



4th August, 2016

TL15/0408/10A

Director General,
Federal Government Employees Housing Foundation,
Government of Pakistan,
10 – Mauve Area, G-10/4,
Islamabad.

Sub: Violation of Public Procurement Rules 2004, Assistant Director (HR), Federal Government Employees Housing Foundation, Islamabad's Pre-Qualification Notice for Appointment of Advertising Agencies.

Dear Sir,

This is with reference to Federal Government Employees Housing Foundation, Islamabad's Pre-Qualification Notice, published in daily "Dunya" on 2nd August, 2016. It is observed that the advertisement is in violation of the PPRA Rules 2004.

As per the advertisement, "As per the relevant clauses of PPRA, FGE Housing Foundation reserve all right to accept or reject any or all application without assigning any reason thereof". It is a violation of Rule No.16 (4) of PPRA Rules 2004, as per the rule the reason of rejection should be communicated to the applicants. Stated as under;

16. Pre-qualification process.- (4) The procuring agency shall communicate to those suppliers or contractors who have not been pre-qualified the reasons for not pre-qualifying them.

The above information is forwarded for the purpose of avoiding mis-procurement charge under Rule No 50, and with request to re-invite the pre-qualification under the prescribed procedures or issue a corrigendum and extend date accordingly.

Transparency International Pakistan is striving for across the board application of Rule of Law, which is the only way to stop corruption.

With Regards,


Sohail Muzaffar
Chairman

Copies forwarded for the information with request to take action under their mandate to:

1. Secretary to Prime Minister, Islamabad.
2. Director General, NAB, Rawalpindi.
3. Chairman, Prime Minister's Inspection Commission, Islamabad.
4. Registrar, Supreme Court of Pakistan, Islamabad.
5. Managing Director, PPRA, Islamabad.



GOVERNMENT OF PAKISTAN
MINISTRY OF HOUSING & WORKS
**FEDERAL GOVERNMENT EMPLOYEES
HOUSING FOUNDATION**
ISLAMABAD

**PRE-QUALIFICATION FOR APPOINTMENT
of
ADVERTISING AGENCIES**

Federal Government Employees Housing Foundation intends to appoint advertising agencies to promote its corporate image, products and for other marketing needs. The agency should have a complete advertising setup (Creative / client service/Media) in major cities of the country. At least ten Years, experience in launching of multimedia advertising campaigns for big clients is required.

Interested advertising agencies accredited with All Pakistan Newspapers Society (APNS) and Press Information department (PID) may apply along with the following information:

MINIMUM REQUIREMENTS:-

1. At least 3 clients from the financial services sector (either past or present) in the agency portfolio in the capacity of a long term sustained client.
2. At least one long term sustained multinational client.
3. Head office Islamabad with offices/affiliations Lahore and Karachi.
4. Affiliation with international advertising agency.
5. Both creative and project management staff required.
6. Ability to execute client requirements on weekends as per project deadlines.
7. Documented background in advertising campaigns targeting segment C and D.

ADDITIONAL REQUIREMENTS:-

1. Agency profile including name, registered address, Telephone, fax numbers, email address of head office and branch offices, year of establishment should also be mentioned.
2. Registration certificate with APNS, Pakistan Advertising Association, PTV, Radio Pakistan and other channels.
3. Particulars of the permanent technical staff, their qualifications, experience and the available facilities.
4. Year of APNS accreditation.
5. Certificate to the effect that the agency is not black listed / suspended by ANS, PID Radio Pakistan and other channels.
6. Income Tax / GST Payment certificate.
7. Bank certificate of financial stability.
8. List of clients (both current and past) including at least 5 multinational or local clients with agencies for the last five year in the detail of the services offered to them.
9. List of top ten clients.
10. Sample of agency work / creative portfolio / case studies.
11. Participating agencies shall provide a certificate that they have made payment of all dues against them relating to FGE Housing Foundation to all Newspapers and other media, payment of which has been released to them by FGE Housing Foundation.

NOTE:-

1. No compensation or payment for the presentation or for the production of material etc will be given to the participation agencies.
2. Conditional entries will be entertained.
3. As per relevant clauses of PPRA, FGE Housing Foundation reserve all right to accept or reject any or all application without assigning any reason thereof.
4. The application should reach the undersigned within **15 Days** of the publication of this advertisement.
5. Only the shortlisted advertising agency will later be invited to attend briefing and to make a comprehensive presentation to the selection committee / authority.
6. The advertisement is also available on website of PPRA i.e. www.ppra.org.pk and FGEHF website www.fgehf.gov.pk.
7. For further queries, please contact.

Mr. Faiz Umer Sial
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www.fgehf.gov.pk

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