



## Government of Pakistan

### Ministry of National Health Services, Regulations and Coordination

Prime Minister's Programme for Prevention and Control of Diabetes Mellitus

#### **“EXPRESSIONS OF INTEREST”**

**Appointment of Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s)  
on Programme's Panel for a Period of Two Years**

Ministry of National Health Services, Regulations and Coordination (NHSR&C) intends 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 Programme for Prevention and Control of Diabetes Mellitus” for handling its Publicity / Advertisement / Social Media Campaign / Awareness / Public Services Messages / Promotion / Projection / Outdoor Advertisement Assignments for a period of two years.

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 (**4 sets**) and soft copy (USB format). The submission should encompass materials for various advertising mediums, including **Print (Classified & Display), Electronic (TV & Radio), social media (Digital), Outdoor Advertising and Outreach** ideas and executed work. The submitted profiles, portfolios, design and artwork should align with thematic areas related to the programme, mandate and functions of **Health and Health Communications**.

*“The applicant must participate in one or more campaigns—Print, Electronic, or Digital Media based on their expertise and capacity”*

The last date for the submission of profiles, portfolios, design and artwork is **Monday 24<sup>th</sup> February 2025** until **1100 hrs**. The submitted work of advertising agencies / media firms / digital communication firms will be opened at **1130 hrs** on the same day in the “**Committee Room**” of **Ministry of National Health Services, Regulations and Coordination at 3<sup>rd</sup> Floor, Kohsar Block, Pakistan Secretariat, Islamabad**.

The appointment / enlistment/Prequalification of **Advertising Agency(ies) / Media Firm(s) / Digital Communication Firm(s)** will be made in accordance with the “Guidelines and Procedures 2024 for Advertisement Policy 2021 (Amended in 2022)”, issued by the Press Information Department (PID), Government of Pakistan. For eligibility criteria and further details, please refer to PID Advertisement Policy 2021 (Guidelines and Procedures), available on the PID website at [www.pid.gov.pk](http://www.pid.gov.pk).

Prequalification documents containing Evaluation Criteria, Terms of Reference are available for the registered Applicants on EPADS at [www.eprocure.gov.pk](http://www.eprocure.gov.pk)

**Project Director**  
**Prime Minister's Programme for Prevention and Control of Diabetes Mellitus**  
**Ministry of National Health Services, Regulations and Coordination**  
**3<sup>rd</sup> Floor, Kohsar Building, Pak secretariat Islamabad.**  
**Phone: +92-051-9245998**  
**Email: diabetesprojectnhsr@gmail.com**

