



**Integrated Flood Resilience and Adaptation Project (IFRAP)
Housing and Reconstruction Unit-PIU**

Minutes of Pre-Proposal Meeting for Hiring of a Communication Firm

Dated: 4th December-2025.

Venue: Housing and Reconstruction Unit PIU-IFRAP office, Conference Hall.

Agenda: Pre-Proposal Meeting for the Hiring of “Media & Communication Firm”.

The Meeting was commenced with greetings from the, Procurement Specialist HRU-IFRAP. After the introduction session the Communication Specialist invited the participants to share their queries with the forum so that the same is responded accordingly. Then the Procurement Specialist and Communication Specialist briefed the participants on the purpose of the meeting to facilitate the Firms fully understand the key requirements of the RFP.

The para wise clarifications of the Queries response are as below:

S#	Query	References for RFP- Responses of HRU-IFRAP
01	Confirmation of whether the proposed engagement is structured as a monthly or annual retainership	Lumpsum based Contract, please refer to clause 46.2-page No. 120 to 121
02	Quantify and detail all required deliverables to ensure that all bidders can quote on an equivalent scope of work and activities	For Deliverables, please refer to Section 7, page No. 73 to 77
03	Provision of detailed information on the number of events to be conducted, including their scale, locations, objectives, expected audience size, and any logistical expectations.	See annexure Addendum 1 to RFP, for events
04	Specify the expected number of press conferences per month, along with their anticipated locations and any relevant arrangements to be handled by the contractor.	Press conferences are not mandatory activities. The decision to organize a press conference shall be taken strictly on a need- and demand-based assessment, subject to approval by the competent authority. Close collaboration with media stakeholders and proactive media engagement shall remain an integral and continuous responsibility of the Media Firm, ensuring effective outreach, coordination, and communication at all times, irrespective of whether a press conference is held or not.
05	Provision of clarity on the required team composition, including roles, qualifications, deployment locations, and reporting structure. Additionally, please confirm whether the bidder is permitted to structure the team into on-ground/front-end staff and a back-office support team.	Please refer to page No. 78 to 80
06	Confirmation of which party will be responsible for providing security measures for field staff during project execution.	Bidder/Consultant is responsible for their field staff Security during project execution.
07	Clarify whether staff insurance will be treated as a reimbursable expense under the contract.	Please refer to Contract clause 24-24.1-page No. 103

08	Provision of clarity on the required volume and duration of TVC, radio, SMS, and WhatsApp campaigns. As a suggestion, we recommend defining unit costs for these items to facilitate standardized and comparable bidding.	Short video and radio content is expected for awareness and documentation purposes. SMS and WhatsApp dissemination shall be informational. Paid broadcasting or airtime purchases shall only be undertaken upon written instruction from HRU-IFRAP.
09	Specify the expected scale and budgetary range for the digital campaign to enable accurate financial and technical proposals.	The digital campaign should be organic, and content driven. Paid boosting may be undertaken selectively with prior approval, and the cost will be borne by HRU-IFRAP.
10	Elaborate on the anticipated number of PR activities and press advertisements to be executed on a monthly basis.	PR activities and press advertisements to be executed on a need basis.
11	Specify the applicable annual increment or adjustment policy for team remuneration.	Please refer to page No. 26, Section 2 clause 24.b 24.1.2
12	Mockups and sample artwork were verbally discussed during the briefing; however, the written RFP/TOR does not request creative mockups, sample IEC designs, or conceptual materials, nor does the evaluation criteria include them. Submitting materials not listed in the RFP may result in unequal treatment among bidders or non-compliant evaluation. Please confirm whether such materials are required and, if so, the exact scope, format, and evaluation method applicable uniformly to all firms.	Mockups and sample artwork were discussed during the briefing for explanatory purposes only. While the written RFP/TOR does not explicitly require the submission of creative mockups, sample IEC designs, or conceptual materials, the Management has decided to acquire such materials from bidding firms purely for record purposes and further qualitative assessment. These materials are not intended to alter the original scope of work or the published evaluation criteria, nor will they result in unequal treatment among bidders. Any materials submitted shall be reviewed in a uniform and non-binding manner, solely to better understand the creative approach and capacity of the firms. Submission of mockups or sample artwork shall therefore be treated as supplementary and non-mandatory, and their absence will not render any proposal non-compliant under the RFP/TOR.
13	Should the Financial Proposal cover only the 6-month period, or the full project duration? If the latter, kindly specify the required structure.	Contract duration is 31 st Dec 2028
14	Have any additional instructions, clarifications, or guidance been issued to any shortlisted firms verbally or in writing? If so, we request that these be shared uniformly.	Clarification and any addendum for RFP shall be issued to all shortlisted firms in writing
15	Should deliverables be planned only for the initial six months or mapped across the full duration of the project?	Full duration of Project till 31 st Dec 2028
16	Please confirm whether the contract will be Lump Sum, Time-Based, or hybrid.	Lump sum based Contract. (Deliverables)
17	Are firms permitted to propose additional non-key support staff to meet the TOR requirements?	Yes, please refer to page No. 79, 80
18	Proposals Submission date and time.	Proposals Submission date and time has been extended, Now submission date is 1 st Jan 2026 at 12 PM

S#	Name	Designation
1	Najeeb Babri	COO
2	Haroon Kasi	Representative of FPMU
3	Naseer Ahmed	Procurement Specialist
4	Saeed Yousof	Communication Specialist

Participants of short-listed firms:

S#	Name	Firm Name
1	Mustafa Hayat (Attended Online)	M/S Creative Junction
2	Zubair Ahmed (Attended Online)	M/S Creative Junction
3	Hamidullah (Attended In-person)	M/S Dynamix
4	Fatima Ghani (Attended Online)	M/S Black Box Sounds
5	Muhammad Ali (Attended Online)	M/S Essential Concepts
6	Muhammad Kaleem (Attended Online)	M/S Essential Concepts
7	Mobeen Shafaat (Attended Online)	

Addendum One for RFP is Annexed as Annexure A:

Attendance Sheets of Participants are Annexed as Annexure B:

Corrigendum for Extended date and time for Proposal Submission is annexed as Annexure C:

Addendum 1 for RFP

Provision of detailed information on the number of events to be conducted

Districts list

1. Quetta	2. Surab	3. Duki
4. Pishin	5. Lasbella	6. Sibi
7. Chaman	8. Mastung	9. Dera Bugti
10. Killa Abdullah	11. Naseerabad	12. Ziarat
13. Kharan	14. Jaffarabad	15. Kohlu
16. Nushki	17. Jhal Magsi	18. Gawadar
19. Washuk	20. Kachhi	21. Panjgur
22. Kalat	23. Sohbatpur	24. Killa Saifullah
25. Awaran	26. Barkhan	27. Zhob
28. Khuzdar	29. Loralai	30. Sherani
31. Harnai	32. Musakhail	

- **Primary Audiences:** Government officials, donors, beneficiaries, local communities, and media.
- **Secondary Audiences:** NGOs, international organizations, academic institutions, and the public.
- **Audience Segmentation:** Tailored communication strategies for each segment.

A. EVENTS, WORKSHOPS & TRAININGS

Sr. No.	Activity / Event Type	Minimum Quantity	Maximum Quantity	Level / Location	Responsibility	Remarks
1	National and Provincial-Level Conferences	3	5	Quetta (Provincial) / National at Islamabad level	Event management will be the responsibility of the program side not the firm mandate, media and	High-level engagement with policymakers, donors, banks, IPS etc.

					communication productions and documentation will be the media firm responsibility.	
2	District-Level Workshops/ Inaugurations & Milestone Ceremonies	32	32	All 32 Districts	media and communication productions and documentation will be the firm responsibility.	Beneficiaries, Govt officials, journalists, community leaders, Banks, Ips etc.
3	Tehsil / UC-Level Community Sessions/ Theater programs/ Exhibitions / Walks etc.	32	80	Tehsil / UC Level	media and communication productions and documentation will be the firm responsibility.	Grassroots awareness & dialogues
4	Trainings and awareness for Journalists & Officials/ Academia, Civil Society & Research Engagements	6	10	Quetta & District Clusters	Training related to media and communication will be the firm responsibility. And other will be the program side and the IP level mandate while the coverage is Media firm responsibility.	Media, documentation, Officials correspondence

B. IEC, PRINT & KNOWLEDGE PRODUCTS

Sr. No.	Product	Minimum Quantity	Maximum Quantity	Responsibility	Remarks
5	IEC Material (All Program Sections)	1 set	2 sets	Communication Firm	Content development & design
6	Monthly Bulletins and Newsletter	12	24	Communication Firm	Content development & design, Stakeholder updates
7	Training Manuals	1	6	Communication Firm	For master trainers
8	Technical Booklets (Corrections & Construction) Media toolkits etc	1	2	Communication Firm	Community guidance

C. AUDIO-VISUAL & MEDIA CONTENT

Sr. No.	Product	Minimum Quantity	Maximum Quantity	Platform	Remarks
9	Public Service Messages (TV & Radio) the language be in Urdu, English, Balochi, Pashto and sometimes Sindi and brahvi	24	48	TV & Radio	Flood-prone areas
10	HRU-IFRAP Video Series (Rebuilding	6	32	Digital &	Monthly

	Balochistan)			TV	stakeholder / program section stories
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D. DIGITAL PRESENCE, SHORT VIDEOS & ONLINE OUTREACH

Sr. No.	Digital Product / Activity	Minimum Quantity	Maximum Quantity	Platform	Remarks
1.	Website Development	1	1 (with upgrades)	Web	HRU digital presence Content development & design will be the responsibility of the firm
2.	Digital Presence Management (Overall)	Continuous	Continuous	Web & social media	Content planning, posting & moderation
3.	Beneficiary Short Story/ Videos Project Activity Short Videos	From the 97000 households a selection of 1536 stories of the beneficiaries and the program activities	Per district at least 2 and 24 months 1536	Facebook, YouTube, Instagram, LinkedIn	Real-life recovery & impact stories, Site visits, training, events
4.	Reels / Shorts (Vertical Videos)	10 per month	240	Instagram, tick Tok, LinkedIn Facebook, YouTube Shorts etc	High-engagement visual content
5.	Digital Public Service Messages (PSMs), animated with voice over etc.	24	72	Social media & Web	Awareness for flood-prone communities
6.	Static & Animated Digital Posters etc	32	72	Social media	Announcements & campaigns
7.	Live Sessions / Online Engagements/ podcasts	6	12	Facebook / YouTube Live	Dialogues, events & launches
8.	Digital Advertisement Campaigns. Includes the SMS	Once in a month	24	Social & Search	Targeted monthly outreach.

E. BRANDING & VISIBILITY MATERIAL

Sr. No.	Item	Minimum Quantity	Maximum Quantity	Coverage	Remarks
1	HRU Branding & Merchandising	1 set	2 sets	Provincial & District	Files, diaries, souvenirs, banners, standees, rollups, cards, caps, stationary Content development & designing.

F. ADVERTISEMENT & PAID MEDIA CAMPAIGNS

Sr. No.	Advertising Type	Minimum Quantity	Maximum Quantity	Platform	Remarks
1	Digital Advertisement Campaigns	6	24	Social &	Targeted monthly

				Search	outreach
2	TV/ Press Advertisement/ Slots/ Morning shows/ Prime time sittings with the renowned media personals in TV channels. / Articles from renowned media persons in print media	As required	As required	TV Channels, Newspapers	PSMs & documentaries
3	Radio Advertisement Slots	As required	As required	FM / Radio	Community awareness
4	Boosted Content & Sponsored Posts	Continuous	Continuous	Social media	High-reach posts
5	Emergency / Addendum Campaigns	As required	As required	Digital & Broadcast	Flood alerts, key announcements

Event Management Capacity

Category	Indicative Output
Regular Events	2–10 events per month
District-Level Events	Maximum 2 events/ visits per district across 32 districts
Program Component–Based Events	Events linked to 8 program components: Operations, Social Safeguards & GRM, Infrastructure & Development, Environment & DRR, Gender, M&E, Financial Inclusion, and MIS
Maximum Event Capacity	approximately 72 events per month across all districts and components

IMPLEMENTATION NOTES

The consultancy may cover all the thematic areas enlisted in the objectives, scope of work and the enlisted deliverables in the TORs.

- Coverage across **all 32 districts** on a rotational basis with using best equipment's and high-resolution pictures, videos, drone shoots and other designed products etc.
- Activities aligned with **8 HRU–IFRAP program components**.
- Quantities may vary between minimum and maximum based on program needs.
- Emphasis on **quality, inclusivity, and compliance with Government and world bank communication standards**.
- The things that are mentioned in the deliverables page no 77 are also be considered these are the extension and clarification of the products scope and objectives.

CREATIVE & TECHNICAL RESPONSIBILITIES

- The **Media Firm** shall be responsible for:
 - Concept development
 - Scriptwriting & storyboarding
 - Filming, editing & post-production
 - Voice-overs, subtitles & translations
 - Media placement coordination
- All content shall: Comply with **Government of Pakistan** and **World Bank** communication & visibility guidelines
- Be produced in English, Urdu and relevant local languages on need and demand basis.
- Be inclusive, gender-sensitive, and community-centric

IMPLEMENTATION NOTE

- Quantities under this head are **indicative** and may vary based on:
 - Program priorities

- Seasonal communication needs
- Geographic focus and emergencies
- Bidding firms are encouraged to **propose innovative video, audio, and advertisement approaches** aligned with:

HRU-IFRAP communication objectives align with C4D pillars and BCC:

- HRU- (IFRAP) adopted a hybrid model that integrates Communication for Development (C4D) with targeted Behavior Change Communication (BCC) to effectively address the multi-dimensional objectives of the project that is rationale for Integration
- HRU-IFRAP is a government-led, multi-sectoral recovery and resilience program operating across 32 districts of Balochistan, involving diverse communities, multiple implementing partners, and varied institutional stakeholders. The program's communication needs therefore extend beyond awareness creation to include participation, dialogue, accountability, and behavior adoption
- **Information sharing** (entitlements, housing stages, safeguards)
- **Consultation & dialogue** (community meetings, GRM, stakeholder forums)
- **Social mobilization** (VRCs, local leadership, women participation)
- **Advocacy** (policy visibility, government commitment, donor confidence)
- **Accountability & feedback** (GRM, monitoring, transparency)

Extension of Proposal Submission

Reference to the email dated 19th November-2025 whereby firms were invited for submission of profiles (Technical/Financial) for “Hiring of Communication Firm” to HRU-PIU-IFRAP. The deadline for **submission of Profiles (Technical/Financial)** is extended from 29th Dec 2025 to 5th January 2025 till 12:00 PM and opening on the same day at 12:30PM at the same venue. The deadline for submission of profiles (Technical/Financial) and opening is also updated on official website of HRU PIU-IFRAP (WWW.HRU.ORG.PK).


PROJECT DIRECTOR

HRU PIU-IFRAP

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