



REQUEST FOR EXPRESSION OF INTEREST

Procurement of Services of a Consulting Firm for Financial Literacy Competition and Financial Literacy Day at National Level

National Institute of Banking & Finance (NIBAF), a subsidiary of the State Bank of Pakistan, has launched National Financial Literacy Program for Youth (NFLP-Y) of country. Basic aim of program is to impart essential financial education to Pakistani youth and school going children for strengthening of their money management skills and understanding of financial matters. NFLP-Y is expected to serve as a medium to connect youth with financial institutions that offer banking products and services. The program mainly target three age groups (School going Children-age 9-12 years; Adolescent - age 13-17 years; Youth - age 18-29 years) across 45 selected districts of Pakistan including GB & AJK. NIBAF aims at reaching out to 1.6 million children, adolescents and youth through classroom trainings and digital learning platform during five years i.e. 2018 – 2023.

National Financial Literacy Program for Youth conducted a comprehensive Training Need Analysis (TNA) which included 40 Focus Groups Discussions, 50 In-depth Interviews and 7203 questioners across 10 cities and an international desk review. Based on the TNA and insights from the stakeholders six offline modules/story books (3 in English and 3 in Urdu) along with training manual on Financial Literacy for the age groups 9-12 (Children), 13-17 (adolescent) and 18-29 (youth) was developed.

NFLP-Y initiated training rollout on 16th January, 2019 and since then more than 28,000 training sessions have been conducted in 60 + districts of Pakistan through which around 1 million students have been trained on financial literacy.

NIBAF intends to engage the services of a Consulting Firm to ensure sustainability of the project for future generations of Pakistan through "Financial Literacy Competition" and "Financial Literacy Day" at National Level.

The Separate Expression of Interest document for both procurements containing detailed terms & conditions including description of assignment and evaluation criteria may be obtained free of cost from the address given below.

Separate EOI is required for the "Financial literacy competition" and "Financial Literacy Day" at National Level to ensure financial inclusion for the prosperity of the future generations of Pakistan. Eligible Consulting Firms are invited to send separate EOIs prepared in accordance with the instructions contained in the EOI document in separate sealed envelopes super scribed with "EOI for "Financial Literacy Competition for NFLP-Y" and "EOI for "Financial Literacy Day for NFLP-Y" on or before May 6, 2022 at 11:00 am at the address stated below. The EOIs will be opened in presence of the consultants' representatives who may choose to attend the EOI opening meeting at 11:30 am the same day.

Only shortlisted Firms will be issued Request for Proposal documents for soliciting detailed technical and financial proposals pursuant to Rule-3 (B) "Quality and cost based selection method" of Procurement of Consultancy Services Regulations, 2010.

Project Director (NFLP-Y)
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State Bank of Pakistan,