

**INFORMATION & PUBLIC RELATIONS DEPARTMENT  
GOVERNMENT OF KHYBER PAKHTUNKHWA**

**EXPRESSION OF INTEREST (EOI)**

1. Information & PRs Department, Govt. of Khyber Pakhtunkhwa intends to hire the services of a professional consultancy firm under the ADP Scheme “**Study for sustainable operation of existing Radio Stations in Khyber Pakhtunkhwa (KP)**” to undertake extensive research for sustainable operations of the existing FM Radio Stations of the Govt. of Khyber Pakhtunkhwa and furnish recommendations for onward implementation.
2. Interested firms fulfilling the shortlisting criteria and Terms & Conditions mentioned in the detailed EOI available on the official website of the Information & PRs Department via URL [http://www.dgipr.kpdata.gov.pk/radio\\_eoi](http://www.dgipr.kpdata.gov.pk/radio_eoi) may submit their Expression of Interest as a first phase of the process towards award of contract.
3. The factors relating to Firm’s profile, registration with professional bodies, similar studies completed, financial capacity, human resources, registration with KP Revenue Authority etc. would be considered for the shortlisting of the proposals.
4. The sealed proposals should reach the office of the undersigned on or before **26-09-2022** up to **12:00 Noon** which shall be opened on the same day at **12:30 PM** by the Procurement Committee in the presence of representatives of the firms who chose to attend. Proposals submitted after due date & time shall not be entertained. Request For Proposal (RFP) shall only be issued to shortlisted/qualified firms.
5. The undersigned reserves the right to reject any or all the proposals any time before award of contract as per provisions contained in Rule 47 of KPPRA Procurement Rules 2014.

**SECRETARY**  
Information & PRs Department,  
Govt. of Khyber Pakhtunkhwa  
Ph: 091-9210365, 9212008

**EXPRESSION OF INTEREST (EOI)**  
**“Study for sustainable operation of existing Radio Stations in**  
**Khyber Pakhtunkhwa (KP)”**

**SHORTLISTING CRITERIA:**

**1. Instructions to the prospective Firms:**

- The aim of this EOI is to shortlist the most suitable firms which can offer the required services with full satisfaction of the procuring entity and thus it does not warrant any right for any firm unless it secures the status of successful bidder
- The shortlisting criteria is based on YES & NO option instead of any weightage
- Tick mark on the correct option. The firm can add comments in the remarks columns
- The firm shall sign/initial & stamped each page before submitting the proposal
- Submission of inaccurate or false information would result in disqualification and legal action will be initiated against the firm
- The firm shall attach attested copies of the requisite documents/certificates where required
- The firm shall give an affidavit of non-involvement in any litigation case against any department including confirmation that the firm is not blacklisted
- The firm unable to meet ANY of the mandatory requirements shall be straightaway disqualified/rejected
- The threshold for passing the shortlisting criteria shall be 70% (overall) in the rest of the indicators/sections.

**BRIEF SCOPE OF WORK:**

The scope of feasibility study shall include but not limited to the following points:

1. Nomenclature, Administrative and governing structure; its statutory, regulation mechanism, Broadcasting model, mandate, etc.
2. 24/7 transmission
3. Integrated broadcasting / outdoor broadcasting.
4. Centralized content development on common issues to be broad casted from all radio stations.
5. Marketing/Business development.
6. Making Pakhtunkhwa FM Radio Stations multimedia platforms that concurrently run on Social/Digital media to reach out to people beyond geographical locations.

7. Evolving Radio Audience measurement mechanism to be implemented through manual as well as technological means, so as to keep in balance the audience of radio listeners.
8. Centralized broadcast management and archiving linked with cloud-based platforms such as sound cloud, Livestream, Ustream etc.
9. Recommendations for revenue generation through Internet Radio broadcast and interactive multimedia content
10. Study of existing broadcast content and evolving an effective programming strategy having appropriate proportion for:
  - a. Current Affairs programs
  - b. News, Feature, Documentaries and Reporting
  - c. Special Programs – Behavior Change
  - d. Infotainment, Drama and Music
  - e. Public Service and Social Messages
  - f. Commercials/Advertisements
  - g. Other trendy content
11. Study of Language-wise broadcast distribution for each FM Radio station and evolving recommendations as part of the radio programming strategy mentioned at S#13
12. Technical, Financial and Human Resources needs assessment and its financial implications

**2. THE SELECTION CRITERIA IS BASED ON FOLLOWING INDICATORS:**

- A. Mandatory Requirements: The System Breaking Points
- B. Requirements relating to Firm's Experience & Financial strength

The Firms are required to submit their proposals as per details given below:

**A. Mandatory Requirements**

S#	Description of indicator	Documents attached?		
		Yes	No	Remarks
1	Firm's Profile including Name, Year of Establishment (At least 5 years), Registered Address of Head Office, Sub-offices, Telephones, Fax & Email Address.			
2	Firm's NTN/FTN # _____ (Provide copy of certificate of incorporation)			

3	Provincial Sales Tax (PST) / Registration with KP- Revenue Authority. (Provide copy of certificate of incorporation)			
4	Affidavit that the firm is neither blacklisted by any Department nor defaulter of any schedule bank			
5	Details of staff on the payroll of the firm. CVs of staff may be provided on the Firm's letterhead			

**B. Requirements relating to Firm's Experience & Financial strength  
(100 Marks)**

S#	Description of indicator	Documents attached?		
		Yes	No	Remarks
1	Experience in research work/studies (5 years & above) 5 years: <b>15</b> Above 5 years: <b>20</b>			
2	Details of Similar projects completed (At least one Project or above on turnkey basis) 1 Project: <b>15</b> More than 1 Projects: <b>20</b>			
3	Details of other research projects (5 & above projects on turnkey basis) 5 Project: <b>15</b> Above 5 Projects: <b>20</b>			
4	Number of Staff on payroll of the Firm: 5-10: <b>15</b> Above 10: <b>20</b>			
5	Financial Statement /Audit Reports for last 03 years (Attested copies may be provided) 50.00M: <b>15</b> Above 50.00 Projects: <b>20</b>			