

TENDER DOCUMENT

For SLACC Advertisement

SOCIAL MEDIA MANAGEMENT

TENDER/LAS/SLACC/KHI/02/01/26/0006

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ADVERTISEMENT:

INVITATION FOR SEALED BIDS

Legal Aid Society (LAS) invites sealed bids from well reputed Companies based in Pakistan for SLACC Advertisement

Details of the solicitation with terms and conditions are available on the LAS official website.

<https://www.las.org.pk/tenders/>

Eligibility: Those with valid registration with relevant tax authorities (NTN, SST, GST) and a valid bank account are eligible.

Deadline for Submission: The last date for submitting sealed and signed bids on company/ official letterhead is 19th January 2025 at 12:00 PM.

Address and Contact: Procurement Department, Legal Aid Society, Block C, First Floor FTC Building Shahrah-e-Faisal, Karachi (Pakistan). PABX: +92 (21) 99266011-4, +92 (021) 35634112-5.

- Bids will not be considered after the above-mentioned time and date have lapsed.
- All bids will be opened on the same day at 02:00 PM in the presence of the bidders who wish to be present.
- In case of a holiday or unforeseen circumstances, the submission and opening schedule shall be on the next working day.
- LAS reserves the right to accept or reject any /all bids.
- LAS reserves the right to select one or multiple options.

**Procurement Department, Legal Aid Society,
Block C, First Floor FTC Building Shahrah-e-Faisal, Karachi (Pakistan)
PABX: +92 (21) 99266011-4, +92 (21) 35634112-5.**

BID DETAILS:

Sr#	<u>DETAILS</u>	<u>DATES & TIMINGS</u>
1.	Date of Publication of Tender Available on LAS Website https://www.las.org.pk/tenders/	02 nd January 2026
2.	Last date and time for receipt of Tender Documents.	19 th January-2026 12:00 PM.
3.	Date and Time of Tender Opening	19 th January-2026 02:00 PM.
4.	The place of opening of tenders/decisions is by the procurement committee of LAS.	Karachi (Head Office)
5.	Contact for any queries	Contact: 021-35634112-5 Email: sheikh.zaid@las.org.pk
6.	Date of Award	23 rd January-2026

1. INTRODUCTION OF SLACC:

- The Sindh Legal Advisory Call Centre (SLACC) is a flagship initiative of the Legal Aid Society, launched in 2017, with the objective of promoting access to justice across the province of Sindh. Based in Karachi, SLACC operates through a toll-free helpline 0800-70806 providing free, confidential, and professional legal advisory services to the general public. The call centre functions from 9:00 AM to 5:00 PM, Monday through Friday.
- SLACC offers legal guidance on a wide range of matters including family law, criminal law, property rights, inheritance, and the protection of fundamental rights. Staffed by qualified legal professionals, the service is designed to empower individuals by providing accurate, timely, and accessible legal information, particularly to marginalized and underserved populations.
- Since its inception, SLACC has handled over 5 million calls, providing critical legal assistance and connecting citizens with appropriate legal remedies. Through this innovative model, the Legal Aid Society has made significant strides in bridging the gap between communities and the justice system.
- As part of the broader mandate of the Legal Aid Society, SLACC continues to be recognized nationally and internationally as a model initiative for advancing legal empowerment and strengthening the rule of law.

1. BACKGROUND OF TENDER:

Legal Aid Society (LAS) invites sealed bids from authorized companies for SLACC Advertisement.

2. Contract Duration

- **Start Date: 1st February-2026**
- **End Date: 30 June 2026**
- **Total Duration: 5 months (renewable based on performance and organizational needs)**

3. Scope of Work

3.1 Ad Account Management

SLACC may choose either option:

1. Run ads through SLACC's Meta Business/Ad Account (agency receives partner access), or
2. Run ads through the agency's ad account with complete transparency on spend, settings, and results.
3. Running TikTok ads using the Agency's own Ad account if need be.

3.2 Meta (Facebook & Instagram) Advertising

The agency will manage SLACC's Meta advertising efforts, including:

- Running the ads according to the funds given to them against a fixed monthly charge.
- Awareness campaigns for rural and semi-urban audiences.
- Call-driven ads specifically aimed at increasing inquiries on the SLACC helpline.
- Audience segmentation and strategic placement across Meta surfaces.
- Weekly optimization to improve CPM, CPC, CTR, reach, and call outcomes.
- Management of up to three–four active campaigns on a monthly basis.

3.3 Reporting & Analytics

The agency will provide the following:

- Monthly dashboards with key metrics: reach, engagement, CPM, CPC, CTR, content performance, audience insights, and budget utilization.

- **Monthly analysis reports summarizing performance, learnings, recommendations, and next-month strategy adjustments.**
- **Final six-month impact report summarizing cumulative reach, engagement, cost efficiencies, high-performing content, and strategic insights for future planning.**

3.4 Compliance, Ownership & Ethical Requirements

- **All content designs, campaign data, reports, and digital assets produced under this contract are the sole property of SLACC/LAS.**
- **The agency must adhere to ethical communication standards, including:**
 - **No political messaging**
 - **No dissemination of unverified information**
 - **No misleading content**
- **The agency must follow LAS privacy and safeguarding protocols.**

3.5 Coordination with LAS Communications Team

The agency is required to work collaboratively with the LAS communications team to ensure aligned digital outreach efforts. This includes:

- **Assisting in boosting LAS Instagram posts that relate to SLACC visibility and outreach.**

3.6 Credit Card Support for NAZ Assist and Other Subscriptions (New Scope Element)

To ensure continuity of chatbot and automation-related services where online card payments are required, the agency will:

- **Provide access to an agency-owned credit card or equivalent online payment method to pay for:**
 - **The monthly NAZ Assist chatbot subscription, and**
 - **Other essential digital subscriptions directly linked to SLACC advertising, automation, or analytics (e.g. scheduling, basic automation, or measurement tools), only where agreed in writing by LAS.**
- **The expected monthly spend for the NAZ Assist chatbot subscription will be in the range of USD 100–200 per month (or PKR equivalent at the prevailing exchange rate).**
- **Any additional subscriptions (beyond NAZ Assist) must:**
 - **Be pre-approved in writing by LAS, and**
 - **Fall within a mutually agreed monthly ceiling communicated in the financial proposal and contract.**
- **The agency will:**
 - **Pay these subscriptions using its credit card,**
 - **Invoice LAS for reimbursement at actual cost (with bank/FX proof where applicable), and**
 - **Provide a simple monthly breakdown indicating: tool name, billing period, currency, amount, and purpose.**

Ownership and access:

- **All subscription accounts (including NAZ Assist and any other tools paid for under this arrangement) must be created in the name of LAS and remain accessible to LAS after contract completion.**
- **The agency may be granted admin/manager access but not primary ownership over these accounts.**

4. Deliverables

The selected agency must deliver the following:

- Meta campaigns according to SLACC needs.
- Monthly optimization insights and improvement actions.
- Verified screenshots of Meta Ad spend.
- One monthly analytics and performance report with recommendations.
- Transparent billing documentation.
- Monthly performance and recommendations reports.
- Final six-month cumulative impact report.
- Monthly statement of subscription payments (where applicable) for NAZ Assist and any other LAS-approved tools paid via the agency credit card, including supporting proof (invoices/receipts).

5. Eligibility Requirements

Agencies must demonstrate:

- At least two years of experience managing digital marketing for nonprofit, public-service, or development organizations.
- Proven expertise with Meta Ads Manager and campaign optimization.
- Ability to manage high-volume engagement and respond to inquiries promptly.
- Strong portfolio showing successful awareness-driven digital campaigns.
- Capacity to manage online subscription payments (via credit card) and provide transparent, auditable records for reimbursement.

6. Proposal Submission Requirements

All proposals must include:

1. Agency profile, background, and structure.
2. Portfolio of at least three relevant digital marketing projects.
3. A brief proposed strategy (maximum one page) for SLACC's six-month digital marketing direction.
4. Financial proposal:
 - Monthly management retainer
 - Suggested monthly ad-spend bracket with justification
 - Indication of the proposed handling approach for NAZ Assist subscription in the range of USD 100–200 per month, and any service/administration fee (if applicable) for managing subscription payments via the agency credit card.
5. Description of tools used for scheduling, analytics, and reporting.
6. Two references from recent or current clients.

Proposals missing any required component will not be considered.

7. Evaluation Criteria

Proposals will be assessed using the following criteria:

- Strategic clarity and relevance to SLACC objectives: 25%
- Quality and relevance of past work: 25%
- Cost-effectiveness and value: 20%
- Team capability and responsiveness: 20%
- Understanding of SLACC's public-service mandate: 10%

2. SUBMISSION OF BIDS:

- i. The proposal should be submitted in one single sealed envelope having technical and financial proposals.
- ii. The Bidder should sign and stamp this tender document on every page.
- iii. The last date for submission of queries is 19th January 2026 at 12:00 hrs.
- iv. Please mention the unit price of all items with all applicable taxes.
- v. The Bidders should take care when submitting the bid and ensure that the enclosed papers are not found loose. They should also be appropriately numbered and submitted in a file so the papers do not bulge out and tear during scrutiny.
- vi. Electronic proposals will not be entertained.
- vii. Any proposals delivered after the due date and time will be considered non-responsive and disqualified from further consideration.
- viii. The sealed bids should be addressed to:

SHEIKH ZAID AHMED (Sr. Procurement & Inventory Coordinator)
Procurement Department, Legal Aid Society (LAS)
Block C, First Floor FTC Building Shahrah-e-Faisal Karachi.

- ix. Offer your best prices, as there will be **NO price negotiation** after the opening of the bids.
- x. The offers should remain **valid for a period of 30 days** from the closing date of the Commercial Bid. Any offer falling short of the validity period is liable for rejection.
- xi. **Alternative option:** If there is an alternate option, it should be mentioned separately in the bid.
- xii. The bidder may withdraw its offer after its submission, provided that written notice of withdrawal is received by the LAS before the closing date and time prescribed for submission of tender documents. No offer can be withdrawn by the Bidder subsequent to the closing date and time for submission of offers.

3. ELIGIBILITY OF THE BIDDER:

This invitation to tender is open to all Advertising companies working in Pakistan. Successful tenderers shall provide the services for the stipulated duration from the commencement date (hereafter referred to as the term) specified in the tender documents.

4. SUBMISSION OF BID AND REQUIRED DOCUMENTS:

- i. A copy of the NTN Certificate must be attached.

- ii. a copy of the Tax exemption certificate is required if tax exemption is applicable.
- iii. Once the bidder submits the bid in a sealed cover, the LAS will not accept any additions/alterations/deletions. However, the LAS reserves the right to seek clarification or request supporting documents from any of the Bidders, for which the concerned Bidder will need to submit the documentary evidence(s) as required by the LAS.
- iv. Any Bid submitted with incorrect information will be liable for rejection. Further, if any Bidder is found to have submitted incorrect information at any time, he may be debarred from participation in the future tendering processes.

5. EVALUATION CRITERIA FOR BID:

- v. The LAS will scrutinize the offers to determine whether they are complete, whether errors have been made in the offer, whether required technical documentation has been furnished, and whether the documents have been properly signed. Offers with incorrect information or not supported by documentary evidence, wherever called for, would be summarily rejected. However, the LAS, at its sole discretion, may waive any minor non-conformity or any minor irregularity in an offer. The LAS reserves the right to make such waivers, which shall be binding on all Bidders.
- vi. LAS can split the order between two or more Bidders and can select one or more options.
- vii. For proper scrutiny, evaluation, and comparison of offers, the LAS may, at its discretion, ask some or all Bidders to clarify their offer. The request for such clarifications and the response will necessarily be in writing.
- viii. The financial bid should be quoted in figures and words, along with Sales Tax, if any. Any overwriting or erasing in the figures shall not be considered for acceptance of the rates offered by the tenderer.

6. FOLLOWING DOCUMENTS ARE TO BE SUBMITTED WITH QUOTATIONS:

- i. The quotation is on letterhead with a stamp and is signed.
- ii. NTN registration certificate.

7. BIDDING DOCUMENT:

Submission of a bid not responsive to the Bidding Document in every respect will be at the Bidder's risk and may result in the rejection of its bid without any further reference to the Bidder.

8. GENERAL TERMS & CONDITIONS:

- i. The LAS does not bind itself to accept the lowest or any Bid and reserves the right to reject any or all Bids at any point prior to the issuance of the purchase order without assigning any reasons whatsoever.
- ii. The LAS reserves the right to resort to re-tendering without providing any reason whatsoever.
- iii. The LAS shall not incur any liability for such rejection.
- iv. The LAS reserves the right to modify any terms, conditions, or specifications for submission of an offer and to obtain revised Bids from the Bidders due to such changes, if any.
- v. Canvassing of any kind will be a disqualification, and the LAS may decide to cancel the bidder from

its panel.

9. REJECTION OF THE BID:

The Bid is liable to be rejected if:

- i. The document does not bear the signature of an authorized person and an official stamp.
- ii. It is received through Telegram/Fax/E-mail.
- iii. If the bid is submitted without this Tender document with signature and stamp.
- iv. If the bid is received without the Declaration of eligibility as per Annex A.
- v. It is received after the expiration of the due date and time stipulated for bid submission.
- vi. Incomplete Bids, including non-submission or non-furnishing of requisite documents / Conditional Bids / Bids not conforming to the terms and conditions stipulated in this tender document, are liable for rejection by the LAS.

10. MODIFICATIONS AND WITHDRAWAL OF BIDS:

- i. Bids, once submitted, will be treated as final, and no further correspondence will be entertained.
- ii. No bid will be modified after the submission deadline.
- iii. No Bidder shall be allowed to withdraw the bid if the Bidder happens to be a successful Bidder.

11. BID OPENING AND EVALUATION:

- i. The LAS will open the bids, in the presence of Bidder's representative(s) who choose/authorized to attend, at the time and date mentioned in Bid document at the address mentioned at bidding details.
- ii. The Bidder's representatives who are present shall sign the sheet evidencing their attendance. In the event of the specified date of bid opening at LAS, the bid shall be opened at the appointed time and place.
- iii. Bidders satisfying the technical requirements as determined by the LAS and accepting the Terms and Conditions of this document shall be short-listed.
- iv. Decision of the LAS in this regard shall be final and binding on the Bidders.
- v. The contract will be awarded only to the successful responsive Bidder.
- vi. LAS reserves the right to negotiate with Second, third Bidder for replacement or selling etc. if successful Bidder is not able to pay all amounts.

12. CLARIFICATIONS OF BIDS:

To assist in the examination, evaluation and comparison of bids the LAS may, at its discretion, ask the Bidder for clarification. The response shall be in writing and no change in the substance or price of the bid shall be sought, offered or permitted.

13. GOVERNING LAWS AND DISPUTES:

All disputes or differences whatsoever arising between the parties out of or in relation to the meaning and operation or effect of these Tender Documents or breach thereof shall be settled amicably. If however the parties are not able to solve them amicably, the same shall be settled by mediation in accordance with the applicable Pakistani Laws, and the decision made in pursuance thereof shall be binding on the parties.

14. PLACEMENT OF ORDER AND ACCEPTANCE:

The Bidder must accept the order placed on it within 05 working days from the date of the order, failing which, the LAS shall have the right to cancel the order.

15. AUTHORIZED SIGNATORY:

The Bidder should indicate the authorized officials from their organization who can discuss, correspond, sign agreements/contracts, raise invoices, accept payments, and correspond. The Bidders should furnish proof of the authorized personnel's signature for the above purposes as required by the LAS.

16. APPEALS:

Bidders believing that an error or irregularity has harmed them during the award process may file a complaint to LAS at complaints at procurement@las.org.pk

ANNEX A:

Date:

Declaration of Eligibility To

whom it may concern

(To be submitted on companies' letter head)

I, the undersigned representative of M/s....., having its office at..... Do hereby affirms that our company/firm/organization is eligible because we;

- i. Are registered company/firm/organization.
- ii. Are registered with NTN.
- iii. Are not bankrupt or in the process of going bankrupt.
- iv. Have not been convicted for an offense concerning professional conduct.
- v. Have not been guilty of grave professional misconduct (proven by any means which the contracting authorities can justify).
- vi. Have fulfilled obligations related to payment of taxes.
- vii. Are not guilty of serious misinterpretation in supplying information.
- viii. Are not in situations of conflict of interest (with prior relationship to project or family or business relationship to parties in LAS)
- ix. are not declared at the serious fault of implementation owing to a breach of their contractual obligations
- x. Have no direct or indirect relation with any terrorist or banned organizations.
- xi. Are not on any list of sanctioned parties issued by the Pakistan Government, DIFD, USAID, UN agencies, European Union and others.
- xii. Are not blacklisted by any Local/International organization, Government/semi-Government department, NGO, or any other company/organization.
- xiii. Have not been reported for/under litigation for child abuse.
- xiv. I have read the tender documents for Tender No. Tender/LAS/KHI/15/4/24/0001 and fully understand and agree with the terms and conditions.

Declared By:

(Signature):
(Name & Designation)
(Name & Address of Company/firm)

Witness by: -----
Signature: -----
Name: -----

ANNEX B:

CONFLICT OF INTEREST - TENDERING ORGANISATION

Please indicate whether any of your Officers or officers of proposed partners or relatives.			
Sr.	Question for Declaration	YES	NO
01	Is or has ever been an employee of LAS?		
02	Has a relative who is, or has ever been, an employee of LAS		
03	Has any involvement as an Officer or has a relative who is an Officer in any Organizations that currently provide Services to LAS?		
04	Has any involvement as an Officer or has a relative who is an Officer in any other Organizations that are responding to this Tender?		
05	Has any financial, political, personal, or other interest that is or may be perceived to be a conflict of interest?		
If you answered yes to any of '1' to '5' above, please provide details.			
06	Are there any issues (in addition to those addressed in '1 to 5' above), current or likely, in relation to your organization or proposed partners that may give rise to any conflict of interest?		
If you have answered yes to '6' above, please provide details:			
<p>Declaration to be completed by the Tenderer's Authorized Representative:</p> <p>I declare that the answers given to questions '1' to '6' above are entirely accurate, complete, and true. Should any circumstance arise, that would cause the answers given above to be no longer entirely accurate, complete, and true, I will immediately inform the person nominated as Senior Responsible Officer.</p> <p>FullName: _____ Position _____</p> <p>CompanyName: _____</p> <p>Signature: _____ Date: _____</p>			