REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTANT'S QUALIFICATIONS BASED SELECTION (CQS)

Name of Project	**Getting Result: Access and Delivery of Quality Education Services - System Transformation in Punjab (GRADES-STP) Project**
Loan No/Credit No/ Grand Number	**TF0C9525**
Assignment Title	**Hiring of Consultant Firm for the Establishment of Digital Content HUB**
Procurement Plan Ref Number	**PK-PMU-GSTEP-576881-CS-CQS**
Country of Delivery	**Pakistan**

The Government of the Punjab has received financing from the World Bank toward the cost of the Getting Result: Access and Delivery of Quality Education Services and System Transformation in Punjab (GRADES-STP) Project and intends to apply part of the proceeds for the following consulting services.

The consulting services ("the Services") is to assess needs for, and establish, a Digital Content Hub at PECTAA. The hub should enable PECTAA to produce training videos and run live training sessions linked to its annual training plan. The hub will produce studio-recorded, 2D/3D animated and mixed-format videos, and recorded workshops, for teachers and education officials. The firm will also integrate the content hub with PECTAA's existing Learning Management System (LMS). The detailed Terms of Reference (TOR) for the assignment is attached to this REOI.

The Programme Monitoring & Implementation Unit (PMIU), GRADES-STP 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 attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers September 2023 ("the Regulations"), setting forth the World Bank's policy on conflict of interest.

The best qualified firm to carry out the services will be selected in accordance with the Consultant's Qualifications Based Selection (CQS) method set out in the Regulations and based on the following criteria:

- Registered firm or organization in Pakistan
- Minimum five (05) years of experience in digital content production or multimedia development
- Experience in establishing or running a digital studio, content hub, or similar media facility
- Experience in instructional design, capacity building, and digital training
- Experience with the public or development sector in Pakistan

Note: The firm must provide documentary evidence, such as contracts/agreements, to prove the above-mentioned experience.

Further information can be obtained at the address below during office hours 0900 to 1700 hours.

Expressions of interest must be delivered in a written form to the address below (in person, or by e-mail) by **November 19, 2026 till 11:00am**

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