



17 October 2019

**REQUEST FOR PROPOSAL (RFP-BD-2019-046)**

Dear Sir / Madam:

UNDP kindly request you to submit your Proposal for Hiring Firm to conduct Campaign through decorated caravan with sound system and dissemination of handy informative leaflets to 33 Upazillas under 4 Districts -UNCDF.

**Proposals shall be submitted on or before 4.30 p.m. (local time) on Thursday, October 31, 2019**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before the deadline indicated by UNDP in the e-Tendering system. Bids must be submitted in the online e-Tendering system in the following link: <https://etendering.partneragencies.org>; using your username and password. If you have not registered in the system before, you can register now by logging in using

**Username:** event.guest

**Password:** why2change

and follow the registration steps as specified in the system user guide.

Your Proposal must be expressed in the English, and valid for a minimum period of 90 days.

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on "Accept Invitation" in the system.

In the course of preparing and submitting your Proposal, it shall remain your responsibility to ensure that it submitted into the system by the deadline. The system will automatically block and not accept any bid after the deadline. Kindly ensure attaching the required supporting documents (with file name less than 60 characters) in pdf format which must be free from any virus or corrupted files. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

The Financial Proposal and the Technical Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. The file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request via email the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal.

**PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE 'LINE ITEMS' IN THE SYSTEM. INSTEAD PUT 1 AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE.**

1

A handwritten signature is located in the bottom right corner of the page, next to the number '1'.

The Proposal that complies with all of the requirements meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link: [http://www.un.org/depts/ptd/pdf/conduct\\_english.pdf](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

  
Operations Manager  
October 17, 2019



## Description of Requirements

Context of the Requirement	<p><b>UN Capital Development Fund (UNCDF) and Inclusive Finance:</b> UNCDF provides investment capital and technical support to both the public and the private sector. It provides capital financing -- in the forms of grants, soft loans and credit enhancement -- and the technical expertise to unleash sustainable financing at the local level. UNCDF's work on inclusive finance seeks to develop inclusive financial systems and ensure that a range of financial products is available to all segments of society, at a reasonable cost, and on a sustainable basis. UNCDF supports a wide range of providers (e.g. microfinance institutions, banks, cooperatives, money transfer companies) and a variety of financial products and services (e.g. savings, credit, insurance, payments, and remittances). UNCDF also supports new delivery channels (e.g. mobile phones, digital platforms) that offer tremendous potential for scale.</p> <p><b>Shaping Inclusive Finance Transformations:</b> The Shaping Inclusive Finance Transformations (SHIFT) programme framework for the South Asian Association for Regional Cooperation (SAARC) countries is a regional market-facilitation initiative aiming to improve livelihoods and reduce poverty in SAARC countries by 2021. SHIFT - SAARC seeks to stimulate investment, business innovations and regulatory reform to expand economic participation and opportunities for women and help small and growing businesses to be active agents in the formal economy.</p>
Implementing Partner	UN Capital Development Fund (UNCDF)
Brief Description of the Required Services	<p><b>1) Under this assignment, the selected bidder will be responsible for the following:</b></p> <p><b><u>3.1 Scope of Services:</u></b></p> <p><b>1. Vehicle (Mini Pick-Up) decoration with the designed DFS messages &amp; photographs (with proper branding) :</b> 33 mini pick-ups will be decorated with designed printed inkjet sticker (photo PVC) at the whole body.</p> <p><b>2. Set up sound system in the mini pick-up:</b> Each mini pick-up will have sound system to play voice contents (UNCDF will provide recorded voice contents). Also a full time person will be engaged as speaker of the pick-ups who will announce 'written DFS buzz text' during the entire movement of the day.</p> <p><b>3. Move around all areas of each upazilla of 4 districts :</b> In each upazilla, one mini pick-up will move around the entire area for 5 days. In example, one day the pick-up will move from one place to another place (30-40 kilo meters) for the whole day. This area may have 30-40 hot spots where people used to gather (bazar or cluster of small shops in each village) with having grocery shops of bazars/cluster of shops in each villages on their way.</p> <p>The pick-up will stop for some time and disseminate leaflets on DFS issues to the people. Also, the assigned person will distribute leaflets</p>

	<p>to the local micro-merchants there going to the shops by hands. The voice contents will be continuously playing all times.</p> <p>The campaign will be held in each upazilla continuously for 5 days.</p> <p><b>4. Design, develop and print handy leaflets for dissemination:</b> Three items of leaflets (A4 size) will be designed and developed by the selected vendor in consultation with UNCDF.</p> <p>The contents &amp; messaging approach need to be well-thought for the expected target groups, appropriately reflected in the produced materials, sponsored by UNCDF and EU. The selected vendor can also take ideas from the produced leaflets under SHIFT SAARC programme so far.</p> <p>In overall the communications materials have to be (contents-messaging-visual presentation etc.):</p> <ul style="list-style-type: none"> <li>• <u>Affirmative in nature</u>: encouraging informed use.</li> <li>• <u>Informative and knowledge based</u>: no product or brand can be promoted; the messages must benefit all industry players and not select one specific player.</li> <li>• <u>Gender sensitive</u>: gender stereotyping or promotion of paternalistic norms must be avoided.</li> <li>• <u>Rights based</u>: ensuring that audiences understand their rights (i.e. right to information, right to fairness).</li> <li>• <u>Truthful and factual</u>: messages must inform, providing true facts and information.</li> <li>• <u>Unbiased</u>: focus must be on sharing information and not promoting a particular attitude or a behavior.</li> <li>• <u>Client centric</u>: messages needs to help users make informed choices when it comes to MFS.</li> <li>• <u>Consistent</u>: With the whole campaign objective.</li> <li>• <u>Localized</u>: the content of the messages needs to be tailored to the four districts and audiences in the 4 districts with appropriate choice of language for the districts.</li> </ul> <p>The selected bidder can draw relevant illustrations during developing of leaflets if needed (the selected bidder can use photographs taken from UNCDF stock if applicable. If not applicable, the firm can also collect/buy photographs from any photographer. Source must be acknowledge in all produced materials. In case necessity, the bidder can hire someone to ensure relevant illustrations linked with the leaflets contents.</p> <p>The three items of the leaflets will be printed by the vendor and ensure sending all these to all the upazillas of the 4 districts through courier services/other convenient ways so that the assigned person of the vendor of each upazilla can receive, store and disseminate as per the plan.</p>				
List and Description of Expected Outputs to be Delivered	<table border="1"> <thead> <tr> <th data-bbox="643 1944 1254 2018">Description</th><th data-bbox="1254 1944 1441 2018">Target Completion</th></tr> </thead> <tbody> <tr> <td data-bbox="643 2018 1254 2087">Plan of detailed activities with proposed ideas (including design, contents &amp; messaging) of</td><td data-bbox="1254 2018 1441 2087">By 7 days within the</td></tr> </tbody> </table>	Description	Target Completion	Plan of detailed activities with proposed ideas (including design, contents & messaging) of	By 7 days within the
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Plan of detailed activities with proposed ideas (including design, contents & messaging) of	By 7 days within the				

	each of the leaflets as communications materials shared with UNCDF	contract signed
	<ul style="list-style-type: none"> <li>▪ Draft design of the pick-up decoration shared to UNCDF for feedback</li> <li>▪ Draft design of 3 proposed leaflets shared with UNCDF for feedback</li> <li>▪ Final design of all listed materials incorporating UNCDF's feedback shared for final approval (prior to print)</li> </ul>	By 15 days within the contract signed
	<ul style="list-style-type: none"> <li>▪ Print of pick-up decoration materials (ECHO PVC)</li> <li>▪ Print of the leaflets (3 typed) with proper approval from UNCDF</li> <li>▪ Send printed materials (with UNCDF approved dissemination list) to 33 upazillas (the list of dissemination points to be confirmed by the vendor) through courier/other convenient ways</li> </ul>	By 25 days within the contract signed
	<ul style="list-style-type: none"> <li>▪ In each week, ensure decoration of min. 2 pick-ups for 2 upazillas for each district with sound system (as per the approved plan)</li> <li>▪ Ensure required manpower in planned areas to accomplish all the planned activities</li> <li>▪ Field level campaign to be continued as per the plan simultaneously in four districts.</li> </ul>	Within 30 days and 75 days, after the contract signed
	<p>Final deliverables of the assignment that will contain:</p> <ul style="list-style-type: none"> <li>○ A full report of the assignment that will contain the number of people reached along with key findings and recommendations made from the entire campaign. The report will also contain minimum one separate page for each upazilla coverage with relevant photographs from all aspects (Means of Verification-MoV issues must be ensured)</li> <li>○ Minimum 10 photographs from each upazilla to be provided to UNCDF.</li> </ul>	By 90 days after the contract signed
Person to Supervise the Work/Performance of the Service Provider	Country Project Coordinator, SHIFT SAARC, UNCDF in Bangladesh	
Frequency of Reporting	<i>As indicated in the ToR</i>	
Progress Reporting Requirements	<i>As indicated in the ToR</i>	
Location of work	<input type="checkbox"/> Exact Address/es <i>As indicated in the ToR</i>	
Expected duration of work	Duration of the assignment will be 3 months	
Target start date	November 2019	
Latest completion date	March 2020	
Travels Expected	<i>As indicated in the ToR</i>	

Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Others [pls. specify]						
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input checked="" type="checkbox"/> Others As per ToR						
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required						
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required						
Currency of Proposal	<input checked="" type="checkbox"/> <b>United States Dollars</b> <input type="checkbox"/> Euro <input checked="" type="checkbox"/> <b>Local Currency, BDT</b>						
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT						
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days <p>In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.</p>						
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted						
Payment Terms	<table border="1"> <thead> <tr> <th>Delivery</th><th>Instalment</th></tr> </thead> <tbody> <tr> <td>Submission of detailed activity plan and draft design of caravan decoration and 3 leaflets shared with UNCDF for feedback</td><td>20% of the total contract amount</td></tr> <tr> <td>           Final deliveries of the assignment completed that will contain:           <ul style="list-style-type: none"> <li>o A full report of the entire assignment that will contain the number of people reached along with key findings and recommendations from the campaign. The report will also contain minimum one separate page for each upazilla coverage with relevant photographs from all aspects (Means of Verification-MoV issues must be ensured)</li> <li>o Minimum 10 photographs from each upazilla to be provided to UNCDF from the campaign made.</li> </ul> </td><td>80% of the total contract amount</td></tr> </tbody> </table>	Delivery	Instalment	Submission of detailed activity plan and draft design of caravan decoration and 3 leaflets shared with UNCDF for feedback	20% of the total contract amount	Final deliveries of the assignment completed that will contain: <ul style="list-style-type: none"> <li>o A full report of the entire assignment that will contain the number of people reached along with key findings and recommendations from the campaign. The report will also contain minimum one separate page for each upazilla coverage with relevant photographs from all aspects (Means of Verification-MoV issues must be ensured)</li> <li>o Minimum 10 photographs from each upazilla to be provided to UNCDF from the campaign made.</li> </ul>	80% of the total contract amount
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Country Project Coordinator, SHIFT SAARC, UNCDF in Bangladesh
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> <b>Contract for Professional Services</b> <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p>Evaluation and comparison of proposals: Prior to the technical evaluation all proposals will be screened based on the minimum eligibility criteria mentioned below:</p> <p><b>Minimum eligibility criteria of the consultancy firm:</b></p> <ul style="list-style-type: none"> <li>▪ Business Licenses – Registration Papers, Tax Payment Certification, etc.</li> <li>▪ Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;</li> <li>▪ Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List;</li> <li>▪ The firm must have at least 3 years of experience in developing, producing and implementing communication campaign and materials targeting the awareness raising, social and behavioral change.</li> <li>▪ The firm must have minimum 3 years' experience to manage local level field interventions with other organizations</li> <li>▪ Experience in digital financial services (DFS) and fast-moving consumer goods (FMCG) supply chains, expertise in digital financial services relevant communication work.</li> <li>▪ Previous experience of working with UN agencies/donor in Bangladesh</li> </ul> <p><b>Minimum eligibility criteria of the key personnel:</b></p> <p><b>Team Leader:</b></p> <ul style="list-style-type: none"> <li>▪ Must have minimum Masters in social sciences or other related discipline or a related field.</li> <li>▪ Must have minimum 3 years' experience of the team leader of the assignment who has proven experience to work with community mobilization</li> </ul>

**Team members**

- Must have minimum Bachelor degree in social sciences or other related discipline or a related field, for the key team members.
- The key team members (e.g. supervision and monitoring) of the field must have minimum 3 years' experience to work with supervision & monitoring
- The key team members must have minimum 2 years' experience (who will be moving to the pick-ups for announcement and meet with the micro-merchants) to work with community mobilization.

**Note:** Necessary documentation must be submitted to substantiate the above eligibility criteria.

Consultancy firms that do not meet the above eligibility criteria shall not be considered for further evaluation.

The firm must provide CVs of all proposed personnel for the assignment, stating name, highest academic qualification, professional certification, length of experience, role/function and other related information.

**Technical Proposal (70%)**

- ☒ Background experience/ Expertise of Firm
- ☒ Adequacy and comprehensiveness of the proposal (concept, approach, work plan)
- ☒ Qualifications and competence of the key staff for the Assignment

**BASIS OF TECHNICAL EVALUATION**

	Maximum Points
<b>A: Qualification of the firm and background experience</b>	<b>30</b>
A1 : Demonstrated similar track record of across multiple organizations	10
A2: Creative ideas on developing communications materials produced	10
A3 : Previous experience in undertaking development of various kind of communications materials	10
<b>B : Proposed Methodology, Approach and Implementation Plan</b>	<b>40</b>
B1: Demonstration of understanding of the assignment on how to better communicate with the target audiences with the developed materials and throughout the entire campaign	10
B2 : Detailed description of activities. Addresses each criterion and clearly explains how the contractor plans to meet each activity under the assignment	10
B3 : Identification of risks and mitigation mechanisms	10
B4 : Clarity in outlining the monitoring plan and reporting mechanisms	10
<b>C : Qualification of key personnel &amp; implementing team</b>	<b>30</b>

	<i>C1 : Project Lead</i>	<i>10</i>
	Education	1
	Overall experience in years	1
	Professional experience in the area of creative communications materials development and management of similar kind of campaign	5
	Demonstrated experience on clear implementation plan with deliverables outlining milestones and outputs	3
	<i>C2 : Proposed Team Members</i>	<i>20</i>
	Education	1
	Overall experience in years	1
	Professional experience in the area of creative communications materials development	5
	The field staff have to have experience about how to handle with local community and cope with general challenges during the campaign	10
	Inclusion of DFS Expert (s) to guide Digital Financial Services (DFS) and Fast-Moving Consumer Goods (FMCG) contents & messages	3
	<b>Total</b>	<b>100</b>
	<b>Financial Proposal (30%)</b> In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation, will be compared. The contract will be awarded to the bidder offering the 'best value for money'. The contract will be awarded to the Contractor based on the cumulative method. The formula for the rating of the Proposals will be as follows:	
	Rating the Technical Proposal (TP): TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100 Rating the Financial Proposal (FP): FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100 Total Combined Score: (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%) =Total Combined and Final Rating of the Proposal	
	The proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal is the proposal that offers best value for money	
UNDP will award the contract to:	<input checked="" type="checkbox"/> <b>One and only one Service Provider</b>	
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) <input checked="" type="checkbox"/> Detailed TOR (Annex 4) <input checked="" type="checkbox"/> Written Self-Declaration (Annex 5)	

Contact Person for Inquiries (Written inquiries only)	<p>bd.procurement@undp.org</p> <p><b><i>Please mention the following in the subject while sending any query to UNDP regarding this RFP on or before 23 October 2019. <u>"Queries on RFP-BD-2019-046"</u></i></b></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information	<p>A pre-bid meeting will be held at IDB Bhaban, (19<sup>th</sup> floor), meeting room, for the clarification on the bidding document and ToR <b><u>on 23 October 2019 at 11.00 AM.</u></b></p> <p><b>Note: Bidder needs to carry a valid Passport/NID/Credit or Debit card with photo/Original driving license in order to enter into IDB Bhaban for the pre-bid meeting.</b></p>

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery)*

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

**Minimum eligibility criteria of the consultancy firm:**

- Business Licenses – Registration Papers, Tax Payment Certification, etc.
- Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;
- Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List;
- The firm must have at least 3 years of experience in developing, producing and implementing communication campaign and materials targeting the awareness raising, social and behavioral change.
- The firm must have minimum 3 years' experience to manage local level field interventions with other organizations
- Experience in digital financial services (DFS) and fast-moving consumer goods (FMCG) supply chains, expertise in digital financial services relevant communication work.
- Previous experience of working with UN agencies/donor in Bangladesh

**Minimum eligibility criteria of the key personnel:**

**Team Leader:**

- Must have minimum master's in social sciences or other related discipline or a related field.
- Must have minimum 3 years' experience of the team leader of the assignment who has proven experience to work with community mobilization

**Team members**

- Must have minimum bachelor's degree in social sciences or other related discipline or a related field, for the key team members.
- The key team members (e.g. supervision and monitoring) of the field must have minimum 3 years' experience to work with supervision & monitoring
- The key team members must have minimum 2 years' experience (who will be moving to the pick-ups for announcement and meet with the micro-merchants) to work with community mobilization.

**Note:** Necessary documentation must be submitted to substantiate the above eligibility criteria.

The firm must provide CVs of all proposed personnel for the assignment, stating name, highest academic qualification, professional certification, length of experience, role/function and other related information.

**A. Proposed Methodology for the Completion of Services**

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

**B. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide:*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

**C. Cost Breakdown per Deliverable\* (The file with the "FINANCIAL PROPOSAL" must be encrypted with a password)**

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1		
2	Deliverable 2		
3	....		
	<b>Total</b>	100%	

*\*This shall be the basis of the payment tranches*

**D. Cost Breakdown by Cost Component [This is only an Example] (The file with the "FINANCIAL PROPOSAL" must be encrypted with a password):**

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				

*[Name and Signature of the Service Provider's Authorized Person]*

*[Designation]*

*[Date]*

***General Terms and Conditions for Services*****1.0 LEGAL STATUS:**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

**2.0 SOURCE OF INSTRUCTIONS:**

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

**3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:**

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

**4.0 ASSIGNMENT:**

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

**5.0 SUB-CONTRACTING:**

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

**6.0 OFFICIALS NOT TO BENEFIT:**

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

**7.0 INDEMNIFICATION:**

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices,

copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

#### **8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:**

- 8.1** The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2** The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3** The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4** Except for the workmen's compensation insurance, the insurance policies under this Article shall:
  - 8.4.1** Name UNDP as additional insured;
  - 8.4.2** Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;
  - 8.4.3** Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
- 8.5** The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

#### **9.0 ENCUMBRANCES/LIENS:**

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

#### **10.0 TITLE TO EQUIPMENT:**

Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

#### **11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:**

- 11.1** Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under

the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

- 11.2** To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.
- 11.3** At the request of the UNDP; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.
- 11.4** Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

**12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:**

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

**13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:**

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

- 13.1** The recipient ("Recipient") of such information shall:
- 13.1.1** use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,
  - 13.1.2** use the Discloser's Information solely for the purpose for which it was disclosed.
- 13.2** Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:
- 13.2.1** any other party with the Discloser's prior written consent; and,
  - 13.2.2** the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract,

and employees officials, representatives and agents of any legal entity that it controls it, or with which it is under common control, who have a need to know such Information for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

**13.2.2.1** a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,

**13.2.2.2** any entity over which the Party exercises effective managerial control; or,

**13.2.2.3** for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

- 13.3** The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.
- 13.4** The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.
- 13.5** The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.
- 13.6** These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

#### **14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS**

- 14.1** In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion; it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 14.2** If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.
- 14.3** Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.
- 14.4** The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar

operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract..

## 15.0 TERMINATION

- 15.1 Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.
- 15.2 UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3 In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.
- 15.4 Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

## 16.0 SETTLEMENT OF DISPUTES

- 16.1 **Amicable Settlement:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.
- 16.2 **Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar Association, 28 May 1983 edition. The arbitral tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

## **17.0 PRIVILEGES AND IMMUNITIES:**

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

## **18.0 TAX EXEMPTION**

**18.1** Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter-alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

**18.2** Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

## **19.0 CHILD LABOUR**

**19.1** The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

**19.2** Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

## **20.0 MINES:**

**20.1** The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

**20.2** Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

## **21.0 OBSERVANCE OF THE LAW:**

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

## **22.0 SEXUAL EXPLOITATION:**

- 22.1** The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.
- 22.2** The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

## **23.0 AUTHORITY TO MODIFY:**

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Contract, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Contract signed by the Contractor and jointly by the UNDP Authorized Official

### Terms of Reference (ToR)

#### Hiring Firm to conduct Campaign through decorated caravan with sound system and dissemination of handy informative leaflets to 33 Upazillas under 4 Districts -UNCDF.

##### 1) Project Description

**UN Capital Development Fund (UNCDF) and Inclusive Finance:** UNCDF provides investment capital and technical support to both the public and the private sector. It provides capital financing -- in the forms of grants, soft loans and credit enhancement -- and the technical expertise to unleash sustainable financing at the local level. UNCDF's work on inclusive finance seeks to develop inclusive financial systems and ensure that a range of financial products is available to all segments of society, at a reasonable cost, and on a sustainable basis. UNCDF supports a wide range of providers (e.g. microfinance institutions, banks, cooperatives, money transfer companies) and a variety of financial products and services (e.g. savings, credit, insurance, payments, and remittances). UNCDF also supports new delivery channels (e.g. mobile phones, digital platforms) that offer tremendous potential for scale.

**Shaping Inclusive Finance Transformations:** The Shaping Inclusive Finance Transformations (SHIFT) programme framework for the South Asian Association for Regional Cooperation (SAARC) countries is a regional market-facilitation initiative aiming to improve livelihoods and reduce poverty in SAARC countries by 2021. SHIFT - SAARC seeks to stimulate investment, business innovations and regulatory reform to expand economic participation and opportunities for women and help small and growing businesses to be active agents in the formal economy.

SHIFT SAARC is currently implemented in Bangladesh where it has two major streams of work: i. *accelerating* the uptake and usage of Digital Financial Services (DFS) to respond to the needs for greater digital financial inclusion and; ii. *enhancing* the growth and competitiveness of retail micro-merchants through "Merchants Development Driving Rural Markets (MDDRM)" project. SHIFT – SAARC does this through: i. Growing the awareness and demand for DFS through communication, advocacy, and industry research; and. ii. Stimulating expansion of digital technologies for micro – merchant segments by encouraging innovation and linkages between retail and financial services industries.

SHIFT SAARC's four major intervention areas are: a) Policy and Advocacy focusing on partnerships and alliances with policy makers, financial service providers, and governments to enable financial markets be more responsive to the broader development priorities, emphasizing gender strategies in financial inclusion policy to meet the needs of women; b) Data and Analysis focusing on strengthening the availability and use of demand and supply side big data analytics to inform research and practice; c) Learning and Skills Development focusing on developing learning and investment readiness tools and platforms to strengthen knowledge and skills among financial service providers, entrepreneurs and business development service providers; and d) Challenge Fund Facility providing financial support to innovative projects, business models and technologies aiming to improve the lives of low – income people. Through these interventions, SHIFT SAARC looks to forge strong partnerships with market actors to influence behavior change, stimulate investments, business innovations and regulatory reform to catalyze systemic changes in economic participation and opportunities for low income groups and women especially.

SHIFT-MDDRM interventions aim to enhance growth and competitiveness of retail merchants in rural Bangladesh through vertical integration with Fast Moving Consumers Goods (FMCG) value chains and horizontal integration with financial service value chains, especially through introduction and use of digital business technologies and services. SHIFT-MDDRM is currently reaching out to 100,000 rural merchants particularly women, with nationwide coverage and special focus on four districts Sirajgonj, Tangail, Jamalpur, Sherpur for enhancing their business competitiveness and growth.

**Objective:** To create awareness and keep the wider audiences (especially the micro-merchants or mudidokani and wider customers) informed about importance and uses of digital financial services at various hubs and hot spots of the targeted project areas.

*The purpose of soliciting request* is to support the UNCDF's SHIFT in Bangladesh in its objective to accelerate use of Digital/Mobile Financial Services (DFS/MFS) as part of 'Merchants Development Driving Rural Markets (MDDRM)' component under the SHIFT SAARC Programme in Bangladesh supported by the European Union.

**The focus of this Requirement** is on undertaking community level campaign to reach micro-merchants and wider customers of 33 upazilla under Sirajganj, Tangail, Sherpur and Jamalpur districts to spread messages, along with production of 3 informative leaflets as communication materials so that users and non-users of digital financial services better understand benefits of using DFS and become more aware and increase the number of DFS users.

DFS services in the existing Bangladesh market includes various mobile financial services, agent banking services and other fintech platforms offering wide range of products and financial services. The educational leaflets will focus on providing information and knowledge that people need to adopt for use of MFS. The communication materials need to be developed targeting the wider current users of DFS and potential future users with focus on enhancing awareness and interests of low income groups, women, retail micro-merchants, youth etc. The leaflets as one of the communication materials will be widely disseminated in all 33 upazillas under 4 districts.

Selected bidders will also be responsible for developing, designing and production of communications materials (stickered leaflets) that will have to communicate three key knowledge areas. These are :

1. *Benefits of DFS/MFS* : Digital financial services including mobile financial services that have been integral part of our day-to-day life for having so many benefits.
2. *Safety and Security of MFS*: "MFS are safe and secure to use".
3. *Consumer rights*

*Please note that each leaflet will contain some key hot line numbers of DFS service providers at any suitable place of the leaflet.*

- 2) **Scope of Services, Expected Outputs and Target Completion:** Under this assignment, the selected bidder will be responsible for the following:

**3.1 Scope of Services:**

1. **Vehicle (Mini Pick-Up) decoration with the designed DFS messages & photographs (with proper branding)**  
: 33 mini pick-ups will be decorated with designed printed inkjet sticker (photo PVC) at the whole body.
2. **Set up sound system in the mini pick-up:** Each mini pick-up will have sound system to play voice contents (UNCDF will provide recorded voice contents). Also a full time person will be engaged as speaker of the pick-ups who will announce 'written DFS buzz text' during the entire movement of the day.
3. **Move around all areas of each upazilla of 4 districts :** In each upazilla, one mini pick-up will move around the entire area for 5 days. In example, one day the pick-up will move from one place to another place (30-40 kilo meters) for the whole day. This area may have 30-40 hot spots where people used to gather (bazar or cluster of small shops in each village) with having grocery shops of bazars/cluster of shops in each villages on their way.

The pick-up will stop for some time and disseminate leaflets on DFS issues to the people. Also, the assigned person will distribute leaflets to the local micro-merchants there going to the shops by hands. The voice

contents will be continuously playing all times.

The campaign will be held in each upazilla continuously for 5 days.

**4. Design, develop and print handy leaflets for dissemination:** Three items of leaflets (A4 size) will be designed and developed by the selected vendor in consultation with UNCDF.

The contents & messaging approach need to be well-thought for the expected target groups, appropriately reflected in the produced materials, sponsored by UNCDF and EU. The selected vendor can also take ideas from the produced leaflets under SHIFT SAARC programme so far.

In overall the communications materials have to be (contents-messaging-visual presentation etc.):

- Affirmative in nature: encouraging informed use.
- Informative and knowledge based: no product or brand can be promoted; the messages must benefit all industry players and not select one specific player.
- Gender sensitive: gender stereotyping or promotion of paternalistic norms must be avoided.
- Rights based: ensuring that audiences understand their rights (i.e. right to information, right to fairness).
- Truthful and factual: messages must inform, providing true facts and information.
- Unbiased: focus must be on sharing information and not promoting a particular attitude or a behavior.
- Client centric: messages needs to help users make informed choices when it comes to MFS.
- Consistent: With the whole campaign objective.
- Localized: the content of the messages needs to be tailored to the four districts and audiences in the 4 districts with appropriate choice of language for the districts.

The selected bidder can draw relevant illustrations during developing of leaflets if needed (the selected bidder can use photographs taken from UNCDF stock if applicable. If not applicable, the firm can also collect/buy photographs from any photographer. Source must be acknowledge in all produced materials. In case necessity, the bidder can hire someone to ensure relevant illustrations linked with the leaflets contents.

The three items of the leaflets will be printed by the vendor and ensure sending all these to all the upazillas of the 4 districts through courier services/other convenient ways so that the assigned person of the vendor of each upazilla can receive, store and disseminate as per the plan.

The bidder will also ensure some monitoring mechanism of the campaign. These will includes :

- (1) One page report : The bidder will ensure development of each day one page report from all areas. As the plan is to cover 33 upazilla for 5 days of each, 165 single reports to be developed (the assigned persons of the pick-up will develop this short report). Provided by UNCDF, this one page report will contain some basic information of each day, e.g. names of the areas covered, tentative people reached, number of grocery shopkeepers have been disseminated leaflets going to their shops, any reactions from the local people etc.
- (2) Photo taking : Min 10 photographs have to be taken in one each day movement. The photographs will also contain gathering of the people, dissemination and stickered leaflets put in the walls, relevant others.
- (3) Key Informant Interviews (KIIs) : The assigned monitoring persons from the vendor will ensure min. 2 KIIs (short) from each upazilla those have been shown interests to become DFS users after the campaign. So, the vendor will perform 66 KIIs that will support us to showcase about importance of the campaign.

The bidder will be encouraged to connect with the DFS providers/FMCG companies in the implementing areas

for smooth reaching to the targeted micro-merchants through the campaign. UNCDF has 4 innovation partners (can be 6 when the campaign will be continuing) those are implementing activities in these 4 districts. Some of them are DFS support providers along with FMCG company. The bidder will be connected with these partners (if the bidder will have their own connection to the DFS support providers) in consultation with UNCDF (UNCDF will also support bidder to connect with them) so that the bidder and UNCDF partners can be integrated with the campaign.

### **3.2 Expected outputs and target completion:**

As per RFP Document

### **4. Institutional Arrangement**

The bidder will closely work with UNCDF's Communications Officer and will report to the UNCDF Country Coordinator in Bangladesh.

To achieve the above-mentioned objectives, UNCDF will share available resources, reports of previous research on information need assessment and will provide timely feedback to all deliverable submitted by the bidder.

*UNCDF recourse in the case of unsatisfactory performance:* In case of unsatisfactory performance the contract will be terminated by notification letter sent 5 days prior. In the meantime, UNCDF will initiate another selection in order to identify appropriate organization/company.

Bidder will have to comply with the UNCDF branding guidelines while developing any communications products/materials.

### **5. Duration of the Work**

The duration of the assignment will be a maximum of 4 months, expected starting date is November, 2019 and completion of the assignment to be made by March, 2020.

### **6. Location of Work**

The selected bidder will be working in coordination with UNCDF team in Dhaka, Bangladesh. The planned activities will be made in 33 upazillas under four districts. These are :

***Sherpur District :*** (1) Jhenagati Upazila (2) Nakla Upazila (3) Nalitabari Upazila (4) Sherpur Sadar Upazila (5) Sreebardi Upazila

***Jamalpur District :*** (6) Dewanganj Upazila (7) Baksiganj Upazila (8) Islampur Upazila (9) Jamalpur Sadar Upazila (10) Madarganj Upazila (11) Melandaha Upazila (12) Sarishabari Upazila

***Tangail District :*** (13) Tangail Sadar Upazila (14) Sakhipur Upazila (15) Basail Upazila (16) Madhupur Upazila (17) Ghatail Upazila (18) Kalihati Upazila (19) Nagarpur Upazila (20) Mirzapur Upazila (21) Gopalpur Upazila (22) Delduar Upazila (23) Bhuapur Upazila (24) Dhanbari Upazila

***Sirajganj District :*** (25) Sirajganj Sadar Upazila (26) Kazipur Upazila (27) Ullahpara Upazila (28) Shahjampur Upazila (29) Raiganj Upazila (30) Kamarkhanda Upazila (31) Tarash Upazila (32) Belkuchi Upazila and (33) Chauhali Upazila.

### **7. Qualifications of the Successful Service Provider**

As per RFP Document

## **8. Recommended Presentation of Proposal:**

The bidder should prepare a proposal in word file and submit it in PDF form. The following structure should be followed, and the information provided:

### **Technical Proposal Format**

- A. **General Information:** company name, contact details, web page, contact person, their email and the like information
- B. **Expertise of Firm:** section a) Brief Description of Proposer as Entity; and section b) track record and experience. The track record and experience should be presented in a table form outlining the following information: name of project, client, contract value, period of activity, types of activities undertaken, completion date and reference contact. Bidders should submit up to 5 most recent similar assignments. For 2 out of 5 bidders should submit final report/evaluation as attachments.
- C. **Approach and Implementation Plan:** Section 1: Approach to Work: a) understanding of the assignment; b) important issues to consider when designing communication campaign; c) proposed approach – detailed phases and overall approach to work – how will the contractor execute the assignment; d) monitoring approach including approach to determine audiences statistics; Section 2: Technical Assurance and Quality Assurance Approach; Section 3: Detailed implementation plan; Section 4; Key risks and mitigation approach; 5. Reporting. Proposers should ensure they address the communication campaign criteria.
- D. **Personnel:** Management structure, personnel proposed for assignment, CVs of personnel proposed. **It is highly recommended that, if the firm has no in-house expertise on Digital Financial Services, should include a short-term expert in the proposed team who can provide technical input on DFS/MFS messages for target audiences.**

## **9. Scope of Proposal Price and Schedule of Payments**

- a) The contract price is a fixed output-based price regardless of extension of the herein specific duration if required by the bidder and accepted by UNCDF.
- b) Specify the key outputs or milestone activities for which payments will be made, the corresponding percentage of the contract price that will be paid per milestone/output, including all the conditions/documentations required prior to the release of any tranches of payment.
- c) The payment will be made in two instalments.

As per RFP Document

## **10. Criteria for Selecting the Best Offer**

A cumulative analysis weighted-scoring method will be applied to evaluate the firm. The award of the contract will be made to the tenderer whose offer has been evaluated and determined as:

- a) Responsive/ compliant/ acceptable with reference to this ToR, and;
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation, with the ratio set at 70:30 respectively (this is to reflect the high-level skills mix required).

Only firms obtaining a minimum of 70% of maximum achievable score (49 points) in the technical analysis would be considered for financial appraisal, and ultimately therefore, for contracting stage.

As per RFP Document

## **Supporting budget template**

The financial proposal comprise of each of the enlisted communication material, relevant cost items and the overall budget proposed. Items will be designed and printed within the approved time frame. The

bidders must indicate the price breakdown of the following items in the financial proposal.

SL	Expected Items	Tentative Ideas
1.1	Materials designed and development	3 leaflets are developed
1.2	Production of 3 typed of A4 leaflets (Sticker paper)	2,25,000 (75,000 leaflets of each type) Leaflets
1.3	Decoration of pick-ups	Pick-ups decoration
1.4	Setting up the sound system (miking system) to 33 pick-ups	Sound systems (2 mikes) will be set in each pick-up
1.5	Hire mini-pick-up with fuels (1 ton)	Hire 33 pick-ups for 33 upazillas with fuels for 5 days of each upazilla
1.6	Human Resources	Break down of the proposed human resources and the cost

**Declaration**

Date:

**United Nations Development Programme**

UNDP Registry, IDB Bhaban, Agargaon

Sher-E-Bangla Nagar, Dhaka, Bangladesh

Assignment \_\_\_\_\_

**Reference:** RFP-BD-2019-046

Dear Sir,

I declare that ..... is not in the UN Security Council 1267/1989 List,  
UN Procurement Division List or Other UN Ineligibility List.

Yours Sincerely,