

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

**DEVELOPMENT OF PUNJAB BEHAVIOUR CHANGE  
COMMUNICATION (WASH) STRATEGY**

Country: Pakistan  
Project Name: Punjab Rural Sustainable Water Supply and Sanitation Project  
Implementing Agency: Punjab Rural Municipal Services Company (PRMSC)  
Consultancy Services for: **Development of Punjab Behaviour Change Communication (WASH) Strategy & Production of related Material**

**Loan No:** IBRD-92670 : **Project ID No:** P169071  
**Activities No.** PK-LG& CD-289099-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. Under Component 2 of the Project viz. Behavior Change and Capacity Development, it is aimed to finance activities that facilitate and induce health protective behavior change and build community capacity to support Water Supply and Sanitation (WSS) service delivery. The Behavior Change Communication Strategy will focus and supplement the Capacity of Behavior Change and Development in encouraging people to take care of the environment, to motivating them for looking after their own health, and the Partner Organizations can influence public behavior on a wide range of issues related to water, sanitation, solid waste management and hygiene.

The Company intends to spend part of the proceeds for hiring of consulting firms for Development of Behaviour Change & Communication Strategy including designing, preparation & production/printing of all the related communication, information, capacity building & knowledge management material for executing effective and efficient public information campaign.

The Company now hereby invites eligible “Firms/Joint Ventures”, to indicate their interest for providing the required services.

The detailed Terms of Reference (TOR) for the assignment, alongwith this Request for Expressions of Interest (REOI) Notice, can be accessed from websites [www.ppra.punjab.gov.pk](http://www.ppra.punjab.gov.pk) or [www.lgcbd.punjab.gov.pk/tenders](http://www.lgcbd.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 planning, designing and execution of Behaviour Change Communication Strategy & Public Information Campaign services similar to the requirements at national, provincial or regional level, by furnishing the list of completed/ongoing projects. The firm should have completed at least three contracts of comparable 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 field of strategic communication, data collection, formative research, development, designing, an in-house resources/production capacity and media industry affiliations for delivering similar/comparable services,
- c) **Staffing Capacity:** Firm shall have adequately qualified and skilled 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 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 29<sup>th</sup> July, 2022 at 1400 hours through video link <https://zoom.us/j/96558976586?pwd=MTkvcEFVUmpsWEdnWHRtV2ZrMTZBUT09> having passcode 912495 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 **1300 hours** on **15<sup>th</sup> Aug, 2022**. 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:

**Chief Executive Officer**

**PUNJAB RURAL MUNICIPAL SERVICES COMPANY (PRMSC)**

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