

Terms of Reference

For Recording, Production, and Airing of Radio Programs and Public Service Announcements (PSAs)

Project: GRACE (Gender Responsive Action for Comprehensive Empowerment)

Organization: Bedari

Deadline for Submission: [27 October 2025]

1. Background

Bedari, under its project **GRACE**, aims to improve access to reconstructive surgery, psychosocial support, and reintegration services for burn survivors—particularly women and girls affected by gender-based violence (GBV)—in Punjab.

As part of the project's awareness component, Bedari intends to engage a qualified media production house or radio agency for the **recording, production, and airing of radio programs and PSAs** across Punjab through **FM 89.4 and FM 99**.

2. Scope of Work

The selected consultant/agency will be responsible for:

A. Radio Programs

- Recording, editing, and producing **1 radio program** (10–15 minutes).
- Content scripts will be provided by Bedari.
- Program will feature messages and information from Women Protection Authority (WPA), Jinnah Burn & Reconstructive Surgery Centre (JBRSC) Deplix Smileagain Foundation (DSF), and other key partners.
- Program must comply with Bedari's safeguarding and communication guidelines.
- Airing through **FM 89.4 and FM 99 (Punjab-wide coverage)**, starting from **10 November to 30 December**.
- **Frequency:** The awareness program is aired **once per week under normal schedule** and **twice per week during the 16 Days of Activism (25 November – 10 December 2025)**. In total, the program will be **aired nine (9) times** during the campaign period.

B. Public Service Announcements (PSAs)

- Recording, editing, and producing **5 Public Service Announcements (PSAs) (30–60 seconds)** each.
- Scripts will be provided by Bedari.
- Airing schedule:
 - **1 airing per day per PSA** before and after the 16 Days of Activism.
 - **3 airings per day per PSA** during the 16 Days of Activism.

- All PSAs must be in **Urdu**, clear, and suitable for provincial radio broadcast.

C. Deliverables

- Final audio recordings (MP3/WAV format).
- Broadcast certificates/logs from FM 89.4 and FM 99.
- Final report detailing airing dates, times, and reach.

3. Duration

- **Contract Start Date:** 14 October 2025
- **Production Period:** 14 October – 10 November 2025
- **Airing Period:** 11 November – 31 December 2025

5. Eligibility Criteria

Interested firms or consultants must:

- Have prior experience in radio content production and airing at provincial or national level.
- Be registered with valid NTN and sales tax numbers.
- Demonstrate capacity for professional audio production and coordination with FM 89.4 and FM 99.
- Submit at least **two samples** of previous similar assignments.

6. Quotation Requirements

Quotations should include:

- 1. Technical Proposal**
 - o Description of approach and methodology.
 - o Work plan with timeline.
 - o Company profile and relevant experience.
 - o Names and profiles of key technical staff.
- 2. Financial Proposal**
 - o Detailed cost breakdown for production, recording, editing, voiceovers, and airing.
 - o All taxes must be included.
- 3. Documents**
 - o Company registration/NTN.
 - o Evidence of past performance (letters, certificates, etc.).
 - o Bank account details for payment.

7. Submission Instructions

Quotations must be submitted in sealed envelopes or via email clearly marked as:

“Quotation – GRACE Project: Radio Programs and PSAs (FM 89.4 and FM 99)”

to:

Procurement Committee, Bedari

Basement, 2-A Plaza Bazar No 6, Pakeeza Market, I8/4, Islamabad

Deadline: October 27, 2025 (before cob)

Late submissions will not be accepted.

8. Evaluation Criteria

- Technical Proposal – 60%
- Financial Proposal – 40%
- Only technically qualified firms will be considered for financial evaluation.

9. Contact for Clarification

For any clarification, please contact:

Hammad Khan

HR Coordinator

0323-9191022