



RE-ADVERTISED

REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: July 8, 2021
	REFERENCE: UNDP-RFP-2021-210 JTN: 15204 ORPS: 1154

Dear Sir / Madam:

We kindly request you to submit your Proposal for **“Providing Data Collection And Management, Information Dissemination and Social Media Management Services”** Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Your proposal should be submitted through e-Tendering online system by or before the deadline of **Monday, 26th July 2021 12:30 PM PST OR 3:30 AM EDT** indicated in <https://etendering.partneragencies.org>.

Detailed instructions on how to register, submit, modify or cancel a bid in the e-Tendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link: <http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/>

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” button no later than **Thursday, 15th July 2021 [12:30 PM Pakistan Standard Time OR 3:30 AM EDT]**. If that is not the case, UNDP would appreciate your indicating the reason, for our records.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it is submitted through the e-Tendering system 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 there is requirement of any clarification related to this RFP, kindly send queries to pakistan.procurement.info@undp.org.

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.

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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 4.

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/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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

(for)

Hari Kafle 07-Jul-2021

**Knut Ostbay
Resident Representative**

Annex 1**Description of Requirements**

Context of the Requirement	Firm/Institute/Organization for Providing Data Collection and Management, Information Dissemination and Social Media Management Services
Brief Description of the Required Services	<p>Background:</p> <p>Innovation for development is about identifying more effective solutions that add value for the people affected by development challenges – people and their governments, our users and clients. For example, new approaches include setting up innovation labs with governments to re-design public service delivery; embracing data innovation to implement and monitor the SDGs; exploring emerging and alternative sources of financing to deepen and diversify the resourcing and implementation of the SDGs, from social impact bonds to pay-for-success and crowdfunding avenues or using behavioral insights to facilitate policy-making; using technology to create social impact.</p> <p>The digital economy is rapidly transforming the global and national landscape across various sectors and industries. Information and communication technologies (ICT) particularly the mobile phone has immensely penetrated every field of life, such as, education, business, commerce, and agriculture. Mobile phone-based communication has rapidly grown in the recent past and has become the most used communication tool among all ICTs of the current age. In order to fully integrate this approach into our programming, UNDP Pakistan is increasingly using this communication channel to effectively reach its end-users, particularly rural populations and women, to increase its outreach and to create greater impact.</p> <p>The onslaught of the COVID-19 pandemic has led to a further increase in use of digital channels. While small, medium and individual businesses have been affected adversely by the crisis, this has also created an opportunity for people to make use of technology to reach its customers through online platforms. The rapid migration to digital technologies driven by the pandemic will continue into the recovery. Behaviours and preferred interactions have changed significantly, and while they will continue to shift, the uptake in the use of digital services is here to stay. UNDP Pakistan aims to continue to deal with the COVID-19 recovery through digital means.</p> <p>Objective:</p> <p>UNDP Pakistan is looking to hire an organization with technical expertise in ICT for development (ICT4D). The ICT4D support will specifically help produce ICT solutions by supporting the design, implementation and monitoring of UNDP Youth Empowerment Programme, thus ensuring the mainstreaming of innovation and the inclusion of new</p>

	techniques and methodologies in its work. This includes remote outreach using telecom channels (SMS and robocalls).																						
List and Description of Expected Outputs to be Delivered	<p>UNDP aims to hire a suitable organisation for these services. The selected partner will offer a menu of services with standard prices to UNDP, which will cover integration of ICT for development and other innovative approaches to programming into the UNDP project management cycle. Services would then be solicited on a need basis by relevant UNDP units. The following four service lines have been identified for this contract:</p> <p>Integrated Communication Strategy Information Dissemination Data Collection & Management Social Media Management</p> <table><tr><th>Item No</th><th>Category</th><th>Description</th><th>Quantity</th></tr><tr><td>1</td><td><u>Integrated Communication Strategy:</u> Analyze the project intervention end-to-end and develop communication strategy that integrates traditional media outreach (TV/Radio/Print) with modern media (Mobile, Internet/Social Media) to ensure 2-way communication with target beneficiaries.</td><td>Communication Strategy</td><td>10 days</td></tr><tr><td rowspan="2">2</td><td rowspan="2"><u>Information Dissemination:</u> Leverage mobile and digital media to disseminate static and dynamic content in low-cost and scalable ways.</td><td>SMS</td><td>3,000,000 SMS</td></tr><tr><td>Robocalls</td><td>300,000 Robocalls</td></tr><tr><td>3</td><td><u>Data Collection and Management:</u> Collect rapid data to assess market readiness for a product, campaign or service, and conduct community-level audits to improve service delivery or policy uptake.</td><td>Phone-assisted surveys (10-min surveys)</td><td>2,000 surveys</td></tr><tr><td>4</td><td><u>Social Media Management:</u> Social Media management including page creation and management with engagement targets such as likes and views through KPI driven social media bundles.</td><td>Social media bundles (page management, banners, number of likes/views, etc.)</td><td>2 bundles</td></tr></table>	Item No	Category	Description	Quantity	1	<u>Integrated Communication Strategy:</u> Analyze the project intervention end-to-end and develop communication strategy that integrates traditional media outreach (TV/Radio/Print) with modern media (Mobile, Internet/Social Media) to ensure 2-way communication with target beneficiaries.	Communication Strategy	10 days	2	<u>Information Dissemination:</u> Leverage mobile and digital media to disseminate static and dynamic content in low-cost and scalable ways.	SMS	3,000,000 SMS	Robocalls	300,000 Robocalls	3	<u>Data Collection and Management:</u> Collect rapid data to assess market readiness for a product, campaign or service, and conduct community-level audits to improve service delivery or policy uptake.	Phone-assisted surveys (10-min surveys)	2,000 surveys	4	<u>Social Media Management:</u> Social Media management including page creation and management with engagement targets such as likes and views through KPI driven social media bundles.	Social media bundles (page management, banners, number of likes/views, etc.)	2 bundles
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Person to Supervise the Work/Performance of the Service Provider	Programme Manager, Youth Empowerment Programme, UNDP Pakistan																						
Frequency of Reporting	Deliverable wise																						

Progress Reporting Requirements	Deliverables based.
Location of work	Home based
Expected duration of work	5 Months
Target start date	August 2021
Latest completion date	December 2021
Travels Expected	None
Special Security Requirements	Note: UNDP will not be liable to provide the security to the selected firm and it is the responsibility of the selected firm to arrange the security of its employees.
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	Not Applicable
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> [PAK RUPEES] for local bidders <input checked="" type="checkbox"/> [USD] for international bidders
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (the invoice submitted should indicate the price and tax portion separately). Further, 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.
Validity Period of Proposals (Counting for the last day of	<input checked="" type="checkbox"/> 90 days

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submission of quotes)	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	Deliverables and Payment Schedule <table border="1"> <tr> <th colspan="4">Schedule of payment</th></tr> <tr> <th>Deliverables</th><th>Percentage of Payment</th><th>Timeline</th><th>Condition for Payment Release</th></tr> <tr> <td>1. Submission of Communication Strategy</td><td>15%</td><td>August 2021</td><td rowspan="4">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>2. Submission of Report including results of the information dissemination (SMS and Robocalls)</td><td>20%</td><td>September 2021</td></tr> <tr> <td>3. Submission of Report on results of the surveys conducted</td><td>40%</td><td>November 2021</td></tr> <tr> <td>4. Submission of Report on the results of social media management/bundles</td><td>25%</td><td>December 2021</td></tr> <tr> <td>Total</td><td>100%</td><td></td><td></td></tr> </table>			Schedule of payment				Deliverables	Percentage of Payment	Timeline	Condition for Payment Release	1. Submission of Communication Strategy	15%	August 2021	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	2. Submission of Report including results of the information dissemination (SMS and Robocalls)	20%	September 2021	3. Submission of Report on results of the surveys conducted	40%	November 2021	4. Submission of Report on the results of social media management/bundles	25%	December 2021	Total	100%		
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Total	100%																											
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Programme Manager, Youth Empowerment Programme, UNDP Pakistan																											
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract for Professional Services																											
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) Where the minimum passing score of technical proposal is 70%. <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

Technical Proposal (70%)

- ☒ Expertise of the Firm **25% with 175 Marks out of 700**
- ☒ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan **45% with 315 marks out of 700**
- ☒ Management Structure and Qualification of Key Personnel **30% with 210 marks out of 700**

Financial Proposal (30%)

To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP. (**Financial Score= (Lowest Offer/Offer*100)**)

Summary of Technical Proposal Evaluation		Score Weight	Points Obtainable
1.	Expertise of Firm/ Organization submitting Proposal	25%	175
2.	Proposed Approach / Technical proposal	45%	315
3.	Personnel	30%	210
Total			700

Form 1: Technical Proposal Evaluation		Points Obtainable
Expertise of Firm / organization		
1.1	A proven relevant working experience and track record of Five (05) years and demonstrated experience in similar activities. In addition, proven track record of using digital technology for data collection, monitoring and beneficiary feedback as well as door to door survey. (60 Marks) 20 Marks for each year.	60
1.2	General Organizational Capability (i.e. size of the firm / organization, strength of project management support, project financing capacity and management controls). (40 Marks)	40
1.3	Financial Stability: Audited Financial Statements for past 02 years (2020-2019 [or most recent] and 2019-2018) for assessing Quick Ratio (QR) and QR should be more than 1 for each year. (Each year carries 30 marks)	60
1.4	Experience of providing similar services directly to international organizations, including the UN system. 3 contracts required. (15 Marks) 5 Marks for each similar assignment.	15
Total Part 1		175
Form 2: Technical Proposal Evaluation		

		Points Obtainable
Proposed Work Plan and Approach		
2.1	To what degree does the proposer understand the intended task; the objectives, the deliverables, and intended activities within which the assignment is ought to be carried out? Have the important aspects of the task been addressed in enough detail? Is the implementation methodology well-defined and correspond to the TORs?	60
2.2	Has the bidder indicated a monitoring plan to effectively monitor the project activities and also reflected the resources / services to carry out monitoring and/or has listed means of verification of the activities? Has a work plan with timelines and deliverables been shared?	55
2.3	Are quality measures and checks built in the proposal? - data collection process methodology - data transmission from field to databank - checks on data collection and entry to ensure quality and integrity of data	50
2.4	Are there any risks identified while implementing the assignment and what are the proposed mitigation measures outlined in the proposal?	50
2.5	Timelines against deliverables: Are the timelines against deliverable logical, realistic to efficiently implement the activity? Timeline against deliverable to be submitted.	50
2.6	Does the proposal include mechanisms for collating data, data entry and undertaking data analysis in a report format? Does the proposal include a field deployment plan, pretesting methodology and questionnaire development? Does the firm have inhouse capacity of database and software development?	50
Total Part 2		315
Form 3: KEY PERSONNEL PROFILE – (Names and curriculum vitae of individuals who will be involved in completing the services)		
Team Leader Team Leader CV will be evaluated as below; Education; Master's degree Information Technology and/or any related field (40 Marks) Experience: (50 max) 0-2 years of experience in relevant field (10 marks) 3-5 years of experience in relevant field (25 marks) 5 years above experience in relevant field (50 marks)		90

	Data Analysis Expert Education; Master's degree in Social Sciences, MBA/MPA (42 marks) Experience: Minimum 3 years in data analysis and M&E (6 marks for each year)	60
	Admin and Finance Expert Education; Master's degree in Social Sciences, MBA/MPA (42 marks) Experience: Minimum 3 years in similar field (6 marks for each year)	60
	Total	210
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider	
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Form for Submission of Financial Proposal (Annex 3) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 4) <input checked="" type="checkbox"/> Detailed TOR [Annex-5]	
Contact Person for Inquiries (Written inquiries only)	<p><i>pakistan.procurement.info@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>	

<p>Minimum Eligibility Criteria</p>	<ol style="list-style-type: none"> 1. Minimum Five(05) years of experience after registration of the firm. 2. Three relevant Contracts in last five (05) years with National/Multinational Organizations (please attach copies of contracts). 3. Profile of the company/firm along with details of employee, CVs of key professionals and available facilities/expertise. 4. Three satisfactory performance certificates in last Five (05) years along with duration of each assignment. 5. Sales Tax and Income Tax Certificates, Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Proposer is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Proposer; 6. Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation, or Valid Certificates of registration with Security Exchange Commission of Pakistan. (SECP) 7. All information regarding any past and current litigation during the last three (3) years, in which the proposer is involved, indicating the parties concerned, the subject of the litigation, the amounts involved, and the final resolution if already concluded, s. 8. CVs of all the personnel that will be assigned to this assignment. 9. An affidavit/declaration on company letter head that the company/firm has never been black listed by any institution / department / agency and that it has not been involved in litigation with any of its clients.
<p>Deadline for Submission</p>	<p>Monday, 26th July 2021 (12:30 PM Pakistan standard Time or 3:30 AM EDT)</p> <p>Please note:</p> <ol style="list-style-type: none"> 1. Date and time visible on the main screen of event (on e-tendering portal) will be final and prevail over any other closing time indicated elsewhere, in case they are different. Please also note that the bid closing time shown in the PDF file generated by the system is not accurate due to a technical glitch that we will resolve soon. The correct bid closing time is as indicated in the e-tendering portal and system will not accept any bid after that time. It is the responsibility of the bidder to make sure bids are submitted within this deadline. UNDP will not accept any bid that is not submitted directly in the system. 2. Try to submit your bid a day prior or well before the closing time. Do not wait until last minute. If you face any issue in submitting your bid at the last minute, UNDP may not be able to assist.

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Electronic submission (eTendering) requirements	<ul style="list-style-type: none"> • Technical and financial proposals should be submitted in separate PDF files • File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard. • All files must be free of viruses and not corrupted. • Password for financial proposal must not be provided to UNDP until requested by UNDP (see notes below) <p>Important Notes for financial proposal:</p> <ul style="list-style-type: none"> • The proposer is required to prepare and submit the financial proposal in a <u>PASSWORD PROTECTED PDF</u> file separate from the rest of the proposal submission as indicated in the instructions to proposers. • Password for financial proposal must not be provided to UNDP until it is formally requested by UNDP focal point indicated below: tahir.islam@undp.org; israr.ahmad@undp.org • While entering financial proposal in the e-tendering system, always mention your bid price as PKR 1. Please do not mention the value of your financial proposal in the e-tendering system. It should only be mentioned in the password protected file/ attachment of financial proposal. The proposals of those organizations who would reveal their financial proposal value in the e-tendering system will be considered as disqualified.
Pre-proposal conference	N/A

Annex 2**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 :

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, contact 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.
- g) Include all the documents mentioned in the **Minimum Eligibility Criteria** mentioned in Annex 1.

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.

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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.

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

Annex 3**FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL**

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

A. Cost Breakdown per Deliverable*

Schedule of payment			
Deliverables	Percentage of Payment	Timeline	Amount in PKR
1. Submission of Communication Strategy	15%	August 2021	
2. Submission of Report including results of the information dissemination (SMS and Robocalls)	20%	September 2021	
3. Submission of Report on results of the surveys conducted	40%	November 2021	
4. Submission of Report on the results of social media management/bundles	25%	December 2021	
Total	100%		

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

No.	Category	Items	Unit of Measure (type of requirement)	Quantity/ Unit	Unit Price PKR	Total PKR
1	Integrated Communication Strategy	Communication Strategy	No. of consulting days (cost includes total team cost per day)	10 days		
2	Information Dissemination	SMS	No. of SMS (cost per SMS)	3,000,000 SMS		
		Robocalls	No. of robocalls (cost per robocall i.e. airtime fee per 30 seconds)	300,000 Robocalls		
3	Social Media Management	Social media bundles (page management, banners, number of likes/views, etc.)	No. of bundles of page management, banners, number of likes/views, etc. (cost per bundle)	2 Bundles		
4	Data Collection	Phone-assisted surveys	No. of phone-assisted surveys (cost per 10-min survey)	2,000 surveys		
Total						

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

[Designation]

[Date]

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Annex 4

General Terms and Conditions for Services
Separately attached

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Annex-5

**Hiring of Firm/Institute/Organization for Providing Data Collection And Management,
Information Dissemination and Social Media Management Services
Terms of Reference (TOR)**

A. Project Title: Youth Empowerment Programme**B. Project Description****Background:**

Innovation for development is about identifying more effective solutions that add value for the people affected by development challenges – people and their governments, our users and clients. For example, new approaches include setting up innovation labs with governments to re-design public service delivery; embracing data innovation to implement and monitor the SDGs; exploring emerging and alternative sources of financing to deepen and diversify the resourcing and implementation of the SDGs, from social impact bonds to pay-for-success and crowdfunding avenues or using behavioral insights to facilitate policy-making; using technology to create social impact.

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Objective:

UNDP Pakistan is looking to hire an organization with technical expertise in ICT for development (ICT4D). The ICT4D support will specifically help produce ICT solutions by supporting the design, implementation and monitoring of UNDP Youth Empowerment Programme, thus ensuring the mainstreaming of innovation and the inclusion of new techniques and methodologies in its work. This includes remote outreach using telecom channels (SMS and robocalls).

Scope of Work:

UNDP aims to hire a suitable organisation for these services. The selected partner will offer a menu of services with standard prices to UNDP, which will cover integration of ICT for development and other innovative approaches to programming into the UNDP project management cycle. Services would then be solicited on a need basis by relevant UNDP units. The following four service lines have been identified for this contract:

- Integrated Communication Strategy
- Data Collection & Management
- Information Dissemination
- Social Media Management

Item No	Category	Description	Quantity
1	<u>Integrated Communication Strategy</u> : Analyze the project intervention end-to-end and develop communication strategy that integrates traditional media outreach (TV/Radio/Print) with modern media (Mobile, Internet/Social Media) to ensure 2-way communication with target beneficiaries.	Communication Strategy	10 days
2	<u>Information Dissemination</u> : Leverage mobile and digital media to disseminate static and dynamic content in low-cost and scalable ways.	SMS	3,000,000 SMS
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4	<u>Social Media Management</u> : Social Media management including page creation and management with engagement targets such as likes and views through KPI driven social media bundles.	Social media bundles (page management, banners, number of likes/views, etc.)	2 bundles

C. Expected Outputs and Deliverables

Schedule of payment			
Deliverables	Percentage of Payment	Timeline	Condition for Payment Release
1. Submission of Communication Strategy	15%	August 2021	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
2. Submission of Report including results of the information dissemination (SMS and Robocalls)	20%	September 2021	
3. Submission of Report on results of the surveys conducted	40%	November 2021	
4. Submission of Report on the results of social media management/bundles	25%	December 2021	
Total	100%		

D. Institutional Arrangement

The consultant firm will report to Programme Manager – CPRU, UNDP Pakistan.

E. Duration of the Work

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Duration of the assignment is **5 Months** after signing of contract.

F. Location

Pakistan

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