

## **Expression of Interest (EOI)**

*RFP No. NIBAF /PPRA/ Marketing Consultancy/ 0000131/24*

1. National Institute of Banking of Finance (NIBAF), a subsidiary State Bank of Pakistan invites Expression of Interest (EOI) from renowned Marketing & PR Agencies registered with Income Tax and Sales Tax Departments and who are on Active Taxpayers List of the Federal Board of Revenue for the services of creating a new brand and visual identity for NIBAF Pakistan (new entity after merger of NIBAF and IBP). The duration of assignment is 3 months. The Company/Firm Method of selection will be Least Cost Basis. The firm must meet the following eligibility criteria in order to respond to this invitation:
  - a. At least 3 years' satisfactory experience (Completed tenders/Work Orders);
  - b. Minimum average turnover of Rs. 5 Million in last 3 years. Financial Statements of firm to be provided for verification of this criterion.
  - c. Valid national tax number issued by FBR.
  - d. Valid sales tax registration.
2. Expression of Interest documents, (containing detailed terms and conditions, etc. are available at [www.nibaf.sbp.org.pk](http://www.nibaf.sbp.org.pk) EOI documents can be downloaded free of cost. The response to EOI must include the profile of the firm along with evidence of relevant requirements mentioned in the RFP. NIBAF reserves the right to reject any or all of the proposals as per PPRA Rule 33.
3. The expression of interest, prepared in accordance with the instructions contained in Request for Proposal (RFP), must reach at address given below on or before 26 Feb, 2024 by 11:00 am. The sealed envelopes of Technical Bids & Financial Bids will be opened the same day at 11:30 am. This advertisement is also available on PPRA website at [www.ppra.org.pk](http://www.ppra.org.pk).

**Director (Learning & Development)**  
**National Institute of Banking & Finance, State Bank of Pakistan,**  
Sector H-8/1, Pitras Bukhari Road, Islamabad, Phone  
# 051-9269851-58



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# Request for Proposals

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***Creating brand visual identity for NIBAF Pakistan (new entity after merger of NIBAF and IBP)***

***RFP No. NIBAF /PPRA/ Marketing Consultancy / 0000131/24***

***Dated:07<sup>th</sup> Feb,2024***

## Contents

Expression of Interest (EOI).....	2
Application Form.....	3
Financial worth of the Agency:.....	4
Management Details: .....	4
List of Management / Board of Directors: .....	4
List of other business(s)/projects with other organizations including Government organizations: .....	4
Experience in advertising services:.....	4
List of at least Three (3) Reputable Clients served for minimum of 2 years: .....	5
List of at least Three (3) clients from financial sector served for minimum of 2 years:.....	5
List of at least (10) advertising campaigns (media) in last (3) years: .....	5
Any business details already done with SBP:.....	5
Team Composition, Assignment, and Key Experts' inputs .....	6
Appendix A.....	7
Terms of Reference.....	7
Creating brand visual identity for NIBAF Pakistan (new entity after merger of NIBAF and IBP)....	7
Background and Objectives: .....	7
Results Area 1: Communication Plan: .....	7
Result Area 2: Brand Strategy/Identity:.....	7
Results Area 3: Website Development: .....	8
Results Area 4: Social Media Strategy and Promotional content: .....	8
APPENDIX-B.....	9
Deliverables .....	9
APPENDIX-C.....	10
Financial Proposal Submission Form (FIN-1).....	10
Summary of Cost   (FIN-2).....	11
Terms of Payment:.....	11
Evaluation Criteria.....	12
EoIs will be followed by evaluation of presentation by the interested firms. Date and time of presentation will be communicated after opening of EoIs.....	12
ELIGIBILITY .....	13
AGREEMENT FOR CONSULTANCY SERVICES.....	14

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**Director (Learning & Development)**  
**National Institute of Banking & Finance, State Bank of Pakistan,**  
Sector H-8/1, Pitras Bukhari Road, Islamabad, Phone  
# 051-9269851-58

### Application Form

Name of Agency:			
Abbreviated Name:			
National Tax Number (NTN):		Sales Tax Registration No:	
Number of Employees:		Company's Date of formation:	

<b>Legal Status:</b>	Private Limited		Sole Proprietor		Joint Venture		Partnership	
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Registered Office Address		Fax Number	
City		Mobile Number	
Phone		Website	
E-mail Address			

Branch Office Address		Fax Number	
City		Mobile Number	
Phone			
E-mail Address			

Branch Office Address		Fax Number	
City		Mobile Number	
Phone			
E-mail Address			

Branch Office Address		Fax Number	
City		Mobile Number	
Phone			
E-mail Address			

**Financial worth of the Agency:**

Net Worth	In the year of 2023-24	
Turn Over	In the year of 2022-23	
Last Three (3) years of company profit * (please provide 3 years audited statements)	Years:	Profit & Loss
	2023-24	
	2022-23	
	2021-23	

***Management Details:***

CEO/Chairman Name		CNIC No.	
Phone		Fax	
E-mail			

***List of Management / Board of Directors:***

Sr. No.	Name	Position	Phone	E-mail
1				
2				
3				
4				

***List of other business(s)/projects with other organizations including Government organizations:***

Sr. No.	Name of Organization	Current Project/Scope of Work	No. of Employees	Approximate Value of Business
1				
2				
3				
4				
5				
6				

***Experience in advertising services:***

Tick the box with relevant years of experience

3	4	5	6	7	8	9	10	11	12	13

***List of at least Three (3) Reputable Clients served for minimum of 2 years:***

SN	Name of Client / Brand	No. of years served
1		
2		
3		

***List of at least Three (3) clients from financial sector served for minimum of 2 years:***

SN	Name of Client / Brand	No. of years served
1		
2		
3		

***List of advertising campaigns (media) in last (3) years:***

SN	Name of Client / Brand	No. of years served
1		
2		
3		
4		
5		

***Any business details already done with SBP:***

Yes		No	
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If Yes, please specify:

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*Team Composition, Assignment, and Key Experts' inputs*

N°	Name	Expert’s input per each Deliverable (listed in Appendix-B)						
		Position	Qualification	Relevant Experience	D-1	D-2	D-3	D-4
KEY EXPERTS								
K-1	{e.g., Mr. XYZ}	Project Manager						
K-2								
NON-KEY EXPERTS								
N-1			-----		-----			
N-2			-----		-----			

- Please note that D-1 stands for the corresponding deliverable mentioned in Annex-B and so on.



## **Appendix A**

### **Terms of Reference**

#### **Creating brand visual identity for NIBAF Pakistan (new entity after merger of NIBAF and IBP)**

##### ***Background and Objectives:***

National Institute of Banking and Finance (NIBAF) and Institute of Bankers Pakistan (IBP), both have a long history of working for the capacity development of professionals in the banking and financial industry. More importantly, the two institutions share the common objective of achieving excellence as knowledge institutions in the financial industry.

With an objective to leveraging of individual strengths and creating better synergy of efforts, these two institutions have made a strategic decision to consolidate their business activities and merge their operations into a new entity being 'named as National Institute of Banking and Finance Pakistan (NIBAF-Pakistan). This merger presents a unique opportunity to create leading global standard professional training institute in the country with the potential to make a significance impact on the regional financial landscape.

In light of this significant development, we want to hire the services of a brand marketing agency who would be entrusted with the pivotal role of generating awareness about the merger, crafting the identity of the new entity, and promoting the comprehensive range of services it will provide.

##### ***Scope***

The scope of the project consists of four results areas:

##### ***Results Area 1: Communication Plan:***

The vendor will develop a comprehensive communications plan for the (pre & post) merger: including key messaging, target audiences, and communication channels with proper timelines/sequencing of the communication. This plan would cover both the audience (i.e., internal and external) as well as the phasing (i.e., pre-merger and post-merger)

##### ***Result Area 2: Brand Strategy/Identity:***

The vendor will create a new brand identity and visual identity for the new entity, along with the branding guidelines. This will cover following collateral:

- Corporate Logo & its guidelines (how it will appear in reverse on dark back grounds etc.) including Brand Manual.
- Tagline
- SLOGO (logo+ slogan designed together)
- Corporate Color
- Corporate font and style for Communication
- Front Fascia / Signage design/ Indication boards outside
- Indication signs inside the offices (Reception/Auditorium/computer lab etc.

- Flag design
- Stationery (Letter head/ Envelopes (A4, window envelopes), visiting cards etc.)
- Seals/ Stamps
- Press ad template/flyers/ brochures/ hoardings / digital signage etc
- Designing of Training Certificates

***Results Area 3: Website Development:***

The vendor will develop a website showcasing its purpose/information about its management/ product offerings, Online booking and sales functionalities.

***Results Area 4: Social Media Strategy and Promotional content:***

The vendor will develop a social media strategy to engage with audiences and promote the new entity. Also determine the appropriate mix of online and offline marketing activities. The vendor will provide promotional content for social media platforms; threads, X, Facebook, Youtube Shorts and Instagram Reels.

## **APPENDIX-B**

### ***Deliverables***

<b>Deliverable</b>	<b>Timelines</b>	<b>Description</b>
1. Communication plan	Within 3 weeks of signing of contract	Development of a comprehensive communication plan outlining key messaging, target audiences and communication tactics.
2. Marketing Collateral	Within 6 weeks of signing of contract	<p>Creation of a new brand identity and visual identity for the new organization by developing the following marketing collateral:</p> <ul style="list-style-type: none"> <li>▪ Corporate Logo &amp; its guidelines (how it will appear in reverse on dark back grounds etc.) including brand manual.</li> <li>▪ Tagline</li> <li>▪ SLOGO (logo+ slogan designed together)</li> <li>▪ Corporate Color</li> <li>▪ Corporate font and style for Communication</li> <li>▪ Front Fascia / Signage design/ Indication boards outside</li> <li>▪ Indication signs inside the offices (Reception/Auditorium/computer lab etc.)</li> <li>▪ Flag design</li> <li>▪ Stationery (Letter head/ Envelopes (A4, window envelopes), visiting cards etc.)</li> <li>▪ Seals/ Stamps</li> <li>▪ Design of training certificates</li> </ul>
3. Content and Website Development:	<p><i>Draft:</i> Within 8 weeks of signing of contract</p> <p><i>Final:</i> within 10 weeks of signing of contract.</p> <p>1-year SLA with the firm for website maintenance.</p>	Content creation for website and e-learning application of NIBAF along with website development. The website will showcase information about new entity's management, product offerings and online registration of trainings and reservation of facilities.
4. Social Media Strategy and Promotional content.	Within 12 weeks of signing of contract	The vendor will develop a social media strategy and create promotional content for social media platforms, while enumerating the action plan to enhance outreach of NIBAF on these platforms.

## **APPENDIX-C**

### ***Financial Proposal Submission Form (FIN-1)***

**Director (Learning & Development)**

**National Institute of Banking & Finance, State Bank of Pakistan,**

Sector H-8/1, Pitras Bukhari Road, Islamabad,

Phone# 0519269851-58

Dear Sirs:

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal.

Our attached Financial Proposal is for the amount of {Indicate the corresponding to the amount(s) currency (ies)} {Insert amount(s) in words and figures}, *[Insert “including” or “excluding”] of all indirect local taxes*. The estimated amount of local indirect taxes is {Insert currency} {Insert amount in words and figures} which shall be confirmed or adjusted, if needed, during negotiations. {Please note that all amounts shall be the same as in Form FIN-2}.

Our Financial Proposal shall be valid and remain binding upon us for 180 days, subject to the modifications resulting from Contract negotiations until *[insert day, month and year]*

No commissions or gratuities have been or are to be paid by us to agents or any third party relating to this Proposal and Contract execution.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature {In full and initials}: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

In the capacity of: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Summary of Cost (FIN-2)**

Item No.	Description of services	Bid price as read-out

**Terms of Payment:**

1. The final payment under this Clause shall be made only after the final report and a final invoice, identified as such, shall have been submitted by the Consultant and approved as satisfactory by the Procuring Agency. The Services shall be deemed completed and finally accepted by the Procuring Agency and the final report and final invoice shall be deemed approved by the Procuring Agency as satisfactory ninety (90) calendar days after receipt of the final report and final invoice by the Procuring Agency unless the Procuring Agency, within such ninety (90) calendar day period, gives written notice to the Consultant specifying in detail deficiencies in the Services, the final report or final invoice. The Consultant shall thereupon promptly make any necessary corrections, and thereafter the foregoing process shall be repeated. Any amount that the Procuring Agency has paid or has caused to be paid in accordance with this Clause in excess of the amounts payable in accordance with the provisions of this Contract shall be reimbursed by the Consultant to the Procuring Agency within thirty (30) days after receipt by the Consultant of notice thereof. Any such claim by the Procuring Agency for reimbursement must be made within twelve (12) calendar months after receipt by the Procuring Agency of a final report and a final invoice approved by the Procuring Agency in accordance with the above.
2. The Procuring Agency shall pay the Consultant's invoices within sixty (60) days after the receipt by the Procuring Agency of such itemized invoices with supporting documents. Only such portion of an invoice that is not satisfactorily supported may be withheld from payment. Should any discrepancy be found to exist between actual payment and costs authorized to be incurred by the Consultant, the Procuring Agency may add or subtract the difference from any subsequent payments.

## **Evaluation Criteria**

The procurement for hiring of firm to undertake said assignment will be done under the Least Cost method of PublicProcurement Rules Consultancy regulations, 2010.

***Eols will be followed by evaluation of presentation by the interested firms. Date and time of presentation will be communicated after opening of Eols***

Interested firms will be required to give a presentation before the Procurement Committee,  
Evaluation will be based on following parameters for assigning technical score:

<b>Parameter</b>	<b>Maximum Score</b>
General Portfolio	20
Qualification and experience of Key Expert (s)	20
Sample Communication Strategy	10
Sample Marketing Collaterals	20
Sample Website Design	10
Sample Social Media Marketing Content	20
<b>Total</b>	<b>100</b>

Minimum passing score will be 80% i.e. 80 marks.

Following factors will be considered in general portfolio:

- Profile of the of the Firm and Status of Registration
- Relevant Assignments Executed by the Firm
- Managerial capacity/Human Resources available with the firm

Following factors will be considered in Qualification and experience of Key Expert (s):

<b>Key Expert Qualification</b>	<b>Score</b>	<b>Weight</b>
<b>Qualification</b>		<b>30%</b>
PhD/ M.Phil/M.S/18 years of education equivalent	6	
MA/MSc/MBA/16 or 14 years of education equivalent	4	
<b>Relevant Professional Experience</b>		<b>70%</b>
20 years and above	14	
15 to 20 years	12	
10 to 15 years	10	
5 to 10 years	8	

## ELIGIBILITY

Marketing agency should have;

- a. At least 3 years' satisfactory experience (Completed tenders/Work Orders);
- b. Minimum average turnover of Rs. 5 Million in last 3 years. Financial Statements of firm to be provided for verification of this criterion.
- c. Valid national tax number issued by FBR;
- d. Valid sales tax registration;

## **AGREEMENT FOR CONSULTANCY SERVICES**

**THIS AGREEMENT**, together with APPENDICES A to C which constitute an integral part thereof (herein referred to as the Agreement), is entered into on this ----- day of -----(month), 2024--.

between

-----  
----- (herein referred to as the “Client”) of the first part;

and

----- (herein referred to as  
“Consultant”), of the second part.

The Parties hereto agree as under:-

### **1. ARTICLE 1: THE PROJECT**

The Project for which Services are required to be performed under this Agreement is described in the attached Appendix A.

### **2. ARTICLE 2: SCOPE OF SERVICES**

2.1 The scope of consultancy and other professional services (herein referred to as "Services") to be performed by the Consultant for the Project under this Agreement are described in the attached Appendix A.

### **3. ARTICLE 3: TIME SCHEDULE**

#### **3.1 Effective Date of Commencement**

Effective Date of Commencement of Services shall be as defined in the attached Appendix-B.

#### **3.2 Time Schedule of Services**

The time schedule of Services is given in the attached Appendix B.



### **3.3 Extension of Time**

Extension of Time for completion of Services and the terms and conditions thereof shall be mutually agreed between the Client and the Consultant as and when required.

## **4. ARTICLE 4: MODE OF OPERATION**

### **4.1 Obligations of the Consultant**

The Consultant shall perform Services in accordance with recognized international standards, applicable laws and regulations.

The Consultant shall appoint a Project Manager who shall represent the Consultant for purposes of this Agreement and shall be responsible for the administration of the Agreement including performance of Services thereunder. He shall remain in contact with the representative of the Client to keep him fully informed on all matters relating to the provision of Services by the Consultant.

The Consultant shall carry out the Services with due diligence and efficiency and in conformity with sound engineering practices.

The Consultant shall act at all times so as to protect the interests of the Client and shall take all reasonable steps to keep all expenses to a minimum consistent with sound economic and engineering practices.

The Consultant shall furnish the Client such information relating to the Services as the Client may from time to time reasonably request.

Except with the prior written approval of the Client, the Consultant shall not assign or transfer the Agreement for Services or any part thereof nor engage any other independent consultant or sub-contractor to perform any part of the Services.

The Consultant agrees that no proprietary and confidential information received by the Consultant from the Client shall be disclosed to a third party unless the Consultant receives a written permission from the Client to do so.

### **4.2 Obligations of the Client**

The Client shall provide to the Consultant:

All necessary data/documents/reports, as listed in Appendix A, that may be required by the Consultant for performing the Services within the Time Schedule given in Appendix B.

The Client shall designate a person to act as its representative on all matters pertaining to this Agreement and to fully cooperate with the Project Manager of the Consultant.

The Client shall take all necessary measures to make timely payments to the Consultant as stipulated in Article 5, hereof.

5. **ARTICLE 5: REMUNERATION FOR SERVICES AND SCHEDULE OF PAYMENT**

The remuneration for Services rendered by the Consultant and the mode of payment shall be as described in the attached Appendix-C.

6. **ARTICLE 6: ADDITIONAL SERVICES**

The Client may ask the Consultant to perform Additional Services during the currency of this Agreement. Such Additional Services shall be performed with the prior concurrence of both the Parties. the Consultant shall submit an estimate of the additional time (if any) and the additional remunerations for such Additional Services which shall be approved in writing by the Client before the commencement of the Additional Services.

7. **ARTICLE 7: TERMINATION**

7.1 **End of Services**

The Agreement shall terminate when, pursuant to the provisions hereof, the Services have been completed and the payment of remunerations have been made.

7.2 **Termination by the Client**

The Client may, by a written notice of thirty (30) days to the Consultant, terminate this Agreement. All accounts between the Client and the Consultant shall be settled not later than sixty (60) days of the date of such termination.

7.3 **Termination by the Consultant**

The Consultant may suspend the Agreement by a written notice of thirty (30) days only if the Consultant does not receive payments due under this Agreement within thirty (30) days of submission of its invoice. If the payment is still not made to the Consultant after thirty (30) days of notice of suspension, the Consultant may terminate this Agreement in whole or in part by giving fifteen (15) days advance notice of intent to terminate. If the Agreement is terminated by the Consultant under

such circumstances, the Client shall pay, within a period of thirty (30) days of the date of such notice of intent to terminate referred above, all payments due to the Consultant.

**8. ARTICLE 8: FORCE MAJEURE**

The term "Force Majeure" as employed herein shall mean acts of God, strikes, lock-out or other industrial disturbances, acts of public enemy, wars, blockades, insurrection, riots, epidemics, landslides, earthquakes, storms, lightning, floods, washouts, civil disturbances, explosions and any other similar events, not within the control of either Party and which by the exercise of due diligence neither Party is able to overcome.

If either Party is temporarily unable by reason of Force Majeure or the laws or regulations of Pakistan to meet any of its obligations under the Agreement, and if such Party gives to the other Party written notice, of the event within fifteen (15) days after its occurrence, such obligations of the Party, as it is unable to perform by reason of the event, shall be suspended for as long as the inability continues. Neither Party shall be liable to the other Party for loss or damage sustained by such other Party arising from any event referred to as Force Majeure or delays arising from such event. Force Majeure shall not include insufficiency of funds or failure to make any payment required under the Agreement.

**9. ARTICLE 9: RESOLUTION OF DISPUTES**

Any dispute or difference arising out of the Agreement which cannot be amicably settled between the Parties, shall be finally settled under the provisions of the Arbitration Act, 1940 (Act No. X of 1940) and Rules made thereunder as amended from time to time.

**10. ARTICLE 10: APPLICABLE LAWS**

This Agreement shall, in all respects, be read and construed and shall operate in conformity with the laws of Pakistan and the courts at the location of execution of Contract, Special Conditions shall have exclusive jurisdiction for adjudicating and interpreting the Agreement.

**11. ARTICLE 11: CONTRACT AMENDMENT**

No variation in or modifications to the terms of the Agreement shall be made, except by a written amendment signed by the Parties hereto.

**12. ARTICLE 12: NOTICES**

Any notice given by any of the Parties hereto shall be sufficient only if in writing and delivered in person or through registered mail as follows:

To:      The Consultant      Project Manager,-----  
-----  
-----

IN WITNESS WHEREOF, the Parties have executed this Agreement, in two (2) identical counterparts, each of which shall be deemed as original, as of the day, month and year first above written.

FOR AND ON BEHALF OF  
(The Client)

Signed by: -----

Designation:-----

(Seal)

Witness:

Signed by:-----