REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)

Assignment Title: HIRING THE SERVICES OF A FIRM FOR AWARENESS CAMPAIGN 2014-15 UNDER SUPPLEMENTAL STIPEND PILOT PROGRAMME PHASE -II

The Government of Punjab has received financing from the World Bank towards the cost of the Second Punjab Education Sector Project, and intends to apply part of the proceeds for consulting services. The Government of Punjab is implementing the Punjab Education Sector Reform Programme (PESRP) with the assistance of the World Bank to support and expand specific interventions to improve educational outcomes. The programme includes an essential Technical Assistance component (F/Y 2012-15) for various initiatives. These initiatives have been designed to directly promote greater school quality, access and governance apart from other steps at all levels and through these improvements, promote the retention of students and school participation of new children. Earlier the campaign was carried out in two districts namely Bhakkar and Kasur, which made a very positive contribution in making the stakeholders aware of the steps being initiated by the GOPb.

Phase II of the Supplemental Stipends Pilot Program (SSPP-II) is a three-year pilot to be launched in 2014 in 18 tehsils from six districts with below average school participation rates of girls aged 11-15 in rural areas of Punjab. In these 18 tehsils, girls in grades 6-10 in select rural government schools will be offered a supplemental benefit amount, over and above Rs. 2,400 per year that they are currently receiving. SSPP-II will also test at least one additional new design feature, i.e. an additional stipend on progression to grades 9 and 10. Specifically, the financial incentive packages (or “treatments”) have been proposed for piloting. Detailed TORs of the activity to be carried out can be downloaded from the PMIUs’ Website: www.pesrp.edu.pk.

For this purpose, PMIU intends to hire the services of a firm for awareness campaign of SSPP-II. The intending firms should have proven relevant background and experience working with the government. Interested eligible firms are requested to submit Expression of Interest (EOI) along with the relevant particulars and other necessary documents in support of their claim. Evaluation criteria for evaluating the Expression of Interest (EOI) would be as follows:
• Corporate Capacity (attach certificate of incorporation): Firms Experience: 2 scores for each year: 20 scores

• Track Record: 5 assignments of Rs 5.0 million and above or 10 assignments below Rs 5.0 million: 20 scores

• Detail of similar works/assignments already completed (please give complete detail as indicated below): 60 scores
  i. Name of each assignment completed, duration and cost involved: 5 scores for each assignment of Rs 3.00 million and above: 30 scores
  ii. Experience in awareness campaigns in Public Sector: 5 scores for each assignment: 30 scores

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers [January 2011] (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

A consulting firm will be selected in accordance with the Selection Based on Consultants Qualification (CQS) method set out in the World Bank’s Guidelines: Selection and Employment of Consultants (under IBRD Loans & IDA Credits and Grants) by World Bank Borrowers (2011).

A consulting firm may associate with other firms in the form of a joint venture or a subconsultancy to enhance their qualifications.

Further information can be obtained at the address below during office hours i.e. 0900 to 1600 Monday to Friday.

Expression of Interest must be delivered in a written form to the address below by December 24, 2014:

Programme Monitoring and Implementation Unit
Punjab Education Sector Reform Programme
8-A, Ali Block, New Garden Town
Lahore
Tel: 042-99232190