



COMPETITIVE & LIVABLE CITY OF KARACHI  
INVESTMENT DEPARTMENT  
GOVERNMENT OF SINDH



Reference No: PK-SID-347689-CS-CQS  
Dated: 17<sup>th</sup> April 2024

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

Credit No.:P161402

**Assignment Title: Digital Marketing Engagement for Reforms awareness Campaign and adoption of Sindh Business One Stop Shop.**

The Investment Department, Government of Sindh has received financing from the World Bank towards the cost of Competitive and livable City of Karachi, project, and intends to apply part of the proceeds for consulting services. The consulting services ("the Services") include the engagement of a marketing firm for reform awareness campaign and adoption of Sindh-Business One Stop Shop.

Further description of the task along with complete scope is mentioned in the detailed ToRs (Enclosed here with) and are hoisted at [www.business.gos.pk](http://www.business.gos.pk) and [www.sindhinvestment.gos.pk](http://www.sindhinvestment.gos.pk).

The Competitive and Livable City of Karachi-Sindh Investment Department 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.

The intending consulting firm must be:

- A registered firm with the relevant tax authorities such as FBR, SRB and Professional Tax
- A firm with experience in developing conventional Marketing and Digital Marketing for at least 3 Public/Private Sector Firms in Pakistan.
- The firm must have at least 5 years of experience in the relevant field and should provide Documentary evidence of assignment of last five years including client name, worth and registration certificate(s) with legal entities.
- The firm must have an annual financial turnover of at least PKR 10 million for last three consecutive years. Annual Audited report of last three years (2020-2021, 2021-2022 and 2022-2023) must be enclosed for evidence of above required annual turnover.
- The firm must have ATL/BTL track record and have excellent knowledge of recent trends in graphic design (Campaigns, Taglines, Logos, event campaigns, animation etc), websites, Paid Promotions (PPC), Content development, creative content



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development, social media handling, SEO and know how to generate the traffic. -  
Provide sample

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Applicants / 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 and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Consultant Qualification Selection (CQS) method set out in the Procurement Regulations and the short-listing will be done on the basis of general experience, specific experience and managerial capacity as per details given in TORs.

Further information can be obtained at the address below during office hours *i.e.* 10.00 to 17.00 hours.

EOI must be delivered in a written form to the address below (in person or by post) by 15.00 hours on **7<sup>th</sup> May 2024**. All received EOIs would be opened at 15:15 hours on the last day of submissions in presence of representatives / consultant who wish to attend.

Anwar Ali Shar  
Project Director (CLICK-SID)  
1<sup>st</sup> Floor, Block-A, Finance & Trade Center,  
Shahra-e-Faisal Karachi, Sindh.  
Tel: 021 – 99207512-14