



TRANSPARENCY INTERNATIONAL-PAKISTAN

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27th October, 2009

Mr. Manzoor Ahmed Watto,
Federal Minister for Industries & Production,
Government of Pakistan,
Islamabad

Sub: Appointment Public Relations (PR) Firm

Dear Sir,

In the Business Recorder of 27 October 2009, it is reported that the Ministry of Industries and Production has hired the services of a Islamabad-based Public Relations (PR) firm at a cost of approximately Rs 0.7 million per month, to be paid by Pakistan Industrial Development Corporation (PIDC).

Transparency International Pakistan would like to request you to kindly confirm the news on appointment of the PR Firm. In case the news is true, kindly provide the Evaluation Reports and Contract Agreement, which TI Pakistan is requesting under the provision of Public Procurement Rules 2004, Rule No 47.

47. Public access and transparency.-

As soon as a contract has been awarded the procuring agency shall make all documents related to the evaluation of the bid and award of contract public:

Kindly note that all procurement are to be made according to Public Procurement Rules 2004 in accordance with SRO S.R.O. 432(I)/2004 issued on 9th June 2004, and for selection of firms for such services Rule No 36 (b) is applicable. The rules states that " after the evaluation and approval of the technical proposal the procuring agency, shall at a time within the bid validity period, publicly open the financial proposals of the technically accepted bids only. The financial proposal of bids found technically non-responsive shall be returned un-opened to the respective bidder the financial proposals of bids shall be opened publicly at a time, date and venue announced and communicated to the bidders in advance; and the bid found to be the lowest evaluated bid shall be accepted.

Kindly also note that if this Contract is above Rs 10 million, the PR firm shall sign the anti bribery pact " Integrity Pact" which shall be made part of the Contract Agreement.

The above information is required to check that the compliance of rules have been observed in the process of this procurement, as any violation of Public Procurement Rules 2004 amounts to declare the procurement as mis-procurement under Rule No 50.

With regards,

Syed Adil Gilani,
Chairman,

Copy forwarded for the information of:

1. Chairman, PAC, Islamabad
2. Auditor General Pakistan, Islamabad
3. Managing Director PPRA, Islamabad.
4. Mr. Abdul Ghaffar Soomro, Secretary, MOIP, Islamabad.

PR firm hired to project Mol image

MUSHTAQ GHUMMAN

ISLAMABAD (October 27 2009): The Ministry of Industries and Production has hired the services of a Islamabad-based Public Relations (PR) firm at a cost of approximately Rs 0.7 million per month to be paid by Pakistan Industrial Development Corporation (PIDC), reveal official documents available with *Business Recorder*.

According to the evaluation report signed by Ghulam Qadir Shaikh, DGM (Admin/law) Manager Finance Surriya Abid and General Manager (PPME) Naseem-ul-Haq Satti, the PR firm was awarded 65 marks out of 100. Documents further disclose that the firm will be responsible for arranging press conferences, briefings, press release drafting and monitoring media coverage.

Preparation of Q&A for spokesperson, daily media monitoring of print media, features/editorials, briefing media about clients' performance, replying to media queries about clients, advising the client on cultivating good professional relationship with the media will also be the duty of the PR firm.

Booking of the venue/menu, arrangement of multimedia/sound system, arrangement of photographs, printing of invitations, couriering, banner-designing, printing and dispatching invitations to the invitees - follow-up calls to the invitees, transportation charges (if any), preparation of press kits - give-aways (if necessary) and other arrangements as needed. Sources claimed other PR firms had offered lower rates than the one awarded the contract, but the ministry believes that the present firm is more appropriate for this purpose.

One official says that the logic behind hiring this PR firm is to improve the image of the ministry in general and the minister in particular which has been badly damaged by the sugar crisis, Steel Mill scam and urea issues. Industries Minister's Private Secretary Khalid Khan was transferred to the Prime Minister Secretariat a couple of days ago because, according to the official, there was nothing to do in the ministry except PR.

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