



**Government of Pakistan
Prime Minister's Office
National Disaster Management Authority
Islamabad**



EXPRESSION OF INTEREST

APPOINTMENT OF ADVERTISING AGENCIES

National Disaster Management Authority intends to hold an open competition for the appointment of advertising agencies for handling of its publicity assignment for the period of one year.

All advertising agencies enlisted with the Press Information Department (PID), Government of Pakistan and who are in Active Taxpayers List of FBR (excluding suspended/blacklisted advertising agencies) are requested to submit their profiles and proposals including Designs, sketches and artwork pertaining to print, electronic (TV and Radio), Digital Media, Outdoor advertising, latest by 6th January, 2025 (before closing of 16:30hrs). Selection/Appointment of advertising agencies will be made in accordance with guidelines and procedures of Advertisement Policy 2021, issued by Press Information Department (PID), Government of Pakistan. For eligibility criteria and for further details, please refer to PID's Advertisement Policy 2021 available at www.pid.gov.pk

Deputy Director (Media)
National Disaster Management Authority (HQ)
Main Murree Road Near ITP Office, Islamabad
Tel: 051-9030881

Terms of Reference (TORs)
Selection of Advertising Agencies on NDMA Panel

National Disaster Management Authority (NDMA) intends to engage eligible and well-reputed advertising agencies for the preparation and release of awareness/publicity campaigns. These campaigns aim to highlight government policies, initiatives and programs through various media platforms, including print, electronic, digital and social media.

2. Scope of Work

The selected advertising agencies will be responsible for:

- Developing creative and impactful awareness campaigns in alignment with NDMA's objectives.
- Preparing, designing and producing advertisements, public service messages, calendar, coffee table book, standees, brochures and promotional materials.
- Managing the release and placement of content in print, electronic, digital and social media platforms including city branding.
- Publication of Tender Notices, Vacancy Announcement, Expression of Interest in print media on behalf of NDMA.
- Ensuring high-quality output that adheres to NDMA's communication guidelines.
- Providing post-campaign analysis and impact reports.

3. Eligibility Criteria

Interested advertising agencies must meet the following criteria:

- Registered / accredited with PID
- Accredited with the All Pakistan Newspapers Society (APNS) and/or Pakistan Broadcasters Association (PBA).
- Minimum of five (5) years of experience in handling government or corporate advertising campaigns.
- Proven track record of managing multi-channel media campaigns (print, electronic, digital and social media).
- Strong creative and production capabilities with in-house resources for design, production and editing.
- Adequate financial standing, verified through audited financial statements for the last three (3) years.
- The applicant advertising agency must not be a suspended agency either by APNS or PBA.
- The advertising agencies must have fully functional independent office at Islamabad to meet challenges of effective communication at short notice

4. Required Documentation

Eligible agencies are required to submit the following documents:

- Proof of accreditation with Press Information Department, PID
- Profile of the agency, including a list of key personnel and their qualifications.
- Copy of APNS and/or PBA accreditation certificate.
- Portfolio of past projects, especially government or corporate campaigns.
- Audited financial statements for the last three (3) years.
- Details of human resource and other supporting equipment / services.
- Tax registration certificates and proof of tax compliance.

5. Evaluation Criteria The selection process will be based on the following weighted criteria:

Criteria	Weightage (%)
Relevant experience	25
Creative capabilities (portfolio)	30
Financial soundness	20
Compliance with NDMA's requirements	15
Client references and feedback	10

6. Duration of Panel Engagement The selected advertising agencies will be empaneled for a period of one (1) year, subject to performance evaluation.

7. Submission Process Interested agencies are requested to submit their applications in a sealed envelope marked as "Application for NDMA Advertising Panel" to the following address:

Deputy Director Media
National Disaster Management Authority (HQ),
Main Murree Road Near ITP Office
Islamabad,

8. Deadline for Submission

Applications must be received no later than 6th January 2025. Late submissions will not be entertained.

9. Rights of NDMA

NDMA reserves right to:

- Reject any or all applications without assigning any reason
- Cancel the paneling process at any stage
- Seek additional information or clarification from the applicants
- Scope of work

10. Contact Information

For further details or inquiries, please contact:

Deputy Director Media
National Disaster Management Authority (NDMA),
Email: pro.ndma@gmail.com
Phone: 051-9030717