

# Request for Bids

## Non-Consulting Services

**Employer:** Project Management Unit-Board of Revenue.  
**Project:** Punjab Urban Land Systems Enhancement (PULSE) Project.  
**Contract title:** Procurement of Public Awareness Campaign and Advertising for Eight (08) Districts in Punjab under PULSE Project.  
**Country:** PAKISTAN  
**Credit No.:** 7041-PK  
**RFB No:** PK-BOR PUNJAB-388558-NC-RFB

1. The Project Management Unit-Board of Revenue has received financing from the World Bank toward the cost of the Punjab Urban Land Systems Enhancement Project and intends to apply part of the proceeds toward payments under the contract for Procurement of Public Awareness Campaign and Advertising for Eight (08) Districts in Punjab under PULSE Project.
2. The Project Management Unit-Board of Revenue now invites sealed Bids from eligible Bidders for Public Awareness Campaign and Advertising for Eight (08) Districts in Punjab under PULSE Project.
3. Bidding will be conducted through national competitive procurement using a Request for Bids (RFB) Single Stage-One Envelop as specified in the World Bank's "Procurement Regulations for IPF Borrowers -" November 2020 ("Procurement Regulations"), and is open to all eligible Bidders as defined in the Procurement Regulations.
4. Interested eligible Bidders may obtain further information from Project Management Unit-Board of Revenue, Procurement Specialist ([pspmupulse@punjab-zameen.gov.pk](mailto:pspmupulse@punjab-zameen.gov.pk)) and inspect the bidding document during office hours *i.e.* **0900 to 1700 hours** at the address given below.
5. The bidding document in ENGLISH may be purchased by interested eligible Bidders upon the submission of a written application to the address below and upon payment of a nonrefundable fee of PKR 2,500 (Rupees Two Thousand five hundred Only) in the Treasury/State Bank of Pakistan under Head of Account "C03870-Others". (Challan Form is available <https://pulse.gop.pk> under Procurement Section.)
6. Bids must be delivered to the address below on or **before 11.00 a.m. December 12,2023**. Electronic Bidding will not be permitted. Late Bids will be rejected. Bids will be publicly opened in the presence of the Bidders' designated representatives and anyone who chooses to attend at the address below on **December 12,2023**. immediately after the bid submission.
7. All Bids must be accompanied by a Bid Security of PKR 1,100,000.

8. Attention is drawn to the Procurement Regulations requiring the Borrower to disclose information on the successful bidder's beneficial ownership, as part of the Contract Award Notice, using the Beneficial Ownership Disclosure Form as included in the bidding document.
9. The address(es) referred to above is (are):

**Procurement Specialist**  
**Project Management Unit-Board of Revenue, PULSE.**  
**158-A, Abu Bakar Block, New Garden Town, Lahore, Pakistan.**  
**042-37882061-63**  
**pspmupulse@punjab-zameen.gov.pk**  
**<https://pulse.gop.pk>**

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IPL-9859

**PROCUREMENT SPECIALIST**  
**PROJECT MANGEMENT UNIT-BOARD OF REVENUE, PULSE**  
**158-A, Abu Bakar Block, New Garden Town, Lahore, Pakistan**  
**042-37882061-63**  
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