



OFFICE OF THE PROJECT DIRECTOR
SINDH SOLAR ENERGY PROJECT
ENERGY DEPARTMENT
GOVERNMENT OF SINDH

SAY NO TO CORRUPTION

REQUEST FOR EXPRESSION OF INTEREST CONSULTING SERVICES – FIRM SELECTION

PAKISTAN SINDH SOLAR ENERGY PROJECT (SSEP)

Loan Credit No.: 62580-PK

Assignment Title: SHS Social Mobilization & Consumer Awareness Campaign (Component 3)

World Bank Project ID: P159712

Reference No. (as per Procurement Plan): PK-SED-94726-CS-LCS

The Sindh Energy Department has obtained financing from the World Bank towards the cost of the Sindh Solar Energy Project (SSEP) and intends to apply part of the proceeds for procurement of consulting services for a firm to plan and implement the SHS Social Mobilization & Consumer Awareness Campaign.

The Sindh Solar Energy Project aims to support the deployment of solar power in Sindh Province through development of utility-scale solar power at highly competitive prices within identified solar parks, installation of distributed solar power systems on and around public buildings, and provision of solar home systems (SHSs) for households with no or low access to electricity.¹ This Request for Expressions of Interest refers to the procurement for a firm to plan and implement the SHS Social Mobilization & Consumer Awareness Campaign.

SSEP has the target of providing solar home systems to 200,000 households within the five-year project timeline. Sindh Energy Department will identify target districts with low levels of electricity access and provide partial grants to households, to support the purchase of solar home systems from private sector providers.

To support the implementation of this initiative, SED is currently seeking to recruit a consulting firm, or a consortium of multiple firms as sub-contractors with a lead firm or multiple firms as a Joint Venture, with specialist expertise in behaviour change communications and marketing using Below- and Above-the-Line approaches. The objectives of this assignment are to design, test and implement an integrated consumer awareness and behavior change campaign that shall initiate and increase household and institutional uptake of SHSs, and use of solar off-grid energy solutions in low energy access areas.

The draft Terms of Reference (TOR) for the assignment can be downloaded from <http://sindhenergy.gov.pk>.

¹ Further details available here: <http://projects.worldbank.org/P159712?lang=en>

Sindh Energy Department under "Sindh Solar Energy Project" now invites eligible reputed consulting firms, or consortium of firms ("Consultant") that have extensive experience in behaviour change communications and marketing using Below- and Above-the- Line approaches to indicate their interest in providing the services specified. Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: (i) General experience of over fifteen (15) years in implementing integrated Below-the-Line and Above-the-line community-based consumer campaigns for promotion marketing and communication. (ii) Experience in rural areas is mandatory for the firm managing BTL activities and prior experience in dealing with technology/products that are comparable to SHSs shall be accorded due weightage.; (iii) They should have successfully completed at least two (2) assignments of similar scale and complexity, out of which at-least (1) assignment has targeted rural Pakistan (iv) Management capacity of the firm including general availability of technical and managerial qualified staff in conducting and organizing behavioral change campaigns; and (v) Logistical capacity through existence of established offices and networks.

The attention of interested Consultants is drawn to section III, paragraphs, 3.14, 3.16 and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 (revised 2017 and August 2018), setting forth the World Bank's policy on conflict of Interest. In addition, please refer to the following specific information on conflict of interest related to this assignment.

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy with other firms(s). In case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

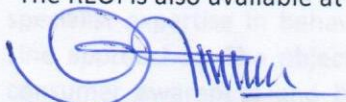
Technically qualified consulting firms shall be selected in accordance with the Least Cost-Based Selection (LCS) method set out in the paragraph 7.6 of Procurement Regulations.

Further information can be obtained at the address below during office hours, as follows: 0900-1700 hours PST.

Expressions of Interest must be delivered as an electronic PDF file and in hard copy to the below mentioned address by **22nd April 2019, 5:00 PM office time.**

There shall be an Information Session in which interested consultants shall have an opportunity to enhance their understanding of the assignment and the associated procurement process. Information session will be held on **15th April 2019, at 11:00 a.m.** at the address mentioned below. In case if it's a scheduled holiday on that date, the session shall then be held immediately on next working day. Consultants are strongly encouraged to attend. A video recording of session shall also be made available on website: <http://sindhenergy.gov.pk>.

The REOI is also available at UNDB and World Bank websites.



Project Director

Sindh Solar Energy Project

Energy Department, Government of Sindh
3rd floor, State Life Building No.3 Opp. CM House, Karachi
Tel: +92 21 99206449, Fax +92 21 99206276
Email: projectdirectorssep@gmail.com