

## Request for Proposals (RFP)

<b>Title</b>	Public Awareness Campaign for the Choti Khushi Immunization Incentive Support Program		
<b>Ref #</b>	IRDP/RFP/2210-01	<b>Contact details (RFP-related queries)</b>	<a href="mailto:asad.jaffari@ird.global">asad.jaffari@ird.global</a>
<b>Issuance Date</b>	October 16, 2022	<b>Submission Deadline</b>	October 31, 2022

### Background

IRD Pakistan is seeking to recruit a consultancy firm to design and execute an awareness campaign for the Choti Khushi Immunization Incentive Support Program.

IRD Pakistan has launched the Choti Khushi Immunization Incentive Support program in close collaboration with the Expanded Program on Immunization (EPI) Sindh and Federal EPI, with support from the Government of Sindh's Health Department and the Maternal New-born and Child Health (MNCH) program. The Choti Khushi Immunization Support program aims to increase vaccination coverage and timeliness in the seven (7) target districts by driving behaviour change among caregivers of children under two in low to middle-income communities with the provision of mobile airtime-based incentives.

The Choti Khushi program will provide mobile-based small conditional cash incentives to caregivers of 1.2 million children under two (2) years of age in seven (7) low-coverage districts of Sindh. For every essential immunization visit completed, caregivers with a registered pre-paid mobile number on any mobile network receive mobile airtime of 200 PKR, which adds up to 1,200 PKR if all six essential immunization visits are completed. Caregivers can avail this facility at all EPI immunization canters and EPI outreach activities across seven selected districts. This program has been rolled out in Karachi East, Karachi Central, Karachi West, Hyderabad, Sujawal, Jacobabad, and Kambar. (Refer to Annexure-I for district details)

The program has completed implementation in all seven (7) target districts during Year 1 and will sustain program activities in the same districts during Years 2 and 3; branding used or project activities during the initial phase are annexed as "Annexure-II." A key objective of the program during Years 2-3 is to enhance awareness and demand for the incentive among target beneficiaries and increase child immunizations of the primary vaccine by 10%. M&E surveys conducted in Year 1 have demonstrated that when a caregiver has prior information about the incentive before a vaccination visit or is given timely information by the vaccinator, the caregivers successfully avail of the mobile balance transfer.

## Scope of Work

The firm hired under these TORs will work with IRD to plan and implement an awareness campaign in the pre-identified geographies among key audience segments. The audience segments and objectives are highlighted below:

S. No	Audience Segment	Type	Objectives
1	Caregivers of children under 2 who are directly eligible for the incentive	Primary	<ol style="list-style-type: none"><li>1. Enhance demand for immunization and incentive</li><li>2. Increase enrolment and follow-up of children at EPI immunization sites</li></ol>
2	<ol style="list-style-type: none"><li>a) Networks of caregivers of children under 2 (including grandparents, young children, relatives, siblings of caregivers)</li><li>b) Future caregivers of children under 2 (including pregnant women, newlywed couples, and young couples expanding their families)</li></ol>	Secondary	<ol style="list-style-type: none"><li>1. Create awareness about the program and its benefits</li><li>2. Promote word of mouth about the program</li></ol>
3	Vaccinators	Primary	Enhance the motivation of service providers (vaccinators) sustainably and effectively

The following sections of this TOR detail the scope of work and deliverables, timeline, minimum requirements for the consultancy, and requirements for proposal submission.

## Requirement and Terms of EOI

### Tasks & Deliverables:

The tasks and deliverables consist of the following outputs:

Tasks	Outcome Required
1. Awareness Campaign Strategy	
a) Review of Existing Key Messages and Content	i. The firm will review existing key messages and content and recommend amendments and their utilization in selected channels.
b) Analysis of Target Audience Segments	i. The firm will review and analyse audience segments and strategize the delivery of key messages and content for each group.
c) Channel/Medium Selection	<p>i. The firm will be responsible for analysing available channels and proposing a strategy for disseminating key messages to target audiences.</p> <p>ii. The channels can include traditional mass media (TV, radio, billboards), digital media (social media platforms), and BTL activations. The channels can include non-media strategies such as door-to-door awareness, group discussions, events, etc.</p> <p>iii. The firm needs to strategize channel selection based on the outlook, needs, and challenges of each target district.</p>
d) Partners and Stakeholders	i. The firm will analyse and propose local leaders, focal persons, community champions, non-profit organizations, and other influential figures who can help amplify the program's message in each district and audience segment.
e) District-wise Roll-out Plan	<p>i. The firm will develop a roll-out plan based on the suggested strategies for each district.</p> <p>ii. The firm is expected to propose a 12-month plan.</p>
f) Budget	<p>i. The firm will identify a detailed budget for the proposed strategy, including proposed sponsorships and media/advertisement purchases as necessary, confirming current local prices; any additional staff / temporary staff needs should be identified.</p> <p>ii. The firm is required to keep cost-effectiveness in mind.</p>

g) Campaign Evaluation Criteria	<ul style="list-style-type: none"> <li>i. The firm should define a plan to evaluate the impact and success of the campaign based on campaign objectives.</li> <li>ii. The firm should define success metrics according to the proposed channels.</li> </ul>
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<b>2. Awareness Campaign Execution:</b> The firm will be responsible for executing the selected strategy in a systematic and high-quality fashion. Key components of this process will include:	
a) Detailed work plan	<ul style="list-style-type: none"> <li>i. The firm will create a month-wise execution plan which clearly outlines planned activities, responsible personnel, and duration. This work plan will be kept updated and revised in consultation with IRD.</li> </ul>
b) Reporting	<ul style="list-style-type: none"> <li>i. The firm will designate key personnel responsible for timely reporting and updates to IRD.</li> <li>ii. Reports will be provided as needed over email. A compiled report will be shared at the end of every month.</li> </ul>

### Timelines

Expected Output	Description	Timelines
Review of Proposal	The proposal submitted by the firm will be reviewed by IRD and, if found in alignment with requirements, will be shortlisted for the contract award.	Three (3) weeks
Contract Award	Once selected, the firm enters into an official agreement with IRD	One (1) week
Review and Finalisation of Awareness Campaign Strategy	The firm will work closely with IRD to review and finalize the proposed strategy and lock details for the execution phase in each district.	Four (4) weeks
Execution of Awareness Campaign	The firm will commence month wise rollout of the public awareness campaign in each district	12 months
Evaluation of Campaign	Executed strategies will be evaluated against predetermined success criteria at the 3-month and 6-month mark in each district.	Once at three months (3) and six (6) months

## Condition of Participation

The firm is expected to meet or exceed the following requirements:

1. Experience in consulting/advising on corporate and health communications, preferably in the development sector in Pakistan.
2. Proven track record of designing, planning, and executing multi-channel communications campaigns, preferably in the context of public services/public health/behaviour change
3. Proven track record of collaborating on public health sector projects in Pakistan.
4. The RFP, as well as any correspondence, must be submitted in English.
5. IRD reserves the right to accept or reject any or all submissions and to withdraw the procurement process without assigning any reason or having to owe any explanation whatsoever at any time before the award of the Contract, thereby incurring no liability to the affected firm or any obligation to inform the affected firm.
6. Participating firms must examine all instructions, terms, and conditions in this document. Failure to furnish the information, as required, and consequent submission rejection on that basis will, in every respect, be at the individual firm's risk and cost.

## RFP Submission Documents:

The firms are required to submit the following information/documents in their proposal:

1. Firm's Profile:
  - a. A brief profile (2 – 3 pager) of the organization, including capabilities and years of experience.
  - b. A portfolio with relevant and similar work samples. Details of portfolio projects should be listed in the following format:

Project Description	Client	Time-Period	Current Status (Completed/On-going)

- c. Participating firms are expected to exercise their best professional independent judgment requirements of this EOI to ascertain whether additional clarification is necessary or desirable before responding.
  - d. Copies of Income Tax and Sales Tax registration certificates, if applicable.
  - e. SECP registration certificate, if any.
  - f. Details of the team working on the project, with individual CVs included. These details should be listed in the following format:

S. No	Employee Designation	Expertise	Years of experience

2. Strategy Pitch:

The firm is expected to share a concise pitch that outlines its proposed awareness campaign strategy. This should include the following:

- a. An overview of the proposed strategy
- b. A methodology and plan of implementation of the proposed strategy
- c. Exit strategy after the completion of the project

3. Financial Proposal:

The proposed costs of the Public Awareness Campaign Strategy should be detailed in the financial proposal. This includes personnel costs, consultation fees, and costs of media buying. The financial proposal should be submitted as outlined in the "Submission Details."

**Submission Details:**

Please adhere to the following instruction while submitting the proposal:

- a) Single Stage – Two Envelopes method will be used; the bids will be comprised of a single package containing separate envelopes for 'technical proposal' and 'financial proposal.'
- b) Proposals must include the complete address of the applicant's office with the name, mailing address, and contact number of the person to be contacted regarding the proposal.
- c) Proposals must be submitted in English by Monday, October 31, 2022, on or before 1700 hrs.
- d) Hard copies of both Technical and Financial proposals (as specified above (a)) should be dispatched to the following address:

**Mr. Syed Asad Jaffari,**  
IRD Pakistan,  
4th Floor, Woodcraft Building,  
Plot 3 & 3-A, Sector 47,  
Korangi Creek, Road, Karachi,

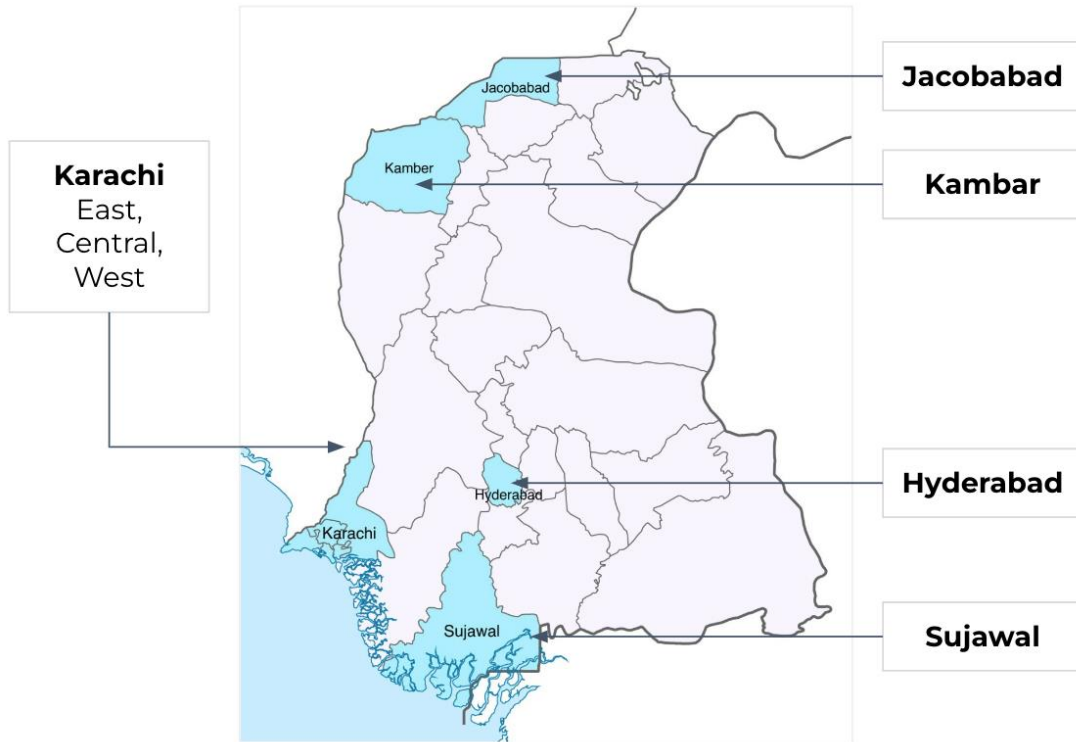
- e) The soft copy of the **technical proposal (only)** should be emailed to Syed Asad Jaffari ([asad.jaffari@ird.global](mailto:asad.jaffari@ird.global)).
- f) The email's subject and the submitted envelope should indicate the RFP reference number **IRDP/RFP/2210-01**.
- g) **Financial proposals** submitted through email **will not be considered eligible** for the bidding process.
- h) Financial Proposal outlining the detailed and itemized costing, clearly showing a breakdown of the costs, would be required.
- i) Interested firms must send their queries via email to [asad.jaffari@ird.global](mailto:asad.jaffari@ird.global) by October 24, 2022. IRD Pakistan will respond to queries within two (2) working days.
- j) Only selected/shortlisted firm(s) will be notified by IRD.

### **Proposal Evaluation Process:**

- Proposal Evaluation Committee (PEC) will review all submitted proposals.
- Initially, only the envelope marked as 'technical proposal' will be opened, while the 'financial proposal' will remain in the custody of the Procurement Team without being opened. 'Technical proposal' will be evaluated independently of the price/cost of the proposal.
- After evaluating the 'technical proposal,' the 'financial proposal' of **technically qualified** bidders will be opened by PEC either on the same date or as per the availability of PEC. In contrast, financial proposals of technically unacceptable bids will be returned to suppliers unopened.
- No change in the content of a technical proposal will be allowed during the technical evaluation.
- The financial proposal found to be the lowest amongst the technically qualified proposals will be awarded the contract.

## ANNEXURE I

### DISTRICT DETAILS



S.no	District	Estimated Population (2022)*	Towns	No. of UCs
1	Karachi East	2,938,272	Gulshan	15
			Jamshed	13
			Gadap Town	UC Gujro A-E
2	Karachi Central	3,165,562	Gulberg	9
			Liaquatabad	11
			Nazimabad	8
			New Karachi	16



			North Nazimabad	10
3	Karachi West	2,839,799	Orangi	13
			S.I.T.E West	4
			West - Gadap	4
4	Hyderabad	2,480,902	Rural	11
			City	21
			Latifabad	17
			Qasimabad	6
5	Qambar	1,509,185	Meero Khan	4
			Nasirabad	5
			Qambar	9
			Qubo Saeed Khan	3
			Shahdadkot	4
			Sijawal	4
			Warah	6
6	Jacobabad	1,126,842	Garhi Khero	6
			Jacobabad	22
			Thul	26
7	Sujawal	884,469	Jati	6

			Mirpur Bathoro	8
			Shah Bunder	5
			Sujawal	6

\*Based on government data

Additional data can be provided once the firm has entered into a formal agreement with IRD.

## ANNEXURE II

### PROGRAM BRANDING AND MEDIA COLLATERAL

The Choti Khushi program has a vibrant identity design and associated collateral, including a bilingual jingle, posters, distributable cards, branded kiosks, etc. The firm is expected to champion the established identity of the program in the development and implementation of the public awareness campaign.

### Sindhi and Urdu Posters



## Campaign Jingle (available in Sindhi and Urdu)

[Link](#)

