

PAKISTAN MICROFINANCE INVESTMENT COMPANY LIMITED (PMIC)

Hiring for Media & Communications Firm (RFP-001/27)

REQUEST FOR PROPOSAL

Jan 2026

Introduction of Company

Pakistan Microfinance Investment Company Limited (PMIC) is registered as an Investment Finance Company under NBFCs. The purpose of the organization is to provide a wide range of financial services to inter alia microfinance institutions and microfinance banks to promote financial inclusion in Pakistan to alleviate poverty and contribute to broad based development.

Instructions to bidders

- a) Sealed Technical and Financial proposals in separate envelopes must be delivered to the address below, clearly mentioning the title of the assignment on the top-right of the envelope, **04:00 PM on Jan 21, 2026**. **Firm/consultant shall also share pdf version of the technical & financial proposals on the below mentioned emails as well.**

Head of Procurement
Pakistan Microfinance Investment Company Limited (PMIC)
Plot # 55-C, 21st Floor, Ufone Tower, Blue Area, Islamabad
Email: yasir.masud@pmic.pk
Cc.: adeel.queshi@pmic.pk

- b) All documents relating to the RFP shall be written in English language.
- c) The complete proposal shall consist of the following documents:
- Technical proposal consisting of the following.
 - Firm's/consultant background & experience.
 - Examples of past experience
 - Proposed timeline
 - Proposed methodology
 - Expertise of technical staff
 - Valid NTN # or Company registration documents
 - Signed Declaration of Undertaking (**Attachment available**)
 - Financial proposal
 - A detailed budget reflective of all activities identified separately.
- d) Firm/Consultant may express the price **only in PKR** With the below mentioned details
- Net Cost
 - Applicable Taxes details and breakdown
 - Total Cost (including of all Taxes)
- e) All queries must be directed to Zainab.kakar@pmic.pk cc yasir.masud@pmic.pk, adeel.queshi@pmic.pk **no later than Jan 15, 2026**.
- f) The proposals shall remain valid Sixty Days (60 days) after the proposal submission deadline established by PMIC. A proposal valid for a shorter period shall be rejected as non-responsive. In exceptional circumstances, prior to the expiration of the bid validity period, PMIC may request all firms/consultants who submitted their proposals to extend the period of validity of their proposal for a specified additional period. The request and the responses shall be made in writing. If the firm/consultant agrees to extend the validity, it shall be done without any change in the original proposal. The firm/consultant has the right

to refuse to extend the validity in which case such proposals will not be further evaluated.

- g) Evaluation Criteria: two sealed envelope submission (1 financial and 1 Technical proposal) **Quality and Cost Based.**

Evaluation Criteria Weightage:

Technical Proposal 80%

Financial Proposal 20%

The technical evaluation shall be carried out based on the **indicative criteria attached and point system.**

- h) The evaluation of proposals will be based on:
- Technical responsiveness/full compliance to the RFP requirements
 - Full acceptance of the general terms and conditions stated in the RFP.
- The opening of the proposals will take place on **Jan 23, 2026** at PMIC Plot # 55-C, 21st Floor, Ufone Tower, Blue Area, Islamabad.
- i) At any time prior to the deadline for submission of proposals, PMIC may amend the RFP and communicate to the vendors. To give prospective firms/consultants reasonable time in which to take the amendment into account in preparing their proposals, PMIC may, at its discretion, extend the deadline for the submission of proposals. Similarly, at any time PMIC may, at its own discretion, call off this RFP.

TERMS OF REFERENCE (TORs)
(Detailed TORs attached)

Background

Pakistan Microfinance Investment Company Limited (PMIC) is a wholesale development finance institution established to catalyze financial inclusion in Pakistan by providing funding, risk-sharing instruments, and technical assistance to microfinance banks, NBFCs, and other eligible financial institutions. PMIC works closely with government entities, development partners, donors, and private sector stakeholders to support inclusive growth, climate resilience, gender inclusion, and SME development.

To strengthen its outreach, visibility, stakeholder engagement, and impact communication, PMIC intends to onboard a professional media and communications firm to support strategic communications, content development, media management, and digital presence.

Objective of the Assignment

The objective of this assignment is to engage a qualified media and communications firm to:

- Develop and implement PMIC's communications and media strategy;
- Enhance PMIC's brand visibility and public perception;
- Support dissemination of PMIC's programs, initiatives, and impact;
- Manage media relations and digital communication platforms; and
- Ensure consistent, high-quality communication aligned with PMIC's mandate and values.

Scope of Work

The firm will provide end-to-end media and communications support, including but not limited to the following areas:

A. Strategic Communications & Branding

- Review and refine PMIC's communications strategy in line with institutional objectives.
- Develop annual and campaign-specific communication plans.
- Ensure consistency of messaging across all platforms and materials.
- Support brand positioning aligned with development finance and donor expectations.

B. Content Development

Draft and design communication material including:

- Press releases and media briefs
- Success stories, case studies, and impact narratives
- Annual report content and donor reports (communications sections)
- Website and newsletter content
- Speeches, talking points, and key messages for senior management
- Translate technical and financial content into clear, accessible messaging for public audiences.

C. Media Relations

- Develop and maintain relationships with print, electronic, and digital media.
- Facilitate media coverage of PMIC initiatives, events, and announcements.
- Coordinate press conferences, media briefings, and interviews.
- Provide media monitoring and coverage analysis reports.

D. Digital & Social Media Management

- Manage PMIC's social media platforms (e.g., LinkedIn, X/Twitter, Facebook, YouTube).
- Develop and publish digital content calendars.
- Create visual content including infographics, short videos, and social media creatives.
- Monitor engagement, analytics, and performance metrics.

E. Event & Campaign Support

- Support communications for launches, workshops, stakeholder engagements, and donor events.
- Develop event-specific media kits, banners, backdrops, and digital content.
- Provide on-ground or remote coverage support (as required).

F. Crisis & Reputation Management

- Support PMIC in managing sensitive communications, reputational risks, or adverse media coverage.
- Draft reactive statements and key messages when required.

G. Deliverables

The firm will be responsible for delivering, at a minimum:

- Inception Report outlining understanding of assignment, team structure, and work plan.
- Annual Communications & Media Plan aligned with PMIC's strategy.
- Monthly Content & Media Outputs, including press releases, digital content, and creatives.
- Media Coverage & Digital Analytics Reports (monthly/quarterly).
- Event-specific Communication Packages as required.
- End-of-Year Performance Report summarizing outcomes, reach, and lessons learned.

H. Duration of Assignment

The assignment will initially be for one (1) year, extendable based on satisfactory performance and mutual agreement.

I. Reporting & Coordination

- The firm will report to PMIC's Communications / Strategy / Management-designated focal person.
- All key outputs will be subject to review and approval by PMIC.
- Regular coordination meetings will be held (monthly or as required).

J. Qualification & Experience of the Firm

The eligible firm must meet the following criteria:

- Registered media, communications, or creative agency with minimum 5 years of relevant experience.
- Demonstrated experience working with:
 - Development finance institutions, donors, NGOs, or financial sector entities.
- Proven capability in:

- Strategic communications
- Media relations
- Digital and social media management
- Content writing and visual design
- Availability of a dedicated team including:
 - Communications lead
 - Content writer/editor
 - Graphic designer
 - Digital media specialist
- Strong portfolio of previous assignments (to be provided).
- Familiarity with donor-funded programs and sensitivity to governance and compliance standards will be considered an added advantage.

K. Confidentiality

The firm shall maintain strict confidentiality of all information, documents, and data shared by PMIC and shall not disclose any information without prior written consent.

L. Payment Terms

Payment terms and milestones will be finalized as per PMIC's procurement policies and agreed scope of work.

6 Proposal Evaluation

Proposals will be evaluated based on consultant's qualifications, experience, proposed methodology, and cost. Selected consultant will be notified by (tentatively) **Jan 26, 2026**. Applications from consortia are welcome. Proposal shall include timelines, number of working days with daily rates for offered qualifications.

7 Contractual information

PMIC shall award the contract to the firm/consultant whose proposal has been determined to be substantially responsive to the RFP and which has the highest combined technical and financial score.

8 Proposal Submission Form

The attached proposal submission form shall be filled in and shared with the proposal.



Proposal Submission
Form.docx