

**GOVERNMENT OF PAKISTAN
MINISTRY OF PARLIAMENTARY AFFAIRS**

EXPRESSION OF INTEREST

The Ministry of Parliamentary Affairs (MoPA) invites Expressions of Interest (EOIs) from PID-enlisted advertising/digital media agencies for providing professional social/ digital media services for a period of two years.

Scope of Work

- To project parliamentary and legislative business including Bills, Ordinances, Reports, and Resolutions.
- To highlight activities and success stories of the Prime Minister's Public Affairs & Grievances Wing of the Ministry.
- To create/activate and manage official social media accounts, including obtaining account verification (blue tick) where applicable and develop creative bilingual (Urdu/English) content such as infographics, short videos, press releases, and animations for official platforms
- To manage, moderate, and report analytics of all official social-media handles of the Ministry.
- To provide monthly performance and monitoring reports with engagement statistics and sentiment analysis.

Eligibility Criteria

- Must be enlisted with the Press Information Department (PID)
- Minimum three (03) years of verifiable experience in social/ digital media management, digital-communication
- Valid SECP registration, NTN, and an affidavit of non-blacklisting.
- Demonstrated experience in parliamentary, governance, or reform-focused digital campaigns in public sector will be given preference.

Submission Requirements

Interested firms must submit the following documents on or before **21-12-2025 through EPADS**.

1. Company profile with details of relevant past clients/projects.
2. References from at least three (03) clients (public or private).
3. Copies of PID enlistment, SECP registration, NTN, and affidavit of non-blacklisting.
4. Portfolio or links to recent digital-media campaigns (preferably public-sector or governance-related).

Evaluation & Shortlisting

EOIs will be evaluated and shortlisted in accordance with the guidelines and procedures prescribed by the Press Information Department (PID) for the empanelment of advertising and digital media agencies.

Note: *The shortlisted agencies will be later on call for comprehensive presentation in front of the selection committee.*

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