



**REQUEST FOR EXPRESSION OF INTEREST**  
**Project Management Unit**  
**The Land Records Management and Information Systems Project**  
**Board of Revenue, Punjab**  
(A Project funded by the World Bank)  
IDA Credit No. PAK4258



**Consulting Services for Awareness and Dissemination**  
**(External Stakeholders)**

Government of the Punjab has launched a project for establishment of Land Records Management and Information Systems. The objective of the project is to improve and modernize the system of maintenance of land revenue records. It aims at providing wider range of public services in a more efficient, transparent and secure manner than these are currently provided. The Project Management Unit – Board of Revenue intends to undertake vigorous awareness and dissemination program throughout Punjab for external project stakeholders (basically beneficiaries of project interventions but also including land related business group, legislators, civil servants and civil society organizations). For this purpose mass media campaigns will be conducted in all 36 districts of Punjab which will be launched at the time of commencement of service delivery in a district for an appropriate period of time. The program will be used to make people aware of their land related rights in general and the facilities made available through the project in particular and to ensure more active participation from them for wider use of services to be provided by project. The PMU intends to outsource the designing, management and running of this mass media campaign to a consultancy firm.

The Project Management Unit – Board of Revenue now invites eligible advertising/communication consulting firms to indicate their interest in providing consultancy services to design and implement mass media campaigns in all 36 districts of Punjab. Interested firms having experience of production of electronic and print promotional material/add, media programming and mass communication skills may provide information, indicating that they are qualified to perform the services (detailed CV.s of their professional team, brochures, description of similar assignments etc.). The interested firms may be required by the client to make presentation about their experience and capacity.

A firm will be selected in accordance with the procedures set out in the World Bank's [\*Guidelines: Selection and Employment of Consultants by World Bank Borrowers\*](#), May 2004 revised October 2006 for Quality-And Cost-Based Selection (QCBS).

Draft Terms of Reference for the consultancy and the list of documents to be attached with the EOI can be obtained from our web site or the address given below.

Expressions of interest must be delivered at the address given below latest by 01-07-09. PMU-Board of Revenue reserves the right to reject one or all of the proposals without assigning any reason.

Nadia Ahmad, Sociologist  
PMU-Board of Revenue, Punjab  
5th floor LDA Plaza,  
Egerton Road Lahore. Pakistan  
Tel: 092-042-9204429, Fax: 042-9204435  
E-mail: [sociologist.lrmis@gmail.com](mailto:sociologist.lrmis@gmail.com)

Web site: <http://www.punjab-zameen.gov.pk/current.asp>

## **List of Documents to be provided with EOI**

The following documents of interested firm are required to be provided with the EOI.

1. Certificate of Registration (with name of relevant professional body/organization) along with the latest renewal letter.
2. Copy of Registration with Securities and Exchange Commission or Registrar of Firms.
3. Copy of Registration with Income Tax Department.
4. A Certificate/Affidavit that the firm is not blacklisted by any Government/Autonomous Body.
5. List of permanent professional staff along with the detailed CVs of Media Communication Specialist, Media Manager, Creative Director and Senior Designer showing project wise experience with duration for each project.
6. Detailed description of Communication Projects of worth at least Rs. 10 million utilizing Mass Media including the samples (CDs/DVDs) of production of electronic and print advertisements for each project completed by the firm during last 10 years and similar work in hand, along with an evidence/certificate from client indicating total cost of such works along with date of start and completion or expected date of completion of the project.
7. Submit actual work sample of one of Advertising/Mass Media Campaigns handled by the firm during last 10 years including media components utilized, messages and media development strategies and media plans. (When selecting the work sample for submission, choose one, which demonstrates the firm's most relevant strategic and creative capabilities.)
8. The details of in-house production facilities if any.

## **Awareness and Dissemination (External Stakeholders)**

Government of the Punjab has launched a project for computerization of land revenue record. The objective of the project is to improve and modernize the system of maintenance of land revenue records. It aims at improving public accessibility to the land record by simplifying procedures, introducing appropriate legal changes and deploying computerized infrastructure to ensure delivery of wide range of land record services to the end-users. The outcomes, expected to result from the Project, are:

- I. Increased access to land records at lower transaction cost for the beneficiary, through a client-responsive service.
- II. Increased level of tenure security of land-right holders.

The LRMIS Project seeks to establish service centers at district, tehsil and sub-tehsil level in all 36 districts of Punjab. One intention of the project is that the Service Centers will evolve to provide land record related public services to the population in a more efficient way than they are currently provided. Land owners will be able to verify the ownership of lands, alienate and acquire the rights in the land in transparent, easy and secure manner.

The Project envisages conducting vigorous Awareness and Dissemination Program throughout Punjab for external project stakeholders to disseminate accurate information regarding “Land Records Management and Information System”. The program would be used to effectively communicate the project benefits, processes and interventions for wider use of services to be provided by the project. PMU-BOR (Project Management Unit – Board of Revenue) is interested to engage services of good media/communication firm which would design and implement appropriate Mass Media Campaign. The Awareness and Dissemination Program will be based within the overall context of the Project goals and will be developed following a systematic assessment of the target audiences.

### **Project’s External Stakeholders**

Project’s major beneficiaries and therefore most important stakeholders are the existing and prospective right-holders in rural land (including owners, mortgagors, tenants, women, subsistence farmers and vulnerable groups)

Other stakeholders include:

- i. Land related business groups (Property Agents, land developers)
- ii. Legislators
- iii. Lawyers
- iv. Civil Servants

## v. Civil Society Organizations

### **Objectives**

The assignment will focus on the following objectives;

- To increase public awareness/understanding of land rights in general.
- To expand information to target population about the benefits of the project (more secure rights and records, lower transaction costs, easy access to records, transparent and efficient processes etc)
- To inform about the new and improved processes/services.
- To bring change in attitude and habits in terms of use of new systems/project interventions.
- To enhance support of project initiatives and activities.
- Build projects image and credibility among stakeholder/public

The major emphasis of the campaign is to provide information and create awareness of services to beneficiaries.

### **Target Audiences**

Audiences to be targeted will include all categories of external stakeholders. Major emphasis of the exercise will be on the existing and prospective right holders in rural land, particularly the vulnerable groups.

### **Scope of Assignment**

The Awareness and Dissemination Program would involve appropriately timed and designed Mass Media (Electronic and Print Media) Campaign for an appropriate period of time in all 36 districts of Punjab. Firm will be required to plan the campaign, design and produce the messages and materials to be disseminated, implement and monitor the mass media campaigns. The campaign will be designed in such a manner that it is launched at the time of commencement of service delivery in a typical district. Service Centers will become operational over a period of one and a half year starting from July 2010. The campaign will ensure that the message reaches the intended audiences at an appropriate time. In the communication strategy, the consultant will suggest the use of alternative media in addition to electronic and print media

### **Planning**

The firm would conceptualize, design and plan a comprehensive and effective mass media campaigns to reach the target groups. The campaigns should be carefully crafted and based upon research regarding TV viewership, News paper readership and Radio listenership data and upon the behavior of target group to ensure the effectiveness with which the accurate information is

conveyed with least expense and highest reach keeping within a workable budget plan. The differing roles of publicity in the fields of advertising would be identified in the context of requirements of the project. Micro level models of social persuasion should be identified and used in the development of mass media campaigns. The channel of communication to be used, type of appeal used, the duration, intensity, timing and exposure of media placement must be identified/proposed by the consultant for an effective of mass media campaign. The intensity and frequency of media placement has to be optimally determined to be received and absorbed by the target audience within the available budget.

While planning the consultant should keep in view two important aspects of message delivery; that are control over message placement and production quality. Control over message placement will help to ensure that the intended audience is exposed to the messages with sufficient frequency to exceed some threshold for effectiveness. It also allows for the optimal timing and placement of those messages. Assuming that the target audience is adequately exposed, high production quality of the campaign messages may maximize the probability that the audience will pay attention to them. High production quality may also improve the chances of eliciting the intended emotional impact.

These campaigns mainly have to be local, tendered in separate districts with time coinciding to implementation to LRMIS system and may use decentralized means tailored to the area and targeted to different groups amongst the stakeholders (accounting for literacy, location, preferred communication means etc.). The firm will keep in mind the phased nature of deployment LRMIS while planning the campaign. The campaign should be disaggregated for the target audience and should focus more on direct beneficiaries of the project including but not limited to women and socially disadvantaged groups.

The plan should include feasibility report both financial and conceptual outlining the impact of the proposed plan. Conceptual feasibility would be a study of expected outcomes perceived by the consulting firm. The desired outcomes will be measured in form of audience reached, audience's response and overall enhancement of project image. Financial feasibility will deal with the implied impact of every cost factor mentioned in the plan. For example the cost/benefit analysis of using a specific tool in a specific quantity. The plan will be comprehensive and detailed and will include projection of work including time, frequency and expenses of placement of advertisements etc.

## **Material Development**

The consultant will develop consistent messages and materials to be disseminated to the target audience in consultation with the PMU-BOR. All messages and materials to be developed should be gender sensitized. The content should be aligned for achieving the objectives outlined above covering basic information on project interventions and materials to address the common expectations and misconceptions of each target group. It should be inclusive of the information on what it involves to obtain information about land records, how a fard can be obtained, how a mutation can be recorded, how corrections can be made in records, how grievances or complaints can be recorded etc.

The firm will be responsible to design, develop and produce all the mass media messages/materials. This will include preparation of electronic (TV & Radio), press advertisements and designing of posters etc. For press material, emphasis should be given to visuals in addition of text. This will entail designing a logo and signature line or tune to unite various media used.

A mass media campaign cannot be effective unless the target audience is exposed to, attends to, and comprehends its message. The overall concept and material would be subjected to pretest with the target audience. Pretesting of campaign themes and messages will be done to ensure successful outcome and to assess which themes or concepts are most relevant to the target audience. It should ensure that the target audience will attend to and comprehend the specific messages presented.

Within the budget available emphasis will be placed on local media rather than regional and national. While designing the campaigns, however, the consultant will take care that a significant proportion of the intended audience is illiterate. The materials developed for the campaign including the mass media messages will be in accordance with the overall plan and budget for the campaign.

### **Implementation**

The firm will work in close collaboration with PMU-BOR and will be responsible to execute mass media activities at district level to disseminate information regarding the salient features of the project. However the mass media segments (TV, radio, press) to be used will be selected based on appropriateness for the intended audience in consultation with PMU-BOR to disseminate messages to project beneficiaries at local level. Effectiveness of the campaigns will be ensured by using local messages concentrated on the districts where the services are going to be started. Raising expectations of the population at a time when service delivery is not ready will have to be avoided.

**Monitoring:** The consultant will be required to monitor the implementation (on air coverage/broadcasting of media advertisements) of the campaign to ensure that messages have been

disseminated. Furthermore the consultant will propose the mechanism to monitor all the activities through PMU, conducted by them.

### **Time Schedule for project Milestones**

The firm will be required to design and implement the mass media campaigns in 3 phases

**Phase-I (Planning):** the firm will prepare an elaborate plan for the campaign. This will include the duration, scheduling and expenses on print and electronic advertisements, specific media to be used and their outreach.

**Phase – II (Material Development):** the entire designing work and production of messages and material (advertisements and any other material) to be disseminated through electronic media or through press will be carried out and concluded. All the tools of dissemination for different channels of communication will be prepared and pretested with the target audience during this phase.

**Phase-III (Implementation):** implementation of plan will be carried out over a period of approximately 18 months. The consultant will coordinate, liaison with media, implement and monitor the campaign.

The whole media campaign and the messages might be reviewed for updation or any modification in order to yield the desired objectives during the implementation phase.

### **Outputs and Deliverables**

The consulting firm should clearly mention and list all deliverables to be provided under this contract. Following are the minimum deliverables required under this assignment

#### **Conceptualizing and designing of Mass Media Campaign throughout Punjab**

The firm will be required to submit an **Inception Report**. The report will include detailed creative plan, media strategy and work plan to be used. The report should include ‘Strategy’ for effective implementation; outlining the basic elements the firm intends to employ while working on communication plan identifying proper mode and media to reach various target audiences, Cost Benefit Analysis and use of marketing / media model to achieve maximum positive results. The work plan should be specific based upon market research and will be discussed in terms of this particular project and not in generic terms. For example this will include the identification and utilization of particular local (TV and radio) channels in a particular district, number of advertisements with their time to be aired etc. (30 days after contract award).

#### **Designing, preparation and production of dissemination material**

This may include preparation and production of electronic advertisements and press material and designing of posters or any other material proposed by the consultant to be disseminated. The firm will develop prototype messages in consultation with the Client, pretest

them and revise them as required. The samples of concluded messages/materials/tools will be provided to the Client. (50 days after contract award).

The firm will be required to submit **Pre-Monitoring Report/Project Implementation Plan** for each district at least 1months prior to implementation. The plan should contain detailed activities to be conducted with their exact time schedules, advertisements to be broadcasted on various channels) and detailed budget for each activity etc. Similarly project implementation plans for campaign activities, which have province-wide impact will be prepared by the Consultant including detailed budget. Based on the plan the contracts with vendors/service providers will be signed by the Client. The invoices of the suppliers/service providers will be forwarded to the Client by the Consultant after verification.

**Implementation of campaigns in all districts in Punjab** including but not limited to

The firm will manage and monitor on air coverage/broadcasting of media advertisements to be aired on local TV and radio channels at appropriate media/air time and will be responsible for release/placement of publications and advertisements with their best space in news paper.

The firm will be required to monitor the launch of campaign and will document all the activities conducted during implementation and will provide it in form of a **Launch-Monitoring Report** and Interim progress reports. The consultant will submit **Post- Monitoring Report** to the client. This report should contain ROI/the feedback from target audience. To be submitted after the completion of campaign in each district

**Updating/Modification of Campaign, Messages and Materials.**

The campaign and all the messages to be disseminated might be judged for efficacy as required for the project and will be updated and modified according to requirement. Such modification will be made in consultation with Client.

**Final Report**

To be submitted 30 days after completion of Phase-III. The report will include the strategy, material and messages and integrated implementation reports for all districts.

The Consultant will accomplish the milestones and submit their corresponding deliverables according to the following timelines:

<b>Milestones</b>	<b>Corresponding Deliverables</b>	<b>Time Period</b>
Phase-I (Planning)	Inception Report	30days from date of signing of contract
Phase-II	Prototype Messages/Material	40 days from date of signing of contract
	Sample Messages/Materials/Tools	50 days from date of signing of contract

Phase-III (Implementation to be carried out approximately from July 2010 – Dec. 2011)	Pre-Monitoring/Project Implementation Plan for each District	At least 1 months prior to implementation in each district
	Processing of procurement of goods/services (bidding documents, comparative sheets etc.) Coordination, liaison with media and other service providers	During 1 months prior to implementation in each district
	Interim progress reports	To be submitted fortnightly
	Launch Monitoring Report	After completion of campaign in each district
	Post-Monitoring Report for each District	10 days after completion of campaign in each district
	Updating/Modification of Campaigns and Messages	As and when required by the project
Project Completion	Final Report	30 days after completion of Phase-III

### **PMU-BOR's Responsibilities**

PMU-BOR will provide the thematic support and guidance and will provide the relevant data. PMU-BOR will approve the Project Implementation Plan and detailed budget and will be responsible to make payment of vendors/service providers.