

# REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES - FIRMS SELECTION)

**COUNTRY:** Pakistan

**NAME OF PROJECT:** Integrated Flood Resilience and Adaptation Project (IFRAP)

Loan No./Credit No./ Grant No.: IDA-73330

**Assignment Title:** Hiring of a Firm for National Digital Communications, Visibility, and Strategic Amplification Support

**Reference No.** (as per Procurement Plan): PK-FPMU MOPDSI -550714-CS-QCBS

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The Islamic Republic of Pakistan has received financing from the World Bank toward the cost of the Integrated Flood Resilience and Adaptation Project (IFRAP), and intends to apply part of the proceeds toward payments under the contracts for Hiring of a Firm for National Digital Communications, Visibility, and Strategic Amplification Support for the Integrated Flood Resilience and Adaptation Project (IFRAP)

The Outlines of Terms of Reference (TOR) for the assignment can be found at the following website: (<https://ifrap.org.pk/procurements-ifrap/>).

The Federal Project Management Unit (FPMU)-IFRAP 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. Key Experts will not be evaluated at the expression of interest stage. The prospective consultant(s) shall have the following experience:

- i. **General Experience:** The firm should have at least five (5) years of proven track record in providing integrated communications, public outreach, or digital engagement services. Experience working with public sector entities, international development organizations, is highly desirable to ensure familiarity with institutional reporting and compliance standards
- ii. **Specific Experience:** The firm should demonstrate experience in managing and executing assignments of similar complexity and multidisciplinary scope, including digital strategy, multimedia production, and media relations. The firm should have undertaken at least two assignments of comparable scale and complexity
- iii. **Technical and Professional Capacity** The firm shall demonstrate the availability of suitably qualified and experienced personnel required to perform the assignment. The proposed team shall include, at a minimum, key and non-key personnel as provided in the TOR. The firm shall also demonstrate the technical infrastructure required for digital asset management, large-scale social media moderation, multimedia production, analytics, and reporting as detailed in the TOR.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14{Conflict of Interest}, 3.16, and 3.17 [Consulting Services] of the World Bank’s “Procurement Regulations

for IPF Borrowers” dated November 2020 (“Procurement Regulations”), 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 (JV) and/or a sub- consultancy. The Consultant shall clearly describe the anticipated role of each JV partner as well as Sub Consultant within the association. In the case of joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract whereas each partner within the JV shall meet the qualification and experience requirement for the assigned role, if selected.

A Consultant will be selected in accordance with the Qualification and Cost Based Selection (QCBS) method set out in the WB Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services – Fourth Edition, November 2020).

Further information can be obtained at the address below during office hours 1000 to 1600 hours. Or via email [khurram@ifrap.org.pk](mailto:khurram@ifrap.org.pk).

Expressions of interest must be delivered in a written form to the address below (in person or by courier) by June 29, 2026 clearly stating the title of the REOI on a sealed envelope.

Project Director – IFRAP,  
Federal Project Management Unit (FPMU-IFRAP),  
7th Floor, EOBI House, G-10/1,  
Mauve Area, Islamabad.