

# REQUEST FOR PROPOSALS

## Selection of Consultants

For

*Delivery of Public Relations Services Firm*

Under

National Tuberculosis Control Program

GFATM

2nd & 3rd Floor, Bewal Plaza  
12-D Fazal-e-Haq Road, Blue Area, Islamabad



March 2008

## Section 1. Letter of Invitation

Islamabad March 2008

Dear \_\_\_\_\_

1. The ***Islamic Republic of Pakistan*** has received grant from the Global Fund under Round 6 toward the cost of **National TB Control Program** and intends to apply a portion of this grant to eligible payments under this Contract.
2. The National TB Control Program now invites Technical & Financial proposals to provide the consulting services on **Delivery of Public Relations Services Firm**. More details on the services are provided in the Terms of Reference.
3. The RFP has been addressed to all interested Consultant firms, Organizations, Media firms, Public Relations Firms or Institutions with relevant working experience in the specified areas.
4. A firm will be selected under Quality & Cost Based Selection method and procedures described in this RFP.
5. The RFP includes the following documents:

Section 1 - Letter of Invitation

Section 2 - Information to Consultants

Section 3 - Technical Proposal - Standard Forms

Section 4 - Financial Proposal - Standard Forms

Section 5 - Terms of Reference

Section 6 - Standard Form of Contract.

Yours sincerely,

**(Dr. Hassan Sadiq)**

National Program Manager  
National TB Control Program  
2nd & 3rd Floor, Bewal Plaza  
12-D Fazal-e-Haq Road,  
Blue Area, Islamabad  
Ph:(092-51)-9210661-2, 4309180  
Fax:- (092-51) 9255214  
Email: tbc@comsats.net.pk

## Section 2. Information to Consultants

<b>1. Introduction</b>	<p>1.1 The Client named in the Data Sheet will select a firm among those listed in the Letter of Invitation, in accordance with the method of selection specified in the Data Sheet and detailed in the edition of the Guidelines indicated in the Data Sheet.</p> <p>1.2 The consultants are invited to submit a Technical Proposal and a financial proposal, or a Technical Proposal only, as specified in the Data Sheet for consulting services required for the assignment named in the Data Sheet. The proposal will be the basis for contract negotiations and ultimately for a signed contract with the selected firm.</p> <p>1.3 The assignment shall be implemented in accordance with the phasing indicated in the Data Sheet. When the assignment includes several phases, the performance of the consultant under each phase must be to the Client's satisfaction before work begins on the next phase.</p> <p>1.4 The consultants must familiarize themselves with local conditions and take them into account in preparing their proposals. To obtain firsthand information on the assignment and on the local conditions, consultants are encouraged to visit the Client before submitting a proposal and to attend a pre-proposal conference if one is specified in the Data Sheet. Attending the pre-proposal conference is optional. The consultants' representative should contact the officials named in the Data Sheet to arrange for their visit or to obtain additional information on the pre-proposal conference. Consultants should ensure that these officials are advised of the visit in adequate time to allow them to make appropriate arrangements.</p> <p>1.5 The Client will provide the inputs specified in the Data Sheet, assist the firm in obtaining licenses and permits needed to carry out the services, and make available relevant project data and reports.</p> <p>1.6 Please note that (i) the costs of preparing the proposal and of negotiating the contract, including a visit to the Client, are not reimbursable as a direct cost of the assignment; and (ii) the Client is not bound to accept any of the proposals submitted.</p> <p>1.7 Bank policy requires that consultants provide professional, objective, and impartial advice and at all times hold the Client's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may</p>
------------------------	---

place them in a position of not being able to carry out the assignment in the best interest of the Client.

1.7.1 Without limitation on the generality of this rule, consultants shall not be hired under the circumstances set forth below:

- (a) A firm, which has been engaged by the Client to provide goods or works for a project, and any of their affiliates, shall be disqualified from providing consulting services for the same project. Conversely, firms hired to provide consulting services for the preparation or implementation of a project, and any of their affiliates, shall be disqualified from subsequently providing goods or works or services related to the initial assignment (other than a continuation of the firm's earlier consulting services) for the same project.
- (b) Consultants or any of their affiliates shall not be hired for any assignment which, by its nature, may be in conflict with another assignment of the consultants.

1.7.2 As pointed out in para. 1.7.1 (a) above, consultants may be hired for downstream work, when continuity is essential, in which case this possibility shall be indicated in the Data Sheet and the factors used for the selection of the consultant should take the likelihood of continuation into account. It will be the exclusive decision of the Client whether or not to have the downstream assignment carried out, and if it is carried out, which consultant will be hired for the purpose.

1.7.3 Any previous or ongoing participation in relation to the assignment by the firm, its professional staff, or its affiliates or associates under a contract with the World Bank may result in rejection of the proposal. Consultants should clarify their situation in that respect with the Client before preparing the proposal.

1.8 It is the Bank's policy to require that borrowers (including beneficiaries of Bank loans), as well as consultants under Bank-financed contracts, observe the highest standard of ethics during the selection and execution of such contracts. In pursuance of this policy, the Bank:

- (a) defines, for the purposes of this provision, the terms set forth below as follows:
  - (i) "corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to

	<p>influence the action of a public official in the selection process or in contract execution; and</p> <p>(ii) “fraudulent practice” means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of the borrower, and includes collusive practices among consultants (prior to or after submission of proposals) designed to establish prices at artificial, noncompetitive levels and to deprive the borrower of the benefits of free and open competition.</p> <p>(b) will reject a proposal for award if it determines that the firm recommended for award has engaged in corrupt or fraudulent activities in competing for the contract in question;</p> <p>(c) will cancel the portion of the loan allocated to the firm’s contract if it at any time determines that corrupt or fraudulent practices were engaged in by representatives of the borrower or of a beneficiary of the loan during the selection process or the execution of that contract, without the borrower having taken timely and appropriate action satisfactory to the Bank to remedy the situation;</p> <p>(d) will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a Bank-financed contract if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, a Bank-financed contract; and</p> <p>(e) will have the right to require that, in contracts financed by a Bank loan, a provision be included requiring consultants to permit the Bank to inspect their accounts and records relating to the performance of the contract and to have them audited by auditors appointed by the Bank.</p> <p>1.9 Consultants shall not be under a declaration of ineligibility for corrupt and fraudulent practices issued by the Bank in accordance with the above sub para. 1.8 (d).</p> <p>1.10 Consultants shall furnish information as described in the Financial Proposal submission form (Section 4A) on commissions and gratuities, if any, paid or to be paid to agents relating to this proposal, and to execute the work if the firm is awarded the contract.</p> <p>1.11 Consultants shall be aware of the provisions on fraud and corruption stated in the Standard Contract under the clauses indicated in the Data Sheet.</p>
--	--

<p><b>2. Clarification and Amendment of RFP Documents</b></p>	<p>2.1 Consultants may request a clarification of any of the RFP documents up to the number of days indicated in the Data Sheet before the proposal submission date. Any request for clarification must be sent in writing by papermail, cable, telex, facsimile, or electronic mail to the Client's address indicated in the Data Sheet. The Client will respond by cable, telex, facsimile, or electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited consultants who intend to submit proposals.</p> <p>2.2 At any time before the submission of proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by mail, cable, telex, facsimile, or electronic mail to all invited consultants and will be binding on them. The Client may at its discretion extend the deadline for the submission of proposals.</p>
<p><b>3. Preparation of Proposal</b></p>	<p>3.1 Consultants are requested to submit a proposal (para. 1.2) written in the language(s) specified in the Data Sheet.</p>
<p><b>Technical Proposal</b></p>	<p>3.2 In preparing the Technical Proposal, consultants are expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.</p> <p>3.3 While preparing the Technical Proposal, consultants must give particular attention to the following:</p> <p>(i) If a consultant considers that it does not have all the expertise for the assignment, it may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities in a joint venture or sub consultancy, as appropriate. Consultants may associate with the other consultants invited for this assignment only with approval of the Client as indicated in the Data Sheet. Consultants must obtain the approval of the Client to enter into a joint venture with consultants not invited for this assignment. The consultants are encouraged to seek the participation of local consultants by entering into a joint venture with, or subcontracting part of the assignment to, national consultants.</p> <p>(ii) For assignments on a staff-time basis, the estimated number of professional staff-months is given in the Data Sheet. The proposal shall, however, be based on the number of professional staff-months estimated by the firm. For fixed-budget-based assignments, the available budget is given in the Data Sheet, and the Financial Proposal shall not exceed this budget.</p>

- (iii) It is desirable that the majority of the key professional staff proposed be permanent employees of the firm or have an extended and stable working relationship with it.
- (iv) Proposed professional staff must, at a minimum, have the experience indicated in the Data Sheet, preferably working under conditions similar to those prevailing in the country of the assignment.
- (v) Alternative professional staff shall not be proposed, and only one curriculum vitae (CV) may be submitted for each position.
- (vi) Reports to be issued by the consultants as part of this assignment must be in the language(s) specified in the Data Sheet. It is desirable that the firm's personnel have a working knowledge of the Client's national language.

3.4 The Technical Proposal shall provide the following information using the attached Standard Forms (Section 3):

- (i) A brief description of the firm's organization and an outline of recent experience on assignments (Section 3B) of a similar nature. For each assignment, the outline should indicate, *inter alia*, the profiles of the staff proposed, duration of the assignment, contract amount, and firm's involvement.
- (ii) Any comments or suggestions on the Terms of Reference and on the data, a list of services, and facilities to be provided by the Client (Section 3C).
- (iii) A description of the methodology and work plan for performing the assignment (Section 3D).
- (iv) The list of the proposed staff team by specialty, the tasks that would be assigned to each staff team member, and their timing (Section 3E).
- (v) CVs recently signed by the proposed professional staff and the authorized representative submitting the proposal (Section 3F). Key information should include number of years working for the firm/entity and degree of responsibility held in various assignments during the last ten (10) years.
- (vi) Estimates of the total staff input (professional and support staff; staff time) needed to carry out the assignment, supported by bar chart diagrams showing the time proposed for each professional staff team member (Sections 3E and 3G).

	<p>(vii) A detailed description of the proposed methodology, staffing, and monitoring of training, if the Data Sheet specifies training as a major component of the assignment.</p> <p>(viii) Any additional information requested in the Data Sheet.</p> <p>3.5 The Technical Proposal shall not include any financial information.</p>
<p><b>Financial Proposal</b></p>	<p>3.6 In preparing the Financial Proposal, consultants are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section 4). It lists all costs associated with the assignment, including (a) remuneration for staff (foreign and local, in the field and at headquarters), and (b) reimbursable expenses such as subsistence (per diem, housing), transportation (international and local, for mobilization and demobilization), services and equipment (vehicles, office equipment, furniture, and supplies), office rent, insurance, printing of documents, surveys, and training, if it is a major component of the assignment. If appropriate, these costs should be broken down by activity and, if appropriate, into foreign and local expenditures.</p> <p>3.7 The Financial Proposal should clearly estimate, as a separate amount, the local taxes (including social security), duties, fees, levies, and other charges imposed under the applicable law, on the consultants, the sub consultants, and their personnel (other than nationals or permanent residents of the government's country), unless the Data Sheet specifies otherwise.</p> <p>3.8 Consultants may express the price of their services in the currency of any Bank member country. The consultants may not use more than three foreign currencies. The Client may require consultants to state the portion of their price representing local cost in the national currency if so indicated in the Data Sheet.</p> <p>3.9 Commissions and gratuities, if any, paid or to be paid by consultants and related to the assignment will be listed in the Financial Proposal submission form (Section 4A).</p> <p>3.10 The Data Sheet indicates how long the proposals must remain valid after the submission date. During this period, the consultant is expected to keep available the professional staff proposed for the assignment. The Client will make its best effort to complete negotiations within this period. If the Client wishes to extend the validity period of the proposals, the consultants who do not agree have the right not to extend the validity of their proposals.</p>

<p><b>4. Submission, Receipt, and Opening of Proposals</b></p>	<p>4.1 The original proposal (Technical Proposal and, if required, Financial Proposal; see para. 1.2) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the persons or person who sign(s) the proposals.</p> <p>4.2 An authorized representative of the firm initials all pages of the proposal. The representative's authorization is confirmed by a written power of attorney accompanying the proposal.</p> <p>4.3 For each proposal, the consultants shall prepare the number of copies indicated in the Data Sheet. Each Technical Proposal and Financial Proposal shall be marked "<b>ORIGINAL</b>" or "<b>COPY</b>" as appropriate. If there are any discrepancies between the original and the copies of the proposal, the original governs.</p> <p>4.4 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal," and the original and all copies of the Financial Proposal in a sealed envelope clearly marked "<b>FINANCIAL PROPOSAL</b>" and warning: "<b>DO NOT OPEN WITH THE TECHNICAL PROPOSAL.</b>" Both envelopes shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and other information indicated in the Data Sheet and be clearly marked, "<b>DO NOT OPEN, EXCEPT IN PRESENCE OF THE EVALUATION COMMITTEE.</b>"</p> <p>4.5 The completed Technical and Financial Proposals must be delivered at the submission address on or before the time and date stated in the Data Sheet. Any proposal received after the closing time for submission of proposals shall be returned unopened.</p> <p>4.6 After the deadline for submission of proposals, the Technical Proposal shall be opened immediately by the evaluation committee. The Financial Proposal shall remain sealed and deposited with a respectable public auditor or independent authority until all submitted proposals are opened publicly.</p>
<p><b>5. Proposal Evaluation</b></p>	
<p><b>General</b></p>	<p>5.1 From the time the bids are opened to the time the contract is awarded, if any consultant wishes to contact the Client on any matter related to its proposal, it should do so in writing at the address indicated in the Data Sheet. Any effort by the firm to influence the Client in the Client's proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the consultant's proposal.</p>

	<p>5.2 Evaluators of Technical Proposals shall have no access to the Financial Proposals until the technical evaluation, including any Bank reviews and issuance of a "no objection" letter, is concluded.</p>
<p><b>Evaluation of Technical Proposals</b></p>	<p>5.3 The evaluation committee, appointed by the Client as a whole, and each of its members individually, evaluates the proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub criteria (typically not more than three per criteria), and point system specified in the Data Sheet. Each responsive proposal will be given a technical score (St). A proposal shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated in the Data Sheet.</p> <p>5.4 In the case of Quality-Based Selection, Selection Based on Consultant's Qualifications, and Single-Source Selection, the highest ranked firm or firm selected on a single-source basis is invited to negotiate its proposal and the contract on the basis of the Technical Proposal and the Financial Proposal submitted in accordance with the instructions given in para. 1.2 and the Data Sheet.</p>
<p><b>Public Opening and Evaluation of Financial Proposals: Ranking (QCBS, Fixed-Budget, and Least-Cost Selection Methods Only)</b></p>	<p>5.5 After the evaluation of quality is completed, the Client shall notify those consultants whose proposals did not meet the minimum qualifying mark or were considered no responsive to the RFP and Terms of Reference, indicating that their Financial Proposals will be returned unopened after completing the selection process. The Client shall simultaneously notify the consultants that have secured the minimum qualifying mark, indicating the date and time set for opening the Financial Proposals. The opening date shall not be sooner than two weeks after the notification date. The notification may be sent by registered letter, cable, telex, facsimile, or electronic mail.</p> <p>5.6 The Financial Proposals shall be opened publicly in the presence of the consultants' representatives who choose to attend. The name of the consultant, the quality scores, and the proposed prices shall be read aloud and recorded when the Financial Proposals are opened. The Client shall prepare minutes of the public opening.</p> <p>5.7 The evaluation committee will determine whether the Financial Proposals are complete (i.e., whether they have costed all items of the corresponding Technical Proposals; if not, the Client will cost them and add their cost to the initial price), correct any computational errors, and convert prices in various currencies to the single currency specified in the Data Sheet. The official selling rates used, provided by the source indicated in the Data Sheet, will be those in effect on the date indicated in the Data Sheet. The evaluation shall exclude those taxes, duties, fees, levies, and other charges imposed</p>

	<p>under the applicable law; and to be applied to foreign and non-permanent resident consultants (and to be paid under the contract, unless the consultant is exempted), and estimated as per para. 3.7.</p> <p>5.8 In case of QCBS, the lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be computed as indicated in the Data Sheet. Proposals will be ranked according to their combined technical (<i>St</i>) and financial (<i>Sf</i>) scores using the weights (<i>T</i> = the weight given to the Technical Proposal; <i>P</i> = the weight given to the Financial Proposal;  <math>T + P = 1</math>) indicated in the Data Sheet:  <math>S = St \times T\% + Sf \times P\%</math>. The firm achieving the highest combined technical and financial score will be invited for negotiations.</p> <p>5.9. In the case of Fixed-Budget Selection, the Client will select the firm that submitted the highest ranked Technical Proposal within the budget (“evaluated” price). Proposals that exceed the indicated budget will be rejected. In the case of the Least-Cost Selection, the Client will select the lowest proposal (“evaluated” price) among those that passed the minimum technical score. In both cases the selected firm is invited for negotiations.</p>
<p><b>6. Negotiations</b></p>	<p>6.1 Negotiations will be held at the address indicated in the Data Sheet. The aim is to reach agreement on all points and sign a contract.</p> <p>6.2 Negotiations will include a discussion of the Technical Proposal, the proposed methodology (work plan), staffing and any suggestions made by the firm to improve the Terms of Reference. The Client and firm will then work out final Terms of Reference, staffing, and bar charts indicating activities, staff, periods in the field and in the home office, staff-months, logistics, and reporting. The agreed work plan and final Terms of Reference will then be incorporated in the “Description of Services” and form part of the contract. Special attention will be paid to getting the most the firm can offer within the available budget and to clearly defining the inputs required from the Client to ensure satisfactory implementation of the assignment.</p> <p>6.3 The financial negotiations will include a clarification (if any) of the firm’s tax liability in the Client’s country, and the manner in which it will be reflected in the contract; and will reflect the agreed technical modifications in the cost of the services. Unless there are exceptional reasons, the financial negotiations will involve neither the remuneration rates for</p>

	<p>staff (no breakdown of fees) nor other proposed unit rates in the cases of QCBS, Fixed-Budget Selection, and the Least-Cost Selection methods. For other methods, the firm will provide consultants with the information on remuneration rates described in the Appendix to this information.</p> <p>6.4 Having selected the firm on the basis of, among other things, an evaluation of proposed key professional staff, the Client expects to negotiate a contract on the basis of the experts named in the proposal. Before contract negotiations, the Client will require assurances that the experts will be actually available. The Client will not consider substitutions during contract negotiations unless both parties agree that undue delay in the selection process makes such substitution unavoidable or that such changes are critical to meet the objectives of the assignment. If this is not the case and if it is established that key staff were offered in the proposal without confirming their availability, the firm may be disqualified.</p> <p>6.5 The negotiations will conclude with a review of the draft form of the contract. To complete negotiations the Client and the firm will initial the agreed contract. If negotiations fail, the Client will invite the firm whose proposal received the second highest score to negotiate a Contract.</p>
<b>7. Award of Contract</b>	<p>7.1 The contract will be awarded following negotiations. After negotiations are completed, the Client will promptly notify other consultants on the shortlist that they were unsuccessful and return the unopened Financial Proposals of those consultants who did not pass the technical evaluation (para. 5.3).</p> <p>7.2 The firm is expected to commence the assignment on the date and at the location specified in the Data Sheet.</p>
<b>8. Confidentiality</b>	<p>8.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the winning firm has been notified that it has been awarded the contract.</p>

## Section II: Information to Consultants

### DATA SHEET FOR PUBLIC RELATIONS SERVICES FIRM

#### Clause Reference

- 1.1 The name of the Client is: National TB Control Program, Ministry of Health, Government of Pakistan
- 1.2 The method of selection is: Quality and Cost Based Selection - **QCBS**  
 Technical and Financial Proposals are requested: **Yes**  
 A Technical Proposal only is requested: **No**
- 1.3 The name, objectives, and description of the assignment are: **Delivery Public Relation Services Firm**  
 The assignment is phased: **No**
- 1.4 A pre-proposal conference will be held on: **March 12, 2008 at 11.30 hrs in the office of the National Program Manager, National TB Control Program.**
- The name(s), address(es), and telephone numbers of the Client's official(s) are:
- Dr. Hassan Sadiq, National Program Manager, National TB Control Program (NTP), 2nd & 3rd Floor, Bewal Plaza, 12-D Fazal-e-Haq Road, Blue Area, Islamabad.  
 Ph:- (092-51) 4309180, 4302261, Fax:- (092-51) 9210663
- 1.5 The Client will provide the following inputs to the successful firm;
- I. Authorization from NTP, MoU for carrying out formative research survey
  - II. Copies of key reports and research carried out in Pakistan.
  - III. Copy of the existing Formative Research
  - IV. National ACSM strategy
  - V. Other background documents; if any.
  - VI. Final review of R-2 by Ad-group advertising
  - VII. National Strategic Plan 2005-10
  - VIII. Stop TB Partnership Plan
  - IX. WHO/Stop TB Partnership ACSM Guidelines
- 1.7.2 The Client envisages the need for continuity for downstream work: **No**
- 1.11 The clauses on fraud and corruption in the Contract are: 2.6.1(d) of the General Conditions of Contract
- 2.1 Clarifications may be requested by or before **24<sup>th</sup> March 2008.**
- The address for requesting clarifications is: National Program Manager, NTP, 2nd & 3rd Floor, Bewal Plaza, 12-D, Fazal-e-Haq Road, Blue Area,

Islamabad.

Ph:- (092-51) 4309180, 4302261, Fax:- (092-51) 9210663

- 3.1 Proposals should be submitted in the following language(s): **English**
- 3.3 (i) Short-listed firm/entity may associate with other short-listed firm: **No.**
- (ii) The estimated number of professional staff –months required for the assignment is: **18 staff months**
- (iv) The consultants are expected to employ at least the following essential staff on full time basis throughout the project execution:
- a) **Project Manager:** 12-15 years relevant field work experience in Public Relations, marketing management or experience in social marketing, health information, products and services. MBA Marketing, or Project Management or Masters in Communication.
- b) **Public Relations Specialist:** 10-12 years work experience in managing public relations and communication services. MBA or Masters in relevant discipline.
- c) **Social Scientist:** 8-10 years experience as a social scientist for public health and communication projects. Masters in relevant discipline.
- The C.Vs should be clearly signed with date by the proposed key professional staff. The Government employees can only apply once they have the NOC from the relevant Department. The firm will provide certificate on the availability of key professionals for the assignment**
- (vi) Reports that are part of the assignment must be written in the following language(s): **English**
- 3.4 (vii) Training is a specific component of this assignment: **No**
- (viii) Additional information in the Technical Proposal includes:
- (a) *The firm must provide copies of its last three years audited financial statement duly attested by registered Chartered Accountant Firm*
- 3.7 Taxes: **The firm will be liable to pay all taxes & duties in accordance with the laws of Government of Islamic Republic Pakistan.**
- 3.8 Consultants to state local cost in the national currency: **Yes**
- 3.10 Proposals must remain valid **till October 2008** after the submission date & time, i.e. **April 14, 2008 at 11.00 AM.**
- 4.3 Consultants must submit one original (Technical & Financial) and four **(04)**

---

additional copies of each proposal:

4.4 The proposal submission address is: **National Program Manager, National TB Control Program, 2nd & 3rd Floor, Bewal Plaza, 12-D Fazal-e-Haq Road, Blue Area, Islamabad.**

Information on the outer envelope should also include: **Technical and Financial Proposal for : Delivery of Public Relations Services**

4.5 Proposals must be submitted no later than: **April 14, 2008 at 11.00 AM**

5.1 The address to send information to the Client is: **National Program Manager, National TB Control Program, 2nd & 3rd Floor, Bewal Plaza, 12-D Fazal-e-Haq Road, Blue Area, Islamabad**

5.3 The number of points to be given under each of the evaluation criteria are:

<b>Evaluation Criteria</b>	<b>Points</b>
(i) Specific experience of firm related to assignment	<b>10</b>
(a) Past experience of working in the media / Public Relations, Marketing sector especially Media marketing of health & social services.	5
(b) Examples of health/social development & BCC project implementation, especially communicable diseases like TB in Pakistan or South Asia.	5
(ii) Qualification and competence of the key staff for the assignment	<b>40</b>
(a) Project Manager (12- 15 year relevant experience)	20
(b) Public Relations Specialist (10-12 years of relevant experience)	10
(c) Social Scientist (8-10 year experience)	10
(iii). Adequacy of proposed work plan and methodology	<b>50</b>
(a) Technical soundness of proposal	20
(b) Responsiveness to TORs	20
(c) Relevance of evaluation tools proposed	<u>10</u>
<b>Total points</b>	<b>100</b>
The number of points to be given under each evaluation sub-criteria for qualification of key staff are:	
(i) General Qualifications (general education and training, length of experience, positions held, time with consulting firm as staff, experience in developing country):	30 point
(ii) Adequacy for the assignment (education, training and experience in the specific sector/field relevant to the assignment):	60 point
(iii) Experience in the region (knowledge of local language, culture, administrative system, Government organization):	10 point
The minimum technical score required to qualify is:	<b>60</b>

5.7

The single currency for price conversions is: **Pak Rupees**

The date of exchange rates is: **Deadline date for submission of proposal as specified in clause 4.5.**

The formula for determining the financial scores is the following:

---

*$Sf = 100 \times Fm/F$ , in which  $Sf$  is the financial score,  $Fm$  is the lowest price and  $F$  the price of the proposal under consideration*

- 5.8 The weights given to the technical and Financial Proposals are:  
T = **0.8**  
F = **0.2**
- 6.1 The address for negotiations is: **National Program Manager, National TB Control Program, 2nd & 3rd Floor, Bewal Plaza, 12-D Fazal-e-Haq Road, Blue Area, Islamabad**
- 7.2 The assignment is expected to start on: **June 2008**

### **Section 3. Technical Proposal - Standard Forms**

- 3A. Technical Proposal submission form.
- 3B. Firm's references.
- 3C. Comments and suggestions of consultants on the Terms of Reference and on data, services, and facilities to be provided by the Client.
- 3D. Description of the methodology and work plan for performing the assignment.
- 3E. Team composition and task assignments.
- 3F. Format of curriculum vitae (CV) for proposed professional staff.
- 3G. Time schedule for professional personnel.
- 3H. Activity (work) schedule.

### 3A. TECHNICAL PROPOSAL SUBMISSION FORM

[*Location, Date*]

To: [*Name and address of Client*]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for [*Title of consulting services*] in accordance with your Request for Proposal dated [*Date*] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial<sup>1</sup> Proposal sealed under a separate envelope.

If negotiations are held during the period of validity of the Proposal, i.e., before [*Date*] we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:  
Name and Title of Signatory:  
Name of Firm:  
Address:

---

<sup>1</sup> In Quality-Based Selection, the proposal may include only a Technical Proposal. If this is the case, delete “and a Financial Proposal sealed under a separate envelope.”

### 3B. FIRM'S REFERENCES

#### Relevant Services Carried Out in the Last Five Years That Best Illustrate Qualifications

Using the format below, provide information on each assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Assignment Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/Entity(profiles):
Name of Client:		Nº of Staff:
Address:		Nº of Staff-Months; Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Current US\$):
Name of Associated Consultants, If Any:		Nº of Months of Professional Staff Provided by Associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		

Firm's Name: \_\_\_\_\_

---

**3C. COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF REFERENCE AND ON DATA, SERVICES, AND FACILITIES TO BE PROVIDED BY THE CLIENT**

---

On the Terms of Reference:

- 1.
- 2.
- 3.
- 4.
- 5.

On the data, services, and facilities to be provided by the Client:

- 1.
- 2.
- 3.
- 4.
- 5.

---

**3D. DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT**

---

**3E. TEAM COMPOSITION AND TASK ASSIGNMENTS**

<b>1. Technical/Managerial Staff</b>		
Name	Position	Task

<b>2. Support Staff</b>		
Name	Position	Task

**3F. FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF**

Proposed Position: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Name of Staff: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

\_\_\_\_\_

Detailed Tasks Assigned: \_\_\_\_\_

\_\_\_\_\_

**Key Qualifications:**

*[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.]*

\_\_\_\_\_

**Education:**

*[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]*

\_\_\_\_\_

**Employment Record:**

*[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.]*

---

**Languages:**

*[For each language indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.]*

---

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

\_\_\_\_\_ Date: \_\_\_\_\_  
*[Signature of staff member Day/Month/Year]*

Full name of staff member: \_\_\_\_\_  
Full name of authorized representative: \_\_\_\_\_

**3G. TIME SCHEDULE FOR PROFESSIONAL PERSONNEL**

			Months (in the Form of a Bar Chart)												
Name	Position	Reports Due/Activities	1	2	3	4	5	6	7	8	9	10	11	12	Number of Months
															Subtotal (1)
															Subtotal (2)
															Subtotal (3)
															Subtotal (4)

Full-time: \_\_\_\_\_  
 Reports Due: \_\_\_\_\_  
 Activities Duration: \_\_\_\_\_

Part-time: \_\_\_\_\_

Signature: \_\_\_\_\_  
 (Authorized representative)

Full Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

### 3H. ACTIVITY (WORK) SCHEDULE

#### A. Field Investigation and Study Items

	<i>[1st, 2nd, etc. are months from the start of assignment.]</i>												
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	
Activity (Work)													
_____													
_____													
_____													
_____													

#### B. Completion and Submission of Reports

Reports	Date
1. Inception Report	
2. Interim Progress Report (a) First Status Report (b) Second Status Report	
3. Draft Report	
4. Final Report	

## **Section 4. Financial Proposal - Standard Forms**

- 4A. Financial Proposal submission form.
- 4B. Summary of costs.
- 4C. Breakdown of price per activity.
- 4D. Breakdown of remuneration per activity.
- 4E. Reimbursables per activity.
- 4F. Miscellaneous expenses.

#### 4A. FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: [Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for [Title of consulting services] in accordance with your Request for Proposal dated [Date] and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of [Amount in words and figures]. This amount is exclusive of the local taxes, which we have estimated at [Amount(s) in words and figures].

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

Commissions and gratuities, if any, paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents	Amount and Currency	Purpose of Commission or Gratuity
_____	_____	_____
_____	_____	_____
_____	_____	_____

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:  
Name and Title of Signatory:  
Name of Firm:  
Address:

**4B. SUMMARY OF COSTS**

Costs	Currency(ies) <sup>2</sup>	Amount(s)
Subtotal		
Local Taxes		
Total Amount of Financial Proposal		_____

---

<sup>2</sup> Maximum of three currencies plus the local currency.

#### 4C. BREAKDOWN OF PRICE PER ACTIVITY

Activity No.: _____	Activity No.: _____	Description: _____
Price Component	Currency(ies)	Amount(s)
Remuneration		
Reimbursables		
Miscellaneous Expenses		
Subtotal		_____

#### 4D. BREAKDOWN OF REMUNERATION PER ACTIVITY

Activity No. _____		Name: _____		
Names	Position	Input <sup>3</sup>	Remuneration Currency(ies) Rate	Amount
Regular staff				
Local staff				
Consultants				
Grand Total				_____

<sup>3</sup> \_\_\_\_\_  
Staff months, days, or hours as appropriate.

**4E. REIMBURSABLES PER ACTIVITY**

Activity No: \_\_\_\_\_

Name: \_\_\_\_\_

No.	Description	Unit	Quantity	Unit Price In	Total Amount In
1.	International flights _____	Trip			
2.	Miscellaneous travel expenses	Trip			
3.	Subsistence allowance	Day			
4.	Local transportation costs <sup>4</sup>				
5.	Office rent/accommodation/ clerical assistance				
	Grand Total				_____

<sup>4</sup> \_\_\_\_\_  
<sup>4</sup> Local transportation costs are not included if local transportation is being made available by the Client. Similarly, in the project site, office rent/accommodations/clerical assistance costs are not to be included if being made available by the Client.

#### 4F. MISCELLANEOUS EXPENSES

Activity No. \_\_\_\_\_

Activity Name: \_\_\_\_\_

No.	Description	Unit	Quantity	Unit Price	Total Amount
1.	Communication costs between _____ and _____ (telephone, telegram, telex)				
2.	Drafting, reproduction of reports				
3.	Equipment: vehicles, computers, etc.				
4.	Software				
	Grand Total				_____

## Section: 5

### TORs for Public Relations Services Firm

#### BACKGROUND:

Tuberculosis or TB has been one of the major public health problems in Pakistan. Pakistan ranks 6<sup>th</sup> among the countries (WHO Report 2007, Global Tuberculosis Control), with highest burden of TB in the world. According to WHO (2001), the incidence of sputum positive TB cases in Pakistan is 80/100,000 per year and for all types it is 177/100,000. TB is responsible for 5.1 percent of the total national disease burden in Pakistan.

Following WHO's declaration of TB as a global emergency in 1993, the Government of Pakistan endorsed the Directly Observed Treatment, Short course (DOTS) strategy, and the National TB Control Program (NTP) Pakistan adopted the strategy in 1995. The activities for TB control were geared up in 2000 at a time when the DOTS geographical coverage was around 5-6%. In 2001, Government of Pakistan declared TB a National Emergency and year 2005 saw 100% DOTS coverage across the country. TB services are delivered through the Primary Health Care (PHC) network along with other health services in hospitals and peripheral health facilities.

NTP is working with several international donor/assistance agencies to control TB in the country. Under the grant from the Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM) Round-2, an international health financing agency, a Behavior Change Communication (BCC) campaign is being implemented since 2004 to increase disease awareness and promote healthy treatment seeking and treatment adhering behaviors.

#### **BCC Component in Round-6**

**Goal** - Support TB understanding, prevention, screening, treatment adherence and care through Advocacy, Communication and Social Mobilization (ACSM) to ensure the quality of service delivery, the appropriate uptake of services, and reduce stigma.

**Context and Gap Analysis** –Advocacy, Communication and Social Mobilization is a critical feature of any TB control efforts to set agendas and raise awareness of specific health issues, increase knowledge and change public attitudes toward risk behaviors. ACSM can also mobilize communities and individuals to encourage behavioral intentions toward early health seeking behavior and treatment adherence. A large focus of activity to date in Pakistan has been towards the establishment of clinical services around the country. Data identifies that DOTS has expanded widely, covering almost all districts of Pakistan. North West Frontier Province of Pakistan (NWFP) and Sindh have already achieved 100% DOTS coverage, and Baluchistan and Punjab provinces are in the last stage of expansion. Pakistan has achieved 100% DOTS coverage in primary health care centers. The stage is now set for planning and implementation of a large scale, multi-level, integrated communication program to support the increase in service coverage.

Despite the high coverage of DOTS and free drug provision, proportionate uptake is low with 80% of TB patients preferring treatment by the private sector. Some factors that may have impacted on the relatively low public sector clinic attendance and low case detection rate include the following:

- Low awareness of free services provided by Government facilities and location of clinics.
- Poor client perceptions of public sector service provision.
- Poverty - low per capita income with Pakistan ranking .142 on the human development index with a GNP per capita of more than US\$800.
- Large and diverse rural population – over 68% of the population reside in rural areas primarily with 4 regional languages spoken. Forty-three percent of people are less than 15 years of age.
- Difficult to reach population groups in prisons, tribal and border areas.

### **SERVICE DELIVERY AREA (SDA) 1: ENHANCED ACSM COORDINATION: MANAGEMENT AND PARTNERSHIP DEVELOPMENT**

In order to improve current programming efforts and enhance partnerships a more strategic approach to ACSM program design, implementation and evaluation is proposed involving the establishment of a national ACSM Steering Committee comprised of NTP and program partners to coordinate and scale up the wide range of ACSM activities around the country. The Steering Committee will be involved in finalizing the national TB ACSM strategy and coordinating its implementation. Coordination activities could include the wide range of ACSM community based responses as well as planning of national Social Marketing Campaigns to raise awareness and set agendas for TB Control around the country. The Steering Committee will also be involved in coordinating the provincial and district level implementation of the ACSM program. A comprehensive M&E framework will also need to be developed as part of the strategy to identify key performance indicators based on a range of behavioral determinants of program success.

**Activity 1: Establish ACSM Steering Committee** - Establish ACSM Steering Committee, finalize and endorse the National TB ACSM Strategy, develop national work plans for adaptation at provincial and district level.

**Activity 2: Promote Participation and Involvement** - Engage ACSM program partners in advocacy and social mobilization program strategy development in provinces and districts.

**Activity 3: Contract Private sector Partners** - Contract private sector partners to support the planning and implementation of national, social marketing campaigns and disseminate materials.

**Activity 4: Establish M&E Framework** - Establish and endorse an M&E framework including qualitative and quantitative methodologies for ACSM formative research, communication pre-testing, process monitoring, impact and outcomes evaluation for adaptation to a range of ACSM programs.

**Activity 5: Provide Technical Assistance** - Provide adequate technical assistance (TA) to the Steering Committee for ACSM campaign management, planning, development, implementation and evaluation.

---

## **SDA 2: INCREASED AWARENESS, KNOWLEDGE AND SELF EFFICACY TOWARDS SCREENING AND TREATMENT**

Despite the fact that the TB program has now been operating for more than 5 years and DOTS coverage has reached 100% in public sector facilities, public awareness and knowledge of the efficacy of TB screening and treatment is low. Other knowledge gaps include poor understanding of the provision of free services and drugs provided by Government facilities and location of clinics. Community feedback indicates continuing high levels of stigma driving the disease underground and poor efficacy, especially amongst high risk, low income groups. Although a mass media campaign is currently being prepared, it is anticipated that to build on the gains made to date, more intensive, large-scale, strategic communication campaigns are required.

**Activity 1: Conduct Audience Research** - Conduct formative research with campaign target groups, develop and pre-test creative concepts to ensure cultural appropriateness and impact.

**Activity 2: Implement Social Marketing Campaigns** - Implement large-scale social marketing campaigns – television, radio print and outdoor media to support community based programs and service delivery.

**Activity 3: Conduct Community Events** - Develop and disseminate a range of community based ACSM activities and events – community theatre, music, dance and drama, community cinema, to support advocacy and social mobilization through interpersonal, dialogue based approaches.

**Activity 4: Produce ACSM Resources** - Design, produce and disseminate supporting community communication resources – toolkits, flip-charts, posters and merchandise – T-shirts, caps, bumper stickers etc. for advocacy and social mobilization activities and events.

**Activity 5: Establish ACSM Information and Communication Resource Logistics Program** - Develop resource centre at national level and Logistics Management Information System (LMIS) to develop ACSM resource materials for distribution and adaptation for provinces and program partners.

## **SDA 3: SUPPORTIVE ENVIRONMENT: PUBLIC AND MEDIA ADVOCACY**

Current advocacy activities have often been infrequent, not targeted and usually conducted in smaller community settings, and in isolation to other coordinated efforts. Although TB was declared a national emergency, subsequent efforts to maintain the profile of TB prevention and care activities have fallen short of expectations. It is apparent that for the TB program to succeed, more intensive efforts are required to increase advocacy initiatives both at public and mass media levels and integrate these activities within the overall ACSM framework.

**Activity 1: Orientate Advocates** – Conduct orientation sessions with key advocates, opinion leaders, key influencers and celebrity role models. Provide incentives and merchandising opportunities to encourage involvement and leverage advocacy opportunities.

**Activity 2: Contract Public Relations Partners** - Contract public relations private sector partners, identify advocates and activities and develop a coordinated plan for public and media advocacy. Integrate advocacy initiatives within ACSM campaigns.

**Activity 3: Conduct Journalist Training** – Identify health writers/media journalists in national and provincial media networks and conduct training and provide incentives to encourage advocacy activities.

#### **SDA 4: SOCIAL MOBILIZATION: BUILDING CONSENSUS AND COMMITMENT**

The low profile and lack of client involvement in screening and treatment through public facilities indicates that a greater commitment is required by communities to take greater responsibility for preventative health, treatment and care. Social mobilization that capitalizes on the presence of the large number of NGO/CBO/FBOs could contribute enormously to creating more enabling environment for TB control. Also acknowledged is the potential mobilization power of the more than 112,000 Lady Health Workers (LHWs) currently deployed around the country.

**Activity 1: Establish Community Coalitions** – Conduct community consultations and build community coalitions comprising of local NGO/CBO/FBOs as well as community leaders and other stakeholders to become more actively involved in detection, encouraging screening and TB treatment support.

**Activity 2: Mobilize Community Health Workers** – Provide incentives i.e. recognition, training opportunities and merchandise for LHWs, especially in remote rural areas, for case detection and treatment support

#### **SDA 5: INSTITUTIONAL STRENGTHENING AND CAPACITY BUILDING**

NTP has acknowledged the current shortfalls in institutional capacity to manage and coordinate a large scale ACSM program and has commenced recruiting more technical staff to manage the coordination of the wide range of activities conducted by program partners. Also acknowledged is the need to provide technical advice and support to ACSM program partners in order to build capacity for the development of effective interventions and scaling up of activities. Evidence also indicates that the low uptake of public sector clinical services may be the likely result of poor attitudes, communication skills and lack of client focus. Therefore, to assist in the management and coordination of these program areas, capacity building through training and human resources support will need to be strengthened and expanded.

**Activity 1: NTP/Provincial Technical Support** - Strengthen the existing ACSM Unit by recruiting additional technical staff at National, Provincial levels. Contract short-term Technical Advisors to provide technical transfer and build capacity with National and Provincial ACSM units for ACSM program roll-out and evaluation.

**Activity 2: Training** - Conduct regular TB ACSM trainings at National/Provincial level with NTP and program partners. Conduct regular TB ACSM trainings at District level with health care providers i.e. lady health workers, medical officers, DOTS facilitators.

**Activity 3: Quality Assurance** – Develop incentives and conduct workshops to encourage client focus and quality assurance of service delivery with Public/Private sector clinical service providers.

## **BEHAVIOR CHANGE COMMUNICATION (BCC) ACTIVITIES CONDUCTED DURING 2006-7**

In 2006-7, several activities were conducted with the assistance of a professional advertising agency through a contractual arrangement for a period of September 2006-March 2007. A brief is given below:

**Production and airing of Television Commercials (TVCs) and Radio Spots:** During the course of project implementation, TV and radio spots of different duration were produced and aired to disseminate information about the disease, its prevention, diagnosis and process of treatment, misconceptions and stigma attached with the disease. These advertisements were aired on TV and Radio channels including PTV, PTV World, ATV, Geo News and ARY One World and ARY digital, KTN, Indus vision, Khyber TV while radio spots of different duration were aired on PCB, FM-100, FM 107, FM 104, FM 105, FM 106.2 and FM 101.

**Pre Testing of TVCs, Radio spots and IEC Material** Three TVCs and three Radio spots on “*TB ki illamaat*”, “*TB ka illaj*” and the IEC material were produced. A third party consultant with consultation of NTP was hired for the pre- testing of IEC material along with TB TVCs and Radio spots for refinement and feed back before launching. Appropriate changes were made in the all pre tested material according to the recommendation of pre-testing report.

**Printing of IEC Material** Designing and printing of IEC material was carried out after incorporating recommended changes in the Pre-testing report. Inter personal communication (IPC) Manual, brochure on introduction of the disease, Leaflets, BCC Introductory brochure and older jacket of Media Kit has been developed. Printed material was distributed among target audience during different events including Media Sensitization workshops, Health Expo, World TB Day, Advocacy seminars and Poster exhibition etc.

**News Paper advertisements** As part of public awareness campaign, press advertisements were developed providing information on the disease. Print insertions of 27\*4(colour) 20\*3(b & w) and 5\*2(spot colour) were published in different National and regional news papers.

**Infotainment events in Karachi, Islamabad and Lahore:** Information through entertainment approach was adopted to disseminate messages regarding TB. Specially designed infotainment events were held in cities of Islamabad, Lahore and Karachi. The agency hired the services of professional event management firm for the events. Further, the events were recorded and broad cast through ATV, TV channel.

**Billboards** Outdoor media was also used in the awareness raising campaign and 10 billboards of 20\*10 sizes were placed in Lahore, Karachi, Quetta, Rawalpindi and Peshawar at prominent road sides for a selected period of time.

**TV Talk Show** Two talk shows were recorded and aired on ATV, TV channel under the theme of “*TB ka illaj kal nahin aj*”. Programme officials from NTP participated in the talk shows as experts and delivered information before the camera.

**Sponsorship of Satellite TV Health Talk show** Popular Health Talk Show “*Jan Hey to Jahan Hey*” on JEO television was sponsored. Talk show was specially designed to discuss TB disease in a comprehensive manner to project its curability and availability of cost free diagnosis and treatment facilities at government hospitals. It also addressed the stigma associated with TB which hinders patients’ access to health facilities.

**Radio Programs** Keeping in view the reach of radio especially in rural areas, a series of 9 radio programs of 15 minutes duration was developed and aired on 13 stations of Pakistan Broadcasting Network. The programs focused on presenting TB as a curable disease; promoting early recognition of symptoms, informing of free diagnosis and treatment at public sector health facilities and promotion of NTP efforts in TB control.

**Public Relations Campaign** Print media journalists from major daily newspapers have been trained to improve reporting on TB, image of NTP and soliciting a healthy debate on TB and other infectious diseases in Pakistan. Through out the project period, interactive forums were held with reporting staff of major dailies including khabrain (published from 4 locations), The Nation and Nawa-i-waqt, Daily Express and regional newspapers.

**Media Workshops** Five media sensitization workshops were planned, coordinated and conducted in Muzaffarabad, Gilgit, Quetta, Peshawar and Karachi with electronic and print media professionals in which total 367 participants were sensitized on TB and their role in control of TB. In these interactive trainings issues like global and country burden situation of Tuberculosis, media reporting on health issues and role of Media in TB control were discussed. These workshops were facilitated by experienced facilitators from media agencies and the Program.

**Participation in Int. Health Expo 2006** Ministry of Health organized first International Health Expo in Nov 2006. All major national health programs, private sector health care organizations participated in the two day event. NTP participation was facilitated by TB BCC project and information was distributed through material among visitors. According to careful estimates, more than 70, thousand people visited Health Expo in 2 days.

**Transmission/Day branding through television Network** ATV Television Network was branded to mark the World TB Day on 24<sup>th</sup> March and different programs consisting of live discussions and question answer sessions were telecasted. Celebrity endorsements were also made part of this live transmission.

**National Advocacy Seminar** On the eve of World TB Day, a National Advocacy Seminar with an aim to raise awareness on issues related to TB in Pakistan was held on March 27<sup>th</sup> 2007 at a local Hotel. Federal Health Minister, DG Health Services, WHO country representative and other stake holders participated in this seminar.

**Poster Competition** A poster competition was organized with the theme “*TB is curable*” among school and college students across Pakistan. This event got overwhelming response by the youth. Later on an exhibition was also arranged during The TB Day seminar; later prizes were awarded to the top three contestants.

**City branding** The World TB day 2007 on 24<sup>th</sup> march was branded through display of banners, posters, hoardings etc at all major locations of Islamabad city.

**Monitoring and Evaluation** Built in mechanism of monitoring and evaluation was executed through pre-testing, mid-term review and impact analysis reporting. All three activities were successfully completed by third party consultants.

**Reporting** under BCC service delivery project a comprehensive reporting mechanism was developed and following reports were submitted during this process:

- Quarterly Reports of Q1, Q2 and Q3
- Pre-testing Report
- Media Coverage Reports from September 2006 to March 2007
- Int. Health Expo Report November 2006
- Event Reports of Media Awareness and Sensitization Workshops, Muzaffarabad, Gilgit, Quetta, Peshawar and Karachi.
- Infotainment Event Reports of Karachi, Lahore and Islamabad
- Mid-Term Review Report
- Radio Program Series (*zara ji kar to deikho*) Report
- Insertion Report Press, Radio and Television
- Poster Competition Report
- World TB Day Events Report

#### **OBJECTIVES OF PUBLIC RELATION AGENCY**

- Promote Ministry of Health in general and NTP in particular as responsible, credible contributors towards the improvement of health indicators in Pakistan
- Design and implement innovative public relations strategies in line with NTP strategic objectives and National Health Policy of Government of Pakistan

#### **Scope of Work:**

- 1) Review existing NTP communication products, services and material in addition to formative research findings and develop a high quality PR strategy and guideline for all communications across NTP program;
- 2) Position NTP/MoH for high quality TB services primarily reinforcing client-provider relationship, treatment and laboratory components of the program;
- 3) Classify and prioritize PR products in line with the National ACSM Strategy with tools like mass media, inter personal communication, advocacy events and public relations for 1) Advocacy; 2) Communication and Social; collect additional field data where required;
- 4) Help implement the National PR Strategy
- 5) Develop and present PR concepts to NTP/ACSM Unit for inputs and approval;
- 6) Convert concepts in meaningful PR products and pre-test/field test with primary audience and report findings to NTP/ACSM Unit;

- 
- 7) Generate creative ideas on how best to promote agenda on the communication problems identified;
  - 8) Implement the creative ideas after pre testing with target audience to further refine the effectiveness of messages;
  - 9) Conceptualize, write and design information, education and PR material like press releases, brochure, poster etc;
  - 10) Provide PR support in NTP events in a professional manner;

**The quarterly progress report will provide at least the following information:**

- i. Progress made against the agreed work-plan.
- ii. Progress made in achieving the agreed quarterly process/output target(s).
- iii. Challenges encountered and options used to resolve them.
- iv. Relationship with stakeholders.
- v. Statement of activity wise expenses

**Accountability and Working Relationship:**

The consultants will be accountable to the National TB Control Program for the satisfactory delivery of the services defined here. They will work in close collaboration with the National TB Control Program and other stake holders and partners.

**Property Rights:**

All tools / instruments, messages and reports developed, as an outcome of this study would be the property of National TB Control Program. No references should be made without prior written permission of the client.

---

**FORM OF CONTRACT**

**Consultants' Services**

**Lump-Sum Remuneration**

For

Delivery of Public Relations Services

## CONTENTS

Preface.....	v
Contract for Consultants’ Services .....	vii
I. Form of Contract.....	
II. General Conditions of Contract .....	
1. GENERAL PROVISIONS .....	
1.1 Definitions.....	
1.2 Law Governing the Contract.....	
1.3 Language.....	
1.4 Notices .....	
1.5 Location .....	
1.6 Authorized Representatives .....	
1.7 Taxes and Duties.....	
2. COMMENCEMENT, COMPLETION, MODIFICATION, AND TERMINATION OF CONTRACT .. 7	
2.1 Effectiveness of Contract.....	
2.2 Commencement of Services .....	
2.3 Expiration of Contract.....	
2.4 Modification.....	
2.5 Force Majeure .....	
2.5.1 Definition .....	
2.5.2 No Breach of Contract .....	
2.5.3 Extension of Time.....	
2.5.4 Payments .....	
2.6 Termination.....	
2.6.1 By the Client .....	
2.6.2 By the Consultants .....	
2.6.3 Payment upon Termination.....	
3. OBLIGATIONS OF THE CONSULTANTS.....	
3.1 General.....	
3.2 Conflict of Interests.....	
3.2.1 Consultants Not to Benefit from Commissions, Discounts, etc.....	
3.2.2 Consultants and Affiliates Not to Be Otherwise Interested in Project.....	
3.2.3 Prohibition of Conflicting Activities .....	

3.3	Confidentiality .....	
3.4	Insurance to be Taken Out by the Consultants .....	
3.5	Consultants' Actions Requiring Client's Prior Approval .....	
3.6	Reporting Obligations .....	
3.7	Documents Prepared by the Consultants to Be the Property of the Client .....	
4.	CONSULTANTS' PERSONNEL .....	
4.1	Description of Personnel .....	
4.2	Removal and/or Replacement of Personnel .....	
5.	OBLIGATIONS OF THE CLIENT .....	12
5.1	Assistance and Exemptions .....	
5.2	Change in the Applicable Law .....	
5.3	Services and Facilities .....	
6.	PAYMENTS TO THE CONSULTANTS .....	
6.1	Lump-Sum Remuneration .....	
6.2	Contract Price .....	
6.3	Payment for Additional Services .....	
6.4	Terms and Conditions of Payment .....	
6.5	Interest on Delayed Payments .....	
7.	SETTLEMENT OF DISPUTES .....	
7.1	Amicable Settlement .....	
7.2	Dispute Settlement .....	
III.	Special Conditions of Contract .....	
IV.	Appendices .....	21
	APPENDIX A—DESCRIPTION OF THE SERVICES .....	21
	APPENDIX B—REPORTING REQUIREMENTS .....	21
	APPENDIX C—KEY PERSONNEL AND SUBCONSULTANTS .....	21
	APPENDIX D—BREAKDOWN OF CONTRACT PRICE IN FOREIGN CURRENCY .....	
	APPENDIX E—BREAKDOWN OF CONTRACT PRICE IN LOCAL CURRENCY .....	
	APPENDIX F—SERVICES AND FACILITIES PROVIDED BY THE CLIENT .....	

## Preface

1. This standard contract for Consultants' Services has been prepared by the World Bank for use by its borrowers and their implementing agencies (referred to hereafter as Clients) when they hire consulting firms to provide services paid on the basis of lump-sum remuneration. In such case, the use of this contract is mandatory for contracts financed partly or wholly by the World Bank.
2. Lump-sum contracts are used when definition of the tasks to be performed is clear and unambiguous, when the commercial risk taken by the Consultants is minimal, and when therefore such Consultants are prepared to perform the assignment for an agreed predetermined lump-sum price. Such price is arrived at on the basis of inputs—including rates—provided by the Consultants. The Client agrees to pay the Consultants according to a schedule of payments linked to the delivery of certain outputs, usually reports. A major advantage of the lump-sum contract is the simplicity of its administration, the Client having only to be satisfied with the outputs without monitoring the staff inputs. Studies are usually carried out on a lump-sum basis: for example, master plans, economic, sector, feasibility, engineering studies, and surveys.
3. The Contract includes four parts: the Form of Contract, the General Conditions of Contract, the Special Conditions of Contract, and the Appendices. The Client using this standard contract should not alter the General Conditions. Any adjustment to meet project features should be made only in the Special Conditions.

**CONTRACT FOR CONSULTANTS' SERVICES**

**Lump-Sum Remuneration**

**Between**

**National Program Manager, National TB Control Program**

**And**

\_\_\_\_\_  
To be filled  
[Name of the Consultants]

Dated: \_\_\_\_\_

## I. Form of Contract

### LUMP-SUM REMUNERATION

This CONTRACT (hereinafter called the “Contract”) is made the *[day]* day of the month of *[month]*, *[year]*, between, on the one hand, **National Program Manager, National TB Control Program** (hereinafter called the “Client”) and, on the other hand, *[name of consultants]* (hereinafter called the “Consultants”).

*[Note: If the Consultants consist of more than one entity, the above should be partially amended to read as follows: --- (hereinafter called the “Client”) and, on the other hand, a joint venture consisting of the following entities, each of which will be jointly and severally liable to the Client for all the Consultants’ obligations under this Contract, namely, [name of consultants] and [name of consultants] (hereinafter called the “Consultants”).]*

### WHEREAS

- (a) The Client has requested the Consultants to provide certain consulting services as defined in the General Conditions of Contract attached to this Contract (hereinafter called the “Services”)
- (b) the Consultants, having represented to the Client that they have the required professional skills, and personnel and technical resources, have agreed to provide the Services on the terms and conditions set forth in this Contract;
- (c) the Client has received grant from the Global Fund towards the cost of services and intends to apply a portion of the proceeds of this grant to eligible payments under this Contract, it being understood (i) that payments by the Global Fund will be made only at the request of the Client and upon approval by the GFATM (ii) that such payments will be subject, in all respects, to the terms and conditions of the agreement providing for the grant and (iii) that no party other than the Client shall derive any rights from the agreement providing for the grant any claim to the credit proceeds;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
  - (a) The General Conditions of Contract;
  - (b) The Special Conditions of Contract;
  - (c) The following Appendices:

Appendix A: Description of the Services	___	Used
Appendix B: Reporting Requirements	___	Used
Appendix C: Key Personnel and Sub-consultants	___	Used
Appendix D: Breakdown of Contract Price in Foreign Currency	___	Not Used
Appendix E: Breakdown of Contract Price in Local Currency	___	Used
Appendix F: Services and Facilities Provided by the Client	___	Used
  
2. The mutual rights and obligations of the Client and the Consultants shall be as set forth in the Contract, in particular:
  - (a) The Consultants shall carry out the Services in accordance with the provisions of the Contract; and
  - (b) The Client shall make payments to the Consultants in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of **National Program Manager, National TB Control Program**

---

**(Dr. Hassan Sadiq )**

For and on behalf of *[name of consultants]*

---

*[Authorized Representative]*

**[Note: If the Consultants consist of more than one entity, all these entities should appear as signatories, e.g., in the following manner:]**

For and on behalf of each of the Members of the Consultants

*[name of member]*

---

*[Authorized Representative]*

*[name of member]*

---

*[Authorized Representative]*

## II. General Conditions of Contract

### 1. GENERAL PROVISIONS

1.1 Definitions	<p>Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:</p> <p>(a) “Applicable Law” means the laws and any other instruments having the force of law in the Government’s country (or in such other country as may be specified in the Special Conditions of Contract (SC)), as they may be issued and in force from time to time;</p> <p>(b) “Bank” means the International Bank for Reconstruction and Development, Washington, D.C., U.S.A.;</p> <p><b>or</b></p> <p>(b) “Association” means the International Development Association, Washington, D.C., U.S.A.;</p> <p>(c) “Contract” means the Contract signed by the Parties, to which these General Conditions of Contract (GC) are attached, together with all the documents listed in Clause 1 of such signed Contract;</p> <p>(d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;</p> <p>(e) “Foreign Currency” means any currency other than the currency of the Government;</p> <p>(f) “GC” means these General Conditions of Contract;</p> <p>(g) “Government” means the Government of the Client’s country;</p> <p>(h) “Local Currency” means the currency of the Government;</p> <p>(i) “Member,” in case the Consultants consist of a joint venture of more than one entity, means any of these entities; “Members” means all these entities, and “Member in Charge” means the entity specified in the SC to act on their behalf in exercising all the Consultants’ rights and obligations towards the Client under this Contract;</p>
-----------------	--

	<p>(j) “Party” means the Client or the Consultants, as the case may be, and “Parties” means both of them;</p> <p>(k) “Personnel” means persons hired by the Consultants or by any Sub-consultant as employees and assigned to the performance of the Services or any part thereof;</p> <p>(l) “SC” means the Special Conditions of Contract by which the GC may be amended or supplemented;</p> <p>(m) “Services” means the work to be performed by the Consultants pursuant to this Contract, as described in Appendix A; and</p> <p>(n) “Sub-consultant” means any entity to which the Consultants subcontract any part of the Services in accordance with the provisions of Clauses 3.5 and 4.</p>
1.2 Law Governing the Contract	This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Law.
1.3 Language	This Contract has been executed in the language specified in the SC, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this Contract.
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, telex, telegram, or facsimile to such Party at the address specified in the SC.
1.5 Location	The Services shall be performed at such locations as are specified in Appendix A and, where the location of a particular task is not so specified, at such locations, whether in the Government’s country or elsewhere, as the Client may approve.
1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Client or the Consultants may be taken or executed by the officials specified in the SC.

1.7 Taxes and Duties	Unless otherwise specified in the SC, the Consultants, Sub consultants, and their Personnel shall pay such taxes, duties, fees, and other impositions as may be levied under the Applicable Law, the amount of which is deemed to have been included in the Contract Price.
----------------------	---

## 2. COMMENCEMENT, COMPLETION, MODIFICATION, AND TERMINATION OF CONTRACT

2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the SC.
2.2 Commencement of Services	The Consultants shall begin carrying out the Services thirty (30) days after the date the Contract becomes effective, or at such other date as may be specified in the SC.
2.3 Expiration of Contract	Unless terminated earlier pursuant to Clause 2.6, this Contract shall terminate at the end of such time period after the Effective Date as is specified in the SC.
2.4 Modification	Modification of the terms and conditions of this Contract, including any modification of the scope of the Services or of the Contract Price, may only be made by written agreement between the Parties and shall not be effective until the consent of the Bank or of the Association, as the case may be, has been obtained.
2.5 Force Majeure	
2.5.1 Definition	For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
2.5.2 No Breach of Contract	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.

2.5.3 Extension of Time	Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
2.5.4 Payments	During the period of their inability to perform the Services as a result of an event of Force Majeure, the Consultants shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.
<b>2.6 Termination</b>	
2.6.1 By the Client	<p>The Client may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Consultants, to be given after the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause 2.6.1 and sixty (60) days' in the case of the event referred to in (e):</p> <ul style="list-style-type: none"> <li>(a) if the Consultants do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Client may have subsequently approved in writing;</li> <li>(b) if the Consultants become insolvent or bankrupt;</li> <li>(c) if, as the result of Force Majeure, the Consultants are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or</li> <li>(d) if the consultant, in the judgment of the client has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.</li> </ul> <p>For the purpose of this clause:</p> <p>“corrupt practice” means the offering, giving, receiving, or soliciting of any thing of value to influence the action of a public official in the selection process or in contract execution.</p> <p>“fraudulent practice” means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of the Borrower, and includes collusive practice among consultants (prior to or after submission of proposals) designed to establish prices at</p>

	<p>artificial non-competitive levels and to deprive the Borrower of the benefits of free and open competition.</p> <p>(e) if the Client, in its sole discretion, decides to terminate this Contract.</p>
2.6.2 By the Consultants	<p>The Consultants may terminate this Contract, by not less than thirty (30) days' written notice to the Client, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:</p> <p>(a) if the Client fails to pay any monies due to the Consultants pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-five (45) days after receiving written notice from the Consultants that such payment is overdue; or</p> <p>(b) if, as the result of Force Majeure, the Consultants are unable to perform a material portion of the Services for a period of not less than sixty (60) days.</p>
2.6.3 Payment upon Termination	<p>Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Client shall make the following payments to the Consultants:</p> <p>(a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;</p> <p>(b) except in the case of termination pursuant to paragraphs (a) and (b) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract, including the cost of the return travel of the Personnel and their eligible dependents.</p>

### 3. OBLIGATIONS OF THE CONSULTANTS

3.1 General	<p>The Consultants shall perform the Services and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Consultants shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Client, and shall at all times support and safeguard the Client's legitimate interests in any dealings with Sub consultants or third parties.</p>
-------------	---

3.2 Conflict of Interests	
3.2.1 Consultants Not to Benefit from Commissions, Discounts, etc.	The remuneration of the Consultants pursuant to Clause 6 shall constitute the Consultants' sole remuneration in connection with this Contract or the Services, and the Consultants shall not accept for their own benefit any trade commission, discount, or similar payment in connection with activities pursuant to this Contract or to the Services or in the discharge of their obligations under the Contract, and the Consultants shall use their best efforts to ensure that the Personnel, any Sub-consultants, and agents of either of them similarly shall not receive any such additional remuneration.
3.2.2 Consultants and Affiliates Not to be Otherwise Interested in Project	The Consultants agree that, during the term of this Contract and after its termination, the Consultants and their affiliates, as well as any Sub-consultant and any of its affiliates, shall be disqualified from providing goods, works, or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.
3.2.3 Prohibition of Conflicting Activities	Neither the Consultants nor their Sub-consultants nor the Personnel shall engage, either directly or indirectly, in any of the following activities:  (a) during the term of this Contract, any business or professional activities in the Government's country which would conflict with the activities assigned to them under this Contract; or  (b) after the termination of this Contract, such other activities as may be specified in the SC.
3.3 Confidentiality	The Consultants, their Sub-consultants, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Client's business or operations without the prior written consent of the Client.
3.4 Insurance to be Taken Out by the Consultants	The Consultants (a) shall take out and maintain, and shall cause any Sub-consultants to take out and maintain, at their (or the Sub-consultants', as the case may be) own cost but on terms and conditions approved by the Client, insurance against the risks, and for the coverage, as shall be specified in the SC; and (b) at the Client's request, shall provide evidence to the Client showing that such insurance has been taken out and maintained and that the current premiums have been paid.

<p>3.5 Consultants' Actions Requiring Client's Prior Approval</p>	<p>The Consultants shall obtain the Client's prior approval in writing before taking any of the following actions:</p> <ul style="list-style-type: none"> <li>(a) entering into a subcontract for the performance of any part of the Services,</li> <li>(b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Sub-consultants"), and</li> <li>(c) any other action that may be specified in the SC.</li> </ul>
<p>3.6 Reporting Obligations</p>	<p>The Consultants shall submit to the Client the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.</p>
<p>3.7 Documents Prepared by the Consultants to Be the Property of the Client</p>	<p>All plans, drawings, specifications, designs, reports, and other documents and software submitted by the Consultants in accordance with Clause 3.6 shall become and remain the property of the Client, and the Consultants shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Client, together with a detailed inventory thereof. The Consultants may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the SC.</p>

**4. CONSULTANTS' PERSONNEL**

<p>4.1 Description of Personnel</p>	<p>The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Consultants' Key Personnel are described in Appendix C. The Key Personnel and Sub consultants listed by title as well as by name in Appendix C are hereby approved by the Client.</p>
<p>4.2 Removal and/or Replacement of Personnel</p>	<ul style="list-style-type: none"> <li>(a) Except as the Client may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Consultants, it becomes necessary to replace any of the Key Personnel, the Consultants shall provide as a replacement a person of equivalent or better qualifications.</li> <li>(b) If the Client finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then</li> </ul>

	<p>the Consultants shall, at the Client’s written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Client.</p> <p>(c) The Consultants shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.</p>
--	---

**5. OBLIGATIONS OF THE CLIENT**

<p>5.1 Assistance and Exemptions</p>	<p>The Client shall use its best efforts to ensure that the Government shall provide the Consultants such assistance and exemptions as specified in the SC.</p>
<p>5.2 Change in the Applicable Law</p>	<p>If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the services rendered by the Consultants, then the remuneration and reimbursable expenses otherwise payable to the Consultants under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a) or (b), as the case may be.</p>
<p>5.3 Services and Facilities</p>	<p>The Client shall make available to the Consultants the Services and Facilities listed under Appendix F.</p>

**6. PAYMENTS TO THE CONSULTANTS**

<p>6.1 Lump-Sum Remuneration</p>	<p>The Consultant’s total remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all staff costs, Sub-consultants’ costs, printing, communications, travel, accommodation, and the like, and all other costs incurred by the Consultant in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clause 2.4.</p>
<p>6.2 Contract Price</p>	<p>(a) The price payable in foreign currency is set forth in the SC.</p> <p>(b) The price payable in local currency is set forth in the SC.</p>
<p>6.3 Payment for Additional Services</p>	<p>For the purpose of determining the remuneration due for additional services as may be agreed under Clause 2.4, a breakdown of the lump-sum price is provided in Appendices D and E.</p>

6.4 Terms and Conditions of Payment	Payments will be made to the account of the Consultants and according to the payment schedule stated in the SC. Unless otherwise stated in the SC, the first payment shall be made against the provision by the Consultants of a bank guarantee for the same amount, and shall be valid for the period stated in the SC. Any other payment shall be made after the conditions listed in the SC for such payment have been met, and the Consultants have submitted an invoice to the Client specifying the amount due.
6.5 Interest on Delayed Payments	If the Client has delayed payments beyond fifteen (15) days after the due date stated in the SC, interest shall be paid to the Consultants for each day of delay at the rate stated in the SC.

## 7. SETTLEMENT OF DISPUTES

7.1 Amicable Settlement	The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
7.2 Dispute Settlement	Any dispute between the Parties as to matters arising pursuant to this Contract that cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement may be submitted by either Party for settlement in accordance with the provisions specified in the SC.

### III. Special Conditions of Contract

Number of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1.1(a)	The words “in the Government’s country” are amended to read “in <u><i>Islamic Republic of Pakistan</i></u> ”
1.1(i)	The Member in Charge is <u><i>Dr. Hassan Saddiqi, National Program Manager</i></u>
1.3	The language is <u><i>English</i></u> .
1.4	<p>The addresses are:</p> <p>Client: <i>National TB Control Program</i>            2nd &amp; 3rd Floor, Bewal Plaza, 12-D Fazal-e-Haq Road, Blue Area, Islamabad.            Ph:- (092-51) 4309180, 4302261, Fax:- (092-51) 9210663</p> <p>Consultants: _____</p> <p>Attention: _____</p> <p>Phone: _____</p> <p>Fax: _____</p> <p>Email: _____</p>
1.6	<p>The Authorized Representatives are:</p> <p>For the Client: <u><i>Dr. Hassan Sadiq, National Program Manager</i></u></p> <p>For the Consultants: _____</p>
2.2	Date for commencement of services is: <i>from the date of issuing letter of commencement.</i>
2.3	The period shall be: <u><b>18 month from the date of issuing letter of commencement</b></u>
3.4	<p>The risks and coverage shall be:</p> <p>(i) Third Party motor vehicle <u><i>as per applicable law of Government of Pakistan</i></u></p> <p>(ii) Third Party liability <u><i>as per applicable law of Government of</i></u></p>

	<p style="text-align: center;"><b><u>Pakistan</u></b></p> <p>(iii) Employer’s liability and workers’ compensation <b><u>as per applicable law of Government of Pakistan</u></b></p> <p>(iv) Professional liability <b><u>Not less than the total contract cost</u></b></p>
3.5(c)	The other actions are: (i) <i>publication of data collected as part of the provision of services</i> (ii) <i>actions required as defined in TORs.</i>
3.7	“The Consultants shall not use these documents for purposes unrelated to this Contract without the prior written approval of the Client.”
6.2(b)	The amount in local currency is:-----
6.4	<p>The accounts are: for local currency: <i>[insert account]</i></p> <p>Payments for each phase shall be made according to the following schedule:</p> <ul style="list-style-type: none"> <li>• 20% mobilization advance of the entire contract amount on signing of contract against irrevocable and unconditional Bank guarantee</li> <li>• The remaining contract price shall be paid on quarterly basis as per following schedule; <ul style="list-style-type: none"> <li>i. Forty percent (40 %) of the lump sum amount shall be paid 1<sup>st</sup> quarter thereafter upon submission of satisfactory quarterly progress report against deliverables.</li> <li>ii. Remaining forty percent (40%) shall be paid at the end of the contract thereafter upon submission of comprehensive final report along with statement of activities delivered during the contract period or any other document required by the client.</li> <li>iii. In case of non performance during the contract period, the client will cancel the contract with the firm for the remaining period by giving prior notice to the firm.</li> </ul> </li> </ul>
6.5	Payment shall be made within <b><u>45</u></b> days of receipt of the invoice and the relevant documents specified in Clause 6.4, and within <b><u>60</u></b> days in the case of the final payment.
7.2	Any dispute, controversy, or claim arising out of or relating to this contract, or the breach, termination, or invalidity thereof, shall be settled

	by arbitration in accordance with the <u>Arbitration laws of Pakistan as at present in force</u>
--	--

## IV. Appendices

### APPENDIX A—DESCRIPTION OF THE SERVICES

*Give detailed descriptions of the Services to be provided, dates for completion of various tasks, place of performance for different tasks, specific tasks to be approved by Client, etc.*

### APPENDIX B—REPORTING REQUIREMENTS

*List format, frequency, and contents of reports; persons to receive them; dates of submission; etc.*

### APPENDIX C—KEY PERSONNEL AND SUB-CONSULTANTS

*List under: C-1 Titles [and names, if already available], detailed job descriptions and minimum qualifications of Personnel to be assigned to and staff-months for each.*

### APPENDIX D—BREAKDOWN OF CONTRACT PRICE IN FOREIGN CURRENCY

*List here the elements of cost used to arrive at the breakdown of the lump-sum price—foreign currency portion:*

- 1. Monthly rates for Personnel (Key Personnel and other Personnel).*
- 2. Reimbursable expenditures.*

*This appendix will exclusively be used for determining remuneration for additional services.*

### APPENDIX E—BREAKDOWN OF CONTRACT PRICE IN LOCAL CURRENCY

*List here the elements of cost used to arrive at the breakdown of the lump-sum price—local currency portion:*

- 1. Monthly rates for Personnel (Key Personnel and other Personnel).*
- 2. Reimbursable expenditures.*

*This appendix will exclusively be used for determining remuneration for additional services.*

**APPENDIX F—SERVICES AND FACILITIES PROVIDED BY THE CLIENT**

- I. Authorization from NTP, MoU for carrying out formative research survey
- II. Copies of key reports and research carried out in Pakistan.
- III. Copy of the existing Formative Research
- IV. National ACSM strategy
- V. Other background documents; if any.
- VI. Final review of R-2 by Ad-group advertising
- VII. National Strategic Plan 2005-10
- VIII. Stop TB Partnership Plan
- IX. WHO/Stop TB Partnership ACSM Guidelines