



**PROJECT MANAGEMENT & IMPLEMENTATION UNIT
Strengthening Social Protection Delivery System in Sindh**

Sindh Social Protection Authority

Social Protection Department

Government of Sindh

Dated: 28th October 2024

REQUEST FOR QUOTATION

RFQ No. PK-SPA-455205-NC-RFQ

**PROCUREMENT FOR THE HIRING SERVICES OF MEDIA CAMPAIGN
THROUGH FM RADIO STATIONS AND LOCAL CABLE NETWORKS ACROSS 15
INTERVENTION DISTRICTS**

Government of Sindh (herein after called Borrower) has received financing from the International Development Association (IDA) (the Bank) in the form of a credit (hereinafter called credit) towards the cost of strengthening social protection system in the Sindh Province. The Project Director, Project Management & Implementation Unit, Strengthening Social Protection Delivery System Sindh, Sindh Social Protection Authority, Social Protection Department, Government of Sindh an implementation Agency intends to apply part of the proceeds of this credit towards payments under the contract for which this invitation of quotation is issued as per World Bank Procurement Regulations for IPF Borrowers (September 2023) available on www.worldbank.org.

Project Management & Implementation Unit Strengthening Social Protection Delivery System Sindh (SSPDS) shall be the Purchaser and required quotations from tax registered well reputed bidders having previous experience to provide similar type of services.

Interested Firms/bidder may submit their sealed bids/quotations on or before 03:00 pm November 05th 2024 at below mentioned address.

Preparation of Quotations:

You are requested to quote for the services given at Annex-A, by submitting a signed & sealed quotation on the company's letterhead.

This procurement process will be conducted in accordance with the World Bank Procurement Regulations for IPF Borrowers (September 2023). The acceptable terms and conditions of the lowest, responsive quotation shall be incorporated in the Purchase Order/Work Order

Terms and Conditions:

1. The Bidder should not have been barred by any of Provincial or Federal Govt. Deptt., Agency, Organization or autonomous body or Private sector organization anywhere in Pakistan. (Submission of undertaking on 100/- legal stamp paper).
2. Latest Income Tax Certificate (NTN), valid SRB Registration Certificate in similar business and the firm must be active tax payer.
3. The bidder must have at least 03 years of experience in the relevant field in this regard the bidder must submit documentary evidence (PO/work order/completion certificates) along with company profile.
4. Firms are required to develop a comprehensive plan, strategy, and implementation mechanism to achieve the objectives of this procurement in compliance with Annex-A.

5. Bidder should quote a price inclusive of all taxes & duties.
6. All Quotations must be valid for a period of at least 30 days from the closing date of the Quotation.
7. The delivery of services is required within 90 days after issuance of Purchase Order.
8. The SSPDS will issue instructions prior to the commencement of the campaign, the final draft of the campaign must be approved by the competent authority.
9. The Competent Authority reserves the right to cancel any or all the offers without assigning any reason thereof and mentioned quantity may be increased or decreased as per need.
10. The procuring agency will not pay any of the suppliers' cost of preparing their proposals under this quotation.
11. In case of anomalies between unit rates or prices and the total amount quoted, the unit rates or prices shall prevail. In case of discrepancy between words and figures the former will govern. Bidder / Supplier shall remain bound to accept the arithmetic corrections made by the Procurement Committee.
12. The Prices indicated in the quotation shall be final prices as no negotiations are expected.
13. All the taxes and duties deducted as per Government Laws.
14. It shall remain the responsibility of the supplier / bidder to ensure that their quotation reach the address below on or before the deadline.

Submission address:

PROJECT DIRECTOR

Project Management & Implementation Unit, Strengthening Social Protection Delivery System Sindh (SSPDS), Sindh Social Protection Authority, Govt. of Sindh 155-N, Main Khayaban-e-Muslim road, Phase-VI, DHA Karachi (Sindh) Pakistan.

For enquiries, please contact at n.memon@sspa.gos.pk.



**Procurement Specialist
PM&IU-SSPDSS**

PROCUREMENT FOR THE HIRING SERVICES OF MEDIA CAMPAIGN THROUGH FM RADIO STATIONS AND LOCAL CABLE NETWORKS ACROSS 15 INTERVENTION DISTRICTS

| Sr | Description/Specifications | Qty. | Unit price in PKR (inclusive of all taxes) | Total Price in PKR (inclusive of all taxes) |
|--|--|-------------|--|---|
| 1. | The FM Radio campaign in 15 intervention districts will include an average of 150 spots per FM Radio station in each district, each lasting 60 seconds. | Per Spot | | |
| 2. | Two live interactive programs for each intervention district. Each program 60 minutes long, will be aired. In these programs, SSPA representatives will explain the Mamta Program in detail and respond to live calls from the audience. | Per program | | |
| 3. | Mamta Program approved audio-visual material including program videos, tutorial videos and tickers will be telecasted through Local Cable TV Networks at each district headquarter and/or at the Tehsil headquarter level throughout the two months campaign period. | Per Month | | |
| Total Price in PKR (inclusive of all taxes) | | | | |

Note:

1. The FM Radio campaign in 15 intervention districts will include an average of 150 spots per FM Radio station, each lasting 60 seconds. On an average, 150 Prerecorded FM Radio Spots shall be broadcasted from every Radio station during the campaign. Audio content will be provided by the SSPA.
2. Two Live interactive Q&A programs will be aired through each local FM Radio station in the intervention districts. DCH will respond to the queries during the program. One main broadcast will be arranged where the CEO and or senior management from the SSPA will speak live and respond to Q&As.
3. Mamta Program approved audio-visual material including program videos, tutorial videos and tickers will be telecasted through Local Cable TV Networks at the district headquarter and/or at the Tehsil headquarter level throughout the two months campaign period.