

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

[HIGHER EDUCATION DEVELOPMENT IN PAKISTAN (HEDP) PROJECT]

Credit No: 6438

Assignment Title: Consultancy for Strategic Communications for HEDP Project.

Reference No.: PK-HEC-281977-CS-LCS

The Higher Education Commission (“HEC”) has *received* financing from the World Bank (WB) toward the higher education development in Pakistan (HEDP) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include media and communications support to HEDP project. The objective of this activity is to increase awareness, perception, and understanding of HEDP, its functions, initiatives, and the benefits of these reforms to all the relevant stakeholders, thus building the positive image and credibility of HEDP/HEC among them, through relevant branding, public relations, and media advocacy for public awareness

The detailed Terms of Reference (TOR) for the assignment *are attached to this request for expressions of interest and can be downloaded from:* <https://bit.ly/3K2n6Ro>

The Higher Education Commission 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 as follows:

SHORLISTING CRITERIA

- At least (05) years of experience in media and communications with documented evidence of projects with national or international organizations.
- Documented evidence of having completed 3 similar assignments including running mass media campaigns, digital and social media.
- Should have adequate in-house capacity in creative concept development, art direction, multimedia, digital design and latest audio-visual equipment.
- Experienced staff related to all key areas required for the project as delineated in the TOR.

The attention of interested consulting firms 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 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest. A Consulting firms will be selected in accordance with the Least Cost-based Selection (LCS) method set out in the Procurement Regulations of the World Bank for IPF Borrower July 2016 Revised November 2017 and August 2018.

Further information can be obtained at the address below during office hours *i.e. 1000 to 1600 hours*.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by May 09, 2022.

Procurement Specialist

Higher Education Development in Pakistan (HEDP) - Project

Higher Education Commission, H-9, Islamabad

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