

F. No.1(135)/DD-II/PPRA/2011  
GOVERNMENT OF PAKISTAN  
PUBLIC PROCUREMENT REGULATORY AUTHORITY  
CABINET DIVISION  
<><><>

Islamabad, the August 25<sup>th</sup>, 2011

Subject: **VIOLATION OF PUBLIC PROCUREMENT RULES 2004,  
NATIONAL BANK OF PAKISTAN , PRE QUALIFICATION OF  
ADVERTISING AGENCIES AND MEDIA BUYING HOUSES.**

Reference Public Procurement Regulatory Authority's letter of even number dated 8<sup>th</sup> August and 11<sup>th</sup> August, 2011 on the subject cited above.

2. Your request was forwarded to National Bank of Pakistan for disposal under rule -48 of PP Rules, 2004. Procuring Agency has given their comments on the request and the same is being enclosed for your kind perusal.



( **Naeem Ahmad** )  
Deputy Director-II

**Syed Adil Gilani**  
Chairman,  
Transparency International – Pakistan,  
5-C, 2<sup>nd</sup> Floor, Khyaban-e-Ittehad, Phase VII,  
Defence Housing Authority (DHA),  
KARACHI

August 16, 2011

**Mr. Naeem Ahmed**  
(Deputy Director-II)  
Public Procurement Regulatory Authority  
1st Floor FBC Building Near State Bank  
Sector G-5/2,  
Islamabad-Pakistan

Dear Ahmed,

**Violation of PPR 2004, National Bank of Pakistan, Pre-Qualification of Advertising Agencies and Media Buying Houses**

Reference your letter dated August 08, 2011, following are our comments about the advertisement:

NBP gave an advertisement which was published in two leading newspapers, the same advertisement was also placed on NBP and PPRA website.

NBP already mentioned the required things in the advertisement as under:

- Company profile including name, year of establishment, registered address, telephone/fax numbers, e-mail addresses.
- Details of regular technical staff with qualifications and experience.
- Registration and I.T. Certificates.
- APNS & PBA accreditation (not suspended currently)
- Bank statement showing financial soundness.
- Details of portfolios and services provided (Please include sample of works eg show-reel and print ads).
- List of Clients.
- Details of affiliates, sister concerns and/or other related offerings (if any) for logistical and operational soundness, if applicable.
- List of awards received, if any.
- Branch addresses on other cities.
- Any other information.

The advertisement also mentions the process as when and how the required things be sent to NBP as "The applications, along with the required documents/details and expression of interest should reach NBP etc"

The important point is that the advertisement has mentioned that shortlisted agencies who meet above mentioned criteria will be invited for comprehensive presentation.

National Bank of Pakistan  
Corporate Communication Division  
NJI Building, 6<sup>th</sup> Floor, I.I. Chundrigar Road, Karachi.



The advertisement also mentions the process of pre-qualification of advertising agencies as shortlisted agencies give presentation to a committee comprising NBP, one external person and an executive of PID (Press Information Department, Government of Pakistan).

The same is the process which is conducted every time while taking Advertising Agencies on Panel and PID remains in full loop. The Policy of PID is enclosed along with this letter (The policy is attached as Annexure A).

### Corrective Measures

We have already written a letter to PPRA dated August 08, 2011 for guidance and if any other requirement which can be fulfilled through advertisement (letter is attached as Annexure B). The reply of the same is still awaited.

We also requested Transparency International, Pakistan for meeting regarding this so that the corrective measures can be taken, Transparency International Pakistan has given time for a meeting on August 18, 2011 (email communication is attached as Annexure C).

We have designed another advertisement as a "Corrigendum" to the advertisement dated August 08, 2011, you are requested to please let us know if that will fulfill the criteria (Advertisement is Attached as Annexure D).

You are requested to please guide us if there is any other requirement which need to taken in this process.

Thanking You,

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Aamir Abbasi', is written over a light-colored background.

Aamir Abbasi  
SVP/Divisional Head- CCD

Cc: Managing Director, PPRA, Islamabad  
Syed Adil Gilani, Chairman Transparency International Pakistan