

Background and Context

The Pak Alliance for Maths and Science (PAMS) is a non-profit with a mandate to inform and advocate for a learning environment which keeps the interest of Pakistani students at the heart of policy and practice reform. PAMS has conducted research, piloted innovations, provides technical support to government entities, and advocates for education reform. The organization has head office in Islamabad, with Policy Units based in Karachi, Lahore, and Peshawar.

At the close-out of the ILMpact project, PAMS will be developing consolidated collateral to be shared with the client. The collateral will include static designs of digital media posts, achievement of PAMS during the course of the assignment, posters, and dynamic designs (in video form) of schools' activities, PAMS' outreach events, and achievements.

Scope of Work

The contracted vendor will be responsible for the development of the following:

Category	Item	Quantity
Static content: Digital media posts	Facebook and Instagram	15
	Twitter/X	15
Static content: Province-wise and district-wise designed posters	Designed achievement posters with details of activities and engagement (in size A3)	18
Dynamic content: Overall, province-wise, and district-wise edited video content	2-minute edited videos based on schools'/program content for each district, province, as well as for the overall program	18

Key responsibilities

The contracted vendor shall be responsible for delivering the following:

- Design and layout of the static and dynamic content
- Ensure all designs are original and comply with all relevant requirements pertaining to data privacy and plagiarism
- Share product samples for review and approval by PAMS
- Ensure timely delivery of all approved items within the agreed timeline



Terms of Reference (ToRs) for Design Services

Deliverables and Timeline

Deliverables

The contracted vendor shall be responsible for delivering the following:

- Submission of design samples for quality review and approval by PAMS
- Compliance with all agreed timelines and procurement conditions

Review and Management

- PAMS will designate a focal person to coordinate with the vendor
- The vendor shall share regular updates on procurement status once the contract is awarded
- Any issues affecting timelines, availability, or quality must be communicated to PAMS immediately
- PAMS reserves the right to reject any item that does not meet approved sample quality or specifications.

Timeline:

- Date of issue of ToRs: 6th March 2026
- Application Deadline: 18th March 2026
- Contract Start Date: 19th March 2026
- Completion Deadline: 31st March 2026

*Saturday is considered a working day for the purposes of this procurement.

Proposal requirements

Applicants must submit a formal proposal (in PDF format) that clearly includes:

- Full legal name and contact details of the firm/vendor
- Item-wise quotation (inclusive of all applicable taxes)
- The firm must provide an 'active taxpayer' certificate from FBR
- Evidence of relevant past experience
- The vendor must submit a declaration that neither the firm nor the individual has ever been blacklisted or defaulted by any government department, agency, or organization
- The vendor must submit an undertaking that all the information provided in the proposal is true and correct. If any false or misleading information is found at any stage, during evaluation or after contract award, the proposal may be rejected, the contract may be terminated, or the firm may be blacklisted



Terms of Reference (ToRs) for Design Services

Application process

Please adhere to the following guidelines:

- Applications should be sent via email to info@mathsandscience.pk no later than 5 PM (Pakistan Standard Time), 18th March 2026
- Emails should be titled: Content Design Services
- Any application received after this date/time will not be accepted.
- Applications must adhere to the proposal requirements
- Incomplete or late submissions will not be considered
- Any request for clarification must be sent to the same email by 12th March 2026. PAMS will respond to all queries by 13th March 2026.

NOTE: All charges quoted will be considered inclusive of all applicable taxes. Proposals must be sent only to the designated email (info@mathsandscience.pk). Please do not copy or directly email applications to PAMS staff. Only short-listed firms will be contacted.