

Expected deliverables, timeframe for the work in Pakistan (and payment schedules):

ICT and Innovation for Development Services

No.	Item Category	Description of Services	Unit of Measure (type of requirement)	Qty (quantities are indicative of maximum number. Actual required numbers will be given as per needs' basis).	Maximum volume over a period of 1 year	Deliverables
1	Integrated Communication Strategy:	Analyze the project intervention end-to-end and develop communication strategy that integrates traditional media outreach: (TV/Radio/Print) with modern media (Mobile, Internet/Social Media) to ensure 2-way communication with target beneficiaries.	No. of consulting days.	Price per day.	20 days	Submission of a communication strategy.
2	Data Collection & Management	Research report and tailored database: Assess knowledge, aptitudes and practices by leveraging on-ground and digital market research methods	No. of consulting days.	Price per day.	20 days	Submission of a report of the provided services.
		Analyze mobile and digital literacy levels of target communities along with communication	Number of persons surveyed in the target communities.	51- 99 (persons) 100- 499 500 - 999 1000- 4999	25000 Persons	Submission of a report of the provided services.

		preferences (language, medium, etc.)	Bidder should allocate a price based on the cluster/range of persons surveyed	5000 - 9999		
				10000- 25000		
		Collect rapid data from approx.30 persons to assess market readiness for a product, campaign or service, and conduct community-level audits to improve service delivery or policy up take (This will involve physically going into the field).	Quote cost for rapid data per province (Punjab, Sindh, KP, Balochistan), FATA, Gilgit Baltistan, Azad Jammu Kashmir, and Islamabad Capital Territory.	1 session (Please quote a price per session).		
		Training sessions for field staff and relevant stakeholders: Equip field staff and relevant stakeholders with digital data collection methods along with relevant capacity building activities in 15 sessions	Sessions (20 persons per session. Location are the same as above and all arrangements will be made by the selected vendor).	1 session (Please quote a price per session)		
		Online data collection/management platform: Manage and organize data in a user-friendly platform/dashboard that provides real-time visibility	Platform setup cost	1 Platform (Please quote a price per platform)		
					5 sessions	Submission of a report of the provided services.
					15 sessions	Submission of a report of the provided services.
					5 platforms	Submission of a report of the provided services.

		of data collection activities and outcomes				
		Maintain custom dashboards for each project/program to assess performance over time.	Monthly project management/support fee/maintenance	12 Months	12 Months	Submission of a report of the provided services.
3	Strengthening Community Mobilization Efforts	Design dashboards for each project/program to assess performance over time	1 lumpsum price (Please quote a one-off price.	1 design activity.	5 designs	Submission of a report of the provided services.
		Community communication campaign designed and implemented Leverage mobile technology to create community-level awareness around on-ground mobilization activities improving impact per activity.	A onetime fee for each campaign design.	1 campaign design (Please quote a price per campaign design)	5 campaign designs	Submission of a report of the provided services.
		Conduct post-activity feedback analysis for improvement: Design and implement creative techniques leveraging mobile/digital technology to measure knowledge retention over time.	SMS (please provide standard rate per SMS in the specified ranges in the right column).	50 - 99 (Sms)	10,000 Sms	Submission of a report of the provided services.
				100-499		
				500-999		
				1000-4999		
				5000 -10000		
			Airtime fee per 30 seconds (please provide standard rate per Robo call in the specified	50- 99 (Robo calls)	10,000 Robo calls	Submission of a report of the provided services.
				100-499		
				500-999		
				1000-4999		
				5000-10000		

			ranges in the right column).			
4	Content Stylization & Production	Content clips informed by field testing in target area Based on data collection activities (specified above) design and implement creative content production strategies for mobile/digital mediums that are localized, personalized and stylize to: o Improve public perception around key issues o Improve & monitor knowledge retention. o Accelerate behavior change & adoption. Assess available multimedia content and conduct field-testing with target communities to ensure relevant stylization and alignment with objectives.	Cost per field survey.	1 survey (Please quote a price per field survey)	15 Surveys	Submission of a report of the provided services.
		Wherever required, create fresh stylized multimedia content in national and regional languages and themes aimed at improving community engagement.	Cost per content clip (30 seconds to 1 minute)	1 Monologue Clip (Please quote a price per clip)	15 clips	Submission of a report of the provided services.
				1 Dialogue Clip (Please quote a price per clip)		

5	Information Dissemination	<ul style="list-style-type: none"> Mobile/Digital Outreach Calendar + Information Dissemination Platform: Leverage mobile and digital mediums to disseminate static and dynamic content in low-cost and scalable ways. Information Dissemination activities must be integrated with data collection activities to maximize impact. 	SMS (please provide standard rate per SMS in the specified ranges in the right column)	50000-99,999 (Sms)	50,000,000 Sms	Submission of a report of the provided services.
				100,000 - 499,999		
				500,000 - 999,999		
				1,000,000-4,999,999		
				5,000,000-9,999,999		
				10,000,000-14,999,999		
				15,000,000 - 50,000,000		
		<ul style="list-style-type: none"> Design and implement digital outreach calendar for target beneficiaries while meeting agreed upon engagement metrics. All outreach campaigns (mobile + digital mediums) must be documented and managed using a consolidated fully functional digital platform. In cases where mobile phone numbers are not available, work with relevant stakeholders to conduct community 	Airtime fee per 30 seconds (please provide standard rate per Robo call in the specified ranges in the right column).	50000-99,999 (Robo calls)	30,000,000 Robo calls	Submission of a report of the provided services.
				100,000 - 499,999		
				500,000 - 999,999		
				1,000,000-4,999,999		
				5,000,000-9,999,999		
				10,000,000-14,999,999		
				15,000,000-30,000,000		

		<p>awareness campaigns through mobile/digital mediums.</p> <ul style="list-style-type: none"> ○ Setup and manage hotlines with or without live call center feature as and when needed. 				
6	Monitoring, Evaluation & Learning	<p>Comprehensive monitoring, evaluation and learning report:</p> <p>Localized Mobile-based Campaigns to gather feedback from target regions and organize it effectively.</p> <p>Work with relevant stakeholders to leverage user profiling for effective campaigning.</p> <p>Analyze trends and suggest enhancements to accelerate and influence perception change.</p> <p>Conduct robust and statistically reliable impact assessments—including randomized controlled trials, baseline and end-line surveys, and developmental evaluations using mobile technology.</p>	<p>Quote for each follow up communication using SMS & all Robo calls after each survey to approx. 35 persons. These SMS & Robo calls are to be sent to the participants.</p>	<p>1 survey (Please quote a price per survey)</p>	<p>15 surveys</p>	<p>Submission of a report of the provided services.</p>