

# OIL AND GAS REGULATORY AUTHORITY

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## PRE-QUALIFICATION OF ADVERTISING AGENCIES

1. The Oil and Gas Regulatory Authority (OGRA) invites Expression of Interest (EOI) for pre-qualification from well-reputed and financially sound Advertising Agencies based at Islamabad/ Rawalpindi having minimum three (03) years relevant experience and registration with APNS, PBA, Income Tax and Sales Tax Departments, under enquiry No 06 of 2017-18 for a period of two (02) years.
2. The Pre-qualification proforma/documents containing detailed information, terms & conditions etc. is available on the websites of PPRA ([www.ppra.org.pk](http://www.ppra.org.pk)) and OGRA ([www.ogra.org.pk](http://www.ogra.org.pk)). The documents can also be obtained from the office of the undersigned on any working day.
3. The proposals will be received latest by 12 July, 2017 at 11:00 a.m and will be opened by the bid opening committee on the same date at 11:30 a.m at OGRA Office.
4. OGRA reserves the right to accept any or cancel/reject all proposals, as per PPRA Rules, 2004.

Joint Executive Director (Media &PR)

**Oil and Gas Regulatory Authority**

54-B, Fazal-e-Haq Road, Blue Area, Islamabad

Ph: 051-9244090-98, Fax: 051-9244310

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Phone: 051-9244090-98, FAX: 051-9244310

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## **PRE-QUALIFICATION OF ADVERTISING FIRMS UNDER TENDER** **ENQUIRY NO. 06 OF 2017-18**

The Oil and Gas Regulatory Authority (OGRA) hereby invites proposals for pre-qualification from well-reputed and financially sound Advertising Firms based at Islamabad/ Rawalpindi having minimum three (03) years relevant experience for publishing advertisement in print & electronic media and provision of allied services, under enquiry No 06 of 2017-18 as per **Annex-I**, for a period of two (02) years.

### **General Terms and Conditions:**

1. Certificates of Registration with APNS, PBA, NTN and GST also enlisting with PID are mandatory.
2. Complete company profile with owners/ partners' name, addresses of all offices in Pakistan with phone and fax numbers.
3. Detail of permanent staff with appropriate skills, qualification and experience.
4. Detail of last three (03) years production (documentary films and TVCs) made for various clients of public and private sector.
5. Detail of financial strength of the firm providing the capacity of the firm to carry out the assigned task.
6. The firm should be registered with Income Tax and Sales Tax Departments (Registration Numbers should be clearly mentioned and valid documentary evidence should be attached).
7. The firm should have a minimum of three (03) years experience of similar assignment and should have proper setup and office at Islamabad/ Rawalpindi.
8. The pre-qualified firms would be required to submit Security Deposit in the shape of call deposit of Rs.50,000/- (Rupees fifty thousand only) payable at Islamabad/Rawalpindi, in favour of OGRA and in case of failure, the pre-qualification of the firm will be treated as cancelled. The security will be released to the firms within 30 days of expiry of the period of Pre-qualification. Cash/Cheque will not be accepted.
9. Payments of the bills will be subject to verification by PID and after deduction of all government taxes/levies.
10. The proposals are required to be delivered to the office of the undersigned by 11:00 a.m on 12 July, 2017. The Committees will open the proposals for evaluation as per criteria given at **Annex-II** on the same date at 11:30 a.m. in the presence of the interested agencies/firms or their authorized representatives, who may like to be present.
11. It is informed to all participating advertising agencies that internal departmental committee will short list the firms based on the criteria given at **Annex-II** for shorting listing.
12. All participating advertising agencies in the tender are required to submit the projects/assignments based on the task provided in the **enclosed brief** for media campaign in the form of visuals/TVC, Creative Art Work and Copywriting/Theme. There will be grading for each advertising agencies by the External Committee in final selection process based on the criteria given at **Annex-II** for final selection.
13. OGRA, reserves the right to extend the opening date of the proposals, reject all proposals at any time prior to the acceptance of proposal according to PPRA Rules.

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**Pre-Qualification Proposal Proforma****PRE-QUALIFICATION OF ADVERTISING FIRMS UNDER TENDER**  
**ENQUIRY NO. 06 OF 2017-18**

Name of the Firm	
Address (Telephone, Fax & E-mail)	
Year of Establishment (Attach documentary evidence)	
Sales Tax Registration No. (Attach documentary evidence)	
National Tax No. (Attach documentary evidence)	
Registration Certificate of APNS & PBA along-with year of accreditation and also enlisting with PID.	
Annual Turnover supported by or income tax return (For the FY 2013-14, 2014-15 & 2015-16.	
Past three (03) Experience. Also highlights of experience during past three years	
Clientage (list of current client with detail of services provided to them) <i>Attach separate Annexure, if necessary</i>	
Banker's Name & Contact Details	
Managerial/Technical Capability (No. of permanent staff, their qualification & experience) Attach separate annexure, if necessary	
Detail of Office Equipments Attach separate Annexure, if necessary	
Profile documentation	Attach company's profile/brochure
Organizational Structure	Provide details of hierarchy/ Management System including Organogram
Enlistment Certificate (copy of certificate enlisted with Government/Semi Govt. Organizations, if any)	
Affidavit (that the firm has not been blacklisted by private, Government, Semi-Government and Autonomous Body)	Yes _____ No. _____
Contact Person Date: _____	<p style="text-align: center;">_____</p> <p style="text-align: center;"><i>Name &amp; Designation</i></p> <p style="text-align: center;">_____</p> <p style="text-align: center;"><i>Authorized Signature &amp; Stamp</i></p>

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## **PRE-QUALIFICATION CRITERIA**

### **PRE-QUALIFICATION OF ADVERTISING FIRMS UNDER TENDER** **ENQUIRY NO. 06 OF 2017-18**

The Pre-qualification proposals will be evaluated as per the following criteria;

#### **Marking for Short Listing by Internal Committee**

<b>S.No.</b>	<b>Grading</b>	<b>Marks</b>
1.	Experience in PR /Advertising	20
2.	Financial strength	20
3.	Managerial /Technical Capability	20
4.	Assignments executed during the last three years	25
5.	Available facilities/Equipments	15
	Total:	100

#### **Marking for Final Selection by External Committee**

<b>S.No.</b>	<b>Grading</b>	<b>Marks</b>	
1.	Experience a. Generic b. Specific	20 05	
2.	Financial Status	10	
3.	Outreach/ Offices	10	
4.	<b>Presentation</b>	Copywriting /Theme	20
		Creative Art Work/ Print	20
		Visuals work/ TVC	05
	Total:	100	

**Note:** Minimum score required to pass for Pre-qualification is 70% for both short listing and final selection.

# **Brief for Development of Visuals work, Creative Art Work, Copywriting/Theme for assessment of Advertising Agencies during final selection**

## **INTRODUCTION**

Oil and Gas Regulatory Authority (OGRA) has been set up under the Oil and Gas Regulatory Authority Ordinance dated 28th March 2002 to foster competition, increase private investment and ownership in the midstream and downstream petroleum industry, protect the public interest while respecting individual rights and provide effective and efficient regulations. As laid down in the Ordinance, the Authority comprises one Chairman and three members. To create a working environment where the interests of all stakeholders namely the Consumer, Investor & the Government is protected through Independent & Fair Regulatory practices.

A campaign is required to be developed to take up the safety measures on any two of the following areas:

- a. On the usage of Natural Gas at Home both during summer and winter
- b. Ban LPG Cylinder Decanting
- c. Awareness on CNG filling in motor vehicles

OGRA's Branding is enclosed with the brief, which may be used in the campaign artwork, visuals and copywriting/theme.

آئل اینڈ گیس  
ریگولیشن اتھارٹی



Oil & Gas  
Regulatory Authority



54-B, Fazal-e-Haq Road, Blue Area, Islamabad. PABX: +92 51 9244090-98, Fax: +92 51 9244310  
+92 51 9244310: فیکس +92 51 9244090-98: فون: اسلام آباد فون: بلیو ایریا، اسلام آباد فون: 54-B

[www.ogra.org.pk](http://www.ogra.org.pk)

**عمران غزنوی**  
 سینئر ایگزیکٹو ڈائریکٹر (C&MA)  
 (کابورسٹائڈ میڈیا بلڈنگز)

**آئل اینڈ گیس  
 ریگولیٹری اتھارٹی**  
 حکومت پاکستان

54-B, Fazal-e-Haq Road, Blue Area, Islamabad.  
 فون: +92 51 9244340، فیکس: +92 51 9244142  
 ایمیل: imran.ghaznavi@ogra.org.pk  
 www.ogra.org.pk

**Imran Ghaznavi**  
 Senior Executive Director (C&MA)

**Oil & Gas  
 Regulatory Authority**  
 Government of Pakistan

54-B, Fazal-e-Haq Road, Blue Area, Islamabad.  
 Ph: +92 51 9244340, Fax: +92 51 9244142  
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 +92 51 9244310: فیکس +92 51 9244090-98: فون: اسلام آباد فون: 54-B فضل الحق روڈ، بلیو ایریا، اسلام آباد







**Imran Ghaznavi**  
 Senior Executive Director (C&MA)

**OIL & GAS  
 REGULATORY AUTHORITY**  
 Government of Pakistan

**NIC # 61101-1957945-1**

Employ No. 0101      Card No. 0212

- No addition/alteration is permitted in the Card.
- The loss of this card must be reported at once to the issuing authority/nearest police station.
- The holder shall return the card to Issuing Authority when leaving this organization.



Executive Director (HR)      Card's Holder  
 Issuing Authority      Signature

54-B, Fazal-e-Haq Road, Blue Area,  
 Islamabad. PABX: 051-9244090-98

www.ogra.org.pk




**آئل اینڈ گیس ریگولیٹری اتھارٹی**  
 حکومت پاکستان


**Oil & Gas Regulatory Authority**  
 Government of Pakistan

**ROLE OF OIL AND GAS REGULATORY AUTHORITY (OGRA)**

BY  
**AHSAN MAQBOOL**  
 EXECUTIVE DIRECTOR (P&C)

Workshop on Universal Service Obligation  
 15<sup>th</sup> February 2017  
 Serena Hotel, Islamabad - Pakistan


**ROLE OF OIL AND GAS REGULATORY AUTHORITY**

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Oil & Gas Regulatory Authority, Pakistan 01


**ROLE OF OIL AND GAS REGULATORY AUTHORITY**

**PETROLEUM SECTOR REGULATIONS**

- Establishment of Natural Gas Regulatory Authority (NGRA) in 2000 to regulate natural gas pipelines, transmission, distribution and sales thereof
- Establishment of Oil & Gas Regulatory Authority (OGRA) in 2002 to regulate midstream and downstream oil and gas sector. NGRA subsumed in OGRA
- The Authority is independent in the performance of its functions and has exclusive powers to deal with the matters assigned in the Ordinance
- Government may issue policy guidelines not inconsistent with the Ordinance and the Authority is obligated to comply with such policy guidelines
- Oil & Gas Regulatory Authority, Pakistan

Oil & Gas Regulatory Authority, Pakistan 02


**ROLE OF OIL AND GAS REGULATORY AUTHORITY**

**PROFILE OF THE AUTHORITY**

- OGRA of following members appointed by the Federal Government through an open competitive process as under:
  - Mr. Munir Ahmad, Chairman
  - Mr. Rashid Farooq, Member (Oil)
  - Mr. M. H. Asif, Member (Finance)
  - Member (S&I), Vacant (Since 20.12.2006)
- Staff Strength: 175 ( 84 executives and 91 support staff)
- OGRA regulates 79% of the energy sector
- Objectives:-
  - Foster competition
  - Increase private investment and ownership in the midstream and downstream petroleum industry
  - Protect the public interest while respecting individual rights
  - Provide effective and efficient regulation
- Oil & Gas Regulatory Authority, Pakistan

Oil & Gas Regulatory Authority, Pakistan 03