



AYUB TEACHING HOSPITAL (AMTI) ABBOTTABAD

**Request for Proposal
For
Media Consultancy Services**

Under National Competitive Bidding (NCB)

Tender (2026-27)

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Part - I

Letter of Invitation

Letter of Invitation

Dear Sir/Madam.:

1. The Hospital Director Ayub Teaching Hospital (AMTI) Abbottabad (hereinafter called "Procuring Entity") invites proposals to provide the following services at Ayub Teaching Hospital Abbottabad.

I. Media Consultancy Services

2. The firm/Individual will be selected under Quality & Cost Based Selection (QCBS) System and procedures described in the RFP, in accordance with the KPPRA Rules 2014.

3. The RFP includes the following documents:

Section 2 Instructions to Consultant

Section 3 Data Sheet

Section 4 Technical Proposal - Standard Forms

Section 5 Financial Proposal - Standard Forms

Section 6 Terms of References

Section 7 Integrity Pact

4. The Proposals must be uploaded on E-PADS and hard copies as per advertisement, be delivered by hand or through courier to the office of the Hospital Director ATH Abbottabad at Ayub Teaching Hospital Abbottabad on or before the closing date & time mentioned in the advertisement which will be opened on the same day at **1100 hours**, in presence of bidders OR their representatives.

Please confirm the receipt of letter of invitation in writing to this office

Yours sincerely.

Hospital Director
Ayub Teaching Hospital
Abbottabad

Part - II

Instructions to Consultants

Instruction to Consultants

1. Definitions

- (a) “Procuring Entity (PE)” means the department with which the selected Consultant will sign the Contract for the Services.
- (b) “Consultant” means a professional who can study, design, organize, evaluate and manage projects or assess, evaluate and provide specialist advice or give technical assistance for making or drafting policies, institutional reforms and includes private entities, consulting firms, legal advisors, engineering firms, construction managers, management firms, procurement agents, inspection agents, auditors, international and multinational organizations, investment and merchant banks, universities, research institutions, government agencies, nongovernmental organizations, and individuals
- (c) “Contract” means an agreement enforceable by law and includes general and special conditions of the contract.
- (d) “Data Sheet” means such Part of the Instructions to Consultants that is used to reflect specific assignment conditions.
- (e) “Day” means calendar day including holiday.
- (f) “Government” means the Government of Khyber Pakhtunkhwa.
- (g) “Instructions to Consultants” (Section 2 of the RFP) means the document which provides shortlisted Consultants with all information needed to prepare their Proposals.
- (h) “LOI” (Section 1 of the RFP) means the Letter of Invitation sent by the procuring Entity to the Consultant.
- (i) “Proposal” means the Technical Proposal and the Financial Proposal.
- (j) “RFP” means the “Request for Proposal” prepared by the procuring Entity for the selection of consultants.
- (k) “Sub-Consultant” means any Person or entity to whom the consultant subcontracts any Part of the Services.
- (l) “Terms of Reference” (TOR) means the document included in the RFP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the procuring Entity and the Consultant, and exacted results and deliverables of the assignment.

2. Introduction: The Procuring Entity named in the Data Sheet will select a consulting firm/organization (the Consultant) in accordance with the method of selection specified in the Data Sheet.

The eligible Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet. The Proposal will be on the basis of contract negotiations and ultimately for a signed Contract with the selected Consultant.

Consultants should familiarize themselves with rules / conditions and take them into account while preparing their Proposals. Consultants are encouraged to attend a pre-bid meeting on the date mentioned in the Data Sheet.

Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Procuring Entity reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Consultants.

3. Conflict of Interest: Consultants are required to provide professional, objective, and impartial advice and holding the Procuring Entity interest Paramount. They shall strictly avoid conflict with other assignments or their own corporate interest. Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Procuring Entity, or that may reasonably be perceived as having such effect. Failure to disclose such situations may lead to the disqualification of the Consultant or the termination of its Contract.

Without limitation on the generality of the foregoing, Consultants, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

A consultant that has been engaged by the procuring Entity to provide goods, works or services other than consulting services for a project, any of its affiliates, shall be disqualified from providing consulting services related to those goods, works or services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, any of its affiliates, shall be disqualified from subsequently providing goods or works or services other than consulting services resulting from or directly related to the firm's consulting services for such preparation or implementation.

A Consultant (including its Personnel and Sub Consultants) or any of its affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Consultant to be executed for the same or for another Procuring Entity.

A Consultant (including its Personnel and Sub Consultants) that has a business or family relationship with a member of the Procuring Entity's staff who is directly or indirectly involved in any Part of (i) the preparation of the Terms of Reference of the assignment (ii) The selection process for such assignment, or (iii) supervisions of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved.

Conflicting Relationships

Government officials and civil servants may be hired as consultants only if:

- (a) They are on leave of absence without Pay;
- (b) They are not being hired by the Entity they were working for, six months prior to going on leave; and
- (c) It is Government's policy that consultants under the contract(s), observe the highest standard of ethics during the procurement and execution of such

contracts. In pursuit of this policy, the Procuring Entity follows the instructions contained in Khyber Pakhtunkhwa Public procurement Rules 2014 which defines:

Their employment would not give rise to any conflict of interest.

“Corrupt and fraudulent practices” includes the offering, giving, receiving, or soliciting, directly or indirectly of anything of value to influence the act of another Party for wrongful gain or any act or omission, including misrepresentation, that knowingly or recklessly misleads or attempt mislead a Party to obtain a financial or other benefit or to avoid any obligation;

Under Rule 44 of KPPRA 2014, “The Procurement Entity can inter-alia blacklist Bidders to the KPPRA, provided that any supplier or contractor who is to be blacklisted shall be accorded adequate opportunity of being heard”.

Pursuant to section 16(2)(3) of KPPRA Act 2012 Consultant undertakes to sign an Integrity Pact in accordance with prescribed format attached hereto for all the procurements estimated to exceed Rs. 2.5 million.

5. Integrity Pact: (Integrity Pact attached to RFP)

6. Proposal: Every Consultant may only submit or participate in not more than one proposal, such submit one proposal. If a Consultant proposals shall be disqualified. Participation of the same Sub Consultant, including individual experts, to more than one proposal is not allowed.

7. Proposal: The Data Sheet indicates Proposals validity that shall not Validity be more than 90 days in case of National Competitive Bidding (NCB) and 120 days in case of International competitive Bidding (ICB). During this Period, Consultants shall maintain the availability of Professional staff nominated in the Proposal. The Procuring Entity will make its best effort to complete negotiations within this period. Should the need arise; however, the Procuring Entity may request Consultants to extend the validity period of their proposals. Consultants who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal, or in their confirmation of extension of validity of the Proposal, Consultants may submit new staff in replacement, who would be considered in the final evaluation for contract award. Consultants who do not agree have the right to refuse to extend the validity of their Proposals.

8. Clarification & Amendment: Consultants may request for a clarification of contents of the bidding document in writing, and procuring Entity shall RFP Documents respond to such queries in writing within three calendar days, provided they are received at least eight calendar days prior to the date of opening of proposal. The procuring Entity shall communicate such response to all Parties who have obtained RFP document without identifying the source of inquiry. Should the PE deem it

necessary to amend the RFP as a result of a clarification, it shall do so. The Procuring Entity may amend the RFP five days before the closing date by issuing an addendum/corrigendum in writing. The addendum shall be sent to all Consultants and will be binding on them. Consultants shall acknowledge receipt of all amendments. To give Consultants reasonable time in which to take an amendment into account in their Proposals the Procuring Entity may, if the amendment is substantial, extend the deadline for the submission of Proposals.

9. Preparation of Proposals: In preparing their Proposal, Consultants are expected to examine in detail the documents comprising the RFP. Material deficiencies (deviation from scope, experience and qualification of Personnel) in providing the information requested may result in rejection of a Proposal.

10. Language: The Proposal as well as all related correspondence exchanged by the Consultants and the Procuring Entity shall be written in English. However, it is desirable that the firm's Personnel have a working knowledge of the national and regional languages of Islamic Republic of Pakistan.

11. Technical Proposal Format and Content: While preparing the Technical Proposal, consultants must give Particular attention to the following:

- (a) For assignments on a staff-time basis, the estimated number of professional staff-months is given in the Data Sheet. The proposal shall, however, be based on the number of professional staff-months estimated by the firm. For fixed-budget-based assignments, the available budget is given in the Data Sheet, and the Financial Proposal shall not exceed this budget.
- (b) It is desirable that the majority of the key professional staff proposed be Permanent employees of the firm or have an extended and stable working relationship with it.
- (c) Proposed professional staff must, at a minimum, have the experience indicated in the Data Sheet, preferably working under similar geographical condition.
- (d) Alternative professional staff shall not be proposed, and only one curriculum vitae (CV) shall be submitted for each position.

The Technical Proposal shall provide the following information using the attached Standard Forms (Section 4):

- (a) A brief description of the consultant organization and an outline of recent experience on assignments (Section 4B) of a similar nature. For each assignment, the outline should indicate, *inter alia*, the profiles of the staff, duration of the assignment, contract amount, and firm's involvement.
- (b) The list of the proposed staff team by specialty, the tasks that would be assigned to each staff team member, and their timing (Section 3 TECH-4).
- (c) CVs recently signed by the proposed professional staff and the authorized representative submitting the proposal (Section 3 TECH-5). Key information should include number of years working for the consultant and degree of responsibility held in various assignments during the last__ (PE may give number

of years as Per their requirement) years. The Technical Proposal shall not include any financial information.

12. Financial Proposal: The Financial Proposal shall be prepared using the attached Proposals Standard Forms (Section 5). It shall list all costs associated with the assignment, including (a) remuneration for staff (in the field and at the Consultants' office), and (b) reimbursable expenses indicated in the Data Sheet (if applicable). Alternatively, Consultant may provide their own list of cost. If appropriate, these costs should be broken down by activity. All activities and items described in the Technical Proposal must be priced separately; activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items.

13. Taxes: The Consultant will be subject to all admissible taxes as per government rules including stamp duty and service charges at a rate prevailing on the date of contract agreement unless exempted by relevant tax authority. 14. Submission, Proposal shall contain no interlineations or overwriting. Receipt, and Submission letters for both Technical and Financial Proposals Opening of should respectively be in the format of TECH-1 of Section- 4, and FIN-1 of Section 5. All Pages of the original Technical and Financial Proposals will be initialled by an authorized representative of the Consultants (Individual Consultant). The authorization shall be in the form of a written power of attorney accompanying the Proposals.

The original Financial Proposal (if required under the selection method indicated in the Data Sheet) shall be placed in a sealed envelope clearly marked "Financial Proposal" followed by name of the assignment, and with a warning "**Do Not Open with The Technical Proposal**" If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive. The Proposals must be sent to the address indicated in the Data Sheet and received by the PE no later than the time and the date indicated in the Data Sheet, or any extension to this date. Any proposal received by the PE after the deadline for submission shall be returned unopened. In order to avoid any delay arising from the postal or PE's internal dispatch workings, Consultants should ensure that proposals to be sent through couriers should reach a day before the deadline for submission.

14. Proposal Evaluation: From the time the Proposals are opened to the time the contract is awarded, the Consultants should not contact the PE on any matter related to its Technical and/or Financial Proposal. Any effort by consultants to influence the PE in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Consultants' Proposal.

15. Evaluation of Technical Proposals: Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is

concluded. The evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet. Each responsive Proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it fails to achieve the minimum technical score indicated in the Data Sheet.

16. Evaluation of Financial Proposals: After the technical evaluation is completed, the PE shall notify in writing Consultants that have secured the Minimum qualifying marks, the date, time and location, allowing a reasonable time, for opening the Financial Proposals.

Financial proposals of those consultants who failed to secure minimum qualifying marks shall be returned unopened.

Financial Proposals shall be opened publicly in the presence of the Consultants' representatives who choose to attend. The name of the Consultants and the technical scores of the Consultants shall be read aloud. The Financial Proposal of the Consultants who met the minimum qualifying mark will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded. Copy of the record shall be sent to all Consultants.

17. The Evaluation Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a Partial amount and the total amount, or between word and figures the formers will prevail. In addition to the above corrections, activities and items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or

24. Award of items.

Contract

Quality Cost Base Selection (QCBS), the bidder gets highest marks (Technical + Financial) shall be accepted.

Negotiations will be held at the date and address indicated in the Data Sheet. The invited Consultant will, as a pre-requisite for attendance at the negotiations, confirm availability of all Professional staff. Failure in satisfying such requirements may result in the PE proceeding to negotiate with the next ranked Consultant. Representatives conducting negotiations on behalf of the Consultant must have written authority to negotiate and conclude a Contract.

19. Financial If applicable, it is the responsibility of the Consultant, before negotiations starting financial negotiations, to contact the local tax authorities to determine the tax amount to be Paid by the Consultant under the Contract. The financial negotiations

18. Negotiations will include a clarification (if any) of the firm's tax liability, and the manner in which it will be reflected in the Contract; and will reflect the agreed technical modifications in the cost of the services. Consultants will provide the PE with the information on remuneration rates described in the Appendix attached to Section 4 (i.e. Financial Proposal - Standard Forms of this RFP.

After completing negotiations, the Procuring Entity shall award the Contract to the selected Consultant within seven days after letter of acceptance or award has been issued. Procuring Entity shall publish on the website of the Authority and on its own website, if such a website exists, the result of the bidding process, identifying the bid through procuring identifying number, if any and the following information, evaluation report, form of contract and letter of award, bill of quantity or schedule of requirement, as the case may be. However, the procuring entity shall announce the final results of a bid evaluation giving justifications for acceptance or rejection of bids at least ten days prior to the award of a contract and place the same on its and authority website.

After publishing of award of contract consultant required to submit a Performance security as mentioned in data sheet.

25. Confidentiality: Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the Consultants who submitted the Proposals or to other Persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Consultant of confidential information related to the process may result in the rejection of its Proposal.

Part - III

Data Sheet and Evaluation Criteria

DATA SHEET

1.1	Name of the Assignment is:	Consultancy Services for: “Media Consultancy Services”
	The Name of the PE’s official (s):	Hospital Director ATH Abbottabad
	Address:	Ayub Teaching Hospital AMTI Abbottabad
	Telephone:	0992-920155
	Facsimile:	0992-920154
	E-mail:	Hospitaldirector@ath.gov.pk
1.2	The method of selection is:	QCBS
	The Edition of the Guidelines is:	KP-PPRA Act 2012 & Rules 2014 All other applicable Acts and Rules
1.3	Financial Proposal to be submitted together with Technical Proposal: Yes	As per ITC (The original and all copies of the Technical Proposal shall be uploaded on E-PADS as well as the Financial Proposal. However, as mentioned in the advertisement the hard copies of “Affidavit on Judicial Stamp Paper, Tender security (CDR) and original receipt of tender fee” be submitted before closing date and time of tender.
1.5	The Proposal submission	Proposals shall be submitted on E-PADS
1.6	Proposals must be uploaded on E-PADS on date and time:	As per advertisement
1.7	Expected date for commencement of consulting Services.	Immediate after award of contract

1.8	Joint Venture	Not Allowed
1.9	Proposals validity	Proposals will remain valid for 90 days after submission
1.10	Clarifications may be requested not later than three days before the submission date. Pre bid meeting will be held on 17-09-26.	Monday to Friday 8am to 4:30pm
1.11	Language of proposal shall be	English
1.12	The estimated number of professional staff-months required for the assignment	N/A

1.13	The format of the Technical Proposal to be submitted FTP or STP	Full Technical Proposal (FTP)
1.14	Consultant must upload the original Technical Proposal, and the original Financial Proposal.	One Technical and One Financial
1.15	TECHNICAL EVALUATION CRITERIA	Attached
1.16	The single currency for price conversions is:	PKR
1.17	Successful consultant is required to submit Performance security in form of CDR or bank guarantee	N/A
1.18	Consultant undertaking to sign the Integrity Pact for the procurement estimated to exceed Pak Rs.2.5 million.	
1.19	Contract Duration	For the Period of One Years which can be extended for additional period on performance/Requirement basis

TECHNICAL EVALUATION PERFORMA FOR MEDIA CONSULTANCY

Mandatory documents:

1. Registration of the Organization as a firm/company/Sole proprietor and copy of CNIC for Individual Consultant.
2. ATL Certificate for NTN.
3. ATL certificate for GST/KPRA.
4. Compliance to the ToRs.
5. Undertaking on notarized judicial stamp paper of Rs: 100/- that
 - (a) Firm/Individual is not blacklisted nor terminated due to illegality.
 - (b) CDR (as per advertisement) is attached.
 - (c) Non-Shareholder Certificate, that no employee of ATH is partner in the firm's business.

TECHNICAL EVALUATION CRITERIA

S No	Parameters	Detail Description	Maximum Marks	Remarks
1	Experience	Years in operation in Media Consultancy (02 marks per year)	10	Attach valid proof
2	Projects Completed	Projects completed in last 5 years (02 marks per project)	10	Attach valid proof
3	Projects in Hand	02 marks per project	10	Attach valid proof
4	Financial Strength	Annual Financial Turnover of last 03 fiscal years (Audited reports): Turnover less than 10.00 mil 03 marks Turnover less than 20.00 mil 06 marks Turnover above 20.00 mil 10 marks	10	Attach valid reports
5	Human Resources	Qualification & experience of Team Leader (15 marks) Qualification & experience of Content Writers (05 marks) Qualification & experience of Printing Specialists (05 marks) Qualification & experience of Digital Media Experts (05 marks)	30	Attach valid documents
Total Marks			70	

Technical Score will be measured on the basis of ToRs compliance of the applicant and bidders obtaining 70% marks in technical evaluation will be considered as qualified/responsive. (i.e. 49 marks out of total 70 marks)

Financially Lowest bid among technically qualified/responsive bids will be declared as successful bidder.

Part - IV

Technical Proposal - Standard Forms

Section 4. Technical Proposal - Standard Forms

FORM TECH-1. TECHNICAL PROPOSAL SUBMISSION FORM

[Date]

The Hospital Director
Ayub Teaching Hospital (ATH)
Abbottabad.

Dear Sirs:

We, the undersigned, offer to provide the consulting services for **(Media Consultancy Services) AT AYUB MEDICAL TEACHING INSTITUTION, ABBOTTABAD THROUGH** in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope.

We are submitting our Proposal in association with: [Insert a list with full name and address of each associated Consultant]

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in the Data Sheet, we undertake to negotiate on the basis of the proposed staff. our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than the date indicated in the Data Sheet.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]

Name and Title of Signatory: _____

Name of Firm: _____

Address: _____

For FTP Only

Form TECH-2. CONSULTANT'S ORGANIZATION & EXPERIENCE

A - Consultant's Organization

[Provide here a brief (two Pages) description of the background and organization of your firm/entity].

B - Consultant's Experience

[Using the format below, provide information on each assignment carried out **in the last 5 years** for which your firm was legally contracted either individually or as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment.

Assignment name:	Approx. value of the contract:
Country: Location within country:	Duration of assignment (months):
Name of PE:	Total No of staff-months of the assignment:
Address:	
Start date (month/year): Completion date (month/year):	No of professional staff-months provided by associated Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your firm involved and functions Performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Firm's Name:

For FTP Only

Form TECH-3. Comments and Suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be Provided by the PE

A - On the Terms of Reference

[Present and justify here any modifications or improvement to the Terms of Reference you are proposing to improve Performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your proposal.]

FORM TECH-4. TEAM COMPOSITION AND TASK ASSIGNMENTS

[illegible]

FORM TECH-5. CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position *[only one candidate shall be nominated for each position]:*
2. Name of Firm *[Insert name of firm proposing the staff]:*
3. Name of Staff *[Insert full name]:*
4. Date of Birth:
5. Nationality:
6. Education *[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]*
7. Membership of Professional Associations:
8. Other Training *[Indicate significant training since degrees under consideration were obtained.*
9. Countries of Work Experience: *[List countries where staff has worked in the last ten years]:*
10. Languages *[For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:*
11. Employment Record *[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:*

From [Year]: _____

To [Year]: Employer: __

Positions held: _____

Part – V

Financial Proposal - Standard Forms

FORM FIN-1 SUMMARY OF COSTS

Consultancy Cost per month (lump Sump) in PKR.....

Reimbursement of consultancy cost will be subject to submission of Monthly Progress Report with reference to the Target provided.

Part -VI
TERMS OF REFERENCE (TORs)
FOR HIRING MEDIA CONSULTANCY FIRM

ROLE AND RESPONSIBILITIES OF THE HOSPITAL:

1. The MTI Management will provide the suitable information required from time to time required for achievements of the tasks assigned.
2. No extra TA/DA and Allowance will be provided for the services rendered except the fixed monthly cost.
3. The Consultant will be provided reasonable security in local travelling within the Abbottabad city if so required.

TERMS OF REFERENCE FOR SERVICE PROVIDER:

ToRs for Media Consultants:

1. MTI Abbottabad aims to enhance its media and publication services by hiring a professional media consultant. The consultant will provide editorial, design, translation, and publishing services to ensure high-quality content development, production, and distribution of institutional publications and media content. The consultant will also develop a highly effective media team at MTI Abbottabad.
2. **Scope of Work:** The consultant will be responsible for the following:
 - a) **Strategic Media Planning:** Formulate comprehensive electronic, print, and digital media campaigns tailored to public awareness and departmental milestones.
 - (b) **Content Production:** Conceptualize, draft, and produce press releases, video documentaries, TV commercials, infographics and social media toolkits.
 - (c) **Monitoring & Reporting:** Provide daily, weekly, and monthly media monitoring clippings and campaign reach analytics.
 - (d) Editorial & Content Development Research, writing, and development of medical and institutional content. High-quality English-Urdu and Urdu-English translation by experienced translators. Proofreading and fact-checking to maintain academic and medical integrity.
 - (e) Graphic Design & Layout Professional newsletter template design ensuring brand alignment. Formatting of bilingual text while maintaining readability and aesthetics. Custom illustrations, charts, and infographics where needed.
 - (f) Printing & Production High-quality printing with appropriate paper stock and finishing. Proofing of sample copies before final printing.

(g) Digital Publishing & Distribution Optimized PDF versions for web and email distribution. Assistance in social media promotion and website uploads.

(h) Project Management & Coordination Year-round availability of a dedicated team for timely execution. Coordination with MTI Abbottabad staff for approvals and revisions.

(i) Ongoing Editorial & Design Support Providing editing and design services beyond newsletters as needed. Ensuring professional quality and consistency in all media-related content.

(j) Capacity Building of Media Team Developing a team at MTI Abbottabad for continuing with the abovementioned activities.

3. Duration of Consultancy: The consultant will be hired for a period of not more than 1 year.

4. Deliverables:

(a) Development and publication of eight (8) bilingual newsletters (4 in English, 4 in Urdu).

(b) Timely completion of all media-related tasks as per MTI Abbottabad's requirements.

(c) Submission of reports detailing progress, challenges, and recommendations.

(d) Training program for developing a team of the Media Department.

5. Reporting & Coordination: The consultant will report to the Hospital Director of MTI Abbottabad and will coordinate closely with the Media Manager of MTI Abbottabad for approvals and revisions.

6. Consultant's Qualifications & Experience:

(a) At least 5 years' experience in managing media activities for a reputable tertiary care healthcare institute.

(b) Proven experience in editorial, content writing, and media publications.

(c) Strong command over English and Urdu languages.

(d) Expertise in graphic design, printing, and digital publishing.

7. Application Process Interested consultants/companies should submit their proposals, including:

- (a) Portfolio of previous work.
- (b) Financial quotation.
- (c) CVs of key team members.

(INTEGRITY PACT)

**DECLARATION OF FEES, COMMISSION AND BROKERAGE ETC.
PAYABLE BY THE SUPPLIERS OF GOODS, SERVICES & WORKS IN
CONTRACTS WORTH RS. 10.00 MILLION OR MORE**

Contract No. _____ Dated _____

Contract Value: _____

Contract Title: _____

[name of Supplier] hereby declares that it has not obtained or

induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Khyber Pakhtunkhwa (GoKP) or any administrative subdivision or Entity thereof or any other entity owned or controlled by GoKP through any corrupt business practice.

Without limiting the generality of the foregoing, [name of Supplier] represents and warrants that it has fully declared the brokerage, commission, fees etc. Paid or Payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoKP, except that which has been expressly declared pursuant hereto.

[name of Supplier] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoKP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[name of Supplier] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other rights and remedies available to GoKP under any law, contract or other instrument, be voidable at the option of GoKP.

Notwithstanding any rights and remedies exercised by GoKP in this regard, [name of Supplier] agrees to indemnify GoKP for any loss or damage incurred by it on account of its corrupt business practices and further Pay compensation to GoKP in an amount equivalent to ten time the sum of any commission, gratification, bribe, finder's fee or kickback given by [name of Supplier] as aforesaid for the purpose of obtaining or inducing

the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoKP.

Name of Buyer: Name of Contractor/Vendor: Signature:
Signature:

[Seal]

[Seal]