

**Request for Proposals for media house/firm/ company for
Development and implementation of media strategy under Google.org funded
Internet Dost and Internet Zabardast Project.**

Ref#RQ-1375

Date: 6th Sept, 2023

Newspaper Advertisement

NRSP **Google.org**
National Rural Support Programme

REQUEST FOR PROPOSALS

National Rural Support Programme (NRSP) intends to hire the services of Media house/firm/company responsible to ensure the implementation of the agreed media strategy of the project titled "Internet Dost and Internet Zabardast" funded by Google.org. Details are available in the Request for Proposal document that can be downloaded free of cost from NRSP website <https://nrsp.org.pk/tenders/> Last date for submission of proposal is **Sept 18, 2023 till 3:00pm**. NRSP reserves the right to accept or reject any/all proposals without any reason thereof or funding constraints.

In-charge Procurement, National Rural Support Programme,
IRM Complex, #7 Sunrise Avenue, Park Road, Near COMSATS University,
Chak Shehzad, Islamabad. Phone: 8746170 email: procurement@nrsp.org.pk

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1. Introduction

National Rural Support Programme established in 1991, Currently NRSP is the largest Rural Support Programme in the country in terms of outreach, staff and development activities. It is a not-for-profit organization registered under Section 42 of Companies Ordinance 1984. NRSP's mandate is to alleviate poverty by harnessing people's potential and undertake development activities in Pakistan. It has a presence in 64 Districts in all the four Provinces including Azad Jammu and Kashmir through Regional Offices and Field Offices.

2. The Project and Planned Activities

The proposed project builds upon the learning and experience of the project titled as Internet Dost and Internet Zabardast that aims to further promote and improve digital and internet literacy for youth and rural women in all four provinces of Pakistan i.e. Punjab, Sindh, Khyber-Pakhtunkhwa (KPK) and Balochistan with an intention that this would enable the rural women to improve the quality of life due to access to information available on the internet and helping youth to become safe and confident explorers of the online world.

The proposed project has same two components as the pilot project i.e. "Internet Dost" and "Internet Zabardast" that will be implemented. Internet Dost (called internet Satthi in neighbour country), is a digital literacy program based on the 'train the trainer' model where women from villages are trained on using the mobile phones and Internet. Internet Zabardast (called "Be Internet Awesome" in some other countries) is a multifaceted program that includes an educational curriculum to teach kids how to be safe and responsible explorers of the online world.

End Beneficiaries: Through this project, NRSP plans to reach over 103,500 beneficiaries via 20 local partners in 48 districts of 5 provinces including Punjab, Khyber Pakhtunkhwa, Sindh, Gilgit Baltistan and Baluchistan over 2 years.

- a) 50,000 Underserved women across rural communities in four provinces of Pakistan who lack access to digital tools and skills. These include 30% youth (aged 15 to 29 years)
- b) 1,500 Parents of children who are not aware about internet safety and school safety programme for Disaster Risk Reduction OR building environment awareness and climate resilience
- c) 2,000 Teachers trained to deliver story based digital literacy curriculum to students in their schools.
- d) 50,000 children who are not aware about internet safety and school safety programme for Disaster Risk Reduction OR building environment awareness and climate resilience

Project districts:

Tentative list of Districts are as under;

Punjab: RYK, DGK, Rajanpur, Bahawalpur, Bahawalnagar, Muzaffargarh, Bhakkar, Mianwali, Khushab, Jhang,

Sindh: Tando Allah Yar, Mitiari, Sujawal, Tando Muhammad Khan, Badin, Sanghar

Balochistan: Gawader, Lasbella, Kech, Thatta,

KPK: Mardan, Nowshera, Swabi, Malakand, Peshawar, Charsada

Activities:

- a) Development and implementation of Media Strategy including IEC material,

- Development logos, and social media outlet set up
- b) Project Marketing (Inception at national and Provincial Level, result dissemination and media coverage)
 - c) Taking on board Partner Organizations at the regional level and their capacity building
 - d) Training of field staff from Grantee and its Partners and Internet Dosts
 - e) Printing and assembly of 50,000 media and literacy storykits
 - f) Training of 50,000 women beneficiaries on digital and financial literacy,
 - g) Training of 2,000 teachers on how to train youth and children about internet safety and building environment awareness and climate resilience
 - h) Media literacy workshops organized at regional level to train 50,000 children and youth from Grade 3 to 10.
 - i) 2,000 Parents of children are trained on topics related to internet safety and building environment awareness and climate resilience
 - j) One National level Project Closing Workshop and dissemination of overall progress

3. Objectives of assignment

NRSP is looking for media house/company/firm to develop media strategy and implementation for the purpose;

- a) To create the demand of digital literacy and internet safety through social media and mainstream media (print and electronic).
- b) Policy Advocacy and promotion of the project to other stakeholders including Government by outreach media campaign.

4. Consultancy location

Media house/firm/company will be responsible to ensure the implementation of agreed media strategy in the project areas (All provinces) including GB. Selected media house will have to visit one/two districts (as per convenience or consultation with project team) from each province for reporting purpose, major work will be done from Islamabad.

5. Scope of Work

The media house/firm/company should work closely with Project team based at head office Islamabad and field areas for accomplishment of following tasks.

- a. Kickoff meeting with project team/management
- b. Development of draft media strategy
 - i. Finalization in the light feedback received from project team
 - ii. Implementation methodology for execution across Pakistan
 - iii. Finalization of methodology in the light feedback received from project team
- c. Development of implementation plan (month wise)
 - i. Finalization of implementation plan in the light of feedback
- d. Undertake the media strategy on the agreed plan

- e. Tentative scope of work may include; issuing press release, media alert to announce project activities and achieving the milestones, media briefing, updates, interviews, collaboration with Practicing Journalist, media coverage, articles, utilizing social media platforms, collaboration of regional TV channels, PR, utilizing tickers on channels but NOT LIMITED.
- f. Scope of work will be finalized with shortlisted media house/firm/company

6. Deliverables

- a. Documents of media strategy and implementation
- b. Submission of media strategy plan
- c. All MOVs submission related to agreed plan

7. Time frame

The total duration of this assignment is 21 months starting from October 01, 2023 to July, 2025. Selected media house/firm/ company would be responsible to complete the task within agreed timeframe.

8. Proposal Guideline and instruction

A two stage process will be used, with sealed proposal (technical and financial) , potential media house/firm/ company will be required to submit proposals in two envelopes, one containing the technical proposal and the other containing the financial proposal.

a) Eligibility

Below is the eligibility criteria for media house/firm/ company to participate.

- a) Established for the last two years.
- b) Having registered with relevant registration authority.
- c) Should have valid NTN /GST registration
- d) Should have completed at least two similar assignments.

b) Technical Proposal

Your proposal should provide basic information about your company/firm/media house and relevant service offering. It should have a section addressing each of the following areas;

- a) Company profile with copy of registration with relevant registration authority, NTN /GST certificates.
- b) General Experience
- c) Experience of similar assignments completed in past with contact details for verification
- d) Draft media strategy and implementation methodology
 - e) Proposed Team for this assignment (propose competent staff)
- f) Work plan References (at least two)

Responses should include the following points

Company profile

- a) Describe the company on an overall basis including the details of ownership

- b) Overall experience of the media house/company/firm
- c) Experience related to the assignment
- d) Experience working with RSPs/INGOs/Government

Media Strategy

- a) Development of draft media strategy
- b) Methodology/approach to implement

Proposed Team (propose project team)

- a) A pool of working/ Practitioner journalists
- b) Describe the key personnel to be utilized on the engagement along with resumes of key personnel.
- c) Identify key personnel who will be available for consultation and discussion

Work plan

- a) Work plan should develop based on the draft media strategy and implementation, the activities of the work plan should cover 21 months.

References

- a) Media house/firm/company either need to provide at least two references with name, contact number, name of assignment completed on similar nature of clients.

c) **Financial Proposal**

- a) Financial proposal with detailed cost estimates including each budget line to be charged. The budget lines will cover each intervention, activity, material, frequencies etc. required to implement media strategy.
- b) Listed all programme, operational, HR and management cost as well.
- c) The proposal should be inclusive of all applicable taxes. NRSP will deduct taxes from payment as per law of land.

9. Evaluation Criteria

The media house/firm/company should have:

- i. Clear understanding of the technical aspects of media strategy, methodology/ process and understanding of social development field is required along with experiences on using different tools and techniques in developing appropriate.
- ii. Company profile
- iii. Experience working with RSPs
- iv. Previous experience of such assignments.
- v. Draft Media strategy and implementation process
- vi. A pool of working/ Practitioner journalists (resume and available for this assignment)
- vii. Evaluation Criteria is given below: -

Technical Evaluation Criteria

Description	Max. Marks (100)
Company profile including overall experience	15
Previous experience of similar assignments	15
Experience working with RSPs	05
Proposed Media strategy, implementation and methodology	20
Proposed Work Plan	10
Proposed Team	15

* Shortlisted media house/company/firm will be called for presentation to NRSP team if they receive 70% marks in the technical evaluation.

- Presentation will be developed by shortlisted media house/firm/company around draft media strategy and implementation methodology, 20 marks is allocated.
- Final technical score will be determined by having technical evolution marks + presentation marks.
- Technical weightage will be 80% and financial weighted will be 20%. Media house/firm/company scoring highest aggregate marks will be shortlist for this assignment.

10. Budget

The maximum available budget for this assignment is Rs.6.1 million which include all the applicable taxes and other associated costs. Any proposal above the budget or abnormally low would be rejected.

11. Mode of Payment

Payment will be made in four installments as per below given details or as agreed at the time of agreement

- 15% payment will be made after the signing of the contract
- 20% payment will be made after the submission and approval of media strategy and implementation methodology
- 20% payment will be made after the completion of 40% work done
- 25% payment will be made after the completion of 80% work done
- 10% payment will be made at the completion of 100% work done

Payment will be made in the shape of cross cheque after deduction of all the applicable taxes as per law of land.

12. Submission

Required technical and financial proposal should be submitted in sealed envelope, and must be submitted to the following address by **Sept 18, 2023 till 3:00pm** by hand or through courier. In case of sending through courier it should reach us by the above date and time. NRSP will take no

responsibility if any proposal is late by courier and would not accept late delivered proposals. Technical proposals would be opened in the presence of representatives of media house/firm/company on **Sept 18, 2023 till 3:30pm.**

Proposal for hiring of for media house/firm/ company for Development and implementation of media strategy under Google.org funded Internet dost and internet zabardsat
In-charge Procurement,
National Rural Support Programme
7th Floor, UBL Building, Jinnah Avenue,
Islamabad.
Tel: 2822319-2822324

Interested media houses/companies/firms can contact at procurement@nrsp.org.pk for any additional information required or if there is any query.

The media houses/companies/firms can send their complaints or grievances in connection with this RFP and its shortlisting/finalizations to complaints@nrsp.org.pk

Proposals received after the above date and time will not be entertained. Proposals which are incomplete will also be not entertained. NRSP have the right to accept or reject any/all proposal and to discontinue or republish this RFP.