

TENDER DOCUMENT

For SLACC Advertisement

Social Influencers & Digital Platforms

March-2026

TENDER/LAS/SLACC/KHI/02/01/26/0008

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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 31st March 2026 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/	17 th March 2026
2.	Last date and time for receipt of Tender Documents.	31 st March-2026 02:00 PM.
3.	Date and Time of Tender Opening	31 st March-2026 03:00 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: Hr@las.org.pk
6.	Date of Award	3 rd April-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 center 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. DETAIL OF ITEMS/BID DETAILS: Contract Duration (If needed):

Objectives of the Tender

The objectives of this tender are to:

- Increase awareness of SLACC and NAZ Assist among Sindhi-speaking audiences and wider national audiences.
- Drive calls, engagement, and referrals to the SLACC helpline.
- Use trusted digital creators and media platforms to normalize help-seeking for legal issues, including domestic violence, family matters, and minority rights awareness.
- Disseminate high-quality, accurate, and culturally sensitive awareness content through digital and social media platforms.

3) Scope - Lots & Eligibility

Vendors may apply to one or both Lots.

Minimum criteria per Lot must be met through at least one relevant platform threshold, unless otherwise stated.

LOT 1 – Sindhi Creator-Led Short Video Campaign

Definition

This Lot is for a Sindhi-language digital creator, influencer, or creator-managed entity capable of designing and producing short-form awareness content and publishing it through creator-owned channels.

Minimum Eligibility Criteria (one or more)

- Facebook: 100,000+ followers
- Instagram: 50,000+ followers
- TikTok: 400,000+ followers
- YouTube: 100,000+ subscribers

Additional Mandatory Requirement

- PKR 20,000 minimum paid boosting per video

Deliverables

- Campaign concept / creative direction
- **Two (2) vertical videos**
- Publishing on bidder-owned channels
- Paid boosting of published videos
- Reporting and analytics submission

Platform Requirements

The bidder must demonstrate active and credible presence on at least two of the following:

- Facebook
- Instagram
- TikTok
- YouTube

Content Format

- Vertical video format suitable for Reels, Shorts, TikTok, and Facebook video use
- Indicative duration: **30-90 seconds per video**

LOT 2 – National Digital Media and Integrated Awareness Campaign

Definition

This Lot is for a national digital media platform, digital publication, or large-scale multimedia entity capable of delivering an integrated awareness package through premium editorial-style content, digital publishing, social media dissemination, and hosted long-form interview or podcast content.

Minimum Eligibility Criteria (one or more)

- Facebook: **1,500,000+ followers**
- Instagram: **2,500,000+ followers**
- YouTube: **300,000+ subscribers**
- Demonstrated capacity to provide integrated digital media, editorial, and hosted podcast/interview distribution on owned channels

Additional Mandatory Requirement

- **PKR 20,000 minimum paid boosting per video/content asset**

Deliverables

- One integrated campaign concept / editorial plan
- One premium digital editorial or flagship feature placement
- Supporting inside feature(s), advertorial(s), interview(s), or branded editorial content
- One hosted **podcast/interview session of approximately 40-45 minutes**
- Social media publishing on bidder-owned channels
- Paid boosting of designated campaign content
- Reporting and analytics submission

Minimum Social Media Distribution

The bidder must include, at minimum:

- **3 Instagram posts**
- **3 Instagram stories**
- **3 Facebook posts**
- **3 Facebook stories**
- Publication/distribution of the hosted podcast/interview on owned digital channels

4) Required Deliverables (All Lots)

4.1 Kick-off & Conceptualization

All bidders must:

- Attend a briefing with LAS/SLACC.
- Submit a **1-2 page Concept Note** including:
 - audience insight,
 - key message(s),
 - mandatory inclusion of the phrase “**minority rights awareness**”,
 - content format and estimated duration,
 - posting/publication schedule,
 - platform plan,
 - boosting approach.

For Lot 2, the bidder may submit a more detailed editorial/content plan where relevant.

4.2 Production / Content Preparation

All content must:

- Be accurate, non-partisan, and culturally sensitive.
- Be produced in:
 - **Sindhi** for Lot 1, with optional Urdu subtitles
 - **Urdu and/or English** for Lot 2, with optional subtitles
- Include both mandatory logos:
 - **SLACC logo**
 - **Law Department, Government of Sindh logo**
- Include the **SLACC helpline number**
- Include **NAZ Assist** reference
- Include explicit mention of “**minority rights awareness**”, either:
 - spoken on camera,
 - shown in text overlay,
 - included in the caption,

- or included in the publication description.

All materials require **pre-publication approval** from LAS.

4.3 Publishing & Distribution

All bidders must:

- Publish approved content on bidder-owned channels as per Lot requirements.
- Share URLs and timestamped screenshots as proof of publication.
- Ensure content remains publicly accessible for a reasonable campaign period unless otherwise agreed.

For **Lots 1 and 2**, paid boosting is mandatory:

- Minimum **PKR 20,000 paid boosting per video/content asset**
 - Boosting must be executed by the bidder
 - Boosting report must include:
 - spend amount,
 - target geography,
 - audience targeting summary,
 - ad manager screenshots or equivalent evidence.
-

4.4 Reporting

Within **7 days of posting/publication** for standard outputs, and within **30 days** for long-form or campaign-level outputs where additional analytics maturity is needed, bidders must provide:

- URLs of all published assets
- Timestamped screenshots of all posts/publications
- Platform analytics screenshots showing:
 - reach,
 - impressions,
 - views,
 - engagement metrics
- Audience geography, where available
- Proof of paid boosting spend
- Ads Manager screenshots or equivalent platform proof

For Lot 2, reporting must also cover:

- editorial/digital feature placement,
 - podcast/interview publication,
 - social media dissemination,
 - boosting performance.
-

5) Indicative Timeline

- **ITT Release:** TBD
- **Deadline for Queries:** TBD
- **Proposal Submission Deadline:** TBD
- **Evaluation & Shortlisting:** TBD
- **Contract Start:** 3 days after contract signing
- **Contract End:** 2 months after contract signing

6) Payment Schedule

- **50%** upon LAS approval of the Concept Note / content plan
- **50%** upon successful publication, submission of analytics, and boosting verification

Payment shall be made within **15 working days** of invoice acceptance and completion of documentation requirements.

7) Proposal Submission Format

A) Technical Proposal (No Pricing)

The Technical Proposal must include:

- Company / creator profile
- Legal documents (NTN / GST / SECP / CNIC, as applicable)
- Public account/channel links
- Analytics proofs:
 - follower counts,
 - subscriber counts,
 - reach/engagement screenshots
- 3-5 relevant sample links
- Proposed content approach
- Work plan and timeline
- Boosting plan for the applicable Lot(s)

B) Financial Proposal (Separate File)

The Financial Proposal must include:

- Lot-wise fixed price
- Inclusive of all taxes
- Separate costing for:
 - concept development,
 - production,
 - publishing,

- paid boosting,
- reporting
- Any assumptions clearly stated

8) Submission Instructions

Bids must be submitted in sealed envelopes clearly marked:

“Tender - Influencer and Digital Platform Services - [Lot Number(s)]”

Addressed to:

Legal Aid Society (LAS)

[Insert office address]

Karachi, Sindh, Pakistan

Late submissions may not be considered.

9) Evaluation Criteria (80/20 QCBS)

Technical - 80 Points

- Audience Fit & Reach - 20
- Creative Approach - 20
- Past Performance - 15
- Work Plan & Capacity - 15
- Brand Safety & Risk Controls - 10

Financial - 20 Points

- Value for money - 20

Only bidders obtaining satisfactory technical scores may proceed to financial evaluation, in accordance with LAS procurement procedures.

10) Content Standards & Compliance

All content must:

- Align with LAS/SLACC’s mission and public interest mandate.
- Be non-partisan and culturally sensitive.
- Avoid misleading, defamatory, discriminatory, or inflammatory language.
- Include:
 - SLACC logo,
 - Law Department logo,
 - SLACC helpline number,
 - NAZ Assist mention,
 - explicit **“minority rights awareness”** wording.
- Comply with applicable Pakistani laws and relevant platform policies.

LAS reserves the right to require edits or reject any material that does not meet content, legal, ethical, or safeguarding standards.

11) Confidentiality & Intellectual Property

Bidders agree that:

- LAS and the Law Department, Government of Sindh, shall receive **non-exclusive usage rights for a minimum of five (5) years** for all produced videos, audio-visual assets, graphics, captions, edited materials, and supporting campaign content.
- Such rights shall include:
 - reposting,
 - re-editing,
 - archiving,
 - campaign reuse,
 - donor reporting,
 - events,
 - awareness campaigns,
 - training and educational use,
 - television or digital republication by LAS or its authorized partners.
- The bidder shall not disclose confidential campaign information without LAS approval.
- The bidder must ensure all music, talent, footage, visuals, and production components are properly licensed and cleared.

12) Contract Terms

- LAS may accept or reject any bid, in whole or in part, without assigning a reason.
- LAS may award one Lot, both Lots, or no Lot at all.
- Submission of a bid does not guarantee award.
- No advance payments shall be made beyond the agreed payment schedule.
- Non-performance, misrepresentation of audience data, failure to publish, or failure to provide agreed reporting may result in cancellation, withholding of payment, disqualification, or blacklisting.
- Vendors must ensure authenticity of follower/subscriber data and may be asked to provide additional verification.

13) Clarification Contact

HR - Legal Aid Society (LAS)
Email: hr@las.org.pk
Karachi, Sindh, Pakistan

ANNEX 1 – LOT SUMMARY TABLE

Lot Category	Deliverables	Minimum Thresholds	Additional Obligations
1 Sindhi Creator-Led Short Video Campaign	Concept + 2 vertical videos + publishing + paid boosting + reporting	FB ≥ 100k; IG ≥ 50k; TikTok ≥ 400k; YT ≥ 100k	PKR 20,000 minimum boosting per video; mandatory logos; SLACC number; NAZ Assist mention; “minority rights

Lot Category	Deliverables	Minimum Thresholds	Additional Obligations
2 National Digital Media and Integrated Awareness Campaign	Integrated concept + premium feature/editorial placement + podcast/interview + social media dissemination + paid boosting + reporting	FB ≥ 1.5M; IG ≥ 2.5M; YT ≥ 300k; or equivalent integrated media capacity	awareness” PKR 20,000 minimum boosting per video/content asset; mandatory logos; SLACC number; NAZ Assist mention; “minority rights awareness”

ANNEX 2 – Mandatory Inclusions Checklist

All bidders must ensure the following are included in final content, where applicable:

- SLACC logo
- Law Department, Government of Sindh logo
- SLACC helpline number
- NAZ Assist mention
- Explicit use of the phrase “minority rights awareness”
- Prior LAS approval before publication
- Post-publication screenshots, URLs, analytics, and boosting evidence

Contract (If Needed)

The duration of the framework contract is set at one year from the date of signing, with the possibility of a further extension.

3. 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 31st March 2026 at 02:00 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.

4. 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.

5. 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.

6. 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.

7. FOLLOWING DOCUMENTS ARE TO BE SUBMITTED WITH QUOTATIONS:

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

8. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. 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.

17. 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>			