

TERMS OF REFERENCE

Karachi Neighborhood Improvement Project

Enhancing public spaces and improving city's capacity to transform Karachi into more livable and inclusive mega city

PROJECT BACKGROUND AND OBJECTIVES

In 2015-2016, the World Bank (WB) prepared a *Karachi City Diagnostic (KCD)*, an unprecedented endeavor to collect comprehensive data on the city's economy, livability, and key urban infrastructure. The KCD provides an overview of the challenges and opportunities facing the Karachi Metropolitan Region and estimates investment levels needed to bridge the infrastructure gap and improve the metropolitan region's economic potential. The findings and recommendations of the Diagnostic were corroborated by an extensive series of stakeholder consultations involving government counterparts, civil society, academia, the private sector, and women's groups. These consultations emphasized the need for a sustained and long-term engagement to support the city's transformation.

Transforming Karachi into a livable, inclusive, resilient, and productive megacity cannot be achieved through any single project or intervention. So, under first track, a "quick wins" operation with a fast preparation timeline and high-visibility interventions to strengthen confidence is needed. Therefore, Karachi Neighborhood Improvement Project (KNIP) emerges to focus on fast, low cost & high impact interventions responding to emergent city needs. It is an initiative of the Government of Sindh, supported by the World Bank Group and follows an inclusive & participatory approach in planning and implementation.

First, the project aims to demonstrate the importance and validity of an inclusive process for neighborhood improvements, by financing highly visible but low-cost public space enhancements through a collaborative process. Second, it supports improvements to selected administrative services, and lays the foundation for better city management. Finally, it facilitates the high-level policy dialogue needed to address the complex policy reforms and large investment needs in a comprehensive and coordinated manner.

These ToR focus on the "**Information, Education and Communication (IEC) activities for Karachi Neighborhood Improvement Project (KNIP) Interventions**" which includes a number of Sub-Projects identified on bases of urban spaces enhancement themes, higher number of beneficiaries, physical connection previous sub-project interventions and pedestrian linkages of important public spaces within and with future BRT stations, where appropriate.

The consultant firm will assist PIU-KNIP office in (1) developing and implementing the communication strategy and plan, (2) web-related activities (3) social media management, (4). Content Writing, including Preparation of Promotional Material On-Site Visibility (Documentary and Videography) and Extensive Media Projection and Monitoring.

SCOPE OF WORK

The selected media firm will be responsible for:

- Developing Communication Strategy of KNIP.
- Restructuring of KNIP website to highlight the information on all projects of KNIP. The website is functional on previous projects in English, Urdu and Sindhi languages.
- Managing and updating an intensified and wider outreach through use of social, digital and traditional media.
- Preparing promotional material in English, Urdu and Sindhi to create visibility
- Establishing strong media outreach.
- Producing Audio-visual small documentaries on all sub-projects.

DELIVERABLES / SPECIFIC OUTPUTS EXPECTED FROM CONSULTANT

Working closely with the KNIP team, the following deliverables are expected from the selected firm:

Deliverables:

1. Develop Communication Strategy of the project
2. Develop and update Website
 - 2.1 Content draft of interventions.
 - 2.2 Regular maintenance to update transparent information on website.
 - 2.3 Translate the content from English into Urdu and Sindhi.
 - 2.4 Produce visuals to increase the reach out for organic posting.
 - 2.5 Enhance Search Engine Optimization.
 - 2.6 Fortnightly submission of a report highlighting the work undertake.
3. Content Writing
 - 3.1 Key messages for targeted audience.
 - 3.2 Designing, drafting and printing of brochures and pamphlets.
 - 3.3 Designing, printing and placement of Banners and Panaflex clearly defining the boundary of intervention.
 - 3.4 Prepare media kit.
 - 3.5 Prepare draft press releases, articles and rebuttals.
4. Social Media Management
 - 4.1 Prepare Post highlighting project progress and its impacts on various social media platforms.
 - 4.2 Daily Posting on Twitter, Facebook, Instagram etc.
 - 4.3 Prepare list of social media influencers and review their posts.
 - 4.4 Responding comments and messages of the social media followers.
 - 4.5 Action Plan for organic increase in followers.
 - 4.6 Display weekly progress report on social media.
5. Traditional Media Management
 - 5.1 Prepare and update media contact list.
 - 5.2 Ensure publishing press releases, articles and rebuttals.
 - 5.3 Develop one year for KNIP and provide support in implementation of the plan.
6. Short Audio-visual documentaries
 - 6.1 Produce high quality audio-visual documentaries of all sub-projects.

6.2 Uploading short documentaries regularly on social media accounts of the project.

Roles and Responsibilities

The Consultant will be responsible for accomplishment of agreed milestones and all deliverables in accordance with scope of work for PIU-KNIP within the agreed budget and timeframe.

Coordination Line

The Consultant will report to and work in coordination with the Client for regular feedback and guidance.

Application process and selection criteria

Submission of proposal

The Project Implementation Unit, Karachi Neighborhood Improvement Project, Planning and Development Department, Government of Sindh now invites consulting firms to indicate their interest in providing the required services. Interested Consultants should provide information demonstrating that they have got the required qualifications and relevant experience to perform the Services. A Consultant will be selected in accordance with the Consultant's Qualifications Based Selection (CQS) method set out in the World Bank's Procurement Regulations for IPF Borrowers of July 2016 (revised in Nov 2017, August 2018 & Nov 2020). The shortlisting criteria are as under:

Shortlisting Criteria

No.	Criteria
a.	<p>Services of credible consultant (Firm/Team of Consultants) is required to support "Communication component of Karachi Neighborhood Improvement Project"</p> <ul style="list-style-type: none"> i Name, address, Phone, Fax and E-mail address along with postal and telegraphic address contact person; ii Certificate of Incorporation/Registration with authorized government department(s) of Consulting Firm as Legal Entity. iii Corporate Profile providing sufficient information/details in following, but not limited to, areas in respect of a consultancy firm; (a) Years of operations; (b) Management Structure/Organogram of the firm with relevant information about Board/Directors etc.; (c) Core competencies related information etc.; iv Certificates of National Income & Sales Tax Numbers and proof of Active Tax Payer, of the Consultancy Firm/Joint venture Firms. Copies of respective certificates must be provided/furnished;
b.	<ul style="list-style-type: none"> i. Experience of working in donor-funded projects. ii. Experience in providing consulting services and excellent track record of completion of tasks according to timelines. iii. Minimum five years of experience in developing and implementing high quality communications strategy and campaigns. iv. Professional references from organizations with similar work assignments completed v. Data Sheets of relevant (similar and specific experiences) assignments, duly substantiated, by the Firm/Joint venture's members either completed or in progress, with the following details:



	<ul style="list-style-type: none"> a) Name of the Project b) Cost of the Project c) Name and address of the Client d) If case of association of service providers, the names and address of all the partners e) Start & Completion Date f) Number of staff-months provided by the firm (in case of association/JV, by other partner firms) g) Brief description of the services rendered <p>vi. Any additional documents to support relevant experience of consultancy Firm/Joint venture (Copy of Work Order & Satisfactory Work Completion Certificates from the client)</p>
c.	In case of Firms, participating in an association, sub-consultant or JV, original Letter(s) of Association from each associating partner, confirming the Lead Partner/Partner in Charge, on the letter head of a Firm/Partner duly signed and stamped, must be provided;
d.	<p>A proven track record of professionalism and ethical conduct, relevant technical knowledge, skills and extensive work experience in designing campaigns/narratives for social messaging and awareness raising.</p> <p>National firms are required to submit affidavit on stamp paper duly notarized confirming that:</p> <ul style="list-style-type: none"> (a) applicant Firm/Joint venture(s) has never been blacklisted by any Government/Semi Government Organization and (b) list and status of litigation/arbitration by applicant Firm/Joint Venture (c) All the information provided by the applicant Firm/Joint venture is correct.
e.	List of Employees proposed to be engaged (Core managerial staff)
<p>Tenure: The duration of the assignment would be approximately six (06) Months.</p>	

