

ISLAMIA COLLEGE, PESHAWAR

(A Public Sector University)

KHYBER PAKHTUNKHWA, PAKISTAN



BIDS SOLICITATION DOCUMENTS

FOR

**HIRING OF A DIGITAL MEDIA AGENCY FOR COMPREHENSIVE DIGITAL
MARKETING & SOCIAL MEDIA MANAGEMENT SERVICES**

**OPENING TIME & DATE: 02:30PM
23-09-2026**

Islamia College, Peshawar

**CONVENER
CENTRAL PURCHASE COMMITTEE
ISLAMIA COLLEGE, PESHAWAR**

A. TENDER NOTICE

IFB-No.07/2026-27

TENDER NOTICE through EPADS FOR HIRING OF A DIGITAL MEDIA AGENCY FOR COMPREHENSIVE DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT SERVICES

Islamia College Peshawar intends to **Hire a Digital Media Agency for Comprehensive Digital Marketing & Social Media Management Services**. Sealed bids are invited from well-established/reputed firms registered with FBR and KPRA. Tender documents containing bidding procedure, terms & conditions, scope of work and Items Specifications can be obtained from EPADS. Tender shall be executed through open competitive bidding process (Single Stage Single Envelop) according to KP-PPRA Rules 2014. All relevant rules guidelines issued by KP-PPRA from time to time shall be applicable. Taxes shall be deducted as per rules. The quoted prices submitted by the bidders shall be considered to have included all the applicable taxes.

Bids must be submitted on EPADS on or before 02:00 PM on September 23rd, 2026, along-with earnest money of 2% of total bid amount in the form of Call deposit Receipt (CDR) in favor of Treasurer, Islamia College Peshawar. Original Call deposit Receipt (CDR) must be physically submitted or through courier services on or before 02:00 PM on September 23rd, 2026 in the office of the undersigned.

Bid solicitation documents (BSD) can be downloaded from EPADS <http://kp.eprocure.gov.pk> after publication of this advertisement. Interested bidders are required to submit the **Tender Fee of Rs.2000/-(Non-Refundable)** in **Bank of Khyber, University of Peshawar Branch Code-0317 “Account No. 3007537138” IBAN No. “PK21KHYB5317003007537138”** or Bank Draft in favor of Treasurer Islamia College Peshawar prior to submission of Bids.

Bids must be submitted on EPADS & no bid shall be accepted either physically or through any electronic media other than EPADS.

Bids will be opened sharply at 02:30 PM on September 23rd, 2026 in the presence of interested bidders or their authorized representatives, in the Video Conference Hall, Academic Block, Islamia College, Peshawar, at the stipulated time & Venue.

Clarification/information (if any) may be obtained on any working day during office hours. No query will be entertained after the designated time in EPADS.

CONVENER

CENTRAL PURCHASE COMMITTEE,

ISLAMIA COLLEGE PESHAWAR

Telephone: 0919222227-31 (Ext#3049)/ Mobile # 03339212496

Email: cpc@icp.edu.pk

B. DATA SHEET

1	Bid Inviting Entity and Address	Islamia College, Peshawar
2	Name of the Procurement	Hiring of a Digital Media Agency for Comprehensive Digital Marketing & Social Media Management Services
3	Bid Opening Date:	September 23 rd , 2026
	Bid Submission Time:	02:00 PM
	Bid Opening Time:	02:30 PM
	Tender Submission or collection from:	EPADS
4	Tender Opening Place:	Video Conference Hall, Academic Block, Islamia College, Peshawar.
5	Contact Person	Procurement Incharge, Islamia College, Peshawar. Phone No. 091-9222227-31/ Mobile # 03339212496 Email: cpc@icp.edu.pk

C. CHECK LIST

Name of the Firm, Address (Telephone, Fax & E-mail) Profile	
Year of Establishment	
Registration with FBR	
Banker's Name & Contact Details	
Earnest Money @ 2% as CDR	Yes_____ No._____
Tender Processing Fee Rs.2,000/-	Yes_____ No._____
Affidavit (that the firm has not been blacklisted by private, Govt., Semi Govt. and Autonomous Body)	
Contact Person Name & Designation_____	 _____ Authorized Signature & Stamp

D. INTRODUCTION TO THE PROCUREMENT

Islamia College Peshawar is planning for **Hiring of a Digital Media Agency for Comprehensive Digital Marketing & Social Media Management Services**, details of which are given in **Annexure-II** of this document.

E. INSTRUCTIONS TO THE BIDDERS

1. Qualification of the Vendor

The following vendors are eligible to apply for the tender:

1. Only registered Firm/Supplier can participate in the tender.
2. Registration with FBR, Islamabad and KPRA.
3. The Firm/Supplier registered with Federal & Provincial tax authorities.
4. The Firm/Supplier that have never been black listed by any Government agency or authority.
5. Bank Account Number and Branch.
6. Legal status along with proof of registration with one of the federal or provincial registration acts.

2. Documents Required

The firms eligible to apply are required to submit the following documents with their bidding proposal:

1. Valid registration documents with Taxation Authorities NTN/FTN/STRN etc.
2. Proof of legal Status of the Company/Firm.
3. Professional Tax Certificate.
4. In case Firm fails to provide professional tax certificate the due amount would be deducted from the bill of the vendor.
5. Affidavit, on judicial stamp paper & duly attested by the Oath Commissioner, to the effect that the:
 - a) Firm/Vendor has neither been blacklisted by any agency nor is involved in any subversive activities.
 - b) Firm/Vendor is/was not involved in any litigation/arbitration with the procuring entity and that no work as rescinded in the past.
6. Full Address and contact numbers of the office(s).

3. Other Terms & Conditions

- Copy of valid Professional Tax Certificate to be provided at the time of award of contract.
- Vendor has to provide all the deliverables/ services within the stipulated timeframe otherwise penalty will be imposed and penalty @ 0.067% per day (2% per month) for the delay up to a maximum of 10% of the contract price.
- Payment would be made upon completion of deliverables at the end of each month.
- All due taxes would be deducted from payments, as per applicable Govt. rules.
- All firms shall mention all applicable taxes in their quotes. In case any firm has not done so, the procuring entity while comparing the offers will add the applicable taxes to the total quoted amount for each item.
- The procuring, entity may ask for a performance bank guarantee at 10% of the total contract value. This bank guarantee should be from a scheduled bank.

- The procuring entity may offer for re-bidding in case the proposal does not satisfy its professional requirements.
- The procuring entity may reject one or all such proposals, which are vague (In terms of financial proposal) or does not adhere to these instructions.
- The proposal/bidder may submit audited financial statements for the last three years and account balance statement for the current ongoing years.
- The proposals should be in accordance with the specifications and required deliverables/ Services.
- Vendor(s) should quote for all the deliverables/ services, otherwise the bid will be considered non-responsive.
- Collusion between the firms is strictly prohibited. Any firm / group of firms found involved in creating a cartel or any other collusion arrangement against the interest of the project/government, will be blacklisted and debarred.

F. METHOD OF PROCUREMENT

Bidding will be conducted through “**Open Competitive Bidding**” process, specified in Rules of the Khyber Pakhtunkhwa Public Procurement Goods, Works and Services Rules. Bidding is open to all eligible bidders as defined in the KP-PPRA Procurement Rules 2014 that meet the minimum qualification criteria and required documents. It will be a “Single Stage - Single Envelop” procedure.

a. Response time:

Bids duly marked as “**Hiring of a Digital Media Agency for Comprehensive Digital Marketing & Social Media Management Services**” shall be submitted online through EPADS on or before 02:00 PM on September 23rd, 2026.

b. Opening of bids:

Bids received on EPADS shall be opened on September 23rd, 2026 at 02:30 PM in the Video Conference Hall, Academic Block, Islamia College Peshawar. All bids shall be opened publicly in the presence of the interested bidders or their authorized representatives.

c. Bid Price

Bid prices quoted should be inclusive of all taxes, stamp duties, and all other applicable taxes. Bid validity is 90 days.

d. Evaluation of bids:

All bids should comply with the eligibility criteria and other terms and conditions mentioned herein above.

e. Rejection of bids:

All bids submitted after the time prescribed shall be rejected and returned. Failure in submission of the above required documents will result the rejection of bid/proposal. Any bid received without earnest money and Tender Processing Fee of Rs.2000/- shall be rejected. The Procuring Entity reserves the right to reject all bids or proposals at any time prior to the acceptance of a bid or proposal.

f. Award of Tender:

Tender would be awarded on the basis of lowest quoted rate(s). Contract shall be awarded as a whole.

G. EARNEST MONEY

Original Earnest money at the rate of 2% of the quoted bid may also be submitted in sealed envelope in form of Call Deposit Receipt (CDR) in favor of Treasurer, Islamia College, Peshawar, before the Tender closing time.

H. VARIATIONS / REPEAT ORDERS

The Procuring entity may during the execution of the Contract, by notice in writing may direct the supplier/ service provider to alter, amend, omit, add to or otherwise vary any part of the Schedule, in agreement with the Service Provider, and the Service Provider shall carry out such variations and be bound by the same conditions. Provided that repeat orders are within a period of six months, and that it does not exceed fifteen percent of the original contract value as per KP-PPRA Rules 2014.

I. PACKAGING(Optional)

Material/items/Equipment should be packed suitably in appropriate wooden/metallic boxes/containers/pallets in such a manner that the goods are not lost or damaged in handling/transportation and the packing should be suitable enough to reach at the stores of procuring entity safely.

Each pack or container may clearly indicate the following information:

- Purchase Order Number and date.
- Name of Product/Deliverable.
- Quantity
- Gross and net weights
- Name of Manufacturers/service providers

Manufacturer's instructions regarding the maximum storage life of the product and the storage conditions must be followed.

Material/works/service should be delivered at the stores of procuring entity in original packing of the manufacturer.

Where applicable, manuals containing instructions of the manufacturer about the application (in use) of the item should be provided in English. If required by Procuring entity, technical experts should be sent by the manufacturer for application of the item at site.

J. DISPUTES AND CONTROVERSIES/DISPUTE RESOLUTION

Procuring Entity shall constitute a Committee consisting of odd number of persons with proper powers and authorizations to redress complaints of bidders that may arise prior to issuance of Purchase Order/contract agreement, in accordance with the KP-PPRA Rules 2014.

If a bidder is not satisfied with the decision of the Committee, he may take recourse to the KP-PPRA. The mere fact of lodging a complaint shall not warrant suspension of procurement process.

Any dispute or difference arising out of the Agreement which cannot be amicably settled between the Parties, shall be finally settled by KP-PPRA whose decision will be final and binding on both the parties.

K. INDEMNITY

The supplier shall at all times indemnify the procuring entity against the claims which may be made in respect of the goods for infringement of any right protected by patent, registration of design or trade mark and shall take all risks of accident of damages which may cause a failure of the supply from whatever cause arising and the entire responsibility for the sufficiency of all the means used by him for the fulfillment of the contract; provided always that in event of any claim in respect of an alleged breach of a patent registered design or trade mark being made against the procuring entity, it shall notify the supplier of the same and the supplier shall be at liberty at his own expense to conduct negotiations for settlements of any litigation that may arise there from.

L. SUB-LETTING CONTRACT

The supplier shall not sub-let or assign this Contract or any part thereof without the written permission of the procuring entity. In the event of the Service provider subletting or assigning this Contract or any part thereof without such permission, the procuring entity shall be entitled cancel the Contract and to purchase the goods/ services elsewhere on the supplier/ service provider account and risk and the supplier shall be liable for any loss or damage which the procuring entity may sustain in consequence of arising out of such purchase.

M. BRIBES COMMISSION ETC.

Any bribe, commission, gift or advantage given, promised or offered by or on behalf of the Contractor or his partner, agent or servant, or any one on his or their behalf to any officer servant, representative or agent of the procuring entity or any person on its behalf in relation to the obtaining or to the execution of this or any other contract with the procuring entity, shall in addition to any criminal liability which he may incur, subject the contractor to cancellation of this and all other Contracts and also to payments of any loss or damage resulting from such cancellation to the like extent as is provided in cases cancellation under clause 8 hereof; and the procuring entity shall be entitled to deduct the amounts so payable from any moneys, otherwise due to the supplier under this or any other Contract. Any question or dispute as to the commission of any offence under this clause shall be settled by the procuring entity in such manner as it shall think fit and sufficient, and its decision shall be final and conclusive.

M. FORCE MAJEURE

The term "Force Majeure" as employed herein shall mean acts of God, strikes, lockout or other industrial disturbances, acts of public enemy, wars, blockades, insurrection, riots, epidemics, landslides, earthquakes, storms, lightning, floods, washouts, civil disturbances, explosions and any other similar events, not within the control of either Party and which by the exercise of due diligence neither Party is able to overcome.

If either Party is temporarily unable by reason of Force Majeure to meet any of its obligations under the Agreement, and if such Party gives to the other Party written notice, of the event within fifteen (15) days after its occurrence, such obligations of the Party, as it is unable to perform by reason of the event, shall be suspended for as long as the inability continues. Neither Party shall be liable to the other Party for loss or damage sustained by such other Party arising from any event referred to as Force Majeure or delays arising from such event. Force Majeure shall not include insufficiency of funds or failure to make any payment required under the Agreement.

N. AFFADAVIT/CERTIFICATE

(To be filled and signed by the bidder on Stamped Paper of Rs. 100/-)

We undertake that our Firm M/S _____ is not in a black listed status by any Government Department/Agency in any part of Khyber Pakhtunkhwa/Pakistan and that currently our firm/company is not engaged in litigation with the Procuring Entity and no work has been rescinded in the past.

We hereby confirm to have read carefully the complete descriptions of the items and all terms & conditions in the bidding documents. We agree to abide by all these terms, conditions, stipulations, obligations and instructions in the bidding/tender document.

In case of any dispute, decision of the Central Purchase Committee, Islamia College, Peshawar, would be final and I/we undertake to accept any or all decisions of the committee with respect to acceptance and rejection of our bid, in part or in whole, and that such a decision shall not be appealable in any court of law at any time and at any stage.

I/we solemnly affirm and declare that contents of this undertaking are true to the best of my information, knowledge and belief.

Signature : _____

Name : _____

Designation : _____

Company : _____

Company Seal: _____

Dated: _____

O. Detail of Items/Specifications

SCOPE OF WORK & DELIVERABLES

The selected firm/agency will be responsible for providing end-to-end management of Islamia College Peshawar's public outreach, brand positioning, media production, and digital presence.

Service Category	Minimum Frequency / Volume	Detailed Specifications & Scope
Social Media Account Management	Continuous (Monthly Cycle)	• Comprehensive management of official Facebook, Instagram, TikTok, LinkedIn, YouTube, X/Twitter, and other accounts. • Development of monthly content calendars and editorial strategies. • Copywriting and content creation in both English and Urdu. • Community engagement, comment moderation, and response management. • Submission of monthly performance analytics and metrics reports.
Video & Content Production	12 – 14 Videos per Month	• Production of videos and short-form content (Shorts/ Reels), event coverage, student success stories, faculty interviews, and admission campaigns. • Includes professional on-campus recording sessions. • Complete post-production including video editing, motion graphics, and subtitles optimized for each specific platform.
Graphic Design & Creative Assets	10 – 12 Creative Posts per Month	• Design of professional graphics for event announcements, academic achievements, and admission campaign banners.

		• Creation of awareness, informational, and promotional creatives. • Maintenance of strict institutional branding and visual consistency.
Paid Advertising Management	As required per campaign	• Strategic planning and setup of advertising campaigns across Meta and other relevant platforms. • Audience targeting, retargeting, and lead generation for admissions. • Campaign optimization and performance reporting.
Social Media Verification Support	Ongoing Support	• Professional assistance in establishing authenticity and securing "Blue Tick" verification across all managed platforms. • Profile optimization, eligibility review, documentation preparation, and submission follow-ups.
Brand Protection & Fake Page Removal	Ongoing Monitoring	• Continuous monitoring of social media platforms for unauthorized or impersonating profiles. • Professional reporting and administrative assistance for the swift removal of fake pages representing Islamia College Peshawar.
Monthly Report	Ongoing Report	• Monthly report on all Social media activities

Note:

- Quoted rates should be inclusive of all applicable taxes.
- The Vendor/ company is bound to mention all items/services rates, partial bids would not be accepted.
- Direct advertising media spend, platform charges, and taxes are excluded from the bid and will be paid separately by the college.
- Contract shall be awarded as a whole.
- Collaboration of two or more companies or joint ventures is NOT allowed.

FINANCIAL PROPOSAL FORM

(To be completed by participating firms)

Sr.	Description of Service	Monthly Fee (PKR)	Applicable Taxes (PKR)	Total Monthly Fee inclusive of Taxes (PKR)	Annual Total (12 Months) (PKR)
1	Comprehensive Digital Marketing & Social Media Management Services (As per Scope of Work)				

Note: Direct advertising media spend, platform verification fees, and platform taxes shall be paid separately by Islamia College Peshawar upon prior approval.

Authorized Signature & Official Seal

Name of Authorized Representative: _____

Designation: _____

Name of Firm/Company: _____

Contact Details: _____

Date & Stamp: _____