



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



PROCUREMENT OF NON-CONSULTING SERVICES

REQUEST FOR QUOTATION

TECH BASED EXPERIENTIAL & PROMOTIONAL COMMUNICATION DEPLOYMENT

**Project:** Sindh Flood Emergency Housing Reconstruction Project (SFEHRP)  
**Credit No.:** IDA-72530  
**Our Reference:** PK-SPHFC-531917-NC-RFQ  
**Dated:** 19<sup>th</sup> 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 the Services for **Tech Based Experiential & Promotional Communication Deployment** 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](http://www.sphf.gos.pk)

3. The objective of this assignment is to deliver a visually striking, emotionally engaging, and technically precise communication experience that highlights SPHF's housing initiatives, resilience programs, and community impact.
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](http://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 **30<sup>th</sup> 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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## Tech-Based Experiential & Promotional Communication Deployment

(Activity Ref # PK-SPHFC-531917-NC-RFQ)

### Description of Services

#### 1. Project Overview:

The purpose of this TOR is to define the scope, deliverables, methodology, and implementation parameters for technology-driven communication solutions to be developed and deployed by SPHF.

The deployment will include two complementary activities:

1. Immersive 3D & Laser-Based Experiential Communication – an indoor or controlled-space multimedia activation designed to create high-impact engagement for stakeholders.
2. Large-Scale Outdoor Projection Communication – a public-facing projection mapping experience on prominent buildings or surfaces to amplify SPHF's visibility and impact.

Both activities aim to create engaging, immersive, and innovative experiences while promoting SPHF's vision, scale, and impact in a neutral, professional, and widely shareable manner.

#### 2. Activities & Scope of Work:

##### 1: Immersive 3D & Laser-Based Experiential Communication

###### Background

SPHF intends to deploy a 90–120 second immersive communication experience using 3D animation and laser/light integration. This activity is designed to engage stakeholders, donors, and media, creating a high-impact promotional communication experience.

###### Objective:

Deliver a visually striking, emotionally engaging, and technically precise communication experience that:

- Highlights SPHF's housing initiatives, resilience programs, and community impact
- Strengthens stakeholder awareness, donor engagement, and internal branding
- Creates a reusable communication asset for multiple deployment contexts



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**Scope of Work:**

- Creative Concept & Storyline: Develop concept, structured narrative, storyboard/animatic for approval
- Visual Content & Animation: High-fidelity 3D animations representing communities, housing, resilience, and transformation
- Music & Sound Design: Custom score, sound effects, and spatial audio integration to enhance communication impact
- Laser / Light Integration: Map laser/light elements to visuals to reinforce the communication narrative
- Multimedia Synchronization & Show Control: Frame-accurate integration of animation, audio, and lighting

**Deliverables:**

- Approved storyboard / animatic
- Final immersive communication animation (90–120 seconds)
- Laser/light programming and synchronization files
- Audio/spatial sound files
- Technical support for initial deployment

**2: Large-Scale Outdoor Projection Communication**

**Background**

SPHF intends to deploy a large-scale outdoor projection mapping experience on prominent building façades or outdoor surfaces. This activity will serve as a high-impact public-facing communication tool, designed to engage the general public, media, and stakeholders during night-time hours.

**Objective:**

Deliver a visually immersive, technically precise, and strategically located promotional communication experience that:

- Strengthens SPHF's brand presence and public visibility
- Communicates SPHF's vision, impact, and scale in a neutral, non-politicized manner
- Generates strong documentation, social sharing, and engagement opportunities

**Scope of Work:**

- Location Identification & Feasibility: Identify suitable high-footfall sites, conduct technical recce (dimensions, ambient light, power, crowd flow), and submit recommendations for approval
- Projection Mapping Design & Planning: Accurate 3D mapping of the surface, alignment with architectural features, distortion-free visuals



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- Content Development: High-resolution animated content optimized for night-time visibility, focusing on SPHF's housing, transformation, and resilience initiatives
- Technical Setup & Equipment: Outdoor-grade projectors, media servers, cabling, mounting, and weather-proofing
- Operations & Show Schedule: Two nights for testing/calibration and four nights for live projection, with on-site technical support

**Deliverables:**

- Approved projection mapping location
- Fully mapped and synchronized projection content
- Installed and tested projection system
- Four-night operational projection experience
- On-ground technical support during live operation
- Post-event visual documentation

**3. Timelines**

- Agency shall submit a detailed execution timeline covering both activities, including:
  - Concept development and storyboard/animatic approvals
  - Content creation and technical installation
  - Testing, calibration, and deployment schedule
- Final timelines to be approved by SPHF prior to execution

**4. Evaluation Criteria**

Proposals will be evaluated based on:

- Proven experience in immersive 3D/laser experiential communication and large-scale outdoor projection communication
- Creativity and technical quality of proposed approach
- Feasibility and strategic location planning
- Operational reliability, safety planning, and contingency measures
- Overall cost-effectiveness

**5. Important Notes**

- Both activities should be designed for maximum communication impact and public engagement
- Content must maintain a neutral, institutional tone suitable for wide audiences
- Agencies must propose backup systems and contingency plans for equipment, power, and operational risks.