



**GOVERNMENT OF SINDH
CHIEF MINISTER'S SECRETARIAT
SOCIAL PROTECTION STRATEGY UNIT**

**Request for Expressions of Interest
For Selection of Consultants**

Name of Country: Islamic Republic of Pakistan
Name of Project: Sindh Enhancing Response to Reduce Stunting Project (SERRSP)
Project ID: P161624
Loan / Credit No: IDA / 60470
Plan published date: 14.12.2020
Assignment Title: **COMMUNICATION STRATEGY AND BENEFICIARY OUTREACH DESIGN FOR CONDITIONAL CASH TRANSFER – SOCIAL PROTECTION STRATEGY UNIT.**

Reference No: PK-SPU-207914-CS-CQS

The Government of Sindh through Government of Pakistan has received financing from the World Bank towards the cost of Sindh Enhancing Response to reduce Stunting Project (SERRSP) and intends to apply part of the proceeds for consulting services.

The consulting services ("the Services") include services for Communication Strategy and beneficiary outreach design for Conditional Cash Transfers (CCTs) to the utilization of specific services by Pregnant and Lactating Women (PLW)/mothers ensuring positive impact on both poverty and human development outcomes. To this end, the Government of Sindh is collaborating with the World Bank in the piloting of a Health and Nutrition Conditional Cash Transfer (H&N CCT) program in the districts of Tharparkar and Umarkot.

The Detailed TORs and scope of work can be obtained from the address given below or can be downloaded from SPSU's website www.spsu.gos.pk.

The Social Protection Strategy Unit, Chief Minister's Secretariat, Government of Sindh now invites 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.

The interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

The shortlisting criteria are as follows: -

- ✦ Ten (10) years of overall working experience with five (05) years experience in developing and monitoring communication Strategy and outreach plan. Experience in specified fields, such as, public awareness campaign, mass communication and its budgetary/financial, legal, policy, administrative, and institutional issues is required.
- ✦ Having completed at least two (2) similar assignments in the last five (05) years.
- ✦ Experience in working with Government and/or donor agencies in execution of such work.
- ✦ The firm should have adequate professional staff working in the relevant field as detailed in TORs (CVs not required at shortlisting stage).
- ✦ The firm should also have documented capacity to mobilize additional expertise within the project areas as required in an efficient and effective manner.

The attention of interested Consultants is drawn to Section-III Paragraphs, 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for Borrowers July, 2016 setting forth the World Bank's Policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A firm will be selected in accordance with the **Consultant's Qualification Based Selection (CQS)** method set out in the World Bank's Procurement Regulations 2016.

Expression of Interest on firm's / company's letterhead along with company's profile and copies of relevant documents must be delivered to the address mentioned below in person or by mail on **February 8, 2021 at 3:00 pm** by mentioning the following requirements on sealed envelope:

- ✦ Firm's / Company's name.
- ✦ Request for Expression of Interests for Hiring Communication Strategy and Beneficiary Outreach Design for Conditional Cash Transfer – Social Protection Strategy Unit.
- ✦ Office of the Project Director.

PROJECT DIRECTOR
Social Protection Strategy Unit,
Chief Minister's Secretariat,
Government of Sindh
5th Floor, State Life Building No.11, Abdullah Haroon Road, Saddar, Karachi.
Tel: 92-021-99206602-03
Website: www.spsu.gos.pk Email: spu.procurement@gmail.com