



Government of Sindh
Sindh Peoples Housing for Flood Affectees
(SPHF)



PROCUREMENT OF NON-CONSULTING SERVICES

REQUEST FOR QUOTATION

MEDIA SERVICES

Project: Sindh Flood Emergency Housing Reconstruction Project (SFEHRP)
Credit No.: IDA-72530
Our Reference: PK-SPHFC-532348-NC-RFQ
Dated: 21st January 2026

1. The Government of Sindh has received credit through EAD, Govt. of Pakistan from the International Development Association towards the cost of Sindh Flood Emergency Housing Reconstruction Project (the Project). Sindh Peoples Housing for Flood Affectees (the Company) is implementing agency of the project. The Company intends to apply a portion of the proceeds of this credit to eligible payments under the Purchase Order/Contract for which this RFQ is issued.
2. The Company now invites quotations for the Procurement of **Media Services** from reputed firms having previous experience to provide these types of non-consulting services.

Detailed Description of Services is available on Company's website www.sphf.gos.pk
3. The purpose of this short-term assignment is the coordinated set of communication and media engagements designed to document, present, and disseminate SPHF's interventions and impact. This includes participation in podcasts to provide in-depth narratives on housing and resilience initiatives; production of short-format videos capturing delegation visits, beneficiary stories, and testimonials; and implementation of influencer-based campaigns to extend outreach to wider audiences.
4. The received quotations will be evaluated as per 'RFQ' method of procurement in accordance with the World Bank Procurement Regulations for IPF Borrowers dated July 2016 as revised through Fourth Edition, November 2020 available on www.worldbank.org. The acceptable terms and conditions of the lowest, responsive and technically compliant quotation shall be incorporated in the Contract.
5. The quotations containing the technical and financial details with complete profile of the service providers/ firms also indicating the relevant experience may be addressed and submitted to the Chief Executive Officer SPHF on the address below on or before **29 January 2026** during the business hours.
6. The quotation must be valid for atleast 30 days from the submission date and the quoted price should include all the applicable local taxes/duties and transportation charges etc.

---Signed---

Khalid Mehmood Shaikh
Chief Executive Officer – SPHF

Bungalow # 20 Block 7/8,
Modern Cooperative Housing Society,
Tipu Sultan Road, Karachi.



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(Activity Ref # PK-SPHFC-532348-NC-RFQ)

Description of Services

Background:

The existing contract for Media and Communication Support services is scheduled to expire on 12 February 2025 and will not be extended, as several activities under the current arrangement are no longer required. Nevertheless, it remains critical that SPHF's communication and social media presence continues without interruption to avoid any loss of momentum, reduced visibility, or decline in public engagement. Sustained and consistent communications are essential to maintaining institutional credibility, stakeholder confidence, and public awareness of SPHF's work.

In this context, the purpose of this short-term assignment is to undertake a coordinated set of communication and media engagements designed to document, present, and disseminate SPHF's interventions and impact. The proposed scope includes participation in podcasts to provide in-depth narratives on housing and resilience initiatives; production of short-format videos capturing delegation visits, beneficiary stories, and testimonials; and implementation of influencer based campaigns to extend outreach and engagement among wider and more diverse audiences across digital platforms.

Scope of Work:

1. The service provider shall arrange professionally developed podcast episodes featuring well-known and trending public figures, media personalities, or digital influencers in Pakistan.
2. The service provider shall engage high-profile influencers, each with a minimum following of 150K who are relevant to the subject matter and have strong public credibility. The influencers will support promotion and awareness of SPHF initiatives through their digital platforms.
3. The service provider shall organize the media visits to SPHF project sites. This shall include coordination, lodging, and boarding arrangements for media personnel, enabling coverage of project progress, success stories, and community impact.
4. The service provider shall produce videos, comprising either field-based beneficiary stories or coverage of high-profile delegation visits, suitable for dissemination across digital and social media platforms.
5. The service provider shall conceptualize, curate, and produce a performance video for an event, ensuring the effective engagement and coordination of all relevant performers, actors, and roles, in line with the event objectives.



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6. Social media shall be utilized as a strategic communication channel to consistently showcase SPHF initiatives, project milestones, and community impact. Content will include curated posts, short-form videos, documentary excerpts, podcast highlights, and campaign-specific creatives tailored for platforms including Facebook, Instagram, X (Twitter), LinkedIn, and YouTube.

Deliverables:

<u>S.No.</u>	<u>Description</u>	<u>Quantity</u>
01	Podcasts	2
02	Influencer Based Marketing	2
03	Media Visits	2
04	Short Videos	3
05	Performance Curation For Event	1
06	Social Media Management	6

Duration:

The duration of this assignment is Six (06) Months.