

OIL & GAS REGULATORY AUTHORITY

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER
ENQUIRY NO. 10 OF 2019-20

1. The Oil and Gas Regulatory Authority (OGRA) invites Expression of Interest (EOI) for pre-qualification from well-reputed and financially sound Advertising Agencies/Firms for a period of two (02) years based at Islamabad/Rawalpindi having minimum Five (05) years relevant experience and registration with All Pakistan Newspapers Society (APNS), Pakistan Broadcasters Association (PBA), Securities and Exchange Commission of Pakistan (SECP), Income Tax and Sales Tax Departments, under tender enquiry No. 10 of 2019-20.
2. The Pre-qualification proforma/documents containing detailed information are available on the websites of PPRA (www.ppra.org.pk) and OGRA (www.ogra.org.pk). The documents can also be obtained from the office of the undersigned on any working day from 9.00 a.m. to 5.00 p.m.
3. The proposals will be received latest by 04-09-2019 at 11.00 a.m. and will be opened by the bid opening committee on the same date at 11.30 a.m. in OGRA Office.
4. OGRA reserves the right to accept/cancel or reject any or all proposals, as per PPRA Rules, 2004.

Joint Executive Director(P&C/PR)

Oil and Gas Regulatory Authority

54-B, Fazal-e-Haq Road, Blue Area, Islamabad

Ph: 051-9244090-98, Fax: 051-9244310

OIL AND GAS REGULATORY AUTHORITY

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER ENQUIRY NO. 10 OF 2019-20

The Oil and Gas Regulatory Authority (OGRA) hereby invites proposals for pre-qualification from well-reputed and financially sound Advertising Agencies/Firms based at Islamabad/Rawalpindi having minimum Five (05) years relevant experience for publishing advertisement in print & electronic media and provision of allied services under enquiry No.10 of 2019-20 as per **Annex-I**, for a period of two (02) years.

General Terms and Conditions:

1. Certificates of Registration with SECP, APNS, PBA, NTN and GST also enlisting with PID are mandatory.
2. Complete company profile with owners'/ partners' name, addresses of all offices in Pakistan with phone and fax numbers.
3. Detail of permanent staff with appropriate skills, qualification and experience.
4. Detail of last Five (05) years production (documentary films and TVCs) made for various clients of public and private sector.
5. Detail of financial strength of the firm providing the capacity of the firm to carry out the assigned task.
6. The firm should be registered with Income Tax and Sales Tax Departments (Registration Numbers should be clearly mentioned and valid documentary evidence should be attached).
7. The firm should have a minimum of Five (05) years' experience of similar assignment and should have proper setup and office at Islamabad/ Rawalpindi.
8. The pre-qualified firms would be required to submit Security Deposit in the shape of call deposit of Rs.50,000/- (Rupees fifty thousand only) payable at Islamabad/Rawalpindi, in favour of OGRA and in case of failure, the pre-qualification of the firm will be treated as cancelled. The security will be released to the firms within 30 days of expiry of the period of Pre-qualification. Cash/Cheque will not be accepted.

9. Payments of the bills will be subject to verification by PID and after deduction of all government taxes/levies.
10. The proposals are required to be delivered to the office of the undersigned by 04-09-2019 at 11:00 a.m. The Committees will open the proposals for evaluation as per criteria given at Annex-II on the same date at 11:30 a.m. in the presence of the interested agencies/firms or their authorized representatives, who may like to be present.

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11. It is informed to all participating advertising agencies that internal departmental committee will short listing the firms based on the criteria given at Annex-II and physical verification of the equipment/staff and other facilities will also be carried out based in Rawalpindi/Islamabad for short listing.
12. All participating advertising agencies in the tender are required to submit the projects/assignments based on the task provided in the enclosed brief for media campaign in the form of visuals/TVC, Creative Art Work and Copywriting/Theme. There will be grading for each advertising agencies by the External Committee in final selection process based on the criteria given at Annex-II for final selection.
13. OGRA, reserves the right to extend the opening date of the proposals, reject all proposals at any time prior to the acceptance of proposal according to PPRA Rules.
14. The internal committee will visit the premises of the firms/agencies for physical verification of the equipments/human resource and other facilities. The committee will use this inspection as one of the criteria for shortlisting.

Annex-I

OIL AND GAS REGULATORY AUTHORITY

Pre-Qualification Proposal Proforma

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER
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Name of the Firm	
Address (Telephone, Fax & E-mail)	
Year of Establishment (Attach documentary evidence)	
Sales Tax Registration No. (Attach documentary evidence)	
National Tax No. (Attach documentary evidence)	
Registration Certificate of SECP, APNS&PBA along-with year of accreditation and also enlisting with PID.	
Annual Turnover supported by income tax return (For the FY 2015-16, 2016-17& 2017-18)	
Past Five (05) Years' Experience. Also highlights of experience during past five years	
Clientage (list of current client with detail of services provided to them) <i>Attach separate Annexure, if necessary</i>	
Banker's Name & Contact Details	
Managerial/Technical Capability (No. of permanent staff, their qualification & experience) Attach separate annexure, if necessary	
Detail of Office Equipment's Attach separate Annexure, if necessary	
Profile documentation	Attach company's profile/brochure
Organizational Structure	Provide details of hierarchy/ Management System including Organogram
Enlistment Certificate (copy of certificate enlisted with Government/Semi Govt. Organizations, if any)	
Affidavit (that the firm has not been blacklisted by private, Government, Semi-Government and Autonomous Body)	Yes _____ No. _____
Contact Person Date: _____	<p style="text-align: center;">_____</p> <p style="text-align: center;"><i>Name & Designation</i></p> <p style="text-align: center;">_____</p> <p style="text-align: center;"><i>Authorized Signature & Stamp</i></p>

OIL AND GAS REGULATORY AUTHORITY

PRE-QUALIFICATION CRITERIA

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER ENQUIRY NO. 10 OF 2019-20

The Pre-qualification proposals will be evaluated as per the following criteria;

Marking for Short Listing by Internal Committee

S. No.	Grading	Marks
1.	Experience in PR /Advertising	20
2.	Financial Strength	20
3.	Managerial /Technical Capability	20
4.	Assignments executed during the last three years	15
5.	Available facilities/Equipments	25
	Total:	100

Marking for Final Selection by External Committee

S.No.	Grading	Marks	
1.	Experience	20	
	1. Generic 2. Specific	10	
2.	Presentation	Copywriting /Theme	25
		Creative Art Work/ Print	25
		Visuals work/ TVC	20
	Total:	100	

Note: Minimum score required to pass for Pre-qualification is 70% for both short listing and final selection.

Brief for Development of Visuals Work, Creative Art Work, Copywriting/Theme for Assessment of Advertising Agencies

during Final Selection

INTRODUCTION

Oil and Gas Regulatory Authority (OGRA) has been set up under the Oil and Gas Regulatory Authority Ordinance dated 28th March 2002 to foster competition, increase private investment and ownership in the midstream and downstream petroleum industry, protect the public interest while respecting individual rights and provide effective and efficient regulations. As laid down in the Ordinance, the Authority comprises one Chairman and three members. To create a working environment where the interests of all stakeholders namely the Consumer, Investor & the Government is protected through Independent & Fair Regulatory practices.

2. A campaign is required to be developed to take up the safety measures of the following areas, which will be required for assessment of advertising agencies during the final selection committee: -

1. On the usage of Natural Gas at Home both during summer and winter
2. Ban LPG Cylinder Decanting
3. Sale of open petrol from channels/shops other than Petrol Pumps.

3. The following work is also required for designing the theme of Annual Reports for FY 2018-19:-

- (i) Title of the Annual Reports.
- (ii) Separators.
- (iii) Page layouts.

Note: The themes of Annual Reports for FY 2016-17 was “Balance” and that of 2017-18 “Direction”. These themes can be viewed on the OGRA website under the caption of OGRA Annual Reports and Petroleum Industry Reports 2016-17 & 2017-18.

4. OGRA's Branding is enclosed with the brief, which may be used in the campaign artwork, visuals and copywriting/theme.

آئل اینڈ گیس
ریگولیٹری اتھارٹی



Oil & Gas
Regulatory Authority



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+92 51 9244310: فیکس +92 51 9244090-98: اسلام آباد فون: بلیو ایریا، اسلام آباد

www.ogra.org.pk

عمران غزنوی
 سینئر ایگزیکٹو ڈائریکٹر (کارپوریٹ مینجمنٹ افیئرز)

آئل اینڈ گیس
 ریگولیٹری اتھارٹی
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Imran Ghaznavi
 Senior Executive Director (C&MA)

Oil & Gas
 Regulatory Authority
 Government of Pakistan

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OGRA  **OGRA**  **OGRA**  **OGRA**  **OGRA**  **OGRA** 





Imran Ghaznavi
 Senior Executive Director (C&MA)

OIL & GAS
 REGULATORY AUTHORITY
 Government of Pakistan

NIC # 61101-1957945-1


Employ No. **0101** Card No. **0212**

- No addition/alteration is permitted in the Card.
- The loss of this card must be reported at once to the issuing authority/any nearest police station.
- The holder shall return the card to Issuing Authority when leaving this organization.

Executive Director (HR) Issuing Authority  Card's Holder Signature

54-B, Fazal-e-Haq Road, Blue Area, Islamabad. PABX: 051-9244090-98
 www.ogra.org.pk




Oil & Gas
Regulatory Authority
Government of Pakistan

**ROLE OF OIL AND GAS REGULATORY AUTHORITY
(OGRA)**

BY
AHSAN MAQBOOL
EXECUTIVE DIRECTOR (P&C)


Workshop on Universal Service Obligation
15th February 2017
Serena Hotel, Islamabad - Pakistan


ROLE OF OIL AND GAS REGULATORY AUTHORITY

CONTENTS

- Petroleum Sector Regulations
- Profile of the Authority
- Powers and Functions
- Legal Framework
- Licences Granted
- Tariff Mechanism
- Tariff Structure
- Petroleum Products Prices
- LPG Prices
- Redressal of Complaints
- Way Forward


Oil & Gas Regulatory Authority, Pakistan 01


ROLE OF OIL AND GAS REGULATORY AUTHORITY

PETROLEUM SECTOR REGULATIONS

- Establishment of Natural Gas Regulatory Authority (NGRA) in 2000 to regulate natural gas pipelines, transmission, distribution and sales thereof
- Establishment of Oil & Gas Regulatory Authority (OGRA) in 2002 to regulate midstream and downstream oil and gas sector. NGRA subsumed in OGRA
- The Authority is independent in the performance of its functions and has exclusive powers to deal with the matters assigned in the Ordinance
- Government may issue policy guidelines not inconsistent with the Ordinance and the Authority is obligated to comply with such policy guidelines
- Oil & Gas Regulatory Authority, Pakistan

Oil & Gas Regulatory Authority, Pakistan 02


ROLE OF OIL AND GAS REGULATORY AUTHORITY

PROFILE OF THE AUTHORITY

- OGRA of following members appointed by the Federal Government through an open competitive process as under:
 - Mr. Munir Ahmad, Chairman
 - Mr. Rashid Farooq, Member (Oil)
 - Mr. M. H. Asif, Member (Finance)
 - Member (Gas), Vacant (since 20.12.2006)
- Staff Strength: 175 (84 executives and 91 support staff)
- OGRA regulates 79% of the energy sector
- Objectives:-
 - Foster competition
 - Increase private investment and ownership in the midstream and downstream petroleum industry
 - Protect the public interest while respecting individual rights
 - Provide effective and efficient regulation
- Oil & Gas Regulatory Authority, Pakistan

Oil & Gas Regulatory Authority, Pakistan 03

RGB (Web) Colours

■ OGRA Blue (RGB): #005AA9

