



Date: Aug 15 2018

REQUEST FOR QUOTATION RFQ N° UNFPA/AFG/RFQ/18/11

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

Production of 3 radio PSAs of 1 minute each and 3 graphic videos 3 minutes each promoting voluntary family planning.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform in the country, or through an authorized representative.

I. About UNFPA

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person's potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](#)

Service Requirements/Terms of Reference (ToR)

SECTION II:

Background

UNFPA the United Nations Population Fund is the United Nations reproductive health and rights agency, and leads global efforts to help ensure that every pregnancy is wanted, every birth is safe, and every young person's potential is fulfilled.

UNFPA is mandated by the International Conference on Population and Development (ICPD), held in Cairo in 1994, to end maternal deaths, end unmet need for family planning and end violence and harmful practices against women and girls. The Cairo Consensus placed these population and development issues within a human rights based framework, and UNFPA is committed to integrating human rights into its work globally. UNFPA in Afghanistan works with the Afghan government, the international community and the Afghan civil society to end maternal deaths, end unmet need for family planning and end violence and harmful practices against women and girls.

UNFPA Family Planning Interventions

UNFPA promotes voluntary family planning in Afghanistan, that is every woman and man has the right to choose when to start child bearing and how many children to have. UNFPA provides the relevant health information, services and supplies for couples to make informed decisions.

UNFPA promotes the use of contraceptives, trains health workers in modern contraceptive and UNFPA also provides contraceptives to public health facilities to end the unmet need for family planning and avert unwanted pregnancies. UNFPA also promotes at least three years of space between births and warns people of the severe adverse consequences of multiple consequent births.

UNFPA has been working with the religious scholars in Afghanistan and a declaration has been signed by the religious elite in the country that voluntary family planning when practices rights is aligned with Islamic teachings.

While UNFPA works around the country, the current programme is focused on the provinces of Badakhshan, Samangan, Nangarhar, Kunar and Laghman, where UNFPA would like to promote voluntary family planning. Under the current project UNFPA is looking for a qualified communication company to conduct a communication campaign across those provinces under the following scope of work.

Scope of work

Tasks

UNFPA Afghanistan is looking for a qualified communication company with internal production and editorial capacity to produce 3 radio PSAs of 1 minute each and 3 graphic videos 3 minutes each promoting voluntary family planning, and the use of contraceptives using up to date state of the art communication strategies and technics appealing to an Afghan audience, that are culturally and religiously sensitive.

Such strategies should appeal to the most influential figures in the household, the communities and in the society in general. It is vital that the production is based on previous experiences in different campaigns for the promotion of family planning in the country and on what worked and what didn't work.

It is also vital that the PSAs and the graphic videos and its strategies appeal to different demographic groups which influence decisions regarding how many children couples should have and when they should conceive again.

The production is aimed for promotion of modern methods of family planning, behavior change, and social mobilization in favor of family planning adoption in the provinces of Badakhshan, Samangan, Laghman, Kunar and Nangarhar. It is therefore, required that the company proposes the most suitable language, theories and strategies for the PSAs and the graphic videos that appeal to the audience in these provinces.

In light of this and other information available in the country and the former experience of the communication company the successful bidder will be expected to;

Produce 3 different radio PSAs of 1 minute each in most suitable language as required for the provinces, including both national languages,

Produce 3 different graphic videos of 3 minute each in the most suitable language as required for the provinces, including both national languages,

The production will also include a social media campaign including facebook, twitter and Instagram messages. It is therefore, required that the company will provide the following in their technical bid.

The technical proposal should include a narrative proposal on how the company will go about a social media campaign that will be conducted through the duration of the campaign and 30 extra days, i.e. 120 days. Proposing most suitable campaign messages based on up to date state of the art strategies for facebook, twitter and Instagram as per daily basis.

Any information or media used should be cited, or credited properly or should be the in copy right of the company or UNFPA.

Timeframe

The company bidding for the solicitation should propose a timeframe for conducting each activity. Such timeframe will be part of the technical proposal.

Deliverable

The successful company will deliver to UNFPA the following:

3 radio PSAs on Family Planning (field tested) in formats compatible to latest window media players, and broadcast in radio stations,

3 video graphics (field tested) on Family Planning in formats compatible to latest windows media player, social media and TV broadcast quality.

Conduct pre-campaign assessment to set baseline for social media campaign

Develop Family planning social media pages (FB , Telegram, Twitter , Instagram and YouTube)

Deliver a family planning social media campaign for the agreed period of time with daily messages using different social media channels.

Submit a final report for the social media campaign, using the social media analytics page, and google analytics where possible, the campaign final report should also include quotes of people with their engagements to the social media messages about whether or not they see FP messages on social media , what did they learn from the social media about FP and how it will affect their future decision regarding family planning.

II. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	<i>Hamed Rabbani</i>
Tel N°:	<i>0729261314</i>
Email address of contact person:	<i>rabbani@unfpa.org</i>

The deadline for submission of questions is 28th August 2018, at 3:00PM. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

III. Content of quotations

Quotations should be submitted in a single envelope and must contain two envelopes inside as instructed below:

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs.
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company's relevant authority

Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by envelope to the below address no later than: 4th September 2018, at 10:00AM.

Name of contact person at UNFPA:	<i>Hamed Rabbani</i>
UNFPA Address	<i>UNOCA Compound, Jalalabad Road, Paktya kot</i>

IV. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the project. (Former experience in communication and health related social and behavior change comms campaigns in Afghanistan)	100		20%	
Work plan/time scales given in the proposal and its adequacy to meet the project objectives (overall logic of the steps to the deliverables as per the ToR)	100		15%	
Professional experience of the staff that will be employed to the project proving demonstrated expertise in audio-visual, graphic videos, 2D animation storytelling, production, editing, post production and graphic design.	100		20%	
Specific experience and expertise relevant to the assignment. Organizational capacity and equipment, former UN experience, former experience in health related communication campaigns, former social media campaigns experience and familiarity with Islamic and cultural context of Afghanistan,	100		30%	
Profile of the company and relevance to the Project.	100		15%	
<i>Grand Total All Criteria</i>	500		100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100

Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of [50-70] points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

Total score

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = [50 - 70\%] \text{ Technical score} + [50 - 30\%] \text{ Financial score}$$

V. Award Criteria

UNFPA shall award a [Purchase Order / Professional Service Contract to the Bidder(s) that obtain the highest total score.

VI. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

VII. Payment Terms

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

VIII. Fraud and Corruption

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA’s policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive



Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representative’s agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

IX. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit Ms. Naila Akchurina, International Operations Manager at akchurina@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

X. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N°:	UNFPA/AFG/RFQ/18/11
Currency of quotation :	AFN
Delivery charges based on the following 2010 Incoterm:	Choose an item.
Validity of quotation: <i>(The quotation must be valid for a period of at least 3 months after the submission deadline</i>	

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

Item	Description	Number & Description of Staff by Level	Hourly Rate	Hours to be Committed	Total
1.	Professional Fees				



<i>Total Professional Fees</i>					
2. Out-of-Pocket expenses					
<i>Total Out of Pocket Expenses</i>					
Total Contract Price					
<i>(Professional Fees + Out of Pocket Expenses)</i>					

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/AFG/RFQ/18/001 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

	Click here to enter a date.	
Name and title	Date and place	

**ANNEX I:
 General Conditions of Contracts:
 De Minimis Contracts**

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)