

PRE-QUALIFICATION DOCUMENT

PRE-QUALIFICATION OF SUPPLIERS, VENDORS, DISTRIBUTORS, MANUFACTURERS & SERVICE PROVIDERS

August 2025

MUSLIM AID PAKISTAN

Advertisement Date: August 6, 2025

Proposal For: Advertising Agency

Documents Submission Date: _____

Instructions to Prospective Suppliers

1. Introduction

Muslim Aid Pakistan (MAP) is embarking in a pre-qualification exercise in order to establish a list of companies and organizations who are well reputed, have worked in both large- and small-scale projects and who have gained excellent track record in the products & services industry. We are seeking to pre-qualify suppliers to be part of the Institute's panel of suppliers.

All reputable and established firms are invited to apply for participation in the Pre-qualification Process and submit the attached Pre-Qualification forms. A transparent evaluation method for the purpose of Pre-Qualification of the applicant's capabilities in respect of vital elements of applicant's organization and capacity to perform shall be established in order to participate in the MAP tenders. Each Supplier or Vendor performance in terms of quality, delivery, after sales service, credit terms and other contractual obligations will be closely monitored and periodically reviewed during the contractual period. That would be two years.

Apart from issuing the press tender, MAP will issue the tender documents in favor of Pre-Qualified Suppliers, who have been registered in that particular category.

2. Background

Muslim Aid Pakistan is a non-profitable development agency started its operation in 2005 during earthquake in Pakistan. We work with all in need, regardless of their race, religion, gender, nationality or political opinion and specialize in providing emergency relief including food, shelter and medical support; capacity building through water, sanitation and health programmes; education and skills training; micro-financing and income generation in addition to providing specialist programmes such as orphan care. As well as supplying practical help, Muslim Aid assists communities in examining the causes of poverty and underdevelopment, and in advocating for a more just society and a sustainable future.

3. Terms & Conditions

3.1 Suppliers are required to comply with the requirements as stated in Pre-Qualification Form. Failure to do so may cause the form to be disqualified and rejected.

3.2 A processing fee is PKR 3000 (non-refundable) per category of product/service is payable with every submission. This fee will be used to meet the administrative costs.

3.3 The processing fee must be made in the form of cash or demand draft.

3.4 The contents of this Pre-Qualification are strictly confidential and shall not be disclosed, directly or indirectly, to third parties.

3.5 All copyrights are reserved by MAP.

3.6 Prices (if any) shall be quoted in PAK RUPEE. The schedule of prices shall be inclusive of service charges and taxes.

3.7 The decision of MAP is final and MAP is not obliged to give any reason for the non-acceptance or rejection of any Pre-Qualification Form submitted.

3.8 Any contract signed as a result of this Pre-Qualification exercise shall be governed by and construed in accordance with the laws enforced in Pakistan.

3.9 Pre-Qualification Forms are to be submitted and enclosed in an envelope to be sealed and clearly marked **"CONFIDENTIAL"** with the **Service/Product Name** – Pre-Qualification stated on the **top left** and addressed clearly to:- for any query please feel free to contact: 051 – +92(51) 2305356-8

Procurement & Logistics Manager
Muslim Aid Pakistan Office
Plot # 1, First Floor, Executive Business Centre
Main Double Road, FECHS
E-11/2, Islamabad

- 3.10 Pre-Qualification Forms submitted by facsimile, e-mail or any other means shall be disqualified.
- 3.11 Suppliers who are not pre-qualified or fail to meet the pre-qualifying criteria will not be allowed to participate in the tender
- 3.12 All Pre-Qualification Forms submitted will remain the property of MAP.
- 3.13 The submission of Pre-Qualification Forms by post is at the sole risk of the Supplier.
- 3.14 Documents received after due date and time shall not be considered for prequalification.
- 3.15 MAP shall disqualify a Firm or Contractor if it finds, at any time, that the information submitted by the Firm or Contractor concerning its qualifications was false and materially inaccurate.
- 3.16 MAP reserves the right to extend the opening date of proposals, cancel or reject any or all the proposals at any time prior to acceptance of the proposals.
- 3.17 MAP will take unspecified time for the finalization of vendors in each category but not more than 3 months
- 3.18 Affidavit that the firm has not been blacklisted by any Government or Semi Government Department or by any other Organization
- 3.19 The applicant is required to declare any actual or potential conflict of interest that may arise in connection with their participation in this prequalification process. This includes, but is not limited to, any personal, professional, or financial relationship with any employee, board member, or representative of MAPCO.
- 3.20 Failure to disclose such information may result in the disqualification of the applicant from the prequalification process or termination of any subsequent contract.
- 3.21 MAP reserves the right to verify the information provided and to take appropriate action in cases of non-disclosure or misrepresentation.
- 3.22 Applicants must complete and sign the Conflict-of-Interest Disclosure Form provided in Annex [X].

4. Prequalification Form

Particulars

1	Company Name	_____
2	Abbreviated Name	_____
3	Company Former Name	_____
4	Registered Address	_____ _____ _____
	Telephone No.	_____
	Fax No.	_____
5	Business Address	_____ _____
	Telephone No.	_____
	Fax No.	_____
	Website Address	_____
6	Contact Person	_____
	Name	_____
	Designation	_____
	e-mail address	_____
	Mobile No.	_____
	CNIC No.	_____
7	National Tax No.	_____
8	Sale Tax Registration No	_____
9	Type of License (for construction)	_____
10	License Number	_____
11	Company's Date of Formation	_____
12	No. of Employees	_____

Type of Firm	Private Limited	☐	Sole Proprietor	☐	Joint Venture	☐	Partnership	☐
Type of Business	Manufacturer	☐	Authorized Distributer	☐	Reseller	☐	Construction	☐
	Others	☐						

Financial Worth of the Company / Supplier

Company Net Worth		
Company Turn Over		
Last 3 Year of Company Profits	Year	Profit/Loss

*In case of Private Limited, Please Audited Balance Sheet for the last two years.

CEO/Chairman Name		National ID Number	
Mailing Address			
Telephone		Fax	
Email			

5. List of projects completed within the past 5 years (preferably with INGOs/NGOs)

Client	Description of Project	Contract Value	Commencement Date	Completion Date	Remarks

6. List of current projects

Client	Description of Project	Contract Value	Commencement Date	Completion Date	Percentage Completion %		Remarks
					Schedule	Actual	

7. Business with MAP during past 5 years

Type of business / Contracts	Year of Supplies / Contract	Contract Volume	Performance

Provide the following supporting documents in another sealed envelope (names as Envelop – 1) with this Pre-Qualification Document.

- 1- Last three years audit accounts
 - i- Balance Sheets
 - ii- Income Statements
 - iii- Cash Flow Statement

8. INSTRUCTIONS TO APPLICANTS

8.1 Submission of Applications

8.1.2 Applications for pre-qualification must be received in sealed envelopes to be delivered by hand / registered mail / courier as per mentioned address Ref: 3.9 not later than **September 8, 2025**, and be clearly marked ***“Application for Pre-qualification”*** for _____ [Name of the item like, *NFTs, construction, services, etc*]. The Employer reserves the right to accept or reject late applications.

8.1.3 The name and mailing address of the Applicant shall be clearly marked left hand on the envelope.

8.1.4 The applications shall be prepared in the English language. Information in any other language shall be accomplished by its translation in English. Employer reserves the rights for Pre-qualification in case of non-compliance of the above requirement.

8.1.5 The Applicants must respond to all questions and provide complete information as advised in this document. Any lapses to provide essential information may result in dis-qualification of the Applicant. If any of the questions is not applicable, detail reply will be required

9. Complaint Mechanism

If applicant has any reservation or complaint at any stage has right to share its reservation at the following email address:

complaint@muslimaid.org.pk

10. Qualification Criteria

The Pre-Qualification shall mainly be based on the following criteria:

Criteria	Benchmarks
Years of establishment	Minimum 5 years
Background experience	At least 5 years of experience in supplying NFT's.
Relevant experience	At least 10+ Orders implemented for the same type of supply during the last 3 years
Clients' Evaluation	Certificates of satisfactory completion of delivery during the last three (3) years as appropriate.
Financial Status	Annual turnover of PKR 5 million with at least one contract exceeding 10, 00,000 in the last 3 years related to relevant fields.

Qualification Criteria for Advertising Agencies and Production Houses

The Pre-Qualification shall be mainly being based on the following criteria:

Criteria	Benchmarks	
Years of establishment	Advertising Agency	Production House/ Firm
	Minimum 5 years	Minimum 5 years
Background experience	At least 5 years of experience for Development of Print and Electronic Media Campaigns,	At least 5 years of experience for Media and Production Job
Relevant experience	At least 5 years of proven experience with regards to designing and execution of Development Sector job, Production of Documentaries, Development of IEC material and Designing of Publications	At least 5 years of proven experience with regards to designing and execution of Development Sector job, Production of Documentaries, Development of IEC material and Designing of Publications
Clients' Evaluation	- List of Cliental - List of Delivered Jobs - Relevant Experience - Accreditation with APNS - Awards, Recognition and Certificates	- List of Cliental - List of Delivered Jobs - Relevant Experience - Registration Number - Awards, Recognition and Certificates
Financial Status	Annual turnover of Rs 2 million	Annual Turnover of Rs.3 million

10.1 General

Pre-qualification will be based on all the criteria given in succeeding paras 10.2 to 10.4 regarding the Applicant's Financial Soundness, Experience Record, Client Evaluation as demonstrated by the Applicant's responses in the forms attached to this letter. The Employer reserves the right to waive minor deviations, if these don't materially affect the capability of an applicant to fulfil the contract. Sub-contractor's experience and resources shall not be considered in determining the Applicant's compliance with the qualifying criteria. However, Joint Venture experience & resources shall be considered. Consortium or Association of firms will be considered for similar treatment as in case of Joint Venture. The procuring agency shall evolve criteria keeping in view the complexity of the Project. A general criterion merely as a model is provided for reference of the drafters of the Prequalification Document as follows:

Sr. No.	Category	Weightage/Marks
1.	Relevant Experience	35
2.	Client Evaluation	35
3.	Financial Soundness	30
	Total:	100

Note: Prequalification status shall be decided on the basis of Pass/Fail basis. The applicant must secure at least 70% score in each category.

The further detailed criteria for each category may be developed as given under each head as follows:

10.2 General Experience

Credit Marks for experience shall be awarded on the basis of following qualifications:

Sr.No.	Description	Maximum Points
i)	Year of establishment minimum 5 years	10
ii)	At least 3 years of background experience	10
iii)	At least 10+ orders implement for the same type of supply during last 5 years	10
v)	Experience with MAP	5
	Sub-total:	35

10.3 Client Evaluation

Credit Marks shall be granted on the basis of the following criteria for various kinds of equipment relevant for the Project:

Sr.No.	Client Evaluation Certificates	Maximum Marks
i)	Certificates of satisfactory completion of delivery during the last three (5) years as appropriate	5
ii)	Registration with Income Tax Department (Sales Tax)	5+5
iii)	Affidavit (as per clause 3.18)	5
iv)	Valid License for other related items of Work (APNS etc.)	10
	Sub-total:	30

10.4 Financial Position

Credit Marks shall be awarded on the basis of the following criteria:

Sr.No.	Description	Maximum Marks
i)	Audited Financial statement of last 3 years in case of company (if)	15
	Financial Statement other than company	10
iii)	Bank Statement – last 1 year	10
	Sub-total:	35

Declaration

- The information given above is true to the best of our knowledge
- I/We undertake to inform MAP of any changes that may take place later in the status of company in business / agency or the management
- I/we have no objection if enquiries are made about the work listed by me / us in the accompanying sheets / annexure.
- We have no objection with the decision of committee whether we select or not and we will be bound to follow
- We have read the instructions appended to the proforma and we understand that if any false information is detected before or after then the committee is at liberty to act accordingly.

The terms and conditions attached have also been read and certificate signed.

Signature with Stamp: _____

Name: _____

Designation: _____

Date: _____

Note: In case of insufficient space against any column, please attach separate sheet (s) for details /information.