



**INVITATION  
REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES)**



**CONSULTANCY SERVICES FOR PROJECT  
COMMUNICATION/PR/MARKETING OF PRSWSSP**

Country:	Pakistan
Project Name:	Punjab Rural Sustainable Water Supply and Sanitation Project
Implementing Agency:	Punjab Rural Municipal Services Company (PRMSC)
Consultancy Services for:	<b>Consultancy Services for Communication/PR/Marketing of PRSWSSP</b> [Balancing Sustainability and Efficiency with Inclusive Access]
<b>Loan No:</b>	IBRD-92670 : <b>Project ID No:</b> P169071
Activities No.	PK-LG& CD-346557-CS-CQS

This Request for Expressions of Interest (REOI) follows the General Procurement Notice (GPN) No. OP00126428 for this project that appeared in UN Development Business on 22<sup>nd</sup> April 2021.

Punjab Rural Municipal Services Company (PRMSC) (hereinafter referred to as “Company”) is a government-owned not-for-profit company, incorporated with the Securities and Exchange Commission of Pakistan, under Section 42 of the Companies Act, 2017. The Company has been registered as a dedicated water, sanitation, and waste management service provider for rural areas of Punjab and is envisioned to be customer-oriented and responsive to the WASH needs of rural populations.

The Government of Islamic Republic of Pakistan has received financing from the World Bank towards the cost of the Punjab Rural Sustainable Water Supply and Sanitation Project for improving service delivery standards of the rural water & sanitation system and has extended the said financing to Company.

PRMSC intends to hire a communication / PR / marketing consultancy firm to develop and implement a communication strategy to increase visibility and ownership among all project stakeholders and launch an awareness campaign through various mass communication and media channels. The overall objective of this assignment is to design and execute a communication and visibility roadmap for 16 tehsils. This will help PRSWSSP to reach a wide range of stakeholders, promote the project and its impact, and engage and educate local communities. It will also help to foster a sense of community ownership and build a long-lasting legacy for the project.

The Company now hereby invites eligible “Firms/Joint Ventures”, to indicate their interest for providing the required services. To support above referred objectives, the consultant shall also be providing training to local counterparts, allowing them to develop their skills required to assist the future regulator and to share their experience on further municipal related services’ reform initiatives throughout the province.

The detailed Terms of Reference (TOR) for the assignment, alongwith this Request for Expressions of Interest (REOI) Notice, can be accessed from website [www.prmsc.punjab.gov.pk/tenders](http://www.prmsc.punjab.gov.pk/tenders). The eligible consulting firms are required to demonstrate/provide following requisite information to prove their qualification/eligibility to perform the assignment. Consultancy firms are encouraged to provide materials/ information that would be specific to the proposed services only by giving all the relevant details as required in the Instructions, and to avoid submitting generic promotional material. The unrelated or incomplete materials/information shall not be considered. The parameters for evaluating the EOI Responses, are given against each requisite as under: -

- a) **Relevant Experience:** Demonstrated expertise/capacity/understanding of the task particularly executing similar assignments (project marketing, communication, and PR). The firm should have completed at least three contracts of comparable nature, scale and complexity.
- b) **Corporate Capacity:** Complete historical profile of the organization/firm with the information i.e. incorporation certificate, registrations, experience, last three years audit reports, corporate profile indicating years of operations, core competencies, management structure & systems, policies procedures and practices to ensure quality services to clients, understanding and expertise in the field of marketing, and communication initiatives related to the project's visibility using viable mode, medium, and channels.
- c) **Staffing Capacity:** Firm shall have adequately qualified and skill staff, permanent/ intermittent staff, pool of panel of experts as per the scope of work. (Specific CVs and nominations are not required at this stage)

Firms interested to participate in a Joint Venture should submit all the required information as per above parameters in respect of each partner, which shall be assessed independently regardless of capacity/experience of the other partner, being jointly & severally liable for the delivery of services, if contract is awarded. For firms who shall be in an arrangement of sub-consultant association, only the experience and capacity of lead firm, shall be assessed. However, such arrangement should be clearly mentioned in the Expressions of Interest Response.

An attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 [Revised November 2017 and July 2018] ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. The same shall be observed while participating in the procurement process.

A virtual information session will be held on 10<sup>th</sup> April, 2023 at 11:30 hours through video link <https://us06web.zoom.us/j/85315871515?pwd=b3FMajBzWUpkWGJVYkVMN2lqUEdaQT09> having passcode **359740** to provide a detailed walkthrough of Project, TOR and procurement process.

A consultancy firm, will be selected through "**Consultant's Qualification-based Selection (CQS)**" method set out in the Procurement Regulations which can be perused at the website: <https://www.worldbank.org/en/projects-operations/products-and-services/brief/procurement-new-framework#framework>

Expressions of Interest response, carefully prepared and marked, delivered in a written form to the address below (in person, by email or by post) by or before **1400 hours on 18<sup>th</sup> April, 2023**. For expression sent electronically PRMSC will send an acknowledgement of receipt within three (3) days after submission of interests. In absence of such acknowledgement please contact on address provided below:

**ASADULLAH**  
**Chief Executive Officer**  
**PUNJAB RURAL MUNICIPAL SERVICES COMPANY (PRMSC)**  
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