

**TENDER DOCUMENT**

**For SLACC**

**WABA INTEGRATION**

**TENDER/LAS/SLACC/KHI/02/01/26/0007**

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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 19<sup>th</sup> 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:**

<b><u>Sr#</u></b>	<b><u>DETAILS</u></b>	<b><u>DATES &amp; TIMINGS</u></b>
1.	Date of Publication of Tender Available on LAS Website <a href="https://www.las.org.pk/tenders/">https://www.las.org.pk/tenders/</a>	02 <sup>nd</sup> January 2026
2.	Last date and time for receipt of Tender Documents.	19 <sup>th</sup> January-2026 12:00 PM.
3.	Date and Time of Tender Opening	19 <sup>th</sup> 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: <a href="mailto:sheikh.zaid@las.org.pk">sheikh.zaid@las.org.pk</a>
6.	Date of Award	23 <sup>rd</sup> January-2026

## 1. Introduction

The Sindh Legal Advisory Call Centre (SLACC), an initiative of the Legal Aid Society (LAS), invites proposals from **Meta-approved WhatsApp Business Solution Providers (BSPs)** or vendors able to onboard LAS through a **Meta-approved BSP** to:

- **Obtain all required Meta approvals**, and
- **Provision and enable access to the WhatsApp Business API (WABA)** for **SLACC's existing WhatsApp number** (SIM/number already acquired).

SLACC already has an operational setup for service delivery and requires a compliant, production-ready WhatsApp Business API enablement for the existing number.

### Commercial baseline (must be reflected in proposals):

- **Inbound messaging:** SLACC's operating assumption is that **inbound/user-initiated messages are free of usage charges**. Vendors must quote accordingly and clearly identify any exceptions if their BSP/platform imposes inbound charges.
- **Outbound messaging:** SLACC expects **approximately 50–250 outbound messages per day** (primarily template-based notifications/reminders). Vendors must provide pricing at this baseline and include higher-volume tiers.

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## 2. Objective (Primary Focus)

**Obtain Meta approvals and provision access to the WhatsApp Business API (WABA) for SLACC's existing WhatsApp number**, such that SLACC can send and receive WhatsApp messages reliably and compliantly under a WABA that is owned and controlled by LAS.

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## 3. Scope of Work (Single Mandatory Scope)

### 3.1 Meta Business Manager and Verification Support

The vendor will guide and support (with LAS participation where required):

- Review of LAS Meta Business Manager readiness and required configurations.
- **Business verification support** (if not already completed), including documentation requirements and submission guidance.
- Any required steps to ensure eligibility for WABA onboarding and phone number linking.

### 3.2 WABA Creation / Assignment and Ownership Structure

The vendor will:

- Create/assign the **WhatsApp Business Account (WABA)** for SLACC within LAS's Meta Business Manager (or correctly configure/assign if already created).
- Ensure **LAS remains the legal and administrative owner of:**
  - Meta Business Manager assets
  - WABA
  - Phone number
  - Messaging assets (templates, sender profile)

**Non-negotiable:** vendor-owned WABA arrangements are not acceptable.

### 3.3 Link SLACC's Existing WhatsApp Number to WABA

The vendor will:

- Link the **existing WhatsApp number** to the WABA, including:
  - Number verification steps

- Any required migration/offboarding from prior WhatsApp configurations
- Ensuring the number is activated correctly for API use
- Confirm the number can be used for production messaging post-approval.

### **3.4 Provisioning WhatsApp Business API Access**

As an approved BSP (or through an approved BSP), the vendor will:

- Provision WABA API access and enable the SLACC number for live operation.
- Configure core operational settings required for production use, including:
  - **Webhook/callback configuration** to an LAS-designated endpoint
  - API credentials/access arrangement aligned to least-privilege access
  - Sender profile setup: display name, profile photo, description (as required)
- Provide operational readiness checks and evidence of successful provisioning.

### **3.5 Template Setup and Meta Approval (Outbound Messaging)**

The vendor will:

- Assist with drafting, structuring, and submitting required **message templates** for Meta approval (e.g., notifications, reminders).
- Provide guidance on template categories and compliance to reduce rejection risk.
- Support iterations until templates are approved.

### **3.6 Basic Operational Enablement and Handover**

The vendor will:

- Provide a basic runbook covering:
  - Template management (submission, edits, re-approval cycles)
  - Monitoring message delivery/webhook health
  - Escalation pathways with Meta/BSP support
- Conduct a handover session for LAS technical/admin staff.

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## **4. Data Ownership, Control, and Vendor Boundaries**

- LAS/SLACC retains ownership of all WABA assets and data.
- Vendor access must be **time-bound, role-limited, and auditable**.
- Vendors must not retain, reuse, or monetize SLACC data.
- Any middleware proposed must be optional and must not create vendor lock-in.

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## **5. Deliverables**

At minimum, the vendor must deliver:

- Completed Meta onboarding and required approvals (including business verification support if needed).
- WABA established under LAS control and correctly configured.
- SLACC's existing WhatsApp number successfully linked and activated for WABA usage.

- Working API provisioning with webhook configured to LAS-provided endpoint.
- Approved initial set of message templates (as defined with LAS).
- Documentation/runbook and admin handover.

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## 6. Vendor Eligibility Requirements

Vendors must:

- Be a **Meta/WhatsApp approved BSP**, or demonstrate a formal relationship enabling onboarding through an approved BSP (with proof).
- Have at least **two (2) years** implementing WABA provisioning/onboarding.
- Provide at least **two (2) references** for relevant WABA onboarding/provisioning work.

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## 7. Pricing & Commercials

Vendors must provide clear, itemized pricing in **PKR**, with any USD-linked components explicitly identified and the exchange-rate basis stated.

### 7.1 One-time Fees

- Business verification/onboarding support fee (if applicable)
- WABA setup / provisioning fee
- Phone number linking/migration fee (if applicable)
- Template creation + submission support (initial batch)

### 7.2 Recurring Monthly Fees

- BSP access/platform fee (if applicable)
- Support & maintenance fee (SLA-backed)
- Any hosting fees for required components (if applicable)

### 7.3 Messaging Charges (Usage-Based Pricing Assumptions and Quotation Format)

#### A. Inbound / User-Initiated Messaging (Assumption: Free)

- SLACC's baseline assumption is that **inbound user-initiated messaging is free of usage charges**.
- Vendors must:
  1. Confirm whether this assumption holds under their proposed BSP/commercial model; and
  2. If any inbound charges apply (platform fees, routing fees, conversation/session fees, etc.), **state them explicitly** with unit rates and examples.

#### B. Outbound / Business-Initiated Messaging (Expected: 50–250 per day)

- SLACC expects **~100–250 outbound messages/day** (typically WhatsApp-approved templates for notifications/reminders).
- Vendors must quote pricing at:
  - **50 outbound messages/day** and **250 outbound messages/day**, and
  - Provide at least **two additional volume tiers** above this baseline (e.g., 500/day and 1,000/day), including overage logic.

### C. Required Clarity in Pricing Presentation

Vendors must clearly separate and label:

- WhatsApp/Meta pass-through charges (if applicable)
- BSP/platform markups (if any)
- Any additional fees that affect usage (e.g., conversation/session fees, template submission fees beyond initial batch)
- Any minimum monthly commitments tied to usage

### Worked cost example (mandatory):

Vendors must include an estimated monthly cost example under:

- inbound free assumption; and
- outbound at **50/day** and **250/day**,  
including all recurring fees and any usage-based fees.

## 8. Proposal Submission Requirements

Proposals must include:

### 1. Company Profile

- Legal name, registration, and address
- Proof of BSP status/relationship

### 2. Technical Proposal

- Step-by-step onboarding approach for Meta approvals + WABA provisioning for an **existing number**
- Responsibilities matrix (LAS vs vendor)
- High-level architecture/data flow (including webhook/callback approach)
- Security controls and access management approach
- Proposed SLAs and escalation process
- Risk identification (e.g., number migration constraints, verification dependencies) and mitigation

### 3. Experience & References

- At least three relevant WABA onboarding/provisioning projects
- Two client references with contact details

### 4. Financial Proposal

- Detailed pricing as per Section 7
- Assumptions and constraints (minimum terms, notice periods, etc.)
- Volume tiers and overage policy

### 5. Project Timeline

- Proposed timeline from contract signing to WABA live, including key milestones (verification, number linking, API activation, templates approval)

Proposals missing key components may be disqualified.

**9. Evaluation Criteria**

Proposals will be evaluated on:

- Demonstrated ability to secure Meta approvals and provision WABA for an existing number: 40%
- Commercial clarity and total cost of ownership (including the 100–250/day outbound baseline): 25%
- Relevant experience and references: 20%
- SLA, support approach, and security posture: 15%

**1. 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 19<sup>th</sup> 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 offer 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.

**2. 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.

**3.****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.

**4. 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.

**5. FOLLOWING DOCUMENTS ARE TO BE SUBMITTED WITH QUOTATIONS:**

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

**6. 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.

**7. 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.

**8. 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.

**9. 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.

**10. 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 bids 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.

**11. 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.

**12. 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.

**13. 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.

**14. 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.

**15. 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](mailto: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?		
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**If you have answered yes to '6' above, please provide details:**

**Declaration to be completed by the Tenderer's Authorized Representative:**

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.

FullName: \_\_\_\_\_ Position: \_\_\_\_\_

CompanyName: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_