

**Terms of Reference (TORs)**  
**Procurement of Services of consultant**  
**Awareness Campaign Regarding Initiatives on Women**  
**Empowerment**



**GOVERNMENT OF PUNJAB**  
**Directorate of Women Development, Punjab**

**September, 2019**

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## **TENDER NOTICE**

Directorate of Women Development Department invites sealed proposals for the hiring of a registered Media Consultant for Awareness Campaign Regarding Initiatives on women Empowerment.

The interested consultants can obtain the document containing Terms of Reference (TORs) of required services and eligibility criteria from WDD website (<http://wdd.punjab.gov.pk>). The sealed proposals must be delivered at the following address within 15 days (3rd October, 2019) of publication of this advertisement till 03:00 PM. Proposals will be opened on the same date at 04:00 PM in the Committee room of Directorate of Women Development.

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**DIRECTOR**  
**DIRECTORATE OF WOMEN DEVELOPMENT**  
6- College Block Allama Iqbal Town Wahdat Road Lahore.

042-99332496

## 2. Description of Service

Directorate of Women Development (DWD) is working as an operational arm of Women Development Department being its attached department. DWD approach is to promote the women participation rate in the economic sphere of life which will enhance social as well as economic status of women.

DWD invites proposals/bids (Technical and Financial) from well reputed media in Pakistan for providing the services to conduct media awareness campaigns and event management. The interesting consultants must comply with eligibility criteria. The selected consultants will be bound to comply with all instructions provided in these bidding documents for selection of suitable consultant.

Project is designed to disseminate information and awareness regarding women empowerment initiatives introduced by Women Development Department Punjab. Hired consultant is expected to perform/assist following duties:

- I. Propagation of new initiatives/packages regarding women empowerment
- II. Awareness campaign through print, electronic and social media
- III. Development of material on women related issues and government initiatives
- IV. Conduct of Seminars, workshops etc.
- V. Development of documentaries etc.
- VI. To eliminate communication gap between women and Govt. of Punjab, launching of online digital magazine in public sector for women in Pakistan.
- VII. Dissemination of initiatives of government to all relevant departments.
- VIII. Lobbying and awareness of Stakeholders by means of hands on workshops, talks and seminars.
- IX. Dissemination of women empowerment initiatives to general public through effective media strategies using all modes i.e. electronic, print, social media, documentaries, Radio Broadcasting etc.
- X. Celebration of women related national and international events/days

3. **Location:** All over Punjab

## 4. Timelines/Deadlines

- Proposal submission deadline: **October 3, 2019 at 03 p.m.**
- Opening of Proposal: **October 3, 2019 at 04 p.m.**

**Duration:** Six months, starting from 15 October 2019



## 5. Terms of Reference (TORs)

The scope, duties and responsibilities of hired consultant will include but not necessarily limited to following:

- Formulation of communication strategy and media strategies (print, electronic, social, film, FM etc.)
- Development of short films, documentaries, TVCs etc.
- Coordination with media groups/persons
- Designing of print and electronic media campaigns and content in coordination with DGPR layout feedback mechanism
- Designing of social media campaigns and content
- Responsible for organizing and designing of the awareness material (newsletter, pamphlets, brochures, leaflets, and hand-outs)
- Will prepare mass information material in suitable format and language to be disseminated through all possible channels i.e. face book, Instagram, twitter etc.
- Design other communication materials (policy briefs, brochures, launch materials etc.)
- Development of awareness/advocacy campaigns in line with international and national events/days
- Track and analyze traditional and online media to improve the effectiveness of communication strategy and activities
- Work with a wide range of graphic techniques as well as graphic designing software
- Maintain regular contact with social media followers of the department
- Planning of social mobilization activities and awareness/advocacy campaigns in line with international and national events/days
- Develop, maintain and update appropriate work plan for creating awareness through different media (print, electronic, social, FM, film, TVCs etc.)

- To develop/maintain photo gallery of every event of WDD/DWD
- Any other duty assigned by the authorities mutually agreed by the both parties

## **6. Eligibility Criteria**

- i. The interested consultant shall have NTN/sales tax Number and be on Active Taxpayer list (ATL) of FBR. The agencies may attach copies of NTN/sale tax number and evidence of being on active taxpayer list.
- ii. Minimum qualification for Media Consultant is Masters in any subject from a recognized university.
- iii. The interested consultant must have 10 years field experience of which 5 years should be related to media.( Event management, holding Seminars and conferences, running social media campaigns, Media research, Graphic Designing, Web Designing etc)