

# **Punjab Rural Sustainable Water Supply and Sanitation Project**

## **Terms of Reference for Consultancy Services for Project Communication and Marketing**

### **1. Introduction of Organization**

Punjab Rural Municipal Services Company (**PRMSC**) is a corporate body established under section 42 of "The Companies Act 2017". It is fully supported, justified, and accepted in the Punjab Rural Sustainable Water Supply & Sanitation Project (**PRSWSSP**) which is sponsored by the Government of Punjab and the World Bank. The Board of Directors (BoDs) is the principal steering and policy-making body and is made up primarily of members of civil society. It also includes representatives from the departments of Planning and Development (P&D), Local Government and Community Development (LG&CD), Housing Urban Development and Public Health (HUD&PHD), Finance, Irrigation, Engineering, and the Aab-e-Pak Authority. In Punjab, the PRSWSSP will be put into practice in 2000 villages spread across 16 Tehsils of 16 Districts. The 16 selected tehsils are "**Bahawalnagar, KhairPur Tamiwali, Kehrora Pacca, Shujabad, Ali Pur, Taunsa, Liaqat Pur, Rojhan, Kallar Kahar, Noor Pur Thal, Isa Khel, Kot Momin, Darya Khan, Bhowana, Ahmad Pur Sial, and Pakpattan**". From these Tehsils, 200 villages have been selected for the pilot project, and 26 villages from 8 Tehsils are chosen to serve as model villages.

The primary goals of the company's founding are to supply clean drinking water, enhance the sanitation standards already in place, and lower the rate of child stunting in Punjab's rural communities. Improved water, sanitation, and hygiene (WASH) conditions will lessen the strain on the health sector. Solid waste management, behavioral change, and capacity building for the project's sustainability in Punjab's rural settlements will improve the living circumstances of the masses.

At the end of the project, every household has a metered supply of treated water, toilets connected to a septic tank, a drainage network, and a wastewater treatment facility. It will also facilitate the development of an advanced IT-Based management information system (MIS) which will contribute to a robust impact evaluation of the project by tracking project implementation progress. It will play a key role in monitoring the water supply and sanitation services delivery performance, the flow of public and donor funds, and matters related to the financial management system.

## **2. Objectives & Purpose of the Assignment**

Under the aforementioned project, PRMSC intends to hire a communication / PR / marketing consultancy firm to develop and implement a communication strategy to increase visibility and ownership among all project stakeholders and launch an awareness campaign through various mass communication and media channels. The overall objective of this assignment is to design and execute a communication and visibility roadmap for 16 tehsils.

The main aim is to support PRMSC with the development of a communication, PR, and marketing strategy, and to produce communication and marketing materials in close adherence to PRMSC's branding guidelines and visual identity.

Specific objectives of the work are as under:

- Projections of PRMSC's advocacy, marketing, and communication initiatives related to the project's visibility.
- Create and disseminate content/ information regarding all PRMSC's initiatives. Inform all stakeholders regarding the ongoing activities, and success stories using viable mediums, including print, electronic, and social media.
- In order to create awareness about the progress of the Punjab Rural Sustainable Water Supply and Sanitation project, the hired firm will share the ongoing progress, achievements and activities of PRMSC with relevant departments and the general public.
- Publicize the project's transparency and service to all the stakeholders.

## **3. Scope of the work**

The hired consultancy firm is required to do the following activities:

*\*The client will have the final authority to propose any changes in the scope of work and approve the final deliverables.*

### **3.0 Communication Plan**

The firm will be responsible for drafting a communication plan to be followed by PRMSC beyond the duration of the hired firm's contract. The firm should give a sustainable roadmap which will help implement project communication, marketing, and branding in the long-run.

### **3.1 Content Development (Graphic Design Images and Video Shoots) (FOR 12 MONTHS)**

The objective behind content development is to physically showcase not only the progress but to also effectively project the transformation of the villages with respect to the overall rehabilitation and revitalization of the targeted villages. The projection will include changes brought by infrastructural as well as other interventions.

- 3.1.1 Consultancy firm in coordination with the project team is required to develop a script and storyboard to shoot documentary/documentaries in the field. The video/videos would be a complete project documentary. The duration shall vary based on the requirement of the stakeholders (3 minutes-15 minutes).
- 3.1.2 Create engaging and informative video content that showcases the project's goals, updates/progress, and impact. This must help educate and inform stakeholders of project updates. (approximately 52 videos in one year- 1 video every week)
- 3.1.3 Create infographics that showcase project data and impact. Share them on social media, the website, and in email marketing campaigns to help educate and inform stakeholders.
- 3.1.4 Develop a social media campaign that involves sharing inspirational stories from people who will/have benefited from the project (approximately 10).
- 3.1.5 Launch an influencer marketing campaign by partnering with popular social media personalities and celebrities who share a passion for sustainability and environmental issues. (approximately 12 videos in one year).
- 3.1.6 Develop digital video commercials (Duration 30 sec to 3 minutes).
- 3.1.7 The hired firm will be required to present the achievement of the project by documenting “pre and post-interventions” videos and photographs to better illicit the transformation brought forward by the PRSWSSP.

### **3.2 Social Media Campaign (FOR 12 MONTHS)**

In this day and age, social media is considered the most effective and convenient channel to raise awareness for a large audience. A compelling social media strategy will generate discourse about the project and its services among all stakeholders therefore, the firm will be required to raise awareness, engagement, and advocacy on the project via social media.

- 3.2.1 Post the produced content on social media forums.
- 3.2.2 Use various channels/medium to transmit information to stakeholders and beneficiaries like whatsapp bulk messages, social media platforms like Facebook, Tiktok, Twitter, Instagram e.t.c.
- 3.2.3 Establish project pages on Facebook, Twitter, Instagram & YouTube. Create and maintain social media profiles on popular platforms like Facebook, Twitter, Instagram, and Youtube. Regularly post updates, project progress, images, and videos. Use relevant hashtags to expand reach and engagement. Leverage social media advertising to boost visibility and engagement.
- 3.2.4 Maintain and update the company’s website dedicated to the project that includes information about the project, its goals, progress, and success stories.
- 3.2.5 Boost at least 40% of the posted content on all platforms using paid advertisements.
- 3.2.6 Each post should stay on paid boost for at least **(7 days)** on Facebook, Instagram and Twitter pages.

- 3.2.7 Total outreach of social media campaign should be at least **(1 Million)** and **(100,000 engagements)**.
- 3.2.8 Partner with digital media outlets, papers, digital channels, and relevant influencers to leverage their audiences to expand the reach of the project. The partners would report on various stories or publish content we provide them on their forums.
- 3.2.9 Create a newsletter to keep stakeholders and partners informed about the project's progress (quarterly basis)
- 3.2.10 Design posters and infographics to raise awareness in the rural localities
- 3.2.11 Partner with popular podcasters and have them feature the project director, or other dignitaries, in different episodes.
- 3.2.12 Run Twitter trend and Twitter space **(6 Spaces & 12 trends)**.

### **3.3 TV Campaign (12 months)**

- 3.3.1 Get important news covered on news channels, in form of tickers.
- 3.3.2 Get events covered by different news channels in form of packages.
- 3.3.3 Get important news covered in print media.
- 3.3.4 Arrange 6-morning shows on different TV channels.
- 3.3.5 Arrange 06 radio shows on different radio channels at different timings.

### **3.4 Conferences/ Networking Events (Quarterly)**

The Consultancy firm will be required to organize/conduct conferences, and subsequently circulate relevant information to all stakeholders regarding the ongoing activities under the project.

Specific emphasis will be given to:

- 3.4.1 Developing and implementing internal and external conferences/ networking events for communications and outreach.
- 3.4.2 Purposing relevant media and budgets to support conference/ event coverage and marketing strategy while adhering to PC-1 guidelines.
- 3.4.3 Proposing content to publicize PRMSC's achievements and activities with all stakeholders and the general public, while determining the best media to achieve disseminating goals.
- 3.4.4 Ensuring all information/material is reviewed and vetted by the competent authority before external dissemination.
- 3.4.5 Liaising with various departments/organizations to carry out the required activities
- 3.4.6 Improving the efficiency of interaction between Local, Provincial, and Federal Government entities via the use of secure, innovative Information and Communication Technologies (ICT) solutions, such as Video Conferencing/ Networking, etc.

- 3.4.7 Responsible for developing relationships with the media houses and key players in order to raise PRMSC's visibility locally and internationally.
- 3.4.8 Tracking and effectively communicating the results and impact of conferences/ events via web-based tools or any other means for effective reporting.
- 3.4.9 Seek opportunities to enhance the reputation of PRMSC, and coordinate public events as required.

### **3.5 Adopt a Village**

The hired firm is required to carry out an ownership-building activity by introducing "Adopt a Village" initiative. The concept plan should be (but not limited to) taking a couple of universities on board and engaging students as a part of their final year project by assigning them relevant (model) villages.

The firm will be responsible for:

- 3.5.1 Submitting and implementing a plan to create a sense of ownership and accountability among the students. The plan submitted must be detailed and cover all relevant information (university names, student names and total number, tehsil/village being covered e.t.c.)
- 3.5.2 Provide the students with training and support to help them effectively carry out the project.
- 3.5.3 Conduct technical training, as well as training on community engagement and participatory planning.
- 3.5.4 Encourage students to monitor the ongoing activities and reflect on their experiences in the model villages.
- 3.5.5 Provide them with opportunities to give feedback on the project and suggest ways to improve it.
- 3.5.6 Provide recognition and incentives to the students who are involved in the project, such as certificates of achievement or opportunities for further training and development. This will help to motivate and engage the students and ensure their continued involvement in the project.

### **3.6 3D Model Village**

The firm will be responsible for creating a 3D prototype to illicit a projection of what a model village will look like upon completion. The firm will create, using virtual reality, 3D tours of the model villages showcasing the end result of project interventions. The virtual tours will be shared on social media and embedded on project websites.

#### 4. Responsibilities of the Firm

Following will be the responsibilities of the firm:

- 4.1 Firm to follow an agreed timetable and directions of the client for all assigned deliverables.
- 4.2 Firm to maintain regular communication with PRMSC regarding all deliverables.
- 4.3 Firm to seek clearance from PRMSC on all decisions likely to impact the scope and quality of the work.
- 4.4 Firm to provide timely feedback on all detailed assignments and instructions provided by PRMSC.
- 4.5 Firm to inform PRMSC of any changes in personnel assigned to this project, along with clear justification.
- 4.6 Firm to record all decisions in meetings and discussions.
- 4.7 Firm to strictly comply with all general independence, confidentiality, and professional integrity codes.
- 4.8 Contracted firm to seek advice from PRMSC when uncertain about requirements and expectations in this regard.
- 4.9 Firm to mobilize teams of adequate numbers, proficiency, and professional integrity to handle the full scope and demands of the work in a timely fashion.
- 4.10 Firm to organize and administer all required training of their personnel to implement the task without compromising the quality of work.
- 4.11 Firm to manage all fieldwork logistics and make fieldwork planning available to PRMSC for review and clearance of assigned field deliverables.
- 4.12 Firm to develop field quality control protocols and procedures and submit to PRMSC for review and clearance.
- 4.13 Firm to ensure integrity and professionalism of all its personnel.

#### Deliverables and Timeline

Sr No.	Activities	Deliverables	No.	Delivery Schedule
1.0	Program Document/ Inception Report	A final project plan showcasing the project strategy and methodology that will be used to implement the complete assignment	01	15 days after signing of contract
1.1	Communication Plan	A detailed project communication plan to be followed by PRMSC beyond the duration of the firm's contract	-	Two months after signing of contract
2.0		Design Infographics and Posters	When and as required	To be done on a roll-over basis from the first till the last day of contract
2.1		Videos for social media	At least 52	

2.2	<b>Content Development</b>	Development of High-Quality Graphic Design Images for social media	When and as required	
2.3		Social Media Campaign covering stories of beneficiaries in the form of videos	Approximately 10	
2.4		Influencer marketing in the form of videos	Approximately 12	
2.5		Digital Video Commercial	-	Documentation and planning: 2 months of signing of contract. Commercial completed and transmitted: 6 months of signing of contract
2.6		Storyboard and Script for Video Shoot in the field – Documentary shoot	-	6 months after signing of contract
2.7		Final Documentary presenting the before and after scenario of the project in the selected villages	-	11 months after signing of contract
3.0		<b>Social Media Campaign</b>	Actively manage and update the project website	-
3.1	Post regularly on social media pages including Facebook, Twitter, Instagram and YouTube		At least 5 Weekly posts on each	
3.2	Boosting of posts		At least 40% of total posts	
3.3	Reach on all forums		1 million	
3.4	Engagement on all forums		100,000	
3.5	Partnerships with social media outlets		6	
3.6	Partnership with podcasters. No. of episodes		12	
3.7	Twitter Trends		12	
3.8	Twitter Spaces		6	
4.0	<b>TV and Print Media Campaign</b>	Tickers	06 Channels	To be done on a roll-over basis from the first till the last day of contract
4.1		Packages	06 Channels	
4.2		Print Media Coverage	06 papers	
4.3		Morning Shows	06 channels	
4.4		Radio shows	06 Channels	
4.5		Newsletter	Quarterly	Newsletter to be submitted and circulated on a quarterly-basis.

<b>5.0</b>	<b>Adopt a Village</b>	Increase ownership of project amongst the youth by introducing “Adopt a Village” Initiative (payment to be released upon successful completion of students’ input in the form of a final project report)	(at least 6 institutes)	Plan and Documented Working Report: 4 months of signing of contract. Completion of concept: 11 months of signing of contract
<b>6.0</b>	<b>3D Virtual Model Village</b>	Create and exhibit a 3D Virtual Model village to exhibit a virtual end-product of the project interventions	-	To be completed 5 months after signing of contract
<b>7.0</b>	<b>Conferences/ Networking Events</b>	Arrangement of conferences to build image and relationships	Quarterly	To be conducted on a quarterly-basis
<b>8.0</b>	<b>Final Report and Presentation</b>	Final Report and Presentation of all the deliverables done(consolidated)	01	To be shared between the 11 <sup>th</sup> and 12 <sup>th</sup> month of signing of contract

### Qualification Criteria

- Demonstrated post-registration experience of 05 years in developing and implementing Public Information Campaigns for development sector projects to support community outreach and mobilization
- Prior experience of working on development issues and design and implementation of communications, beneficiary outreach/community mobilization campaigns for multi-sectoral development projects,
- Proven capacity to produce a series of strong visual-based and illustrative IEC print, digital and electronic materials for beneficiaries and information-based material for stakeholders, including innovative use of ICTs such as SMS and real-time IVR communication through mobile phones
- Experience of handling social and digital media campaigns,
- Expertise in media management and supporting public relations,
- Experience of website design, development and maintenance,
- Availability of appropriate skills and staff, corresponding to tasks delineated in ToRs.
- In-house capacity in creative concept development, art direction, multimedia. digital design and latest audio-visual production and equipment
- Availability of appropriate skills and staff, in areas covered under these ToRs as follows:

Sr. #	Description of Personnel	Qualification	Quantity	Person-months	Total
<b>Key Staff</b>					
1	Project Manager	<p>Master's degree /18 years' education from HEC recognized Institution/University in Project Management, Communication, Public Relations, Business Administration, Journalism, Social Sciences or related field. In general, 12 years of experience and 8-years of experience in managing team and evaluating the impacts of projects/assignments, in similar capacity, in organizations with comparable conditions.</p> <p>Must have sound knowledge and experience of working in different types of media (Print, Electronic, Digital &amp; Social), and technology involved in it.</p>	01	12	12
2	Deputy Project Manager	<p>BS/Masters/16 years of education in Public Policy, Sociology, Business Administration, Communication, Media Studies or related field from HEC recognized university.</p> <p>Must have 5 years of experience in work related to planning, implementing &amp; coordinating projects.</p> <p>The candidate should have the ability to multi-task and set clear team goals, delegate tasks, and set deadlines for Team members. The candidate must also plan, strategize, and monitor team performance and report on all assigned tasks. The candidate will also be responsible for monitoring tasks and proposing any rectifications of alternate</p>	01	12	12

		solutions for any discrepancies. Managing the day-to-day activities of the team. Motivating the team to achieve goals. Having experience in leading or planning with any donor or similar projects will be preferred.			
3	Social, Print & Digital Media Executive	<p>BS/Master's degree in Business Marketing, Digital Media Marketing, Management Sciences, Mass Communication. Computer Sciences or a relevant discipline from HEC recognized University.</p> <p>At least 8 years of relevant work experience in Social Media Marketing.</p> <p>Must have the ability to develop social &amp; digital media strategies, implement campaigns, monitor online media activities, encourage target audience in relevant media participation, and identify their engagement opportunities.</p> <p>Expertise in Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO), Influencer Marketing will be preferred.</p>	01	12	12
<b>Total Number of Key Positions</b>			<b>03</b>		36
<b>Person Months</b>			<b>Sub Total - A</b>		<b>36</b>

Sr. #	Description of Personnel	Qualification	Quantity	Person-months	Total
<b>Non-Key Staff</b>					
1	Web Designer	BS/Master's degree in Information Technology (IT), Computer Sciences (CS), Software Engineering (SE) or a relevant discipline from HEC recognized University.	01	04	04

		<p>In general, 4 years of relevant work experience in matters related to web Designing and Handling.</p> <p>Proficient in HTML, CSS, Responsive design &amp; Media Query. Solving Code Problems. Having basic Knowledge of WordPress, and JAVA Script. Also, can perform content addition/subtraction on websites Back-end. Checking errors and Debugging website and making it responsive.</p>			
2	Content Writers	<p>BS/16 years' education from HEC recognized University in Communication Studies, Social Sciences, Public Relations, Journalism, or related field.</p> <p>Must have 5 Years' Experience in SEO Research, Niche Research, Creative Writing, Content Marketing, Editing and Proof Reading, Fact Checking and Publishing.</p> <p>Must have knowledge, expertise and experience in researching and Script writing to develop and disseminate content.</p> <p>Must be Proficient in content writing in Urdu and English and preparation of promotional material such as pamphlets, brochures, banner etc.</p>	02	04	08
3	Video Editors	<p>Minimum qualification 12 years i.e FA/FSc with Diploma in relevant field from a recognized institution.</p> <p>At least 3 Years of relevant Experience in Video Editing software's, Final Cut Pro, Adobe Premier Pro &amp; After Effects.</p>	01	06	06

		<p>Collaborate with the creative team to develop video concepts and storyboards. Edit raw footage into polished, engaging video content. Apply color grading, sound design, and visual effects as necessary to enhance the video content. Ensure that all video content meets Company's guidelines and quality standards. Work with other team members to ensure that projects are completed on time.</p>			
4	Motion Graphic/ Animator	<p>Minimum qualification 12 years i.e FA/FSc with Diploma in relevant field from a recognized institution.</p> <p>At least 3 Years of relevant Experience in VFX animation, 3D artwork on Maya and related Software.</p> <p>Creating and delivering motion graphics for various media. Editing video footage and adding effects/elements to enhance motion graphics. Must have knowledge about explainer videos, character animation, and audio editing. A solid grasp of the principles of body movement, anticipation, overshoot, follow-through, squash and stretch and other facets of both 2D and 3D animation. Ability to visualize 3D iterations of two-dimensional storyboards and artwork good instinct for timing, movement, and editing cuts. Proven ability to edit and animate videos with strong attention to detail.</p>	01	04	04
5	Graphic Designers	<p>Bachelor's degree in Graphic designing or a related field from a recognized institution.</p>	01	12	12

		<p>Having 3 years of work experience related to Visual and Graphic designing (Photoshop, Illustrator, InDesign, CorelDraw).</p> <p>Candidates having expertise in creating a wide range of graphics and layouts illustrations, logos, Branding and Promotional Designs with software such as Corel draw , Photoshop and illustrator. Study design briefs and determine requirements. Ensure final graphics and layouts are visually appealing and on-brand. Conceptualize visuals based on requirements.</p>			
6	Photographer	<p>Minimum qualification 12 years i.e., FA/FSc.</p> <p>At least 2 years of work experience in relevant field.</p> <p>Preference will be given to candidates having experience in media organization / Production Houses.</p>	01	12	12
7	Voice Over Artist	<p>Minimum qualification 12 years i.e., FA/FSc.</p> <p>At least 2 years of work experience in voice over &amp; audio production.</p> <p>Excellent command over Urdu &amp; English pronunciation. Must have the ability to adopt different accents. Preference will be given to candidates having command over other local languages (Punjabi, Saraiki etc).</p>	01	02	02

8	Videographer	<p>Minimum qualification 12 years i.e., FA/FSc.</p> <p>At least 2 years of work experience in relevant field.</p> <p>Preference will be given to candidates having experience in media organization / Production Houses.</p> <p>Must have expertise in operating all kind of videography equipment like DSLR , HD Cameras , Drone Operating.</p>	01	12	12
9	Marketing Officer	<p>Bachelor Degree in Marketing/ Business Administration or related field. At least 3 years of relevant work experience. Candidate must demonstrate knowledge of marketing concepts, practices tools and technology. Excellent communication skills with the ability to communicate effectively with stakeholders will be preferred.</p>	1	6	06
10	Office Assistant	Literate	1	12	12
<b>Total Number of Non-Key Positions</b>			<b>Sub Total - B</b>		<b>78</b>
<b>Total Number of Key and Non-Key Positions (A+B)</b>			<b>36+78</b>		<b>114</b>

**Selection Method:**

The CCF will be selected through Consultant's qualifications-based selection (CQS) in accordance with the procedures set out in the World Bank Procurement Regulations for Borrowers, 2016 (revised November 2017 and August 2018).

