



TERMS OF REFERENCE FOR

**“Terms of Reference for writing of blogs and production of vlogs on WASH
(Public Service Message focused on WASH) ”**

October 2019

Under Single Stage Single envelopes Procedure of KPPRA 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 quality sanitation services in an equitable and sustainable manner following the international service standards. Besides, sanitation staff provides municipal services at 43 urban union councils of the provincial capital. They work in two shifts, collect solid waste, open drains, repair and replace broken pipes, construct streets and drains.

Besides, it is also the objective of WSSP to increase awareness among masses regarding WASH and advocate healthier hygiene practices among citizens by using various tools and outreach approaches.

2. Overall objective of the Assignment

WSSP intends to highlight importance of water conservation, proper dumping of waste, timely payment of bills, good practices in WASH, unicef intervention in SMT (Shaheen Muslim Town) for improved sanitation and hygiene practices as well as WSSP operational activities in the targeted localities and success stories through vlogs.

3. Specific tasks for the Service Provider

Under the direct supervision of the WSSP Communication and Media (C&M) Department, the service provider will be required to do the following:

- I. Sensitize masses through vlogs regarding the importance of hygiene, sanitation, water conservation, importance of clean drinking water, timely payment of water bills etc.
- II. Highlight success stories of WSSP and UNICEF WASH intervention in SMT
- III. The vlogs will be produced with narration and subtitles in three languages Urdu, Pashtu and English. No compromise shall be made on the quality of subtitles and narration.
- IV. Idea for the vlog should be pitched prior for approval from C&M Dept. of WSSP.
- V. Embedding interactive on-field images and high-quality videos in the vlogs
- VI. Providing tag descriptions with vlogs posts
- VII. The final product must be fully vetted and should be grammatically correct

4. Required Qualifications and Experience

The service provider is required to have the following:

- i. Prior experience of managing online content, Vlogging
- ii. Extensive knowledge of Peshawar, its people and languages. And must have office based in Peshawar.
- iii. Excellent writing, video editing and script writing capabilities to ensure smooth and high-quality production.
- iv. The service provider must have qualified team of vloggers
- v. The service provider must have all necessary gadgets such as best Vlogging camera, tripods, microphone muffler & rods, drone camera etc. in abundance to work on more than one Vlog at the same time in different locations.

5. Duration of the Assignment

The vendor/service provider is expected to complete the assignment within four weeks. Upon failure fifty percent of the total bid money (gross) will be deducted from service provider. Whereas total number of Vlogs shall be communicated at time of awarding work order.

6. Intellectual Property

All information related to this project will be the property of WSSP who shall have exclusive rights over their use.

Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of the WSSP.

7. Contractual arrangements and supervision

The services of firm will be hired under WSSP terms of contract for the purpose of delivering the above outputs, within the agreed time frame. While progress report during the execution of the project shall be shared with the C&M department of WSSP.

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.
- No payment shall be made over failure of the deliverable or non-satisfactory or low standard production.

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 on the approach and implementation of the assignment;
- Financial proposal indicating breakdown of expenses related to the assignment; The financial proposal should be based on one vlog production rate.

1) TERMS & CONDITIONS

- The Services should be of good quality and standard.
- The contract will be awarded to lowest bidder who is declared as Responsive Bidder at Clauses mentioned S.No: 3 and 4 above, if lowest bidder is Non responsive the contract will be awarded to 2nd lowest and so on.
- The Payment will be made after deduction of necessary taxes (Including KPRA taxes).
- Required Qualifications and Experience of the Service Provider/ / 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 services and having the lowest bid for single Vlog and Responsive Bidder.
- The pre-bid Meeting is scheduled to be held on 28th 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.

10. 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: For Production of vlogs on WASH
(Public Service Message focused on 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.	<u>Rate Per Vloge For Production of vlogs on WASH (Public Service Message focused on WASH)</u>	Per Vlog	
	Total Cost in Figure		

In Words _____

Authorized Signature.

Stamp.