



## PRE-BID MEETING MINUTES

### **Procurement of Services of an Advertising Agency for the National Financial Literacy Program (NFLP)**

**IFB No. GSD (Proc. II)/DFSD-NFLP Creative Services/22220/2022**

1. A Pre-Bid meeting for the captioned procurement was held on **April 15, 2022, at 11:00 AM** via Zoom Cloud Meeting Application.
2. The representatives of General Services Department (GSD-SBP BSC), Development Finance Support Department (DFSD-SBP BSC), External Relations Department (ERD-SBP) and representatives of prospective firms attended the meeting.
3. The meeting commenced with a welcome note. At the outset, all participants were briefed about the purpose of the meeting which was to provide an overview of the bidding process, explain the scope and description of services, and clarify relevant queries of the participants. Further, it was conveyed that the queries submitted by the participants would be sequentially discussed and unanswered questions (if any) would be addressed in the meeting minutes.
4. All queries of the participants and relevant responses by the Bank's representatives are given in **Annexure A**.
5. Furthermore, the following guidelines may please be noted for submission of Bidding Documents:
  - a. The bidders must submit the complete and comprehensive bid as per the requirements outlined in the Bidding Documents. Non-compliance shall result in rejection of the Bid.
  - b. All components of costs must be incorporated in the **Price Schedule (Form II)** considering the Description of the Services, Performance Specification & Terms of Reference.
  - c. The bidders may seek related clarification or modification of the Bidding Documents no later than seven (07) days before the deadline for submission of bids.
  - d. The bids prepared as per the instructions contained in the Bidding Documents, Pre-Bid Meeting, and subsequent clarifications thereof must be submitted on or before **April 28, 2022, at 11:00 AM** at the following address;

#### **Joint Director**

Procurement Division-II  
General Services Department  
4<sup>th</sup> Floor, BSC House, State Bank of Pakistan  
I.I. Chundrigar Road, Karachi  
Telephone No: (021) 3311-5420 / 3311-5423  
Email: [gsd.proc2@sbp.org.pk](mailto:gsd.proc2@sbp.org.pk)

- e. Bids will be opened on **April 28, 2022, at 11:30 AM** at the Learning Resource Centre/Heritage Meeting Room at State Bank of Pakistan, I.I. Chundrigar Road, Karachi.
- f. No request for extension in the submission deadline of Bids would be entertained.

- g. In case of submission of Bidding Documents via courier, an email may be sent at [gsd.proc2@sbp.org.pk](mailto:gsd.proc2@sbp.org.pk) to enable timely coordination and collection of the documents before the submission deadline. Responses received after the prescribed deadline via courier or otherwise shall not be entertained and returned unopened.
- h. For submission of Bidding Documents/attending the Bid opening session, the representative of participating firm shall keep his/her original CNIC for entry into the premises of the State Bank of Pakistan (SBP). Furthermore, the following details of the said representative(s) may also be shared in advance for necessary entry arrangements.
- Name & CNIC#
  - Mobile#
  - Arrival Date & Time
6. After a detailed briefing, the participating bidder was requested to confirm whether all of its queries had been adequately addressed and that no ambiguity remains related to Bidding Documents. Upon acknowledgment, the meeting concluded with a vote of thanks.

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**ANNEXURE A**

Sr.	Queries	Responses
1.	What is the requirement of the Target Audience in terms of age group, geographic distribution, and educational background?	<p>The target audience includes citizens from low to middle-income strata who are largely unbanked.</p> <ul style="list-style-type: none"> <li>• <b>Age Group:</b> Adults (18-60 years old)</li> <li>• <b>Geographic Distribution:</b> All over Pakistan.</li> <li>• <b>Educational Background:</b> For content creation, it may be assumed that the target audience is moderately educated. It is relevant to mention that general literacy differs from financial literacy. So it is very much likely that even an educated person lacks financial awareness.</li> </ul>
2.	What is the purpose of animated videos and do you believe that animated videos would be helpful enough to induce behavioral change?	<p>The purpose of the animated videos is to create interest and engage the audience while imparting a critical understanding of a particular financial literacy theme.</p> <p>Secondly, research shows that financial literacy concepts are hard to retain through one-time training and should be refreshed at regular intervals. The nature of animated videos is such that they can be seen more than once without losing interest.</p>
3.	Is there any website/Social Media page of NFLP?	Currently, there is no dedicated website/social media page for NFLP, however, a dedicated website for NFLP is under development.
4.	What is the difference between NFLP and NFLP-Y?	The main difference is the target audience of each program. While NFLP covers a population between the age group of 18-60 years, NFLP-Y's target audience is limited to youth including the age group of 6-18 years.
5.	Is there any possibility to increase the number of leaves/ pages as a reflection of 06 different themes would be a challenging task?	<p>Too many leaves/ pages may not be as attractive for the reader who may lose interest if there is too much content.</p> <p>Also, increasing the number of leaves may increase the overall cost of one brochure. Therefore, the brochure must be limited to 6 sides (3 pages) with each side covering one financial literacy theme.</p>
6.	What would be the standard page size of the Brochure?	A4 (210 x 297 mm)
7.	To help us prepare the Financial Proposals, can you please share the details of the cities/ areas for dissemination of Brochures (DToD) as well as Text Messages.	Yes, <i>(Details given in Annexure B)</i>
8.	Are there any guidelines/limitations for proposing the Big Idea for the promotion of financial literacy in the country?	NFLP curriculum Book. <i>(The complete PDF is available in Annexure C)</i>

**ANNEXURE A**

Sr.	Queries	Responses
9.	<p>Is there any possibility of revising the mandatory eligibility criterion related to the firm's experience i.e. <i>The firm shall have a minimum of 10 years of experience in marketing/advertising services?</i></p>	<p>Unfortunately, relaxation of this mandatory criterion cannot be entertained given the scope and importance of the assignment. Further, we believe that the said criteria are neither discriminatory nor restrict the competition as the considerable number of firms, possessing the required experience, have already obtained the Bidding Documents.</p> <p>Also, it is worth mentioning that we didn't receive a reasonable number of requests for the revision of mentioned criteria.</p>
10.	<p>Kindly, clarify the following requirements;</p> <ul style="list-style-type: none"> <li>• Performance Guarantee</li> <li>• Integrity Pact</li> <li>• Stamp Duty</li> <li>• Bid Security</li> <li>• Scanned Copy of Technical Proposals</li> </ul>	<p><i>Performance Guarantee, Integrity Pact, and Stamp Duty</i> are the contractual requirements that would be fulfilled only by the successful bidder after the award of contract/signing of the contract.</p> <p>However, a fixed Bid Security of Rs. 150,000/- (Rupees One Hundred Fifty Thousand Only) in favor of SBP BSC needs to be submitted by all participating bidders along with the Technical Proposals.</p> <p>Further, the sub-point ii of Important Note (page 18/58 of Bidding Documents) may be read as;</p> <p><i>All participating bidders are required to submit a scanned copy of the submitted Original Technical Proposal Only after the opening of the <u>Technical Proposals</u> at <a href="mailto:gsd.proc2@sbp.org.pk">gsd.proc2@sbp.org.pk</a></i></p>
11.	<p>Do we need to submit the required forms on the firm's letterhead?</p>	<p>Yes, unless mentioned otherwise.</p>
12.	<p>As you require the creation of content only through this tender, however, we would like to know if there are already any social media pages for NFLP and if there is any organic impressions/views mileage you expect from agencies?</p>	<p>As answered above, currently, there isn't any dedicated website or social media page for NFLP. Secondly, concerning the creation of 2-D animated videos, the agency's job would be limited to the development of videos only; we are not expecting any impressions/views mileage from the advertising agency.</p>
13.	<p>Your requirement of text message characters is 250 in Urdu. Whereas most MNOs offer 140/150 characters in English and the number of character allowed for Urdu Texts are almost half of that mentioned above. Therefore, you are suggested to consider this limitation to achieve the best economy for sending 1m messages to your desired target audience.</p>	<p>With regards to the number of characters in each SMS, industry standards would be considered.</p>

## ANNEXURE B

**Brochures:** Twenty Five thousand (25,000) brochures need to be distributed in each of the given district, making a total number of 500,000 brochures.

Sr.#	Province	District	Rural/Urban
1.	Azad Jammu and Kashmir (AJK)	Bagh	Rural
2.	Azad Jammu and Kashmir (AJK)	Muzaffarabad	Rural
3.	Balochistan	Khuzdar	Rural
4.	Balochistan	Lasbela	Urban
5.	Gilgit Baltistan (GB)	Gilgit	Rural
6.	Gilgit Baltistan (GB)	Hunza	Rural
7.	Khyber Pakhtunkhwa (KPK)	Peshawar	Urban
8.	Khyber Pakhtunkhwa (KPK)	Shangla	Rural
9.	Khyber Pakhtunkhwa (KPK)	Swat	Rural
10.	Punjab	D.G Khan	Rural
11.	Punjab	Gujranwala	Urban
12.	Punjab	Jhang	Rural
13.	Punjab	Multan	Urban
14.	Punjab	Sargodha	Rural
15.	Punjab	Toba Tek Singh	Rural
16.	Sindh	Jamshoro	Urban
17.	Sindh	Matiari	Rural
18.	Sindh	Sanghar	Rural
19.	Sindh	Shaheed Benazirabad	Rural
20.	Sindh	Sukkur	Urban

**Text Messages:** 1,000,000 text messages are to be disseminated under the name of State Bank of Pakistan to different individuals across Pakistan covering all districts of the country.

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