

**PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS
UNDER TENDER ENQUIRY NO. 09 OF 2022**

1. The Oil & Gas Regulatory Authority (OGRA) invites Expression of Interest for pre-qualification of well-reputed and financially sound Advertising Agencies/Firms for a period of two (02) years based at Islamabad/ Rawalpindi with minimum five (05) years relevant experience and registration with All Pakistan Newspapers Society (APNS), Pakistan Broadcasters Association (PBA), Securities & Exchange Commission of Pakistan (SECP), Income Tax and Sales Tax Departments, under tender enquiry No. 09 of 2022.
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 12-12-2022 at 11:00 a.m. and opened by the bid opening committee on the same date at 11:30 a.m. in OGRA's Head Office, Islamabad.
4. OGRA reserves the right to accept/cancel or reject any or all proposals, as per PPRA Rules, 2004.

Senior Executive Director (C&MA)
Oil & Gas Regulatory Authority
54-B, Fazal-ul-Haq Road, Blue Area, Islamabad
Phone: 051-9244090-98, Fax: 051-9244310

OIL AND GAS REGULATORY AUTHORITY

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER ENQUIRY NO. 09 OF 2022

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. 09 of 2022 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 enlisting with PID are also 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 **12-12-2022 at 11:00 a.m.** The Committee 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 list 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 agency must submit an affidavit on stamp paper indicating that it has not been blacklisted by any Ministry / Division / Government Department and also submit a non-collision certificate.

OIL AND GAS REGULATORY AUTHORITY

Pre-Qualification Proposal Proforma
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PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER
ENQUIRY NO. 09 OF 2022

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 2017-18, 2018-19, 2019-20, 2020-21 & 2021-22)	
Past Five (05) Experience. Also annex the highlights of experience during past three years	
Clientage (list of current clients 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 Equipments 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: _____	<hr style="width: 100%;"/> Name & Designation <hr style="width: 100%;"/> Authorized Signature & Stamp

OIL AND GAS REGULATORY AUTHORITY

PRE-QUALIFICATION CRITERIA

PRE-QUALIFICATION OF ADVERTISING AGENCIES/FIRMS UNDER TENDER ENQUIRY NO. 09 OF 2022

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 a. Generic b. Specific	20 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: -

- a. On the usage of Natural Gas at Home both during summer and winter;
- b. Ban LPG Cylinder Decanting;
- c. Sale of open petrol from channels/shops other than Petrol Pumps;
- d. Safety campaign regarding safe use of Petroleum Products;
- e. Changing habits regarding the energy consumption.

3. The following work is also required for designing the theme of Annual Reports for FY 2021-22:-

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

Note: The theme of Annual Report for FY 2019-20 was “Compliance” and that of 2020-21 was “Resilience”. These themes can be viewed on the OGRA websites under the caption of OGRA Annual Reports and Petroleum Industry Reports.

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

آئل اینڈ گیس
ریگولٹری اتھارٹی



Oil & Gas
Regulatory Authority



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

www.ogra.org.pk

عمران غزنوی
 سینئر ایگزیکٹو ڈائریکٹر (سی ایم اے) (ایبوریٹس اینڈ میٹریٹرز)

آئل اینڈ گیس
ریگولیٹری اتھارٹی
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Imran Ghaznavi
 Senior Executive Director (CEMA)
OIL & GAS
REGULATORY AUTHORITY
 Government of Pakistan

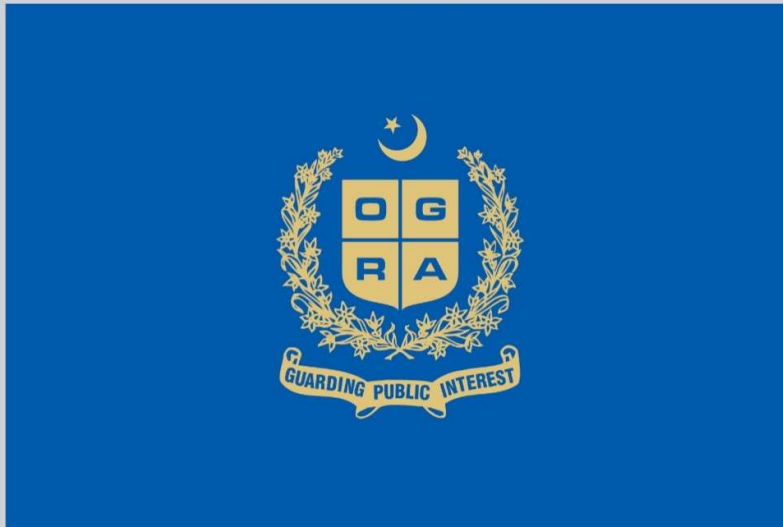
NIC # **61101-1957945-1**



Employ No. 0101	Card No. 0212
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- No addition/alteration is permitted in the Card.
- The loss of this card must be reported at once to the issuing authority/nearest police station.
- The holder shall return the card to Issuing Authority when leaving this organization.


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

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




 آئل اینڈ گیس ریگولیٹری اتھارٹی
 حکومت پاکستان

 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. Aziz, Member (Finance)
 - Member (Gen), Vacant (since 20.11.2006)
- 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