TENDER NOTICE

Islamabad Healthcare Regulatory Authority (IHRA)

PRE-QUALIFICATION FOR OPEN FRAMEWORK AGREEMENT TO HIRING OF DIGITAL / SOCIAL MEDIA CONTENT DEVELOPMENT FIRM

The Islamabad Healthcare Regulatory Authority (IHRA), an autonomous body established under the Islamabad Healthcare Regulation Act, invites sealed proposals from reputed Digital Media / Production Firms for development of digital and social media content including video productio n, content writing, and podcast services. The pre-qualification proposals with the above identifie d information must be submitted at IHRA Office (Hard-form) and the ads advertised on PPRA& IHRA Official Website (mention above link), a certified copy shall also be posted their proposals to the office **07 July, 2026 @ 1200 hours** and proposals will be opened the same day at **1230 hours**. IHRA may reject any or all proposals as per PPRA Rule-33 prior to the acceptance of any or all proposals. "The earlier pre-qualification tender has been cancelled."

Chief Executive Officer
Islamabad Healthcare Regularity Authority
3rd Floor, PRCS Building Sufi Tabasum Road H-8
Islamabad.
051-9199-999

Terms of Reference (ToRs)

Islamabad Healthcare Regulatory Authority

NOTICE FOR SUBMISSION OF PRE-QUALIFICATION FOR OPEN FRAMEWORK AGREEMENT TO HIRING OF DIGITAL / SOCIAL MEDIA CONTENT DEVELOPMENT FIRM

The Islamabad Healthcare Regulatory Authority (IHRA), an autonomous body established under the Islamabad Healthcare Regulation Act, invites sealed proposals from reputed Digital Media / Production Firms for development of digital and social media content including video production, content writing, and podcast services. The responsibilities shall include but not limited to:-

Scope of Work:

The firm will be responsible for:

- Development of high-quality video content (4K / Ultra HD)
- Script writing and content development
- Podcast production and management
- Creation of digital content for IHRA social media platforms
- Website development and maintenance.

Eligibility / Pre-Qualification Requirements:

Interested firms must fulfill the following criteria:

- Must appear as the Active Tax Payers List for the purposes of tax payer
- Must have a functional office in Islamabad. (Evidence shall also be provided in this regard).
- Minimum 3 years' experience in digital/media services
- CVs of at least two senior team members and the focal person deputed for IHRA. Average turnover of PKR 40 million (last 3 years)
- Net worth of PKR 20 million
- Must have functional office in Islamabad
- Minimum 15 professional staff
- Not blacklisted by any Government organization
- Only selected firms' services shall be hired on **As and When Required Basis Under Open framework agreement** by seeking quotations on a particular assignment. "Nothing herein shall be construed as creating a retainership agreement."

A separate assignment contract shall be signed with the lowest firm before assigning the matter.

The pre-qualification proposals with the above identified information must be submitted at IHRA Office (Hard-form) and the ads advertised on PPRA& IHRA Official Website (mention above link), a certified copy shall also be posted their proposals to the office **07 July, 2026 @ 1200 hours** and proposals will be opened the same day at 1230 hours. IHRA may reject any or all proposals as per PPRA Rule-33 prior to the acceptance of any or all proposals

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