email IDs;
 - vii. Year of establishment;
 - viii. Detail of office premises.
 - ix. Details of Clients;
 - x. Details/Statement of major works/assignments performed with the name of organization, value of contract and year in which assignment was undertaken.
 - b. Copy of registration of incorporation, in case of company;
 - c. Copy of valid NTN Certificate;
 - d. Copy of valid Sales Tax Registration Certificate;
 - e. Proof of Inclusion in Active Tax Payers List;
 - f. Litigation history;
 - g. Letter of authority in favor of authorized person, who will represent the Applicant in all matters related to this procurement;
 - h. Advertising Agency shall attach an affidavit on stamp paper to this effect that there was no previous litigation of Advertising Agency with PEC and that the Advertising Agency have not been black listed by any Government

department/autonomous body/PEC, duly attested by Oath Commissioner;

- i. The Advertising Agency shall sign and stamp each page of this document, as unconditional acceptance of all the terms & conditions;
- j. PEC can ask any other relevant information / document before or after appointment;
- k. Applications received through, cable, email or any other mode or means, except as prescribed above, shall not be considered; and
- l. The advertising agency will be called for presentation before the PEC Selection Committee during validity of application.

8. **SELECTION OF ADVERTISING AGENCY:**

- i. The advertising agency, which meets the eligibility criteria prescribed in the Expression of Interest and PID Policy 2021 (as amended in the year 2022).
- ii. PEC may engage more than one/two advertising agencies at its discretion.

9. **CONTRACT:**

- i. Contract will be awarded for a period of two years subject to satisfactory performance;
- ii. PEC reserves the right to invite applications/profiles from other advertising agency during the currency of contract;
- iii. PEC at its own discretion, can appoint any other advertising agency during the currency of contract;

10. **PAYMENTS:**

- a. All the payments shall be made in accordance with the prevailing federal government policy, applicable for public sector corporations and subject to submission of following documents:
 - i) Invoice duly signed and stamped by the Advertising Agency and duly verified by PID.
 - ii) Tear Sheets.
 - iii) Any other document required by PEC.
- b. In case of any excess payment made by PEC to the advertising agency, either direct or indirect shall be recoverable from the advertising agency.

11. **CORRUPT AND FRAUDULENT PRACTICES:**

"Corrupt and fraudulent practices" refer to the act of offering, giving, receiving, or soliciting anything of value to sway the actions of an official at an advertising agency during the advertising process, as well as the misrepresentation of facts to influence that process.

12. **CANCELLATION OF CONTRACT:**

If the advertising agency fails to deliver services to PEC's satisfaction, PEC reserves the right, at its discretion, to terminate the contract with or without notifying the advertising agency.