

DATE: 20-DEC-2022

REQUEST FOR QUOTATION: No. SC/RFQ/22/067

FOR PUBLIC INFORMATION CAMPAIGN SERVICES

QUOTATION TO BE RECEIVED BY: 22-DEC-22, 11:00 AM PST

The Office of the United Nations High Commissioner for Refugees (UNHCR), Islamabad requests your price quotation for the following services specified in this Request for Quotation (RFQ).

The following Annexes are integral part of this RFQ:

- Annex-A: UNHCR's General terms & conditions for provision of services-2018 version
- Annex-B: Detailed Requirements of the Mass Information Campaign
- Annex-C: Price Proposal Form
- Annex-D: Vendor Registration form (If you are not registered, please submit the form with your quotation)

1. REQUIREMENTS

- **Description: Public Information Campaign Services**
- Type of services and deliverables: Publishing in Newspaper, Preparation & Airing of PSAs on radio channels and Printing of Posters and Brochures
- Location: All over Pakistan (Newspapers & Radio channels are mentioned in Annex B).
- Duration and/or Frequency of Services: From 11-Jan-2023 to 15-Jan-2023

Find attached in ANNEX-B for additional information about the services required.

Please include the following price information in the attached ANNEX-C (without GST):

- Currency: PKR
- Additional fees, if any (please specify):
- Total Cost for services (Exclusive of Taxes):

Please note that UNHCR has tax and duty exemption status.

2. RFQ Submission

We would appreciate receiving your quotation as per **Annex-C** on or before **22nd December 2022– 11.00 AM PST** by e-mail in PDF format to pakisrfq@unhcr.org.

Please be aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of 5 Mb so it may be necessary to send more than one e-mail for the whole submission.

Please indicate in the e-mail subject field:

- RFQ Number SC/RFQ/22/067
- Name of your firm



Your quotation must be valid as least for 30 days. The standard payment terms of UNHCR is net 30 days upon satisfactory delivery of goods or services and acceptance thereof by UNHCR.

3. PAYMENT METHODS:

Note: Upon completion of each segment of the campaign, 100% payment shall be made on submission of invoice(s) and proof of services delivered as mentioned in Annex B.

Please find attached in ANNEX-A the UNHCR's General Conditions of Contracts for the Provision of Services-2018. You must clearly indicate in your quotation if you accept them.

Thank you for your kind attention.


Bansoula Ndoradoumngue
Supply Officer
Supply Chain Unit
UNHCR-Islamabad



ANNEX - B

Mass Information Campaign for Afghan Refugees in Pakistan (Provision of Cash Assistance to Afghan Refugees in Pakistan)

Background

With the Afghan displacement entered its fifth decade, Pakistan continues to host some 1.3 million registered Afghan refugees. Around 4.4 million Afghan refugees returned to Afghanistan since 2002, under the largest every voluntary repatriation programme in the history of UNHCR.

UNHCR has been playing a key role by advocating for the rights of refugees and providing them with support throughout this time. In response to the COVID-19 situation in 2020, UNHCR launched a cash programme for the most vulnerable refugee families who have been greatly impacted by the pandemic.

Keeping in view Pakistan's economic crisis coupled with floods that affected millions of people including refugees, UNHCR has decided to provide one-time cash assistance to the Afghan refugees in Pakistan in order to help them cope with the situation. This is a one-time assistance to be delivered from early January.

It is therefore important to inform refugees in a timely manner about the cash assistance. For this purpose, UNHCR has developed a five-day communication plan to inform the registered Afghan refugees and asylum seekers in Pakistan. The campaign will commence from 11 January 2023 (Wednesday) until 15 January 2023 (Sunday).

1. Skills and Qualifications

The selected media company will be able to rapidly:

- Produce key messages into Dari, Pashtu and Urdu
- Facilitate our radio campaign through different radio channels across Punjab, Khyber Pakhtunkhwa, Azad Kashmir, Islamabad, Sindh and Baluchistan with a particular focus on refugee-hosting areas, including in remote locations
- Monitor radio transmissions
- Facilitate publishing our ads in different newspapers with a particular focus on refugee-hosting areas, including in remote locations.
- Produce a short, animated video on the cash assistance.

2. Target Audience

- Primary Audience: Registered Afghan refugees, who carry PoR cardholders in Pakistan (including refugees in and off refugee villages) and asylum seekers
- Secondary Audience: General masses, Government official and media

3. Deliverables / Key Activities

3.1 Radio

Radio broadcasts continue to be a leading source of information and entertainment for all Afghan refugee demographics. The company will be required to:

- Produce Public Service Announcements (PSAs) on cash distribution, providing appropriate voices for all three languages (Pashto, Dari & Urdu).
- Public Service Announcements of 60 seconds duration (or depending on the length of the text) will be produced in Pashto, Dari and Urdu languages and will be broadcasted on the following radio channels.
- From 11 January 2023 to 15 January 2023, PSAs (60 seconds) on the cash assistance will be broadcasted and will be aired 10 times daily on each channel. The broadcast breakdown is 4 in Pashto, 3 in Dari and 3 in Urdu.

Further details and the list of popular Radio Channels for Afghan Refugees in Pakistan are listed in Annex-C. The Radio PSA will require approval by UNHCR before it is scheduled for airing. Selected company will be responsible for all necessary documentation/approval from government authorities (if required).

3.2 Newspaper

The company will design newspaper advertisement in three languages. Selected company will also be responsible to translate advertisement in Urdu, Pashto & Dari languages.

The size of advertisements would be 15 x 3 Col in black and white. It will be displayed on the back page of the newspaper

Further details and list of newspapers are mentioned in Annex-C. The Newspaper adverts will require approval by UNHCR before publication. Selected company will be responsible for all necessary documentation/approval from government authorities (if required).

3.3 Designing and Printing of Posters

The following activities are required:

- (a) Design the posters, using graphical representations where possible (like background picture showing cash assistance)
- (b) All four languages will be printed on different posters
- (c) Translation into Urdu, Dari & Pashto languages.

Printing of Colour Posters:

- Size: 18 x 24 Inch,
- Weight: 170-gram Matt (Non-tearing) paper,
- 4 X Colour printing.

Languages	Peshawar	Quetta	Islamabad/others	Total
Pashto	1200	1000	600	2800
Dari	300	300	150	750
Urdu	1500	1000	750	3250
English	100	200	50	350
TOTAL COPIES				7,150

3.4 Designing and Printing of Brochures/leaflets

The following activities will be required by the company:

- Designing, translating and Printing of Brochures into Dari, Pashto, Urdu and English languages.
- English and Urdu will be printed on one brochure (Front and back)
- Pashto and Dari will be printed on one brochure (Front and back)
 - Size: 92 x 215mm Folded
 - No of Pages: 4
 - 4-Color Double Side Printing
 - Weight: 80 GSM

Brochures and Posters will require final draft approval by UNHCR before printing. After printing the company will dispatch the posters and brochures to Peshawar, Quetta and Islamabad office as per the numbers indicated in Annex-C.

4. Payment Method:

Radio Campaign

- 100% Payment will be made upon completion of the radio campaign and after the provision of broadcast certificates.
- For payment, the selected bidder will be required to submit Transmission Reports / Monitoring Reports along with the invoice.

Newspapers

- 100% Payment will be made upon completion of the newspapers campaign
- Invoice and proof of the advertisement will be required for all newspapers in which the advertisement was published.

Printing Materials

- 100% payment will be made upon successful delivery of the printing materials.

ANNEX – C

PRICE PROPOSAL FORM

1. RADIO AIRING:

Date: From 11th January 2023 to 15th January 2023

Duration: PSA of up to max 60 Seconds

No of Spots: 10 PSAs per day per channel (10 PSAs x 5 Days=50 PSAs per Channel))

Daily Spots: 10 PSAs per channels (4-Pashto, 3-Dari & 3-Urdu)

Production Costs	Unit Price (PKR)
Production Cost of PSA into Urdu Language up to 60 seconds	
Production Cost of PSA into Dari Language up to 60 seconds	
Production Cost of PSA into Pashto Language up to 60 seconds	

RADIO CHANNEL / LOCATIONS	No of PSAs (up to 60 Sec)	Unit Rate (PKR)	Total Amount (PKR)
1. SUNO FM 89.4, All Nationwide	50		
2. FM 93 Rawalpindi	50		
3. FM 93 Lahore	50		
4. FM 93 Faisalabad	50		
5. FM 93 Mianwali	50		
6. FM 93 Multan	50		
7. FM 93 Chitral	50		
8. FM 93 Muzaffarabad	50		
9. FM 101 Karachi	50		
10. FM 101 Peshawar	50		
11. FM 101 Quetta	50		
12. FM 101 Kohat	50		
13. FM 101 Bannu	50		
14. FM 101 Mirpur	50		
15. FM 101 Sialkot	50		
16. MW/AM Loralai	50		
17. MW/AM Zhob	50		
18. MW/AM D.I Khan	50		
GRAND TOTAL COST (PKR)			

NOTE: 100% Payment will be made after completion of the campaign and upon submission of original invoice and transmission certificates. The Radio PSAs will require approval by UNHCR before it is scheduled for airing. Selected company will be responsible for all necessary documentation/approval from government authorities (if required).

2. NEWSPAPER PUBLISHING:

The size of advertisements would be **15 x 3 Col in black and white**. It will be published on the **back pages of the newspapers**. The company will design newspaper advertisement in three languages. The final text of the proposed advertisements will be provided by UNHCR into Dari & Pashto, while the text will be translated into Urdu language by qualified bidder. The Newspaper adverts will require approval by UNHCR before publication. Selected company will be responsible for all necessary documentation/approval from government authorities (if required).

Translation Costs	Unit Price (PKR)
Translation of Text from English into Urdu, Dari & Pashto	

KHYBER PAKHTUNKHWA

Date	Newspaper	Ad Language	Unit Price	Total Price (PKR)
11-01-2023	Aaj	Urdu		
12-01-2023	Mashriq	Pashto		
13-01-2023	Wahdat	Pashto		
14-01-2023	Aaj	Pashto		
15-01-2023	Mashriq	Dari		

PUNJAB

Date	Newspaper	Ad Language	Unit Price	Total Price (PKR)
11-01-2023	Daily Express	Pashto		
12-01-2023	Daily Express	Urdu		
13-01-2023	Daily Express	Dari		
14-01-2023	Dunya	Urdu		
15-01-2023	Khabrain	Urdu		

BALUCHISTAN

Date	Newspaper	Ad Language	Unit Price	Total Price (PKR)
11-01-2023	Jang	Urdu		
12-01-2023	Nawa-e-Waqt	Pashto		
13-01-2023	Jang	Pashto		
14-01-2023	Nawa-e-Waqt	Urdu		
15-01-2023	Jang	Urdu		

ISLAMABAD/RAWALPINDI/AJK

Date	Newspaper	Ad Language	Unit Price	Total Price (PKR)
11-01-2023	Mashriq	Urdu		
12-01-2023	Jang	Pashto		
13-01-2023	Express	Pashto		
14-01-2023	Jang	Dari		
15-01-2023	Mashriq	Pashto		

SINDH

Date	Newspaper	Ad Language	Unit Price	Total Price (PKR)
11-01-2023	Ummat	Pashto		
12-01-2023	Ausaf	Urdu		
13-01-2023	Ummat	Dari		
14-01-2023	Ausaf	Urdu		
15-01-2023	Ummat	Pashto		

3. DESIGNING, TRANSLATING AND PRINTING OF POSTERS

Languages	Peshawar	Quetta	Islamabad /others	Total Quantity	Unit Price (PKR)	Total Amount (PKR)
Pashto	1200	1000	600	2800		
Dari	300	300	150	750		
Urdu	1500	1000	750	3250		

English	100	200	50	350		
TOTAL AMOUNT						

4. **DESIGNING, TRANSLATING AND PRINTING OF BROCHURES/LEAFLETS**

Languages	Peshawar	Quetta	Islamabad /others	Total Quantity	Unit Price (PKR)	Total Amount (PKR)
Pashto + Dari	39,000	26,000	19,500	84,500		
Urdu + English	6,100	4,600	3,050	13,750		
Somali			50			
TOTAL AMOUNT						

Acceptance of UNHCR General Terms & Conditions-Services-2018 (Yes/No): _____

Acceptance to offer services as per our requirements mentioned in Annex-B (Yes/No): _____

Vendor Name: _____

Signatures & Title: _____

Contact #: _____

Date: _____