



**TERMS OF REFERENCE FOR**  
**“Digital Marketing/SMO to Promote WASH”**

**October 2019**

**Under Single Stage Single envelop Procedure of KPRA Rules 2014**

**Bid #: Media/21/10/2019**

**WATER & SANITATION SERVICES, PESHAWAR**  
**8091-9219074 Ext: 121.**

## 1. Background

The Government of Khyber Pakhtunkhwa has established Water and Sanitation Services Company Peshawar in September 2014. WSSP is registered with the Securities and Exchange Commission of Pakistan (SECP) under section-42 of the Companies Ordinance, 1984.

The objective of establishing WSSP is provision of water and sanitation services to inhabitants of 43 urban union councils of Peshawar that were under the territorial jurisdiction of the defunct municipal corporation Peshawar (MCP) now Town municipal Administration I, II, III & IV.

WSSP is striving to provide potable water, a basic human right along with standard sanitation services in an equitable and sustainable manner following the international service standards.

Besides, sanitation staff provides municipal services at urban union councils of the provincial capital. They work in two shifts, collect solid waste, clogged drains, repair and replace rusted pipes, construct street and drains.

## 2. Overall Objective of the Assignment

WSSP is seeking proposals from digital marketing agencies for managing their online presence, which includes social media content development and promotion through online advertisement. The objective of the assignment is to reach out maximum people whosoever have presence on social media.

Our official social media accounts are:

- i) *Facebook*  
[facebook.com/wsspofficialpage](https://www.facebook.com/wsspofficialpage)
- ii) *Instagram*  
[instagram.com/wssp12](https://www.instagram.com/wssp12)
- iii) *Twitter*  
[twitter.com/wssp12](https://twitter.com/wssp12)
- iv) *YouTube/wsspeshawar*

## 3. Specific tasks for the Service Provider/Digital Marketing Agency/Firm

- 1) Promote the Company's social media presence through SMO strategy and paid advertisement by sharing operational and social awareness activities of WSSP.
- 2) Design innovative audio/visual/still/animated graphics focused on Water, Sanitation and Hygiene (WASH).
- 3) Increase social media engagements by sharing posts on popular social media handles and pages on their walls and in comments.
- 4) The firm will ensure coherence in designing posts as well as branding standards.
- 5) The firm will be responsible for writing posts/captions in Urdu/English/Pashto duly vetted by WSSP Media & Communication Dept.
- 6) The firm will also prepare WASH related slideshows with proper background music or audio messages/ subtitles etc.
- 7) Short animated videos depicting good practices in WASH

## 4. Output/Deliverables:

- 1) The firms must spend 275000/- on digital advertisement (inclusive of all taxes) on promotion (to engage/attract and increase number of targeted audiences, reaches, engagements, shares and likes of pages official social media sites i-e Facebook, Twitter, Instagram and You Tube.
- 2) The firm must share the cost, statistics of posts engagements, increase in number of likes, shares, comments and data regarding maintenance of page.

- 3) Maintain the page and respond immediately on quireies and comments including on weekly off days.
- 4) A comprehensive SMO strategy.
- 5) Verified status of official facebook page, instagram and twitter handle.

**5. The service provider will be required to have the following:**

1. 3 years Previous experience of working on similar projects.
2. Experience in working with national and international organizations, INGO's.
3. Must have in house content writer, NLE and graphics designer.
4. The service provider shall have an office based in Peshawar.
5. Must be Registered Entity with KPPRA and have Active Status on ATL for all applicatble taxes.

**6) Intellectual Property**

All information related to this project (documentary, audio, digital, cyber project documents, etc) will belong to WSSP, which the service provider may come into contact within the performance of his / her, duties under this project shall remain the property of WSSP who shall have exclusive rights over their use. Except for purpose of this assignment, the information shall not be disclosed to the public not used without written permission of the WSSP. All material developed will be the property of WSSP along with the source files.

**7) Contractual arrangements and supervision**

The services of the firm will be hired under WSSP as a retainer on terms of contract for the purpose of delivering the above outputs for a time period: 25 Days. The progress report and day to day tasks and activities shared on social media shall first be reviewed/approved by C&M Dept.

**8) Remuneration**

Payments shall be made at once after completion of the project and fulfilling all codal formalities; subject to sharing of detail progress report supported by documented evidences.

**9) Application Procedure**

Applicants are required to submit the following

- A technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology and approach to do the task/SMO.
- Work references – contact details (e-mail addreses) of referees (firms for whom you've produced similar assignments).
- Sample work previously done for other clients.
- A copy of TORs for acceptance must be submitted with proposal.

**10)TERMS & CONDITIONS**

- The Services should be of good quality and standard.
- The contact will be awarded to lowest bidder who is declared as Responsive Bidder at Clauses mentioned S.No: 3,4 and 5 above, if lowest bidder is Non responsive the contact will be awarded to 2<sup>nd</sup> lowest and so on.
- The Payment will be made after deduction of necessary taxes (Including KPPRA taxes).

- Required Qualifications and Experience of the Service Provider/Digital Marketing Agency / Firm **(Must be Supported with Relevant Documents)**.
- The mode of payment will be through cheque in favour of Service Provider.
- The payment will be submitted after satisfactory report from C&M department of WSSP.
- Service provider that successful in presenting of their methodology and approach to advertise WSSP's social media and convince the board will be approved on merit by the WSSP C&M department and will be declared as successful for the said task.
- The pre-bid Meeting is scheduled to be held on 28<sup>th</sup> Oct 2019 at 2:30pm in WSSP head office.
- The last date for proposal submission is 4 November 2019 till 11 am and will be opened in front of bidders on the same day at 11:30 am.

### **11)Disclaimer**

Though adequate care has been taken while preparing this document and information provided therein, but it is advised that the bidder must satisfy himself for the correction and sufficiency of the Date. Information on any discrepancy should be intimated to this office immediately. If no information is received from any of the bidders within the time of submission date, it shall be presumed that this document is correct and complete in all aspects. If considered necessary in the interest of work / public; Water & Sanitation Services Peshawar (WSSP) reserves the rights to modify, amend or supplement this document.

**Financial Proposal**  
**(to be filled and sealed in Separate Envelop)**  
**Bill of Quantities**

**For the Services titled: “Digital Marketing/SMO to Promote WASH”**

The Rate shall be provided as per following details The Rate shall be inclusive of all charges / taxes.

S.No	Description	U.M	Total
1.	Service Charges For <u>“Digital Marketing/SMO to Promote WASH”</u> as per above TORs.	ONE Job	
	Total Cost in Figure		

In Words \_\_\_\_\_

Authorized Signature.

Stamp.