



## REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM All interested National Multimedia Firm	DATE: July 5, 2021
	REFERENCE: 2021/UNDP/GAM/PACD/113

Dear Sir / Madam:

We kindly request you to submit your Proposal Documenting results on the Programme for Accelerated Community Development-PACD

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

Proposals may be submitted on or **before Sunday, July 18, 2021** and via email, to the address below:

**United Nations Development Programme**  
*5 Kofi Annan Street, Cape Point, Bakau*  
*P.O.Box 553 Banjul, Republic of The Gambia*  
**Email address: bids.gm@undp.org**

Your Proposal must be expressed in the English language, and valid for a minimum period of 120

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

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 did not award 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/unscocconduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscocconduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Nana Chinbuah*

*DRR*

*7/5/2021*

### Description of Requirements

Context of the Requirement	Documenting results on the Programme for Accelerated Community Development-PACD
Implementing Partner of UNDP	<i>Government of The Gambia</i>
Brief Description of the Required Services <sup>1</sup>	<i>Please refer the TERMS OF REFERENCE</i>
List and Description of Expected Outputs to be Delivered	<i>Please refer the TERMS OF REFERENCE</i>
Person to Supervise the Work/Performance of the Service Provider	<i>Please refer the TERMS OF REFERENCE</i>
Frequency of Reporting	<i>Please refer the TERMS OF REFERENCE</i>
Progress Reporting Requirements	<i>Please refer the TERMS OF REFERENCE</i>
Location of work	<i>UNDP Gambia Country Office</i>
Expected duration of work	25 working days
Target start date	Immediately after concluding contract Agreement
Latest completion date	<i>Please refer the TERMS OF REFERENCE</i>
Travels Expected	Regional field visits.
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating	<input checked="" type="checkbox"/> Required

<sup>1</sup> A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

breakdown and timing of activities/sub-activities																								
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required																							
Currency of Proposal	<input type="checkbox"/> United States Dollars <input checked="" type="checkbox"/> Local Currency: GMD																							
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes																							
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 120 days  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.																							
Partial Quotes	<input checked="" type="checkbox"/> Not permitted																							
Payment Terms	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td rowspan="5">           Within thirty (30) days from the date of meeting the following conditions:            a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and            b) Receipt of invoice from the Service Provider.         </td> </tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release				Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.												
Outputs	Percentage	Timing	Condition for Payment Release																					
			Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.																					
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	Please refer the TERMS OF REFERENC																							
	<input type="checkbox"/> Other Type of Contract:																							

Type of Contract to be Signed	Contract for Goods and/or Services for/to UNDP Contract Face Sheet
Criteria for Contract Award	<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 criterion 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><b><u>Technical Proposal (70%)</u></b></p> <p><i>Please refer the TERMS OF REFERENCE</i></p> <p><b><u>Financial Proposal (30%)</u></b>          To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions <sup>2</sup>	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR
Contact Person for Inquiries (Written inquiries only)	<p><i>Getachew Araya</i>  <i>Procurement Specialist on Detail Assignment</i>  <i>Getachew.araya@undp.org</i></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 [pls. specify]	

<sup>2</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>3</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>4</sup>)*

[insert: Location].

[insert: Date]

To: Nana Chinbuah

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP No. 2021/UNDP/GAM/PACD/113 dated 7/5/2021, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:*

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations.*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references.*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *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.*

### B. 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.*

<sup>3</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>4</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. **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.

D. **Cost Breakdown per Deliverable\***

	<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*

E. **Cost Breakdown by Cost Component [This is only an Example]:**

<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]*

## **TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF NATIONAL MULTIMEDIA FIRM**

**Services/Work Description:** Documenting results on the Programme for Accelerated Community Development-PACD

**Project/Program Title:** Programme for Accelerated Community Development Implementation and monitoring processes and mechanisms that promote result reporting and communication in The Gambia.

**Post Title:** National Multimedia Firm

**Consultant Level:** Expert Firm

**Duty Station:** UNDP Gambia Country Office

**Expected Places of Travel:** Regional field visits.

**Duration:** 25 working days

**Expected Start Date:** Immediately after concluding contract Agreement

### **I. BACKGROUND**

The government of the Gambia and the United Nations Development Programme initiated a Programme for Accelerated Community Development-(PACD) as a major poverty reduction strategy targeting rural communities addressing inequalities, disparities, and injustices in access to socio-economic infrastructure. and development deficit between the well- off urban and poor rural areas. The PACD model provides a vehicle for a multi-sectoral approach to addressing poverty and inequality at community level and will help government to respond to social demands through a partnership with development partners to ensure accelerated, multi-pronged, participatory, and accountable delivery of services particularly to far-to-reach populations. This will revitalize and transform the economy for the wellbeing of all Gambians and particularly address the persistent and serious disparities between urban and rural areas in terms of access to basic services including water, energy, road infrastructure and productive machinery and labor saving devices

The PACD pilot project document was duly signed on 7th April 2020 for a life cycle of one year, ending 31st March 2021 initially but extended to March 2022 for a total budget of USD US\$ 5 712 867.15

PACD comprises of 5 components:

- a) Component 1: Access to portable Water (23 communities with a population of over 38,000 people)
- b) Component 2: Rural Electrification Programme to five districts covering over 38 communities with population of 42,00 people)
- c) Component 3: Rural Roads Network (Five road networks directly connecting more than 23 communities expanding market and social service linkages thereby eliminating their access poverty
- d) Component 4: Food Security (Postharvest and Processing Equipment and exotic livestock for milk production) Diverse labor-saving equipment are procured to add value to local products and increase their market values and save women from drudgery. Supply exotic livestock which can produce milk as source of protein and income generation at local level. -over fifty communities will benefit from this component.
- e) Component 5: Sustainability of services and assets: Focus on strengthening local management structures to ensure sustainability of the project supported interventions and establishment of a Geo-Information monitoring system (GIS).



## II. SCOPE OF THE WORK

The pilot phase of Programme for Accelerated Community Development is due to conclude on 30 March 2022, following two years of implementation and need to demonstrate and show achievements, as well as documenting challenges, lessons learnt and best practices. The communication undertaking will keep the public aware of the project deliverables, support sustainability mechanism and show results that can attract resources for full implementation of the actual project document as per the feasibility studies. The demonstration of key results using diverse channels and media will be a central task of the consultancy.

In this regard, the Project seeks the support of a multimedia firm to develop the following products:

- Multimedia Results update per month for a period of three months
  - 1 video on progress of infrastructure
  - 1 video story with beneficiaries of the new infrastructure
  - 1 digital Infographic on results achieved
  - Produce 50 action pictures
- Develop and manage a dedicated website for PACD that includes information on the project including areas of interventions and location of intervention and incorporate in an interactive map, and regular updates on the project (16 days total)
- Compilation of Videos to produce a 13–15-minute Final documentary communicating key project results and expected impact (including development of script and screenplay, conducting interviews, and full production of documentary and its 3-5minute teaser) – (10 days)
- Design of succinct final brochure (approx. 8-10 pages) communicating key project results and expected impact (including printing of 100 copies) – 5 days. Provide project information briefs and initiate project newsletter, posters, power-point slides and giggles etc. -4 working days.

## III. EXPECTED OUTPUTS AND DELIVERABLES

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1	13–15-minute documentary communicating key project results and expected impact (including development of script and screenplay, conducting interviews (including up to 5 regional field visits), and full production of documentary and its 3-5minute teaser)	15 Working days	PACD Manager
2	Design Succinct brochure (approx. 5 pages) communicating key project results and expected impact (including printing of 100 copies) and capture 50 pictures demonstrating key project results.	5 Working days	PACD Manager
3	Provide project information briefs, power-point slides and initiate project newsletter, posters giggles, etc.	5 working days	PACD Manager

## IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The firm will submit deliverables to the UNDP-PACD Management Unit who would provide guidance and assess the quality of the deliverables.

## V. DURATION OF THE WORK

The duration of the consultancy is 25 working days.

## **VI. QUALIFICATIONS OF THE SUCCESSFUL FIRM**

To be eligible, bidders should propose a team with the following minimum qualifications:

### **a. Academic Qualifications:**

- A bachelor's degree in media, film production or communications, or post high-school relevant professional certificate with seven years of relevant experience.

### **b. Professional experience:**

- Five years professional experience in area of specialization (development communication, story writing, media production, visual journalism, photography, graphic design, editing, etc.). Previous experience working with the UN system in The Gambia, particularly UNDP is desirable.
- Substantial experience engaging with and collaborating with government, private sector or civil society and communities. Previous collaboration with the UNDP is desirable.
- Similar experience developing results-oriented communication products and material for the public or private enterprises. Previous, similar assignment with a UN agency is desirable.

### **c. Competencies:**

- Communication
- Working with People
- Familiar with rural situation/rural development issues
- Drive for Results

### **d. Language and other skills:**

- Strong knowledge of English, including the ability to present clearly and concisely ideas and concepts in written and oral form,
- Capacity to communicate fluently with different stakeholders, in at least 1 local language and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

### **e. Compliance of the UN Core Values:**

- Demonstrates integrity by modelling the UN's values and ethical standards,
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

### **Important Note:**

Bidding firms are required to have the following professional and technical qualifications and only those who hold these qualifications will be shortlisted and contacted. Firms are strongly encouraged to include women and Persons with Disabilities as part of their proposed teams.

## **VII. CRITERIA FOR SELECTING THE BEST OFFER**

Upon the advertisement of the Procurement Notice, qualified bidders are expected to submit both a Technical and Financial Proposal. Accordingly, bidders will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is:
  - a. Technical Criteria weight is **70%**
  - b. Financial Criteria weight is **30%**

Criteria		Weight
A bachelor's degree in media, film production or communications, or post high-school relevant professional certificate with seven years of relevant experience.		10
Five years professional experience in area of specialization, including experience working with UNDP		10
Experience engaging with and collaborating with government stakeholders and communities		15
Similar experience developing results-oriented communication products and material for the public or private enterprises, including UN agency		15
Language (English required and at least 1 local language)		10
Technical Proposal (including at least: cover letter, previous, similar assignments, methodology, CVs of team composition)		40
Financial weight		30
<b>Total Score</b>	<b>Technical Score * 70% + Financial Score * 30%</b>	

Financial proposals should be detailed, including a breakdown of costs based on daily rate of team composition, as well as cost of 10-day mission in all 5 regions and 2 municipalities of The Gambia.

#### **VIII. PAYMENT MILESTONES AND AUTHORITY**

The qualified firm shall receive service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 <sup>st</sup> Installment	Submission of script and screenplay for use in the documentary communicating results of the PACD Project, and designed template for succinct results brochure (approx. pages)	DRR	50%
2 <sup>nd</sup> Installment	Submission of 13-15-minute video documentary highlighting results of the Project, including teaser videos, 100 copies of succinct results brochure (approx. 5 pages) and compilation of 50 pictures.	DRR	35%
3 <sup>rd</sup> Instatement	Provide project information briefs and initiate project newsletter, posters giggles, PowerPoint slides	DRR	15%

#### **IX. CONFIDENTIALITY AND PROPRIETARY INTERESTS**

The firm shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

**This TOR is approved by:**

**Signature:**

**Name and Designation:** Abdou Touray Programme Specialist  
**Date of Signing:**