

GOVERNMENT OF PAKISTAN
MINISTRY OF NATIONAL HEALTH SERVICES, REGULATIONS & COORDINATION
NATIONAL ACTION PLAN ON POPULATION
ISLAMABAD

**EOI/ INVITATION FOR BIDS / REQUEST FOR PROPOSAL FOR HIRING OF SERVICES OF MEDIA AGENCY(IES) FOR
POPULATION AWARENESS CAMPAIGN – FY 2026–27**

The Ministry of National Health Services, Regulations & Coordination, Government of Pakistan, under the PSDP Project titled “National Action Plan on Population”, invites sealed bids/proposals from **reputable, experienced and financially sound Media/Advertising Agencies** for planning, designing, production and dissemination of a comprehensive **Population Awareness Campaign** during Financial Year 2026-27. The campaign will focus on creating public awareness regarding **population dynamics, responsible parenthood, small family norms, family planning, birth spacing, reproductive health, maternal and child health, and related population issues** through various media channels.

The selected agency/agencies shall undertake media planning, creative development, production and placement of awareness content through, inter alia: **Print Media, Electronic (Media, Radio), Digital & Social Media , Outdoor Media**. Development of communication material in **Urdu, English and regional languages**, as required. Media monitoring, campaign tracking and submission of evidence-based performance reports. Detailed **Terms of Reference (TORs), Scope of Work, eligibility requirements, evaluation criteria and other terms & conditions** are contained in the bidding/procurement documents.

Interested agencies must be registered with the PID Possess valid **NTN/GST registration**, as applicable, and be an **Active Taxpayer, having** relevant experience in execution of mass media/public awareness campaigns, preferably for Population & Health sector. The firms should have adequate professional, creative and technical capacity to undertake the assignment. The agencies/ firms should not be blacklisted/debarred by any Government/public sector organization; and fulfill all other requirements prescribed in the bidding documents.

The procurement shall be carried out through **EPADS**

V-2 in accordance with the **Public Procurement Rules, 2026**, applicable PPRA regulations and the bidding documents. Interested bidders are required to submit their bids/proposals **electronically through EPADS V-2** within the prescribed deadline. Hard-copy shall not be entertained. **Estimated Cost:** Rs. 148 Million overall ,

Bid Security: Rs. 3 % of estimated cost, **Bid Submission Deadline:** 12th November 2026 at 1.30pm at Ministry of NHSRC Islamabad , and **Bid Opening Date & Time:** 12th November 2026 , 2.00pm at Committee Room M/o NHSRC , Islamabad .

The Procuring Agency reserves the right to **accept or reject any or all bids/proposals**, in whole or in part, in accordance with the Public Procurement Rules, 2026 and applicable regulations.

IRFAN ULLAH KHAN
Deputy Director Procurement

National Action Plan on Population
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