



GILGIT-BALTISTAN RURAL SUPPORT PROGRAMME (GBRSP)

REQUEST FOR PROPOSALS

Hiring of Media Houses/Media Agencies for

**“Media Engagement for Child Protection in Gilgit and Baltistan”
under UNICEF-Funded Child Protection Project**

LAST DATE OF SUBMISSION OF PROPOSAL: September 10, 2026 at 11:00 AM
DATE AND TIME FOR OPENING OF PROPOSAL: September 10, 2026 at 11:30 AM

SUBMITTED TO:

Manager, Admin Procurement & HR
GBRSP Head Office, Near Forest Complex, Jutial, Gilgit
Tel No: 05811-922478



- **REQUEST FOR PROPOSALS:**

Gilgit-Baltistan Rural Support Programme (GBRSP), a Section 42 Not-for-Profit Organization established by the Government of Gilgit-Baltistan, invites sealed proposals from eligible and experienced media houses/media agencies for implementation of a Three-month Media Engagement for Child Protection in Gilgit-Baltistan campaign under its UNICEF-funded Child Protection Project.

- **Terms & Conditions:**

Eligible firms/service providers shall:

- a) Be a legally registered media house/media agency with at least three years of relevant experience.
- b) Have proven experience in public awareness/ Social and behavior change communication (SBCC) /media campaigns, preferably in child protection, positive parenting, GBV, PSEA or related development sectors.
- c) Demonstrate adequate media reach and audience coverage in Gilgit-Baltistan through electronic, print, digital and social media platforms.
- d) Have qualified technical/creative personnel and capacity for content development, production and dissemination.
- e) Preferably have experience working with Government, UNICEF, UN agencies, NGOs or development partners.
- f) Not be blacklisted/debarred by any Government department or public sector organization.
- g) Prior work experience with GBRSP will be considered an added advantage.

- **Scope of Services:**

The selected service provider shall implement a three-month media campaign covering:

1. Promote Child Protection;
2. Promote Positive Parenting;
3. Prevention of GBV and PSEA;
4. Child Safety and Parental Responsibility; and
5. Community Awareness and Positive Behavioral Change.

The campaign may include Child protection policies related media talks, short stories, cartoon plays, experience/success stories, interviews, audio/video messages and digital/social media content.



The campaign shall be implemented separately for the Gilgit ,Diامر and Baltistan Regions, and bidders should clearly indicate the region for which they are submitting their proposal.

• **Mandatory Submission Requirements:**

- a) Company profile and valid registration documents.
- b) Evidence of relevant experience and previous similar assignments.
- c) Portfolio/sample links of previous media campaigns/work.
- d) Technical proposal including methodology, media plan and three-month work plan.
- e) Financial proposal inclusive of all applicable costs and taxes.
- f) CVs/details of key personnel.
- g) Evidence of media reach/audience coverage.
- h) Non-blacklisting declaration on stamp paper.
- i) A guarantee on the official letterhead for mandatory coverage in the local languages, in addition to English and Urdu.

Financial proposal inclusive of all costs (travel, logistics, and equipment use). e) Technical & Financial proposals are submitted in separate sealed envelopes. Technical proposals are opened first; financial ones opened only for technically qualified firms under Single Stage Two Envelope Rule 36 (b)

The eligible firms/service providers shall submit their proposals to the undersigned no later than September 10, 2026 at 11:00 AM. Late submissions shall not be entertained. Technical proposals shall be opened on the same day at 11:30 AM in the presence of bidders/their authorized representatives.

The detailed Terms of Reference (TOR) document can be downloaded from the GBRSP website at www.gbrsp.org.pk.

GBRSP reserves the right to accept or reject any or all proposals in accordance with the applicable GB Public Procurement Rules.

GHAJAR KHAN
Manager, Admin, Procurement & HR
Gilgit-Baltistan Rural Support Programme (GBRSP)
GBRSP Head Office, Near Forest Complex, Jutial, Gilgit
Tel No: 05811-922478