



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



REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTANT'S QUALIFICATIONS BASED SELECTION (CQS)

Name of Project:	Sindh Flood Emergency Housing Reconstruction Project (SFEHRP)
Credit No.:	IDA-72530
Assignment Title:	Media and Communication Services
Procurement Plan Ref No.:	PK-SPHFC-550394-CS-CQS
Country of Delivery:	Islamic Republic of Pakistan
Dated:	06 th May 2026

1. The Government of Sindh (GoS) has received financing from the World Bank toward the cost of the Sindh Flood Emergency Housing Reconstruction Project (SFEHRP) and intends to apply part of the proceeds for the following consulting services.
2. The objective of this assignment is to engage a specialized Media and Communication firm for a coordinated set of communication and media engagements designed to document, present, and disseminate SPHF's interventions and impact. The services are to be started in June 2026 and are expected to continue for a period of **12 months**.
3. The detailed Terms of Reference (TOR) for the assignment can be found at www.sphf.gos.pk
4. The Sindh Peoples Housing for Flood Affectees (SPHF) now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.
5. The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services - Fourth Edition, November 2020) ("the Regulations"), setting forth the World Bank's policy on conflict of interest.
6. The best qualified firm to carry out the services will be selected in accordance with the Consultant's Qualifications Based Selection (CQS) method set out in the Regulations and based on the following criteria:
 - i. The firm must be a legally registered entity in the relevant business for past three years.
 - ii. The firm should have completed at least two contracts of similar nature during last three (3) years.
 - iii. The firm must have an existing functional office in Karachi or a documented plan to establish one during the currency of the contract.
 - iv. Firm's working in the development sector project funded by the International Financial Institutions (IFI) will be a plus.
 - v. The firm must have access to experienced and skilled human resources in Digital Marketing, PR, promotion, communication, branding, content development, videography, photography and animations.



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7. Further information can be obtained at the address below during office hours 10:00 to 18:00.
8. Expressions of interest must be delivered in a written form to the address below or by e-mail at cpo@sphf.gos.pk by **01st June 2026**.

---Signed---

Khalid Mehmood Shaikh
Chief Executive Officer – SPHF

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

Media and Communication Services

(Activity Ref # PK-SPHFC-550394-CS-CQS)

Terms of Reference

Background

Pakistan experienced heavy monsoon rains between June and September 2022, which have severely affected millions of households, mainly in Sindh and Balochistan. Around 33 million people have been displaced and more than 13,000 kilometers of roads have been destroyed. The flooding has damaged 2.2 million houses, flooded around 9.4 million acres of crops, and has killed an estimated 1.2 million livestock. Moreover, limited access to input and output markets and temporary disruptions to supply chains have driven up food prices and added to existing price pressures resulting from reduced agricultural yields and the global rise of food prices. Preliminary estimates suggest that as a direct consequence of the floods, the national poverty rate may increase up to 4 percentage points, potentially pushing around 9 million people into poverty. The recently completed Post-Disaster Needs Assessment (PDNA) estimates total damages to be US\$14.9 billion, while total economic losses have reached about US\$15.2 billion. Estimated needs for rehabilitation and reconstruction are at US\$16.3 billion, not including new investments beyond the affected areas needed to strengthen Pakistan's resilience to future shocks.

Sindh has been disproportionately affected by the 2022 floods. According to the NDMA, 792 of the 1,731 nationwide casualties were in Sindh, including 336 children, with 8,422 people injured. Similarly, reports estimate that more than 4.9 million acres of agricultural land has been affected in the province, which is more than half of the nationwide total.¹ Vast areas in Sindh witnessed prolonged inundation lasting several weeks.²

According to the last pre-floods housing census from 2017, there were 2,756,499 katcha and 5,600,885 pakka housing units in Sindh, with the former concentrated mainly in rural areas and the latter more prevalent in the urban areas. While house ownership is higher in rural areas, housing with unclear ownership status is proportionately higher due to the relative informality of the housing sector in rural areas. Assuming linear growth between 1998 and 2017, the number of katcha houses in Sindh has grown at a rate of about 1.6 percent annually, while pakka houses have an annual growth rate of about 4 percent per year.

Project Description

i. Project Overview

For emergency rehabilitation to facilitate the flood affectees, the Government of Sindh has established a not-for-profit company 'Sindh Peoples Housing for Flood Affectees (SPHF), to implement the Sindh Flood Emergency Housing Reconstruction Project (the **Project**), with technical and financial support from the World Bank. The Project design evolves from comprehensive discussions of the World Bank with the Government of Pakistan and the Provincial Government of Sindh. The reconstruction project aims to support (i) Housing subsidy cash grants for owner-driven reconstruction of multi-hazard resilient core housing units; (ii) Skill development of communities on multi-hazard resilient construction practices; and (iii) Technical assistance to Government of Sindh for design and delivery of the housing reconstruction program. It will involve the construction of approximately two (2) million housing units. These houses will be spread over a vast geographical area, locations of which will be dependent upon the Post-Disaster Needs Assessment (PDNA).

ii. Project Development Objective

¹ FAO Monsoon Flood Situation Update – Pakistan September 27, 2022.

² FAO Rapid Geospatial Flood Impact Assessment Pakistan, September 2022.

The project development objective is to support the Government of Sindh in the delivery of beneficiary-driven, multi-hazard resilient reconstruction of core³ housing units damaged by 2022 floods.

iii. Project Beneficiaries

The Project would have specific benefits for people living in the geographical locations who will be served through the housing subsidy grants for reconstruction/restoration of their damaged houses. Through a beneficiary-driven approach, approximately two (2) million multi-hazard resilient core housing units will be supported. Roughly, half of these beneficiaries are estimated to be women, based on the demographic information available for these areas.

Objective

The objective of this assignment is to engage a specialized digital Media and Communication firm for a coordinated set of communication and media engagements designed to document, present, and disseminate SPHF's interventions and impact.

Scope

1. Design an extensive, multi-pronged creative media and communications framework based on the Project's objectives, structured information, and needs assessment. This should include the identification and assessment of communication channels, as well as profiling of media usage patterns and audience attitudes toward different types of information.
2. Develop specific objectives for each target group in line with the overall objectives and identify key messages, nature, scope, outreach and delivery channel to be used for each audience segment
3. Carry out targeted communications for key stakeholders, including beneficiaries, government departments, local and international social media audiences, major political parties, and donor agencies.
4. Propose communication mix, tools / platforms, conventional or social media, advertising, public relations, etc to be deployed as per the target audiences' needs.
5. Establish measurable Key Performance Indicators for achievement of expected results across different tools / platforms, proposed
6. Using the channel of podcasts for engaging the policy and intellectual level segment of society, highlighting SPHF's housing reconstruction programme, its progress, achievements, and socio-economic impact on flood-affected communities across Sindh. Arrangements will be made for appearances on two (02) popular and professionally produced podcasts. At least one appearance must be hosted by a platform or personality based outside Sindh. The selected podcasts must have been in production for at least three (03) years and have produced a minimum of 150 episodes, with hosts who are widely recognized and reputable.
7. Deploying borrowed trust strategy, increase uptake of SPHF's housing reconstruction programme focusing its progress, achievements and impact on flood-affected communities across Sindh. This shall be achieved by engaging three (03) well-known social media influencers specialized in travel and culture content. The three Influencers must have a minimum following as follows (1) 200,000 (02) 500,000 and (3) 1,000,000 followers. At least one influencer will be situated outside Sindh. The original digital content thus produced shall be based on the firsthand experience achieved through visits to different districts across Sindh where the SPHF project is being implemented and shall be disseminated across their platforms.
8. Supporting SPHF, the firm will produce and disseminate ten (10) beneficiary videos of 2–3 minutes duration; produced at different timescales throughout the course of the contract, across multiple districts of Sindh, excluding Karachi. The videos will capture community stories, testimonials, and the impact of SPHF's housing reconstruction programme. Filming locations would be all over Sindh province.
9. For reaching out to the global audience there shall be one international influencer who will travel to

³ Consisting of a core unit of 250 sq. ft. built to multi-hazard resilient standards and equipped with water collection system, twin pit latrine and where possible solar home solutions.

a minimum of five SPHF districts to interact with local communities and stakeholders and document the progress and impact of the SPHF programme. The firm will be responsible for secure travel, boarding, lodging and local production support for creating content.

10. To expand reach, strengthen visibility, and enhance engagement across all social media platforms (e.g., Facebook, Instagram, X (Twitter), LinkedIn, YouTube, TikTok etc.) a comprehensive social media strategy will be implemented throughout the contract period. Content will comprise a diverse mix of videos, short-form reels, animations, static creatives, infographics, photo stories, testimonials, awareness messages, and campaign-based material.
11. Develop, produce, and deliver 01 professional documentary highlighting SPHF's work. The assignment will include research, scriptwriting, interviews, narration, cinematography, direction, editing, color grading, sound design, original score, voiceovers, and full post-production. Filming will take place across SPHF project sites to capture beneficiary stories, on-ground impact, and overall project progress, resulting in a compelling documentary suitable for broadcast and digital distribution.

Duration

The duration of the assignment will be twelve (12) months.

Deliverables

<u>S. No.</u>	<u>Deliverables</u>	<u>Quantity</u>
01	Social Media Management	12 Months (Regular)
02	Podcast Appearances	02
03	Influencers (Local)	03
04	Beneficiary Videos	10
05	International Influencer	01
06	TVC	01
07	Documentary	01

Reporting

<u>S. No.</u>	<u>Reports/Deliverable</u>	<u>Frequency</u>	<u>Number of Deliverables</u>
01	Inception Report	Within 2 weeks after contract commencement	01
02	Quarterly Reports	In the first week after a quarter	04
03	Digital Archive & Handover	Within one week after contract completion	01
04	Final Completion Report	Within one week after contract completion	01

Two (02) hard copies with a soft copy of each deliverable are required

Firms' Profile /Qualification

1. The firm must be a legally registered entity in the relevant business for past three years.
2. The firm should have completed at least two contracts of similar nature during last three (3) years.
3. The firm must have an existing functional office in Karachi or a documented plan to establish one during the currency of the contract.
4. Firm's working in the development sector project funded by the International Financial Institutions (IFI) will be a plus.
5. The firm must have access to experienced and skilled human resources in Digital Marketing, PR, promotion, communication, branding, content development, videography, photography and animations.

Procurement:

The service provider will be selected in accordance with the **Consultants Qualification based Selection (CQS)** method set out in the WB Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services - Fourth Edition, November 2020).