**Request for Quotation**

(**Ref No CRA-N-250-2024)**

The International Organization for Migration **(IOM)** is an intergovernmental organization established in 1951 and is committed to the principle that humane and orderly migration benefits both migrants and society.

In the framework of *IOM CRA-N* project, the IOM invites interested Institute/Consultancy Firms with a strong background in effectively implementing campaigns, particularly in the education sector. The ideal Institute will possess a proven track record of conducting training workshops focused on designing and implementing successful education campaign strategies, especially tailored to empower marginalized communities.

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| **Serial No** | **DESCRIPTION OF SERVICES** |
| 1 | The institute/ consultancy firm will be responsible for organizing and delivering a 3-Day Male 3-Day Female Workshop on 'How to Organize and Implement Effective Educational Campaign’ with a follow-up 4-Day Male and 4-Day Female Workshop on Designing the 'Za Che School Ta Zu' Campaign Strategies for the Selected 4 Boys' and 2 Girls Schools by engaging 35 male and 25 female participants. The participants include those selected from CRA-North’s past programming, Orakzai District Administration and Education Department representatives, Parents-Teachers Council (PTC) members, and CSO/CBO representatives. The institute/consultancy firm will be responsible for supervising and leading the 3-Day closure event (at the end) and developing a comprehensive manual on 'Effective Education'. The following topics will be discussed in the training: (i) Conducting the Campaign Needs Analysis; (ii) Identifying Key Points of Contact; (iii) Designing Messaging That Is Adaptive to Different Channels; (iv) Implementing Recurring Messaging; (v) Media Programming during the Campaign (Radio, TV, Print and Social Media); and (vi) Evaluation of the Campaign; while also developing 7 male and 2 female Campaign Strategies, one for each selected 9 schools. |
| 2 | The institute/consultancy firm will share the inception reports, pre/post tests, and session plans before the trainings begin; and submit final reports. The charges will cover expenses for note taker(s) fees, boarding, lodging, transportation, food, and communications. |
| 3 | The institute/ consultancy firm will Implement the developed Campaign Strategy at Government Higher Secondary School Aand Khel, Government Higher Secondary School Kalaya, Government High School Kurez, Government High School Jalaka Mela, Government High School Bazeed Khel, Government High School Ghiljo, Government Girls High School Andkhel, Government Girls High School Mirobak, Government High School Mandati. |

The procedure regarding submission of Financial and Technical proposals is written in **SECTION 2:** **Method of submission** row of RFQ.

For RFQ, TORS and Financial Proposal please access the below link: <https://bit.ly/3RX7K5J>

CRA-N will only accept the proposals if submitted in **BOTH** soft and hard copies.

* Soft copy submission: **1 Excel Soft Copy of the Financial Proposal and 1 Scanned Copy of Technical Profile** shall be submitted and received **electronically** by 25th January 2024, 04:00pm at this email: [cra-bidcollection@iom.int](mailto:cra-bidcollection@iom.int)
* Hard copy submission: In addition to soft copies, **1 Scanned Copy of the same Financial Proposal (PDF Format), Bidder’s Declaration of Conformity, and 1 Physical Hard Copy of the Company’s Technical Profile** shall be submitted and received **in an envelope** by 25th January 2024, 04:00pm to the following address**:( Please clearly Mentioned the Grant No and RFQ Number on Envelope.)**

**IOM CRA-N Office, Plot # 4C, Diplomatic Enclave, G-5 Markaz, Islamabad.**

**Please note** Late Financial and Technical proposals will not be accepted.

**In case of queries and clarifications,** you may send your query by 22nd January 2024 to this email**:** [crabidcollection@iom.int](mailto:crabidcollection@iom.int).