

GOVERNMENT OF PAKISTAN
Ministry of National Health Services, Regulations & Coordination
(3rd Floor, Kohsar Block, Pak Secretariat)

Islamabad, the 6th March, 2025

F. No. F.No.10-1/2024-P&D

OFFICE MEMORANDUM

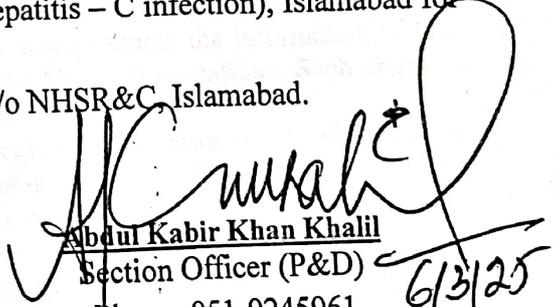
Subject: - **EXPRESSION OF INTEREST/REQUEST FOR PROPOSALS FOR APPOINTMENT OF ADVERTISING AGENCY(IES) / MEDIA FIRM(S) / DIGITAL COMMUNICATION FIRM(S) ON THE PANEL OF "PRIME MINISTER'S PROGRAM FOR THE ELIMINATION OF HEPATITIS - C INFECTION" FOR HANDLING ITS PUBLICITY / ADVERTISEMENT / SOCIAL MEDIA CAMPAIGN / AWARENESS / PUBLIC SERVICES MESSAGES / PROMOTION / PROJECTION / OUTDOOR ADVERTISEMENT ASSIGNMENTS FOR A PERIOD OF TWO YEARS.**

The undersigned is directed to enclose herewith an Expression of Interest/Request for Proposal for the for Appointment of Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s) on the panel of "Prime Minister's Program for the Elimination of Hepatitis - C Infection" for handling its Publicity / Advertisement / Social Media Campaign / Awareness / Public Services Messages / Promotion / Projection / Outdoor Advertisement Assignments for a period of two years., under M/o National Health Services, Regulations & Coordination Islamabad for publication in the press, leading daily National English and Urdu Newspapers combined.

2. Necessary funds are available in the relevant head of account in M/o National Health Services, Regulations & Coordination, Islamabad. The bills may be sent to Project Director (Prime Minister's Program for the elimination of hepatitis - C infection), Islamabad for payment.

3. This issues with the approval of Secretary, M/o NHR&C, Islamabad.

Encl: As above


Abdul Kabir Khan Khalil
Section Officer (P&D)
Phone: 051-9245961

6/3/25

**The Director (Advertisement),
Press Information Department (PID),
Information & Broadcasting Division,
Islamabad.**

Copy to:-

- Director (P&D), NHR&C, Islamabad.
- Deputy Director (IT), M/o NHR&C with the request to upload the advertisement on the website of the Ministry along with application form (copy enclosed).

F.No.17(1)2024/DD-V/P&D/Hept-Rec
GOVERNMENT OF PAKISTAN
**MINISTRY OF NATIONAL HEALTH SERVICES, REGULATIONS &
COORDINATION**
3rd Floor, Kohsar Block, Pak Secretariat, Islamabad

EXPRESSION OF INTEREST/REQUEST FOR PROPOSAL

The Ministry of National Health Services Regulations & Coordination Islamabad invites applications from reputed Consultants/Firms having active income tax and sales tax registration for the financial year 2024-20325 and 2025-2026 for to hold an open competition for **Appointment of Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s)** on the panel of "Prime Minister's Program for the Elimination of Hepatitis – C Infection" for handling its Publicity / Advertisement / Social Media Campaign / Awareness / Public Services Messages / Promotion / Projection / Outdoor Advertisement Assignments for a period of two years..

GENERAL INSTRUCTIONS/INFORMATION:

1. The information contained in this Request for Expression of Interest (EOI) document or subsequently provided to applicants, whether verbally or in written form by or on behalf of Ministry of National health services Regulations and Coordination (M/o NHSR&C), shall be subject to the terms and conditions set out in this EOI document and any other terms and conditions subject to which such information is provided. The interpretation of all contents of this EOI is as per M/o NHSR&C understanding.
2. This EOI document does not purport to contain all the information each applicant may require.
3. This EOI document may not be appropriate for all persons, and it is not possible for M/o NHSR&C to consider the investment objectives, financial situation and particular needs of each applicant who reads or uses this EOI document. Certain applicants may have better knowledge of the proposed project than others. Each applicant should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI document and obtain independent advice from appropriate sources. M/o NHSR&C makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document.
4. M/o NHSR&C may, in their absolute discretion, but without being under any obligation to do so, update, amend, add to any or all of the provisions or supplement the information of this EOI document or cancel the present invitation and call for fresh invitations. Such changes would be intimated to all applicants using this EOI Document.
5. M/o NHSR&C reserves the right to reject all Expression of Interests (EOI) submitted in response to this EOI Invitation prior to the acceptance of an EOI according Public Procurement Rules (PPRA- 2004). M/o NHSR&C also reserves the right to hold or withdraw from or cancel the process at any stage up to the final pre-qualification / shortlisting.
6. M/o NHSR&C will have no liability in case of non-receipt of any correspondence from them to the applicant due to the postal delays.
7. Mere submission of this EOIs or Pre-qualification or issue of RFP document does not guarantee that the applicant will be selected for the project.
8. All advertising agencies enlisted with "Press Information Department (PID)" and having functional offices in Islamabad / Rawalpindi (excluding those that are currently suspended or blacklisted) are invited to submit their **Profiles, Portfolios, Designs and Artwork** in both hard copy (1 sets) and softcopy (USB format). The submitted profiles, portfolios, design and artwork should align with thematic areas related to the program, mandate and functions of **Health and Health Communications**.
9. The appointment / enlistment/Prequalification of **Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s)** will be made in accordance with the "Guidelines and Proce

dures 2024 for Advertisement Policy 2021 (Amended in 2022)", issued by the Press Information Department (PID), Government of Pakistan

10. The reputed consultant/firm has to participate their area of expertise and capacity
11. Instruction documents will be received only from those consultant/firm who are registered with PPRA for e-Procurement on EPADS System for tendering Mo NHR&C through their E-mail addresses which were provided by them to PPRA at the time of their registration.
12. Instruction documents containing requirements, terms & conditions are available for the registered consultant/firm on EPADS at (www.eprocure.gov.pk).
13. **The electronic proposals must be submitted by using EPADS on or before 25th March, 2025 at 11:00 A.M and same will be opened on same date at 11:30 A.M.**
14. The Department reserves the right to accept or reject the EOI/RFP prior to acceptance of bid or proposal.
15. In case of any query, please contact Director (P&D), Ministry of National Health Services Regulations & Coordination, Islamabad on Phone No 051-9245998.
16. In terms of Rule 48 of Public Procurement Rules, 2004 Grievance Redressal Committee (GRC) is constituted for subject procurement. Notification of the said GRC is provided on EPADS at (www.eprocure.gov.pk).

Dr Shabana Saleem

Project Director (P&D)

**M/O National Health Services, Regulations & Coordination,
3rd Floor, Kohsar Complex, Pak Secretariat, Islamabad. Ph# 051-9245998**