Punjab Resource Improvement and Digital Effectiveness (PRIDE) Program
Planning & Development Board,



<u>Request for Quotations (RFQs)</u>
Hiring of Non Consultancy "Communication Firm" under framework contract

Program Implementation Unit, Planning & Development Board, 11-A, Upper Mall Scheme, Mian Meer Road, Lahore.
Ph# 042-99332566-69, Fax # 042-35750283

September 24, 2024

Request for Quotations (RFQs)

Program Implementation Unit, Planning & Development Board under Technical Assistance (TA) compponent of Punjab Resource Improvement & Digital Effectiveness (PRIDE) program invites quotations from eligible firms for **Hiring of Non Consultancy "Communication Firm" under framework contract**
through shopping method as defined in World Bank Procurement Regulations for IPF Borrowers.

1. Eligibility Criteria:

You are requested to submit copies of the following documents as evidence of your eligibility;

i. Corporate capacity (core business and years of experience in same business for at least 05 years). The firm should also provide a copy of the certificate of incorporation / business license.
ii. The firm shall demonstrate financial capacity by submitting annual turnover of 20 Million supported with documentary evidence for the last five years.
iii. Proven experience and familiarity with similar activities, including having executed at least five (05) similar contracts related to public sector/donor funded projects/international organization, within the last five (05) years supported with documentary evidences i.e contract agreement/work order/completion certificates issued by the concerned clients.
iv. Registration with tax authorizes etc.
v. Availability of technically qualified staff alongwith organizational structure (brief qualification are required).
vi. Certificate on stamp paper that the firm is not blacklisted by any National / International agency/authority/ World Bank/Department / Ministry etc.

2. Validity of offers

The offers shall be valid until 45 days from the date of opening of the quotation.

3. Preparation of Quotations

(a) Quotation shall be evaluated on package basis and the purchase order/contract shall be issued separately to the respective firm offering the lowest evaluated price for all items.

(b) Your price quotation/(s) shall be for all the items / services as described at **Annex-A**. The currency of quoted prices and payment shall be Pakistan Rupee.

(c) The prices should be quoted for supply and services across the Punjab and should be accompanied by adequate technical documentation and catalogue(s) and other printed material or pertinent information (in English language) for each quoted item/ service.

4. Quoted Price

The quoted price shall be fixed and will be including all applicable taxes and not subject to any price variation.

5. Sealing and Marking of Quotations

Quotations should be placed in a single envelope, clearly marked with the reference above including the name of the firm, description of procurement.

6. Submission of Quotations

a. Quotations are to be submitted in the form attached at **Annex-2** and ***by courier or by hand.***

b. The deadline for submission of Quotations is on or before **October 09, 2024 at 11:00 AM.**

c. The address for submission of Quotations is:

Attention: Program Director, Program Implementation / Support Unit, P&D Board

Address: Program Implementation Unit, Planning & Development Board, 11-A, Upper Mall Scheme, , Mian Meer Road, Lahore.

7. Opening of Quotations

Quotations will be opened by the procurement committee, PIU/PSU, P&D Board on the same day after the deadline for the submission of Quotations i.e; **October 09, 2024 at 11:30 AM**

8. Evaluation of Quotations

Quotations will be evaluated on package basis under framework contract to ensure compliance of eligibility, quoted price and any other requirements of the RFQ.

The lowest evaluated price will be determined after correcting any arithmetic errors and other specified adjustments, if any.

9. Award of Purchase Order

The Purchase Order will be awarded for the respective Supplier/s who:

a. offers the lowest evaluated price/s,
b. compliant with the eligibility criteria.

The client shall invite by the quickest means the successful supplier for any discussion/clarification that may be needed to conclude the Purchase Order / contract.

The competent authority reserves the right to cancel all the offers under the World Bank Procurement Regulations.

10. Duration of contract

Total duration of the said services is one year which is extendable subject satisfactory performance.

Program Director,
Program Implementation Unit,
Planning & Development Board,
11-A, Upper Mall Scheme,
Mian Meer Road, Lahore.
Ph. No. 042-99332566-69

Scope of the Services
Hiring of Communication Firm (Non-Consultant) under Program Support Unit, Punjab Resource Improvement & Digital Effectiveness (PRIDE) Program, Planning & Development Board

1. Introduction:

Program Support Unit (PSU) is established in the P&D Board to implement Punjab Resource Improvement and Digital Effectiveness (PRIDE) Program, worth USD 304 Million. It is a five year program funded by International Development Association (IDA) – World Bank Group with objectives to strengthen Public Financial Management (PFM) Systems and revenue mobilization in the Punjab Province to promote coherent PFM systems. The Program will also support the GoPb's Development response to COVID-19 challenges. The PSU in the P&D Board is responsible to coordinate and implementation of activities under the P&D Board. The PSU will be staffed with individual consultants, having expertise in selected areas. The team of consultants will be headed by a Unit Head.

2. Objectives

The main objective of the PRIDE Program is *"to increase Own Source Revenue and improve reliability of resource allocations and access to digital services for people and firms in the province of Punjab".* The PRIDE Program primarily addresses three challenging areas; (i) fiscal risk management (ii) revenue mobilization (iii) expenditure management through better use of information systems. Efficiency improvements in public expenditure and increased fiscal space for growth-enhancing expenditure on infrastructure and human capital could contribute to the Country's goal of reaching middle income status by 2047. The proposed Program will support selected actions under Public Financial Management Reform Strategy (PFMRS) 2020-25 and RISE Punjab. The expected results of the Program correspond with the Government's expenditure framework across three Result Areas which are; (i) strengthened budget formulation and fiscal risk management (ii) increased use of digital technology for delivery of selected public services (iii) improved collection of own source revenue.

3. The Communication Strategy

The communication strategy developed for the program is based on extensive desk and field research, stakeholder mapping and analysis, and inputs from different affected stakeholders.

To reach various stakeholders and meet the identified challenges, the communication strategy will use the following approach:

A. It will be implemented in three stages:

- ***Stage 1*, or the "Teaser Campaign**
  The role of the Teaser Campaign is to illustrate the inefficiencies of the current system, create demand for reforms and provide the Government the occasion to answer the demand of the population with a well thought-through program, already under implementation.

- ***Stage 2*, the launch of the campaign**

This campaign will communicate economic benefits of reforms for large groups of the population. It will last one year or longer, until resistance to change has been overcome.

- ***Stage 3*** **(part of which can run in parallel with Stage 2)** will cover the individual reforms and will focus on affected groups of stakeholders in a more targeted way:

B. The communications strategy will be coordinated by the P&D department, specifically, in coordination with the implementing officers in each of the departments involved.

C. The mix will also include social media and mobile communication, establishment of physical information centers, and other communication tools**.**

D. Other approach elements are:

- Use the strong political leadership of the Government and the strong messages, the strategy will aim to motivate all politicians to support the reform process.
- Use the strong leadership, powerful messages and internal communication process to strengthen the understanding and support of reforms among staff of implementing departments.
- Increase efforts and use leadership skills to improve extension and communication performance of P&D and other implementing departments. Meeting the related challenges calls for highly motivated and trained staff.
- Deliver an intense behavioral and social change communication effort over the next four to five years. It should be coordinated with extension efforts and other technical support and focused on providing information to achieve attitude change.

E. Monitoring and evaluation. The implementation team will monitor the campaign delivery and corrective surveys and qualitative analyses will be carried out regularly to assess progress and initiate corrections.

4. Scope of Work.

The activities to be delivered under this project are wide ranging and imply the engagement of a dedicated team. The main activities are listed below, and these will be probably supplemented as the program evolves. The activities below are scheduled to be delivered in the interval October 2022 – October 2023, tentatively that will be extended with mutual consent and subject to satisfactory performance.

Broadly, the firm is expected to prepare a number of communication products – from print and video to content for websites, social media page etc. Once the Program is fully disclosed, the reform package has to be widely disseminated through a series of campaigns.

The principle behind the scheduling of these campaigns is to have them back to front, in cascade, so as to maintain a continuous supply of information regarding the reform in P&D Board. The aim is to have an event to launch the initiative or the policy, etc. The launch event is to be followed by a series of media products in the mass-media and the social

media over a period of two to three weeks, eventually a month if possible. Once the echoes of one campaign fades, the next is to be launched.

The dissemination means suggested in the communication strategy can and should be completed with other means based on the experience of the firm, with the approval of the client.

The scope of work is described in modules, below:

1.1. Module A. Inception and Planning Phase

- The Communication firm's team will familiarize themselves with the Project details and the main implementing partners as they result from the Communication strategy.
- They will familiarize themselves with the Communication strategy and Action Plan and will propose updates and improvements as part of the inception report.
- They will establish communication with all Project focal persons in all departments and will assess if there are additional needs for personnel/activity. Among them the persons responsible for the technical data and peer review process, the spokespersons selected by each department, etc.

The firm will be required to submit an action plan for implementation aligned with the communication Strategy of PRIDE and consultation with the stakeholder

1.2. Module B. Branding

- The firm will propose a brand for the communication products which will characterize the campaigns and the overall communication effort.
- The Brand name, logo, artwork etc. should project the idea of comprehensive reform.
- Each Department will nominate a brand officer that will determine the appropriate use of the brand. The firm will work in close collaboration with them;
- The firm will develop a Manual of Style (brand book) that will provide guidance regarding the use of the brand. The Manual of style has to be in line with the present guide of the Government of Punjab.
- The firm will be responsible to submit the brand logo, brand book and all related art work for the campaign, in a consolidated form to the client.

1.3. Module C. Products preparation for program launch

- The firm will prepare a number of communication products under the brand. The technical information will be provided by the departments and they will have to provide the No objection to the final version.
- As far as possible the products will be pretested through Focus groups.
- The list of materials will include, at a minimum the following (the firm is encouraged to make additional proposals)
    - Reform package to be used in brochures, leaflets, digital communication
    - Infographics for each reform area.
    - Posters - same
    - Brochures – same
    - Op-eds, press releases, blogs for use with campaign launch
    - video spots,
    - 10 podcasts with secretaries, students, etc.

- Advertisements for the electronic media and print media.

- Provide feedback and advice on reforming and providing content for the websites of all departments.
- Prepare digital micro targeting and digital communication over the social media. Following the guidance of the Communication strategy, develop social media campaign through micro-targeting groups according to segmentation in Communication strategy.
- Develop FB page, database of emails for direct mailing.

3.4. Module D. Teaser campaign

- Providing assistance to non-state actors (universities, NGOs, etc.) to organize events or publish points of view or appear on talk-shows to deliver messages on program issues.
- Increase the media exposure of the events, publications, to shows.

3.5. Module E. Launch Campaign

- Coordinate with Event Management firm in organizing High level launch events, brand, reform program and portal.
- Organize high level press conference for each event
- Intensive media coverage, repeating main messages: TV Talk shows, printed press in both English and Urdu.
- Designing & Publication of advertorials, white papers, Adds
- Designing & Distribution of posters, brochures, outdoors advertising, etc.
- Maintain very active presence on FB, push to targets;

3.6. Module F. Social Media Campaign

- The firm will publish and push reform related materials to targets as suggested in Communication Strategy.
- The firm will maintain conversations and provide answers to questions on FB and Twitter.
- The firm will launch and maintain announcing events and redirecting links to significant documents
- All activities described below in Module G will be disseminated by micro targeting the groups described in the communication strategy.

3.7. Module G. Support to departments

Several departments have very low Public Relations and Communication capacity, the departments will need support to prepare and implement their campaigns. Even departments that have important resources may need help during peak periods.

5. Team Composition

The firm's team should reflect the complexities and requirements of this assignment and be

made up of professionals of high quality and experience. At a minimum, the team should be composed of the following:

Sr. No.	Position	No. of Post	Eligibility Criteria
1	Team Leader	1	Masters' degree in Marketing/Mass Communication. A public relations professional of at least ten years' experience. The team leader will be responsible with overall implementation of the assignment, coordinating tasks, preparing and submitting reports to PIU, maintaining the liaison with PIU and focal persons of the Departments and will be the main person responsible for the management of tasks ensuring timely delivery.
2	Economist	1	Masters' degree in Economics with 10 years relevant experience. His task will be to develop communications products (Q&As, White papers, press releases, scripts for videos, website and social media content, etc.). He will work in close cooperation with key experts designated by Departments and with Key expert – Copywriter. The position will be full time during Module c, material preparation, half-time during the rest of the assignment.
3	Copywriter	1	Masters' degree in English/Mass Communication/ Marketing/ Journalism. A communications professional of at least ten years' experience. He will be responsible for the development of all communication materials, ensuring that take-away messages of the communication strategy translate into accessible language for each target group, both in English if needed as well as in Urdu. He will work in close cooperation with Key expert - Economist, the designated communications officers of each departments, and Key expert Social Media Specialist, and the video production team, to provide relevant content. This is a full-time position during the preparation phase and will in time decrease to half time.
4	Social Media Specialist	1	Masters' degree in Communication/Marketing. A communications/IT expert of at least ten years' experience. His duties will be: develop the projects' portal; to oversee the updating/renewing of the websites relevant to the project (some departments actually have several websites to identify the FB/Twitter users in Punjab/Pakistan according to target groups and identify the best social media tools to access them, in cooperation with Key experts develop content for sites and social media posts; with input from same experts, manage conversations on the social media.

5	Video Production Manager	1	Masters' degree in Marketing/broadcasting/video production. A video productions expert of at least ten years' experience. The video production manager will be in charge with developing the documentary for the program and video spots of the campaign. Each main theme of the communication strategy, defined by objectives, includes the development of short, thoughtful video spots, with important ability to persuade the target group. Short videos are the main communication products for illiterate farmers and citizens and their use on internet/social media is growing exponentially. The video production manager will manage a team – production, post production, distribution, etc. The scripts for the videos will be developed in cooperation with Key expert 1 and 2. For distribution with key expert 3.
6	Sr. Communication Expert	1	Masters' degree Journalism/Marketing/Mass Communication. This will be a public relations expert of at least five years' experience. He will be responsible to place articles/ op-eds, advertising, etc. in the written and electronic press, will obtain talk shows positions, will carry out media monitoring and alert team leaders of opposing articles/shows and propose actions. He will be responsible, under the event manager to mobilize the press and facilitate their presence at the events.
7	Infographic Expert	1	Masters' degree in Marketing/Video Production/graphic Designing/MBA. This will be a communications expert of at least five years' experience in developing communication products – branding identification artistic elements, posters leaflets, brochures, all other visuals. He will be responsible with the design, the quality control through focus groups and ultimately the printing / publishing of the products.
8.	Designer	01	Bachelor's Degree in Graphic/Designing/Marketing/Communications/Business or Fine Arts along with a minimum 3 years proven experience in Graphic Designing for Social Digital/Electronic/Mass Media Industry
9	Script Writer	01	Master Degree in Mass communication or equivalent qualification from a recognized university with 5 year experience in scrip writing for television or radio channels.
10.	Camera man	01	Graduation with 5 years professional experience as cameraman
11.	Videographer	01	Bachelors in Media Production, Media Studies, Performing Arts, or Photography/ Film/ Television from a reputable institute. Demonstrable video editing, Project Management skills, Experience in digital technology, and editing software packages Premiere, after effects, and tools like final Cut, Tools for Animations, or sound editing.

6. Coordination, Monitoring and Evaluation

The firm will work under the direct supervision PSU team of Program Support Unit, Planning and Development Board. The firm will provide assistance to other officers in various departments as described above.

The products to be published, broadcasted, etc., will be pre-approved by the PSU team. The firm will present monthly activity reports after each event or significant activity, including quantities of products, etc.

The actual outcomes of the campaigns in terms of public awareness and attitudes will be evaluated separately and corrective actions may be indicated as needed to the firm, who will modify products or activity as directed.

7. Duration:

Program Support Unit, Planning & Development Board, Punjab intends to engage a Communication firm for an assignment for one years (extendable subject to satisfactory performance) under framework agreement to effectively advise and execute multiple endeavors of the PSU, PRIDE program to mainstream print and electronic media. The assigned will be engaged with the team of PSU for driving mass media engagement around various interventions of the company deploying strategic networking and advocacy skills. The assignment will also involve extensive media monitoring, space mapping, targeting and research.

8. Deliverables

- Submission of the Action Plan for implementation of the Communication Strategy
- Designs of the brochures, leaflets, posters, white papers and all related marketing material mentioned above and communication strategy, along with the write-ups for the advertorials.
- Media buying for TVC's and talk shows, podcasts, op-eds and advertorials.
- Submission of the Media Monitoring reports which includes the press clippings, recordings of TV shows, bloggers etc and activities mentioned above and in Communication Strategy.
- Designs of the websites and social media pages and submission of the likes/traffic report on the social media pages and websites.
- Submission of the recordings of TVC's, talk shows, podcasts and documentary in Soft Copies.
- Develop a comprehensive communication framework to design and deliver a coherent and differentiated communications and marketing strategy, reaching out to multiple levels of target audience.
- Encouraging and coalescing key institutions and stakeholders to work towards a shared vision of promoting program's interventions.
- Collaborating with team staff, and local partners to create and implement marketing campaigns for target destinations both for the local and international audience through conferences, workshops, website, roadshows, documentary etc.
- Launch a multi-pronged, high profile image building campaign to promote programs

interventions through print, digital and social media, achieving consistency, recall and reach through developing new channels of engagement and knowledge sharing; creatively engaging users and recipients in new and innovative ways.

- Assist with the dissemination of results of programs, projects and activities undertaken by the PRIDE Program, as part of the Organizations' contribution to the country's development.

- Assist in promoting and improving public understanding of Punjab Government's vision on Digitization, E-Government, and E-Procurement on print, electronic and social media.
- Maintain website, Facebook page, and provide advice on the use of other social media platforms.
- Produce and disseminate quarterly newsletter highlighting areas of technical assistance.
- Support preparation, production and dissemination of material including print, and electronic media.
- Translate ideas and concepts into effective communication media including publications media using innovative communication tools.
- Arrange communication events.
- Any other task assigned by the Unit head.

9. Selection Method:

Shopping / Request For Quotation method under World Bank's procurement regulations.

10. Qualification Criteria:

i. Corporate capacity (core business and years of experience in same business for at least 05 years). The firm should also provide a copy of the certificate of incorporation / business license.
ii. The firm shall demonstrate financial capacity by submitting annual turnover of 10 Million supported with documentary evidence for the last five years.
iii. Proven experience and familiarity with similar activities, including having executed at least five (05) similar contracts related to public sector/donor funded projects/international organization, within the last five (05) years supported with documentary evidences i.e contract agreement/work order/completion certificates issued by the concerned clients.
iv. Registration of NTN/PRA and DGPR etc.
v. Availability of technically qualified staff alongwith organizational structure (brief qualification are required).
vi. Certificate on stamp paper that the firm is not blacklisted by any National / International agency/authority/ World Bank/Department / Ministry etc.

Annex-A

Sr.	Activity	Specification / Description	Estimated Quantities	Unit Cost (Inclusive taxes)	Total cost (Inclusive taxes)
1	Talk Shows recording and telecast	Option			
	(National & Channel) the rate will be quoted as per DGPR	30 min	**500 min**		
		60 min	**1000 min**		
2	Animated Films	Option			
	Soap Operas	30 min	**250 min**		
	As per need	60 min	**500 min**		
3	PRIDE awareness shows at Radio and TV	Option			
		30 min	**500 min**		
		60 min	**1000 min**		
4	Social Media (Twitter) per design	Twitter Header, Twitter Portrait, Twitter Landscape, Twitter Square/Page promotions (Per Design)	**520**		
5	Social Media (Face Book) per design,	Facebook Header, Facebook Portrait, Facebook Landscape, Facebook Square/Page promotions (Per Design)	**520**		

6	Social Media (LinkedIn) per design,	LinkedIn Header, LinkedIn Portrait, LinkedIn Landscape, LinkedIn Square/Page promotions (Per Design)	**520**		
7	Designing of Posters	Range			
		Option			
		17" X22"	**120**		
		(Per Poster)			
		24” X 36”	**120**		
		(Per Poster)			
		22” X 28”	**120**		
		(Per Poster)			
8	Designing of Brochures	Range			
		Option 1			
		8.27” X 11.69”	**120**		
		(Per brochure)			
		8.5" X 14"	**120**		
		(Per brochure)			
		11" X 17" (Per brochure)	**120**		
9	Designing of Leaflets Front only and Front Back both	Option			
		A5	**120**		
		(Per brochure)			
		8.27" x 11.69"	**120**		
		(Per brochure)			
		11.69" x 16.94	**120**		
		(Per brochure)			
10	Submission of action plan	Per plan	**5**		
11	Proposal for Brand Name		**1**		
12	Development of Logo	Per logo	**15**		
13	Designing of Brand Book	A4 size			
	(50 pages & 100 Pages)	Option			

	Unit rate per page	A4 (Per Page)	**10**		
		A5 (Per Page)	**10**		
14	Designing of White				
	Papers	Option			
		A4 (Per Page)	**10**		
15	Info graphics				
	Per second	Option			
		2D (Per second)	**2100**		
		3D (Per second)	**600**		
		2D/3D Animated (Per second)	**900**		
16	Op-eds	per word	**1250**		
17	Press Releases	per publication	**180**		
18	Blogs				
	(Unit rate will be quoted on the basis of per word)	Option			
		Tier 1 Blogs (per word)	**5000**		
		Tier 2 Blogs (per word)	**5000**		
		Tier 3 Blogs (per word)	**5000**		
19	**Event Coverage**	Per day			
	Photographer	Per day	**10**		
	Videographer	Per day	**10**		
20	Video Spots per light and per shift (8-hours)	Option			
		HD, Ultra HD, 4k Canon 5D Mark 4	**15**		
		Ursa Mini	**15**		
		Arri Elexa	**15**		
		3-way lightings	**15**		
		KINO, HMI, DIDO lights (1000 watt) (per 8-hour shift)	**15**		
		track S/R	**15**		
		Creative writing per word	**3750**		
		Zoom audio recorder (per 8-hour shift)	**15**		

		Porta Jib (per 8-hour shift)	**15**		
		Jimmy JIB (per 8-hour shift)	**15**		
		2 adaptations (per 8-hour shift)	**10**		
		4 channel Zoom with collar mics (per 8-hour shift)	**15**		
		02 DVDS (per 8-hour shift)	**01**		
		4 adaptations (per 8-hour shift)	**20**		
		DVD per unit			
		01 USB 16 GB	**15**		
		01 hard drive I TB	**5**		
		production studio (per 8-hour shift)	**20**		
		Prime Lens (per 8-hour shift)	**20**		
21	Podcasts per shift	Option 1			
		HD, Ultra HD, 4k Canon 5D Mark 4 (per 8-hour shift)	**10**		
		Ursa Mini (per 8-hour shift)	**10**		
		Arri Elexa per shift (per 8-hour shift)	**10**		
		3-way lightings (per 8-hour shift)	**10**		
		KINO, HMI, DIDO	**10**		
		lights (1000 watt) (per 8-hour shift)			
		track S/R per shift (per 8-hour shift)	**10**		
		Creative writing per word	**2500**		
		Zoom audio recorder (per 8-hour shift)	**10**		
		Porta Jib per shift (per 8-hour shift)	**10**		

		Jimmy JIB (per 8-hour shift)	**10**		
		2 adaptations (per 8-hour shift)	**20**		
		4 channels Zoom with	**10**		
		collar mics (per 8-hour shift)			
		4 adaptations (per 8-hour shift)	**40**		
		production studio (per 8-hour shift)	**10**		
		Prime Lens (Carlzeiss) (per 8-hour shift)	**10**		
22	Print Ads	Designing in English & Urdu per word	**15**		
23	TVC's per shift/ per light	Option			
	(8-hours)				
		HD, Ultra HD, 4k Canon 5D Mark 4 (per 8-hour shift)	**15**		
		Ursa Mini (per 8-hour shift)	**15**		
		Arri Elexa (per 8-hour shift)	**15**		
		3-way lightings (per 8-hour shift)	**15**		
		KINO, HMI, DIDO lights (1000 watt) (per 8-hour shift)	**15**		
		track S/R (per 8-hour shift)	**15**		
		Creative writing per word	**3750**		
		Zoom audio recorder (per 8-hour shift)	**15**		
		Porta Jib (per 8-hour shift)	**15**		
		Jimmy JIB (per 8-hour shift)	**15**		

		2 adaptations (per 8-hour shift)	**15**		
		4 channels Zoomwith collar mics (per 8-hour shift)	**15**		
		4 adaptations (per 8-hour shift)	**30**		
		production studio (per 8-hour shift)	**15**		
		Voice Over Per Min			
24	Documentaries per shift/	Option			
	per lights/ Shift equal				
	(8-hours shift)				
		HD, Ultra HD, 4k Canon 5D Mark 4 (per 8-hour shift)	**10**		
		Ursa Mini (per 8-hour shift)	**10**		
		Arri Elexa (per 8-hour shift)	**10**		
		3-way lightings (per 8-hour shift)	**10**		
		KINO, HMI, DIDO	**10**		
		lights (1000 watt) (per 8-hour shift)			
		track S/R (per 8-hour shift)	**10**		
		Creative writing per word	**1250**		
		Zoom audio recorder (per 8-hour shift)	**10**		
		Porta Jib (per 8-hour shift)	**10**		
		Jimmy JIB (per 8-hour shift)	**10**		
		2 adaptations (per 8-hour shift)	**10**		

		4 channels Zoom with collar mics (per 8-hour shift)	**10**		
		4 adaptations (per 8-hour shift)	**15**		
		production studio (per 8-hour shift)	**10**		
		Prime Lens (per 8-hour shift)	**10**		
		Voice Over Per Min	**50**		
25	Social Media means Facebook, LinkedIn, twitter (Page content development).	Per page	**1**		
26	U / IUX design	Per page	**10**		
27	Website development	Per page	**10**		
28	White board animations	Per second	**60**		
29	Organize High level Press Conference of each event	10 XTier-1 Media group covering the PC per event	**5**		
30	Intensive Media Coverage of the events	10 X Tier-1 of newspaper and TV channels covering the event per event	**5**		
31	Press Ads	English & Urdu Tier 1 newspapers (Per Ad)	**120**		
32	Publication of Advertorials	Per publication	**10**		
33	Designing of Streamers/Standees	6x4 Feet with frame and fitting. China Flex OR Star Flex per piece	**50**		
34	Designing of Banners	3x10 Feet (Printed) China Flex OR Star Flex per piece	**50**		

35	Active Presence/live streaming on Facebook with black magic device.	Per day activity charges including all social media platforms per day.	**30**		
36	OB with 3 Cameras	Per 8-hour shift	**15**		
37	Design Neon Signs for Display	Per sqr. feet	**15**		
38	Newsletter/Policy Brief designing	Per page	**10**		
	Total (A) Inclusive taxes)				
1	Comic Books-on each theme of the PRIDE	Theme and design	**1**		
2	Poster	18”x23” 90 grams art paper 4 Colors	**100**		
3	Poster	18”x23” 4 Colors	**100**		
		128 grams art paper 4 Colors			
4	Poster	12”x18” 4 Colors 90 grams art paper 4 Colors	**100**		
5	Poster	12”x18” 4 Colors 128 grams art paper 4 Colors	**100**		
6	Poster	12”x18” 90 grams art paper Digital printing	**100**		
7	Flyer	8.5”x11” 4 Colors 80 grams art paper 4 Colors	**100**		
8	Flyer	8.5”x11” 4 Colors 128 grams art paper 4 Colors	**100**		
9	Flyer	8.5”x11” 4+4 Colors 80 grams art paper	**100**		
10	Flyer	8.5”x11” 4+4 Colors 128 grams art paper 4+4 Colors	**100**		

11	Flyer	8.5”x11” 4 Colors 150 grams art paper 4 Colors	**100**		
12	Flyer	8.5”x11” Digital printing 150 grams art paper Digital printing	**100**		
13	Flyer	5.5”x8.5` 4+4 Colors 150 grams art paper 4+4 Colors	**100**		
14	Flyer	5.5”x8.5`150 grams art paper Digital printing	**100**		
15	Invitation Card	5”x7” 300 grams art card 4 Colors	**500**		
16	Invitation Card	5”x7” 300 grams art card 4+1 Color	**500**		
17	Invitation Card	5”x7” 300 grams art card 4+4 Colors	**500**		
18	Invitation Card	7”x10” 300 grams art card 4+4 Colors	**500**		
19	Invitation Card	5”x7” 300 grams art card Digital printing	**500**		
20	Invitation Card	7”x10” 300 grams art card Digital printing	**500**		
21	Flyer	8.5”x14” 80 grams art paper 4+4 Colors	**100**		
22	Flyer	8.5’’x14’’ 128 grams art paper 4+4 Colors 2-Fold	**100**		
23	Flyer	8.5”x14”150 grams art paper Digital printing 2-Fold	**100**		
24	Flyer	8.5”x14” 150 grams art paper 4+4 Colors 2-Fold	**100**		

25	Letter Head	8.5”x11” 100 grams off set paper 4 Colors	**100**		
26	Envelope	9”x4.5” 80 grams off set paper 4 Colors	**1000**		
27	Envelope	9”x4.5” 100 grams off set paper 4 Colors	**1000**		
28	Envelope	9”x12” 100 grams off set paper 4 Colors	**1000**		
29	Envelope	9”x12” 100 grams off set paper 1 Color	**1000**		
30	Envelope	9”x12” 80 grams off set paper 4 Colors	**1000**		
31	Envelope	9”x12” 80 grams off set paper 1 Color	**1000**		
32	Envelope	12”x18” 100 grams off set paper 4 Colors	**1000**		
33	Envelope	12”x18”80 grams off set paper 1 Color	**1000**		
34	Catalogue	8.5”x12”128 grams Art Paper 4 Colors	**100**		
35	Catalogue	8.5”x12”150 grams Art Paper 4 Colors	**100**		
36	Title	8.5”x12” 260 grams with Lamination Hot Glue/Siddle Sticher/Center Pin	**100**		
37	Title	8.5”x12” 300 grams with Lamination Hot Glue/ Siddle Sticher/ Center Pin	**100**		

38	Visiting Card	300 grams art Card, Lamination + Spot UV 4+4 Colors	**1000**		
39	Visiting Card	300 grams art Card, Lamination + Spot UV Digital printing	**1000**		
40	News Letters	8.5”x11.5”128 grams art paper 4+4 Colors	**100**		
41	News Letters	8.5”x11.5”150 grams art paper 4+4 Colors	**100**		
42	News Letters	8.5”x11.5”110 grams art paper 4+4 Colors	**100**		
43	Calendar	17”x22” 128 grams Art paper 4 Colors 6 Pages +1 over lay 1 colour + envelope	**100**		
44	Table Calendar	6”x8” 260 grams Arts Card 4 Colors 12 Pages +with hard stand and box	**1000**		
45	Stickers	A4 with LAMINATION 4 Colors	**100**		
46	Stickers	A4 with Lamination 2 Colors	**100**		
47	Stickers	A3 with Lamination 4 Colors	**100**		
48	Stickers	A3 with Lamination 2 Colors	**100**		
49	Stickers	A3 with Lamination Digital printing	**100**		

50	Diary (Leather Cover)	8.5'' x 11.5'' 128 grams Art Paper, 138 pages+ 14 Separator on 300-gram art card spiral binding 4 color	**100**		
51	Diary (Hard & Bound with Spot UV)	128 grams Art Paper, 138 pages+ 14 Separator on 300-gram art card spiral binding	**100**		
52	Flyer single side	A4 size,150gsm art paper 04 color printing	**100**		
53	Flyer single side	A4 size,150gsm art paper Digital printing	**100**		
54	Flyer two side	A4 size,150gsm art paper 04 color printing	**100**		
55	Flyer two side	A4 size,150gsm art paper Digital printing	**100**		
56	Brochure	A4 size,150gsm art paper 04 color printing	**100**		
57	Brochure	A4 size,150gsm art paper Digital printing	**100**		
58	Booklet Center pin binding	A4 size,150gsm art paper 300gsm art card for title 04 color printing	**100**		
59	Booklet hot glue binding	A4 size,150gsm art paper 300gsm art card for title 04 color printing	**100**		
60	Annual Report	A4 size,150gsm art paper 300gsm art card for title 04 color printing	**100**		

61	Wall Calendar	22x17 inches size, 13 leaves 130gsm art paper 04 color printing	**100**		
62	Table Calendar	A5 inches size, 26 leaves 300gsm art card 04 color printing	**100**		
63	Streamers	Imported flex, wooden frame,	**100**		
64	Backdrop	Imported Korean flex, wooden frame,	**100**		
65	Media Wall	Imported Korean flex, wooden frame,	**10**		
66	Standees	2x5 feet size, Imported Korean flex	**50**		
67	Rollup stands	3x6 feet size, Imported Korean flex	**50**		
68	Card file with printing	A4 size	**100**		
69	Flex	Per Sq. ft	**100**		
70	Acrylic Boards	2x2 feet, UV printing, 3d cutting on Laser printing	**10**		
71	Acrylic Boards	1.5x1.5 feet, UV printing, 3d cutting on Laser printing	**10**		
72	Acrylic Boards	4x4 feet, UV printing, 3d cutting on Laser printing	**10**		
73	Acrylic Boards	3x6 feet, UV printing, 3d cutting on Laser printing	**10**		
74	UV logo printing	Per inch	**100**		
75	UV words printing	Per inch	**100**		

76	Printing of bags	9x12 inches 300gsm art card ,04 color printing 04 color printing	**100**		
77	Printing on boxes	300gsm art card 04 color printing	**100**		
78	Printing on promotional material	Printing on promotional material 04 color printing	**100**		
79	Printing on promotional material	(coffee cups, mugs, pens, diaries etc.	**100**		
80	Packing box	04 color printing	**100**		
81	Packing box	UV printing	**100**		
82	Certificates	A4 size, 9k card 04 color printing	**100**		
83	Certificates	A4 size, 9k card Digital printing	**100**		
84	Certificates Covers	9x12 inches Size leatherette UV printing	**100**		
85	Labels	A3 size 150gsm paper, lamination 04 color printing	**100**		
86	Labels	A3 size 150gsm paper, lamination Digital printing	**100**		
87	Magazines	A4 size 150gsm paper, lamination 04 color printing	**100**		
88	Stickers	A3 size Korean sticker lamination 04 color printing	**100**		
89	Stickers	A3 size Korean sticker lamination Digital printing	**100**		
90	Sticky notes	3x3 inches 100gsm paper 04 color printing	**100**		
91	Sticky notes	3x3 inches 100gsm paper Digital printing	**100**		

92	Envelops printed	9x12 inches 04 color printing	**100**		
93	Cloth bags	10x15 inches imported fabric 04 color sublimation printing	**100**		
94	Flex printing	China flex Per Sq. ft 04 color printing	**100**		
95	Flex printing	Korean flex Per Sq. ft 04 color printing	**100**		
96	Employment cards	2.5x3.5 inches 300gsm card, card holder and lanyard Digital printing	**100**		
97	Employment cards	2.5x3.5 inches PVC card Card holder, ribbon Digital printing	**100**		
98	Name plates	8mm glass 9x4 inches UV printing	**100**		
99	Frosted glass films	Vinyl Glass Film	**100**		
		17x78 inches Pasting UV printing			
100	Facemask printing	UV printing	**100**		
101	Photo albums	9x12 inches Per page rate Digital printing	**100**		
102	Photo albums	12x18 inches	**100**		
		Per page rate			
		Digital printing			
103	Photo frame	5x7 inches	**100**		
		Wooden frame			
		Digital printing			
104	Photo frame	6x9 inches Wooden frame Digital printing	**100**		
105	Photo frame	8x12 inches Wooden frame Digital printing	**100**		

106	Photo frame	12x16 inches Wooden frame Digital printing	**100**		
107	Photo frame	20x24 inches Wooden frame Digital printing	**100**		
108	Photo frame	30x40 inches Wooden frame Digital printing	**100**		
	Total (B) Inclusive of all applicable taxes				
	G. Total (A+B) inclusive taxes				