

**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.**

**Section Officer (General)**  
Ministry of Parliamentary Affairs  
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