

REQUEST FOR QUOTATION (RFQ)

Media Production, Broadcasting & Media Engagement Services

SHPI-II Project – Communication & Visibility (C&V)

1. Invitation

Gilgit-Baltistan Rural Support Programme (GBRSP), under the SHPI-II Project, invites sealed quotations from eligible and experienced Media Houses/Media Service Providers for provision of media production, broadcasting and media engagement services for a period of one (01) year.

2. Scope of Services

A. Production of Short Documentary – Project Launching Ceremony

The selected service provider shall:

1. Produce/edit an HD, television-ready documentary of 60–90 seconds for the SHPI-II launching ceremony.
2. Cover approved project content and field-based activities, including beneficiary registration and use of insurance cards for OPD services.
3. Include the following key areas:
 - Introduction to SHPI-II and its key objectives.
 - Partnership between KfW and the Health Department, Government of Gilgit-Baltistan.
 - Key benefits and services available under the project.
 - Target population and vulnerable families covered under the project.
 - Access to free OPD/PHC services.
 - Approved soundbites of key officials and other relevant project information.
4. Obtain approval of GBRSP for the final content before production/broadcast.

B. Production & Broadcasting of Cable TV Advertisement

The selected service provider shall:

1. Produce an HD, television-ready advertisement of 60–90 seconds, including approved content, field activities and Urdu tickers.
2. Cover beneficiary registration, use of insurance cards for OPD services and approved soundbites of key officials.
3. Arrange broadcasting for two (02) months through the following five local cable networks:
 1. Noor Cable Network Bazar
 2. Silver Screen Network Jutial
 3. Nomal Cable Network
 4. Danyore Cable Network

5. Baseen Cable Network
4. Ensure appropriate project, donor and partner branding.

C. FM/AM Radio Audio Messaging

The selected service provider shall:

1. Produce and record five (05) radio messages, each of 30–45 seconds.
2. Prepare messages in Urdu, Shina and Burushaski based on approved content.
3. Arrange broadcasting through two (02) major FM/AM radio channels for one (01) month.
4. Submit final approved audio files to GBRSP.

D. Press Briefing & Media Engagement

The selected service provider shall:

1. Organize and facilitate two (02) press briefing/media engagement sessions in consultation with the GBRSP Communication Team.
2. Invite and coordinate relevant print, electronic, radio, cable and digital media representatives.
3. Arrange venue, seating, registration, branding, sound system, microphones, projector and other required equipment.
4. Prepare and distribute approved press releases, media briefs, fact sheets, key messages and press kits.
5. Conduct two (02) in-house video interviews with key project officials.
6. Provide professional video production, lighting, sound recording, editing and post-production.
7. Facilitate media coverage through print, TV, radio, online news portals and social media.
8. Ensure appropriate project, donor and partner branding and visibility.
9. Provide professional photography and documentation of both sessions.
10. Submit final edited interview videos, photographs, media coverage/clippings and a brief Media Engagement Report.

3. Eligibility

Interested firms/media houses should have:

- Valid registration/operational status as a media house or relevant service provider.
- Relevant experience in media production, broadcasting and media engagement.
- Demonstrated capacity to deliver the required services within the specified timelines.
- Must have a high-resolution camera with all necessary accessories. A drone camera and GoPro will be considered an advantage.
- Experience with development-sector/government/UN/NGO projects will be an advantage.

4. Submission of Quotation

The quotation should include:

- Company/Media House profile and registration details.
- Relevant experience/portfolio.
- Detailed financial quotation inclusive of all applicable taxes and charges.
- Proposed work plan/delivery timeline.
- Detailed list of equipment.

5. Submission Deadline

Sealed quotations must reach the GBRSP Procurement Section by **3:00 PM on 02 October 2026**. Quotations received after the prescribed deadline shall not be considered.

The selected service provider shall coordinate closely with the GBRSP Communication & Visibility Team and obtain prior approval of all content, designs, recordings and media materials before broadcast/publication for the period of one year.

GBRSP reserves the right to accept or reject any quotation in accordance with its applicable procurement policies and procedures.

**Admin & Procurement Section
Gilgit-Baltistan Rural Support Programme (GBRSP)**