



**PROJECT MANAGEMENT UNIT (PMU)
PUNJAB URBAN LAND SYSTEM
ENHANCEMENT (PULSE)
Board of Revenue (BOR)
Government of the Punjab**



**REQUEST FOR EXPRESSION OF INTEREST (REOI)
(CONSULTING SERVICES – FIRM SELECTION)**

Country: Pakistan

Name of Project: Punjab Urban Land Systems Enhancement (PULSE) Project

Contract Title: Hiring of Consultancy Services for Community Engagement/ Social Mobilization /Awareness for Mass Level Partitioning and Parcel Mapping Survey of Built Up Area under the PULSE Project Phase-3 Districts: (Attock, Bahawalnagar, Bhakkar, Chakwal, D.G.Khan, Faisalabad, Gujrat, Jhang, Mandi Bahuddin, Talagang and Taunsa Sharif)

Credit No.: 7041-PK

Reference No. PK-BOR-PUNJAB-488073-CS-QCBS

The Project Management Unit, Punjab Urban Land Systems Enhancement (PULSE) Project, Govt. of Punjab has received financing from the World Bank toward the cost of the Punjab Urban Land Systems Enhancement (PULSE) Project, and intends to apply part of the proceeds toward payment of Hiring of Consultancy Services for Community Engagement/ Social Mobilization /Awareness for Mass Level Partitioning and Parcel Mapping Survey of Built Up Area under the PULSE Project.

The objective of this consulting service is to facilitate the project in effective community engagement and participation under the PULSE project. The firm will work closely with PULSE project focal persons at Divisional level, District Administration, District Revenue Staff, local communities, landowners, and relevant stakeholders to ensure their active involvement, understanding, and support in the field to foster and smoother Mass level partitioning process at mouza level and parcel mapping survey of the built-up area within the Mauza along with the designated Parcel Mapping Survey Firm.

The detailed Terms of Reference (TOR) for the assignment can be found at the websites: <https://pulse.gop.pk/> or can be obtained from the address given below.

The PMU-BOR, PULSE now invites eligible consulting firms to indicate their interest in providing the required services as explained in the ToR. Interested firms should provide the following information demonstrating that they have the required qualifications and relevant experience to perform this assignment. Key Experts will not be evaluated at the shortlisting stage. The parameters for evaluating EOI responses are given below: -

- (i) Valid / active registration with income and sales tax authorities / department.
- (ii) At least ten (10) years of experience in community engagement, social mobilization, stakeholder analysis, and awareness campaigns or similar projects.
- (iii) Having experience of previously conducted minimum five (05) projects of similar nature like community engagement, social mobilization, stakeholder analysis and

awareness campaigns and the firm ability to work collaboratively with local leaders, community-based organizations, and government agencies during the already implemented projects under the previously completed projects.

- (iv) Firms having presence and social capital in maximum districts of Punjab especially the Phase 3 Districts will have an added advantage. The firm will provide proof of this in its request for proposal document.
- (v) Experience in monitoring and evaluation of community engagement activities and reporting on outcomes.

Note: The firm must provide the documentary evidence of the assignments carried out.


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" dated November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the **Quality & Cost-based Selection Method** set out in the Procurement Regulations.

Further information may be obtained at the address given below during office hours from 0900 to 1700 hours. This REOI is also available on the website: <https://pulse.gop.pk/>.

Expressions of interest must be delivered in written form to the address below (in person, or by post) by or before 11:00 am hours on 3rd July, 2025.

The assignment title of the consultancy should be clearly written on the front of the envelope or in the subject line.



Procurement Specialist

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