



## BENAZIR BHUTTO SHAHEED YOUTH DEVELOPMENT PROGRAM(BBSYDP)

### Invitation for Expression of Interest (Consultancy on Electronic & Print Media Campaign of the Program)

- BBSYDP is a mega program initiated by the Government of Sindh which manifested to address the issues of poverty and unemployment through human resource development.
- The Provincial Coordination Unit-BBSYDP intends to hire reputable firm(s) for consultancy on Electronic & Print Media Campaign of the program.
- The EOIs, are hereby invited on prescribed format, from the reputable consultant firms having eligibility as given below, and the EOI, Prequalification Document can be received from the office of the PCU on submission of pay order of Rs. 500/- in favour of Provincial Coordinator, PCU-BBSYDP, at the address given below:

#### TERM OF REFERENCE

- A. In consultation & consensus with PCU, the preparation of:
- Jingles of program in Sindhi & Urdu languages
  - Documentaries in Sindhi & Urdu languages
  - Advertisement material for print media & Panaflex for billboards etc
- B. Dissemination, televising, broadcasting, hosting of:
- Jingles, Documentaries, Advertisements & Panaflex etc
- C. Conducting & facilitating:
- Seminars with stakeholders & civil society for public awareness

#### ELIGIBILITY CRITERIA

- The consultancy firm should have:
- Experience of at least 5 years in the related field.
- Proper office setup / infra structure/ resources to carryout the assignments
- Specialized HR / field staff to carry out the assignments
- NTN registration.
- Should have not been blacklisted by Government / autonomous body.

#### Note:

- Consultant Selection Committee / SC on BBSYDP, reserves the right to reject one or all proposals as per Sindh Public Procurement Rules-2010.
- EOI for the assignment, duly completed in all respect, must be delivered on or before the specified date at the given address.
- RFP document shall be issued to the short listed firms only.
- Selection will be made in accordance with the procedures set out in the RFP as per Sindh Public Procurement Rules 2010.

Last date for the submission of EOI  
is 15<sup>th</sup> April, 2010

*Provincial Coordination Unit*  
**BENAZIR BHUTTO SHAHEED  
YOUTH DEVELOPMENT PROGRAM**

**GOVERNMENT OF SINDH**

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