Subject: Clarification No. 1

To the attention of potential applicants,

Reference is made to the Request for proposal posted on 31 May 2022 with the subject of “Implementation of “Development and Implementation of Digital and Social Media Campaign as part of Digitally Enabled and Digitally Equipped [GATE]” project”, with the deadline of 14 June 2022.

We would like to inform you that we have received the below inquiries about the Terms of Reference and the RFP package, and hereby the response is explained as below.

Q1. Please provide more information regarding the GATE project?

A1. This initiative adopts a practical approach to demonstrate the viability of digital business models among micro and small enterprises to mitigate the socio-economic impact of COVID-19 among vulnerable households. The immediate objective is to empower MSMEs to effectively access and leverage opportunities in the digital economy space – mainly e-commerce and e-marketing; the end goal is to alleviate the socio-economic impact of COVID-19 among vulnerable households, leveraging MSMEs as an entry point. The Project will focus on ‘heavy-hit’ sectors in existing pilot areas within three provinces – Hormozgan, Lorestan, and Tehran (Malard county).

The Project adopts an easy-to-replicate but practical results logic: ‘Inform-Invest-Connect’. It draws from UNDP’s past programmatic experience in the region and ongoing UNDP projects in I.R. Iran. The working hypothesis of the Project is based on the fact that by facilitating access to market intelligence and making well-targeted investments in crucial skill sets and know-how (human capital) and tools (connectivity, hardware, etc.), the inclusion of COVID-19 impacted MSMEs into the growing digital economy of Iran (e-commerce and e-marketing) can be accelerated cost-effectively, with positive repercussions in terms of employment and disposable income among vulnerable households mainly those indirectly employed by such micro and small enterprises. In line with this logic, there are, therefore, three expected sets of outputs to be delivered through this pilot, targeting 1,200 beneficiaries. In other words, Interventions will be channeled into two broad categories: a) Technical Advisory and training and b) Equipping the targeted beneficiaries with digital devices to be effectively connected to the existing national digital marketplaces.
Q2. Shall we use the provided word format for writing the proposal or shall we use the company’s format?

A2. It is required to receive the information in the provided template, however, the supporting documents such as registration documents and CVs of personnel shall be attached to the proposal. The technical and Financial Proposals need to be signed and stamped.

Q3. What is the final estimated number of billboards required?

A3. Totally three billboards are expected to be installed in the well-known urban locations. The geographical locations of the purposed billboards shall meet the required criteria mentioned in the RFP while justifying the integration between the campaigns’ activities which shall be elaborated in the proposed methodology.

Q4. In the first stage, shall the methodology and action plan be also submitted (according to the table III of page 24)?

A4. It is expected and required that the offerors submit their full proposal including but not limited to their methodology, action plan and other requested information according to the provided forms in the RFP package. The mentioned table in the Terms of Reference is the timeline suggested for undertaking the assignment after the award of the contract to the winner of the tendering.