



**PROJECT IMPLEMENTATION UNIT (IWRPP)**  
**INDUSTRIES, COMMERCE, INVESTMENT**  
**& SKILLS DEVELOPMENT DEPARTMENT**  
**GOVERNMENT OF THE PUNJAB**



## REQUEST FOR EXPRESSION OF INTEREST (EOI)

1. The Government of Punjab has received a Loan from the Asian Development Bank (ADB). Part of the loan's financing will be used for hiring of **"SOCIAL MARKETING & ADVERTISING FIRM"**. The Industries, Commerce, Investment and Skills Development (ICI&SD) Department of Punjab will be the Executing Agency (EA) while the Project Implementation Unit (PIU) - Improving Workforce Readiness in Punjab Project (IWRPP) will be the Implementation Agency (IA). The PIU has already been established that on behalf of the EA will guide on, oversight, overall implementation and performance of the project.

2. The Project (IWRPP) will finance the overall establishment of 19 Centers of Excellence (COE) in existing TEVTA & PVTC institutes that will deliver high-quality and demand driven Technical & Vocational Education and Training (TVET) in the eight priority economic sectors.

The project outputs are described below:

**Output 1:** Quality and relevance of TVET in priority economic sectors improved.

**Output 2:** Equitable access to TVET increased.

**Output 3:** TVET sector institutional framework strengthened.

This consultancy service will be required, including but not limited to prepare a comprehensive marketing strategy, Developing and implementation of communication plan, identifying image-building opportunities, and Developing a multi-media and multi-channel communications plan as a **SOCIAL MARKETING & ADVERTISING FIRM**. (Detailed Scope is mentioned on ADB's CMS)

3. The PIU-IWRPP hereby invites EOI from reputed national firms. The consultancy firm will be recruited using the Biodata Technical Proposal (BTP) procedure based on the **Consultant Qualification Selection (CQS)** method and in accordance with "ADB Procurement Policy on Goods, Works, Non-Consulting and Consulting Services and Procurement Regulations for ADB Borrowers on Goods, Works, Non consulting and Consulting Services". Preliminary details of the assignment are given in the table below:

Expert Input / Person-months for key staff	Duration of Assignment (Deliverable-Based, Intermittent Basis)	Method of Procurement	Expected date of Commencement	Type of Consultancy
Key Experts (National)				
240 Months	48 Months (Estimated)	CQS	3 <sup>RD</sup> Quarter-2024	Consultancy firm

4. The **Social Marketing & Advertising** firm will be composed of national (key) experts. The team will consist of a national team leader who will lead the national key experts. The Interested firms should have demonstrated experience in relevant sectors/fields and the scope of work involved for the subject assignment. The following shortlisting criteria shall be used for evaluation: -

i)	General Qualifications	15 % weightage
ii)	Project Related Experience	70 % weightage
iii)	Overseas/Country Experience	15 % weightage

5. The EOI must be submitted online via the ADB's Consultant Management System (CMS). The EOI must be submitted using the online template in CMS not later than **20.08.2024**. Access to the online Request for Expression of Interest may be reached through the link to Consultant Services Recruitment Notices (CSRN) available at [www.adb.org/site/business-opportunities/operational-procurement/consulting](http://www.adb.org/site/business-opportunities/operational-procurement/consulting). A firm wishing to submit an EOI must be registered in the CMS. CMS registration is accessible at <http://cms.adb.org>. Any proposed associate firms, sub-consultants, or joint venture partners must also be registered in CMS. Any firm encountering technical problems in accessing CMS should request assistance by email to [cmshelp@adb.org](mailto:cmshelp@adb.org).

### Project Director

Project Implementation Unit (PIU)

Improving Workforce Readiness in Punjab Project (IWRPP)

Industries, Commerce, Investment and Skills Development (ICI&SD)

Department, Govt. of Punjab

Address: 299-A New Muslim Town near Ayubia Market, Lahore, Pakistan

Telephone: +92 42 99232052

E-mail: [pdiwrp@outlook.com](mailto:pdiwrp@outlook.com)

Website: <https://iwrpp.punjab.gov.pk>