

Terms of Reference

Drug Regulatory Authority of Pakistan (DRAP) is an autonomous body established after the promulgation of the DRAP Act 2012, with the objective to streamline regulation of drugs and matters related thereto.

DRAP intends to go into an institutional services agreement with a specialized PR firm in order to seek support and direct technical assistance in the formation and implementation of a comprehensive PR and External Communications Strategy for the programme.

Prequalification Criteria.

Subject	Marks
Proof of Financial/Soundness	10
Tax returns for the last five years	05
Relevant past experience	10
List of Clients	05
Evidence of Managerial Capacity	10
International accreditations (if any)	10
Total	50

NOTE: - DRAP reserves the right to reject any or all proposals.

Objective/Need statement:

To raise public awareness and image building through improved and strengthened external communications with an extended focus on the following:

- The importance of work undertaken by DRAP
- Build positive image of DRAP
- Manage public perception and instill confidence of the general masses in drug regulatory regime in Pakistan

The agency will be expected to set up a comprehensive PR/external communications infrastructure of the programme to:

- Watch media trends & provide insight & recommendations.
- Effectively respond to Print Media, Electronic Media and Social Media on News, Articles and other matters and prepare rebuttals.
- Assist in the formation and implementation of the PR strategy

- Assist in identifying the strengths, weaknesses, threats and opportunities related to its media relations
- Maintain/facilitate regular correspondence with media on behalf of the programme
- Assist the organization programme in creating effective external communication processes and tools
- Provide sufficient staffing support with one dedicated team to handle the PR work of the DRAP (as needed to fulfill all the responsibilities)
- Carryout other assigned activities/tasks related to DRAP's PR activities as assigned firm time to time
- Any other activities assigned by DRAP related to Public Relations.

Target audiences:

Target audiences for this work will include:

- Key policy makers, decision makers, Programme partners, federal and provincial governments etc.
- Civil society organizations, non-governmental organizations and relevant bodies, alliances and fora
- Private sector
- Opinion leaders, writers and experts
- Academia and research institutions
- Wider public
- International, regional and local Media

Results expected:

- Positive media environment for DRAP
- In addition to the national and international media, local media is actively involved in dissemination of credible and timely information on DRAP and its activities
- A continued positive discussion is taking place at various levels including social media
- Powerful and reliable key messages are being disseminated that resonate nationally and globally
- Increased awareness on the significance and acceptance of the DRAP's initiatives

- There is an extensive visibility for DRAP locally, nationally and globally reaching out to all target audiences
- DRAP has a strong and interactive online/social media presence
- PR materials and templates are available for continued use, thus helping to build up longer-term PR and media-relations capacity
- A clear analysis/monitoring is available on the outcomes of PR activities, including local, national and international media
- A solid PR infrastructure and mechanisms are established that aid DRAP to continue its PR activities.

End deliverables:

The key deliverables will be spread over a time period of twelve months, divided into four phases (3 months each phase).

Phase/quarter 1:

- Carryout baseline analysis of existing external communications system
- Based on the above analysis, facilitate development of the external communications strategy
- Identify key issues and potential media opportunities
- Submit report on the progress of the first quarter along with results of the baseline assessment and draft external communications strategy

Phase/quarter 2:

- Submit and get approval for first PR plan taking into account the baseline and the situation on ground
- Considering the ever emerging focus and related strategies of the programme, the agency will be required to chart out a PR plan which should be flexible enough to meet the needs of the programme at that time as well as including but not limited to the activities as detailed under the section titled 'List of proposed PR activities'
- Implement the approved PR plan and submit a completion report and seek approval in consultation with partner agencies

Phase/quarter 3:

- Submit and get approval for PR plan taking into account the learnings from the first plan, the baseline and the situation on ground
- Considering the ever emerging focus and related strategies of the programme, the agency will be required to chart out a PR plan which should be flexible enough to meet the needs of the programme at that time as well as including but not limited to the activities as detailed under the section titled 'List of proposed PR activities'
- Implement the approved media/PR plan and submit a completion report and seek approval in consultation with partner agencies

Phase/quarter 4:

- Submit and get approval for third PR plan taking into account the learnings from the first and second plan, the baseline and the situation on ground
- Considering the ever emerging focus and related strategies of the programme, the agency will be required to chart out a PR plan which should be flexible enough to meet the needs of the programme at that time as well as including but not limited to the activities as detailed under the section titled 'List of proposed PR activities'
- Implement the approved PR plan and submit a completion report and seek approval in consultation with partner agencies
- Submit a contract completion report along with recommendations.

List of proposed PR activities

- Provide key messages to be used in all press and PR materials in consultation with concerned staff
- Draft and edit PR materials such as press releases, news items, editorials/op-eds, talking points, speeches, multimedia presentations, website content, flyers, brochures, newsletters, and web content in consultation with DRAP officials, allowing sufficient time for revision and approval
- Assist with copywriting and translation (designated English to Urdu, Urdu-English, in addition to other local languages including Pashto, Sindhi, and Punjabi) for PR and communications materials as needed
- Provide research/statistical analysis when needed for the purposes of identifying geographic regions/relevant target audiences for the launching of PR campaigns, workshops, studies, publications among other purposes

- Identify media opportunities that the DRAP can leverage on; events, causes, conferences, workshops, TV appearances/shows, press/articles etc
- Ensure strong media attendance at events and maximum positive coverage in the media
- Provide round-up and trend analysis of media coverage for strategic programme events
- Deliver training to the essential staff, officials and spokespersons on public speaking, presentation and media interaction
- Timely pitch press/TV interviews for DRAP's spokespersons and key staff, and assist in interviewing to ensure sufficient preparedness and consistent message dissemination
- Generate extensive relevant media coverage of major developments and events, including provision of info briefers to journalists, pitching story ideas, articles and interviews
- Organize media visits for national and international journalists including the required approvals
- Maintain a record of PR materials, templates, media kits for continued use
- Produce a structured, comprehensive and practical media contact list for the DRAP's ongoing use
- Compile and submit weekly/monthly and event-specific data and analysis on media pick-up in local, national and international media

Contract duration

12 months from signing of the agreement