

# TERM OF REFERENCE (TOR)

CORPORATE VIDEO DOCUMENTARY

Council of Islamic Ideology

# **COUNCIL OF ISLAMIC IDEOLOGY**

**46 Ataturk Avenue, Sector G-5/2**

**Islamabad**

## **TERM OF REFERENCE (TOR) FOR CORPORATE VIDEO DOCUMENTARY**

Council of Islamic ideology intends to invite Expressions of Interest (EOI) for shortlisting/Pre qualification of accredited advertising agencies for the production of its corporate video documentary. The video documentary should be a 15 to 20 minutes introduction of Council's history, research expeditions and related details.

### **1. Eligibility :**

Agencies fulfilling following criteria can only apply:

- The agency should be registered with the Sales Tax and Income Tax Department quoting both Registration numbers.
- Must be accredited agency of APNS.
- Must have its own production house based in Islamabad.
- Must have full fledged creative unit.
- Should have all the production and post-production

### **2. Deadline of Submission:**

Applications are invited from the interested agencies for shortlisting. The applications along with following documents will be undersigned on or before 2 : 00 pm on 28<sup>th</sup> May 2010.

### **3. Required Documents:**

It must include following documents / details and will be evaluated as per following criteria and sub criteria.

**a. Profile of the Firm:**

- i. Name, address, telephone, fax numbers and email address of the agency.
- ii. Ownership and organizational structure of the agency.
- iii. Years of establishment.

**b. Experience and past Performance:**

- i. List of similar assignments /Projects with cost, undertaken within last 5 years.
- ii. List of similar assignments executed or implemented in similar organizations.
- iii. Performance certificated of Assignments /Projects completed are to be attached.

**c. Key personal experience and qualifications:**

- i. Academic qualification
- ii. Experience: At least 2 similar assignments with 5 years length of experience.

(Brief CV of at least three key personnel be attached)

**d. Affidavit that the firm has never been black listed.**

**4. Evaluation Criteria:**

- a.** Applications with above mentioned documents shall be evaluated and shortlisted.
- b.** Applications of blacklisted forms shall not be considered.
- c.** The procuring agency shall disqualify the applicant if, at any stage, it finds that the information submitted for qualification was either significantly inaccurate or incomplete.

**5. Tenders are required to be furnished along with earnest money of Rs. 25000/- in the form of Pay Order/Demand Draft in favor of D.D.O, Council of Islamic Ideology Islamabad.**

6. Interested firms are required to submit their application to the undersigned by the deadline in separate sealed envelopes with marking Of "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL". The technical proposals will be opened on 28<sup>th</sup> May 2010 at 2:30 pm by the purchase Committee in the presence of Secretary, Council of Islamic Ideology and representatives of participating agencies, to shortlist and financial proposals of qualified agencies will be opened publically.
7. Income tax and GST will be deducted at prescribed rates as provided in the income tax Ordinance, 2001 and sales tax special procedure (with holding) rules, 2007, respectively.
8. The selected Agency will be responsible for developing the script as per material provided by the Council.
9. The selected Agency will be responsible to arrange all shooting/recording as per approved script.

NOTE: The procuring Agency may reject any of all bids subject to the relevant provisions of PPRA rules.

**Muhammad Ahmed Chaudhry**  
**Secretary Council of Islamic Ideology**

46 Ataturk Avenue, G-5/2 Islamabad.

Ph: 051 9216059

Fax:0519218430

*Council of Islamic Ideology*