



Dear Sir / Madam:

UNDP Bangladesh is kindly request you to submit your Proposal for **'Hiring a firm for public Outreach, positive branding and communications for Aspire to Innovate (a2i) Programme'**

**Proposals shall be submitted on or before the time indicated by UNDP in the system.**

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 supplier portal. in the following link:

<https://supplier.nextgenerp.partneragencies.org>; using your username and password. If you have not registered in the system before, you can register now by following this link:

[Portal Registration link](#)

and follow the registration steps as specified in the system user guide attached to this event

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 creating a draft response.

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 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.

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/business/protest-and-sanctions.html>

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](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsccl/condct_englis h.pdf) :  
[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsccl/condct\\_englis h.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsccl/condct_englis h.pdf)

Thank you and we look forward to receiving your Proposal.



Sincerely yours,

Krishna Raj Adhikari

Senior Operations Manager

**25 August 2021**





## Table of Contents

1 Overview.....	7
1.1 General Information.....	7
1.2 Tender Timeline.....	7
1.3 Response Rules.....	7
1.4 Terms.....	7
2 Requirements.....	8
2.1 Section 1. Minimum eligibility criteria.....	8
2.2 Section 2. Technical proposal.....	8
2.3 Section 3. Financial Proposal.....	8
3 Lines.....	9
3.1 Line Information.....	9



## 1 Overview

### 1.1 General Information

**Title** for 'Hiring a firm for public Outreach, positive branding and communications for  
**Contact Point** Procurement Office  
**Outcome**  
**Two Stage Evaluation** Yes  
**E-Mail** bd.procurement@undp.org  
**Reference Number** RFP-BD-2021-032  
**Beneficiary Country** Bangladesh

#### Introduction

**This is a two stage negotiation and all responses will be evaluated in two stages.**

### 1.2 Tender Timeline

**Preview Date**  
**Open Date** 25/08/21 15:48 PM  
**Close Date** 21/09/21 10:30 AM  
**Time Zone** Coordinated Universal Time

### 1.3 Response Rules

*This negotiation is governed by all the rules displayed below.*

	Rule
<input type="checkbox"/>	Negotiation is restricted to invited suppliers
<input checked="" type="checkbox"/>	Suppliers are allowed to revise their submitted response

### 1.4 Terms

Negotiation Currency      BDT



## 2 Requirements

*\*Response is required*

### 2.1 Section 1. Minimum eligibility criteria

#### \*1. Bidder Profile

Have you submitted Company Profile, including printed brochures and product catalogues relevant to the goods/services being procured.

#### \*2. Audit Report

Have you submitted the latest audited financial statement (Income Statement and Balance Sheet) including Auditor's Report for the past five years?

#### \*3. Registration Certificate

Have you provided a Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation

#### \*4. Tax Registration

Have you provided Tax Registration/Payment Certificate issued by the relevant Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder.

#### \*5. UNDP GTCS

Do you accept UNDPs General Terms and Conditions attached in this Bid Event.

### 2.2 Section 2. Technical proposal

#### \*1. Technical Proposal

Have you uploaded the detailed technical proposal following the format?

### 2.3 Section 3. Financial Proposal

#### \*1. Financial Proposal

Have you uploaded the financial proposal as per the stated format?





### 3 Lines

Instructions

#### 3.1 Line Information

Line	Category Name	Item	UOM	Estimated Quantity	Unit Price	Total Price	Additional Attributes
1-Financial proposal	Advertising campaign services						