

REQUEST FOR QUOTATION (RFQ)

RFQ Reference: RFQ/083/IND 2022	Date: July 19, 2022
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Subject: **Hiring a Creative Agency for Developing NAPS “Communication and Awareness Toolkit.**

SECTION 1: REQUEST FOR QUOTATION (RFQ)

UNDP kindly requests your quotation for the provision of works as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex 1: Terms of Reference

Annex 2: Quotation Submission Form

Annex 3: Financial Offer Submission Form

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using Annex 2: Quotation Submission Form and Annex 3 Financial Offer, by the method and by the date and time indicated in Section 2. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you and we look forward to receiving your quotations.

Issued by:

Signature: _____

Name: Arun Arumughan

Title: Procurement Analyst

Date: July 19, 2022

SECTION 2: RFQ INSTRUCTIONS AND DATA

Introduction	<p>Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement</p> <p>Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFQ.</p> <p>UNDP reserves the right to cancel the procurement process at any stage without any liability of any kind for UNDP, upon notice to the bidders or publication of cancellation notice on UNDP website.</p>
Deadline for the Submission of Quotation	<p>August 01, 2022</p> <p>If any doubt exists as to the time zone in which the quotation should be submitted, refer to http://www.timeanddate.com/worldclock/.</p> <p>For eTendering submission - as indicated in eTendering system. Note that system time zone is in EST/EDT (New York) time zone.</p> <p>PLEASE NOTE: -</p> <ol style="list-style-type: none"> <u>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</u>, 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. 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 submitting your bid at the last minute, UNDP may not be able to assist.
Method of Submission	<p>Quotations must be submitted as follows:</p> <p><input checked="" type="checkbox"/> E-tendering</p> <p>Bid submission address: Online UNDP E-tendering Portal</p> <ul style="list-style-type: none"> File Format: PDF files only 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. Max. File Size per transmission: 10 MB It is recommended that the entire Quotation be consolidated into as few attachments as possible. The bidder should receive an email acknowledging email receipt. <p>[For eTendering method, click the link https://etendering.partneragencies.org]</p> <p>Detailed instructions on how to submit, modify or cancel a bid in the eTendering 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/procurementnotices/resources/</p>

Cost of preparation of quotation	UNDP shall not be responsible for any costs associated with a Supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.
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Supplier Code of Conduct, Fraud, Corruption,	<p>All prospective suppliers must read the United Nations Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes principles on labour, human rights, environment and ethical conduct may be found at: https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</p> <p>Moreover, UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors to observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_an_dinvestigation.html#anti</p>
Gifts and Hospitality	Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches, dinners or similar. In pursuance of this policy, UNDP: (a) Shall reject a bid if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question; (b) Shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.
Conflict of Interest	<p>UNDP requires every prospective Supplier to avoid and prevent 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, specifications, cost estimates, and other information used in this RFQ. Bidders shall strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified.</p> <p>Bidders must disclose in their Bid their knowledge of the following: a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel who are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving goods and/or services under this RFQ.</p> <p>The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP's further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFQ, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Bid.</p>
General Conditions of Contract	<p>Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the General Conditions of Contract</p> <p><input checked="" type="checkbox"/> General Terms and Conditions for Works</p> <p>Applicable Terms and Conditions and other provisions are available at UNDP/How-we-buy</p>
Special Conditions of Contract	<input checked="" type="checkbox"/> N.A.

Eligibility	<p>A vendor who will be engaged by UNDP may not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations. Failure to do so may result in termination of any contract or PO subsequently issued to the vendor by UNDP.</p> <p>It is the Bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established by UNDP.</p>
	Bidders must have the legal capacity to enter a binding contract with UNDP and to deliver in the country, or through an authorized representative.
Currency of Quotation	<p>Quotations shall be quoted in:</p> <p>Preferred Currency of Bid : Indian Rupees (INR)</p> <p>Bids in other currency also allowed.</p> <p>Reference date for determining UN Operational Exchange Rate : Date of bid submission.</p>
Joint Venture, Consortium or Association	<p>If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Bid, they shall confirm in their Bid that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Bid; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture, Consortium or Association.</p> <p>Refer to Clauses 19 – 24 under Solicitation policy for details on the applicable provisions on Joint Ventures, Consortium or Association.</p>
Only one Bid	<p>The Bidder (including the Lead Entity on behalf of the individual members of any Joint Venture, Consortium or Association) shall submit only one Bid, either in its own name or, if a joint venture, Consortium or Association, as the lead entity of such Joint Venture, Consortium or Association.</p> <p>Bids submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> a) they have at least one controlling partner, director or shareholder in common; or b) any one of them receive or have received any direct or indirect subsidy from the other/s; or c) they have the same legal representative for purposes of this RFQ; or d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Bid of, another Bidder regarding this RFQ process; e) they are subcontractors to each other's Bid, or a subcontractor to one Bid also submits another Bid under its name as lead Bidder; or f) some key personnel proposed to be in the team of one Bidder participates in more than one Bid received for this RFQ process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Bid.

Duties and taxes	<p>Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNDP as a subsidiary organ of the General Assembly of the United Nations, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below:</p> <p>All prices must: <input checked="" type="checkbox"/> be exclusive of GST and other applicable indirect taxes</p>
Language of quotation	<p>English Including documentation including catalogues, instructions and operating manuals.</p>
Documents to be submitted	<p>Bidders shall include the following documents in their quotation:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Duly Accomplished Supplier's Quotation Form as provided in Annex 2; <input checked="" type="checkbox"/> Company Profile. <input checked="" type="checkbox"/> Copy of Latest Business Registration Certificate; <input checked="" type="checkbox"/> Quality Certificates (ISO etc.), if any; <input checked="" type="checkbox"/> Written Self-Declaration of not being included in the UN Security Council 1267 / 1989 list, UN Procurement Division List of other UN Ineligibility List. <input checked="" type="checkbox"/> Technical Capacity (Please provide CVs of the proposed team). <input checked="" type="checkbox"/> List of previous at least 2 contracts on similar services during the last five years with the contract value and client names. (Please provide copies of contract). <input checked="" type="checkbox"/> Statement of satisfactory completion (Certificates) from the top two clients in terms of Contract value in similar field. <input checked="" type="checkbox"/> Documents requested as per Annex-3 (Financial Offer).
Quotation validity period	<p>Quotations shall remain valid for 120 days from the deadline for the Submission of Quotation.</p>
Price variation	<p>No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.</p>
Partial Quotes	<p><input checked="" type="checkbox"/> Not permitted</p>
Alternative Quotes	<p><input checked="" type="checkbox"/> Not permitted</p>
Payment Terms	<p>Within 30 days upon UNDP's acceptance and receipt of invoice. (to be settled by the concerned staff or unit/agency).</p>
Conditions for Release of Payment	<p><input checked="" type="checkbox"/> 100% within 30 days of submission of original Invoice. Please also refer the "payment terms" under the "Terms of Reference".</p>

Contact Person for correspondence, notifications and clarifications	<p>E-mail address: manikandan.srinivasan@undp.org</p> <p>Attention: Quotations shall not be submitted to this address but to the address for quotation submission above (through e-tendering portal only). Otherwise, offer shall be disqualified.</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>
Clarifications	Requests for clarification from bidders will not be accepted any later than 3 days before the submission deadline. Responses to request for clarification will be communicated thru email/ Posted directly to eTendering portal.
Evaluation method	<input checked="" type="checkbox"/> <u>The Contract will be entered into with the lowest priced substantially compliant offer.</u>
Minimum Eligibility Criteria	<p>a) Legal registration of the Business, including for Tax purposes.</p> <p>b) Minimum 10+ years of experience in providing services of filming, editing, script writing, designing, publishing, and promoting video content. (Please submit copies of relevant contracts).</p> <p>c) Minimum 2 projects should be related to creating awareness, educational and communication materials for state / central government/ development sector agencies preferably related to skilling and employment. (Please submit copies of relevant contracts).</p>
Evaluation criteria	<p><input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex 1.</p> <p><input checked="" type="checkbox"/> Full compliance to requirements and lowest price.</p> <p><input checked="" type="checkbox"/> Full acceptance of UNDP General Terms and Conditions.</p> <p><u>Compliance on the following requirements</u></p> <p><input checked="" type="checkbox"/> Registration certificate (Certificate of Incorporation of the agency).</p> <p><input checked="" type="checkbox"/> Statement of satisfactory completion (Certificates) from the top two clients in terms of Contract value in similar field.</p> <p><u>Contract will be awarded to substantially responsive lowest priced Bidder.</u></p>
Right not to accept any quotation	UNDP is not bound to accept any quotation, nor award a contract or Purchase Order
Right to vary requirement at time of award	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.
Type of Contract to be awarded	<input checked="" type="checkbox"/> Professional Contract for Services.

Expected date for contract award.	August 2022
Publication of Contract Award	UNDP will publish the contract awards valued at USD 100,000 and more on the websites of the CO and the corporate UNDP Web site.
Policies and procedures	This RFQ is conducted in accordance with UNDP Programme and Operations Policies and Procedures
UNGM registration	<p>Any Contract resulting from this RFQ exercise will be subject to the supplier being registered at the appropriate level on the United Nations Global Marketplace (UNGM) website at www.ungm.org.</p> <p>The Bidder may still submit a quotation even if not registered with the UNGM, however, if the Bidder is selected for Contract award, the Bidder must register on the UNGM prior to contract signature.</p>

ANNEX 1: TERMS OF REFERENCE

Hiring a Creative Agency for Developing NAPS “Communication and Awareness Toolkit”

Duration: Four months (1st September – 31st December 2022)

Background

India is one of the youngest nations worldwide and has the largest working-age population in the world. At the same time, India's industries are facing an acute shortage of skilled workers given the rapidly widening gap between available skill sets in the labor market and those in demand. According to the India Skills Report 2021, the employability of India's youth decreased from 47.38% in 2019 to 45.9% in 2021, primarily due to the loss of skilling in recent years.

Apprenticeship programmes are an effective way for young adults to transition from school to work life while improving links between industry and training institutions. They facilitate ‘learning by doing — combining formal education with hands-on experience.

A report by ILO mentions first-hand case studies of SME¹s in India who compared their costs to benefits of providing apprenticeships. Interestingly, they found a positive return for the firms as early as the first year following a completed apprenticeship, and in most cases already accruing within the apprenticeship period itself. Similarly, findings from Canada, Germany, Switzerland and the UK show that an apprentice contributes productively and creates an additional (often monetary and qualitative) benefit for the company².

The Government of India launched the National Apprenticeship Promotion Scheme (NAPS) in 2016³ to promote apprenticeship in the country by providing financial incentives, technology, and advocacy support to industries undertaking apprenticeship programmes. NAPS' objective is to make apprenticeships accessible for both industry and youth and incentivise them to offer/take on apprenticeships. There are several national and state government schemes for skill development and most of these have the potential of being streamlined with NAPS in such a way that the investments made in the existing short-term skilling programmes are capitalised to maximise the benefits accruing to trainees and employers.

Despite the sustained push and focus on leveraging apprenticeships to reduce the employability gaps between skills supply and demand in India, there are only 0.26 million apprentices compared to 0.5 million in the UK, 3 million in Germany, 10 million in Japan, and 20 million in China. This is minuscule when compared to the nearly 10 million youths that enter India's workforce every year⁴. **Challenges**

¹ SME- Small Medium Enterprises

² [Apprenticeships can make India's youth matter](#)

³ For details on NAPS, please refer to <https://www.apprenticeshipindia.gov.in/> & <https://s3.ap-south-1.amazonaws.com/naps-cdn/naps-guidelines.pdf>

⁴ [India Skills Report 2021](#)

such as lack of awareness and information, perception of overregulation, and complex enrolment processes have led to the lack of apprenticeship uptake in the country.

United Nations Development Programme is implementing the PROGRESS programme in partnership with the Ministry of Skill Development and Entrepreneurship, Government of India. PROGRESS is supported by many private sector partners. The overall goal of the program is to facilitate “Secure local livelihoods, increased incomes, and improved quality of life for marginalised sections of the society, specifically youth, women, and migrants”.

Under the ambit of PROGRESS⁵, UNDP aims to support the scaling up of apprenticeship opportunities by addressing both demand side and supply side factors simultaneously and breaking the deadlock that plagues the current apprenticeship ecosystem. UNDP aims to support small and medium enterprises and youths to actively adopt apprenticeships and reap the advantage of developing a workforce with future-ready skills, and knowledge required for a rewarding career respectively. Targeted and focused communication, advocacy, and capacity-building initiative are planned to be implemented. Support measures will specifically focus on the following:

- Significant increase in the active involvement of district/cluster level industry associations and their member enterprises on NAPS. Supporting interested district/ cluster level industry associations and chambers to become the TPAs.
- Improving the participation of MSMEs, women, and persons with disabilities in the apprenticeship scheme.
- Strengthening the capacity of key public and private institutional stakeholders including State Skill Development Missions (SSDMs), State and Regional Apprenticeship Cells, District Skill Committees, Basic Training Providers (BTPs), Third Party Aggregators (TPAs), Vocational Training Providers (VTPs), educational and vocational institutions, etc.

Objective of the assignment, scope of work & approach

2.1 Objective

UNDP wishes to engage a **creative agency** for designing and developing the NAPS’ **Communication and Awareness Toolkit**. The toolkit is being developed to build awareness about NAPS from both the demand perspective (employers/industry associations) and the supply perspective (students / Vocational Training Providers).

The objective is **to develop customised multimedia-based blended communication and awareness collaterals and learning resources** including **promotional videos, flyers, brochures, etc.**, in English and three other regional languages of Hindi, Kannada and Gujarati, to enable awareness and capacity-building interventions across the supply-side, demand-side, and the government stakeholders. The customised AV content will include information about NAPS, a business case for hiring apprentices,

⁵ PROGRESS: Promoting Inclusive Growth through Enhanced Access to Local Livelihood Opportunity, Education to Work Transition and Social Protection Schemes

details on the NAPS process (use of the NAPS portal, including eligibility, policies and procedures, handholding, and pre-/post-placement support modules, reimbursement, etc.), success stories of champion employers, old apprentices, TPAs and BTPs.

The motive behind developing these collaterals is to use them across different platforms and mediums to create awareness and generate interest about the advantages of apprenticeship and at the same time make it aspirational for trainees, significantly increase the pool of interested and capable district/ cluster level industry associations and chambers to fulfil the role of TPAs under the NAPS scheme and to increase the enrolment rates of apprentices engaged. The outputs produced under this TOR are expected engage and appeal to youth and employers.

2 Scope of work and approach

Disclaimer: NAPS is being revised and improvised as NAPS 2.0. The theme, wherever stated as NAPS, should be based on NAPS 2.0

The agency is expected to understand what NAPS is, who the key stakeholders are, their roles, responsibilities and general know-how related to the scheme through secondary research. A sample list of available resources is provided in the annexure. However, the agency should further collect and study existing awareness and communication material available on NAPS. The target audience for the planned NAPS Communication & Awareness toolkit would be:

Demand Side:

- Employers with a specific focus on SMEs (who will hire apprentices)

Supply Side:

- Students (who will become potential apprentices)
- Vocational Training Institutes such as the Industrial Training Institute (ITI), National Skill Training Institutes (NSTI), Vocational Training Institutes (VTI), Private Industrial Training Centers (ITC), Private training centers, Government Model Training Centers such as the Pradhan Mantri Kaushal Vikas Kendra (PMKKs), Basic Training Providers, etc.

Enablers:

- SME Associations as Third-Party Aggregators (TPA)

The Communications and Awareness Toolkit shall comprise the following components:

- Audio Visuals (Videos) including individual success stories (Agency will be responsible for end-to-end production including shooting costs on location)
- Brochures/Leaflets designed separately as both hard copies and their digital versions. Materials should be multilingual, depending on the requirement, with the objective of reaching audiences in English, Marathi, Gujarati, Hindi, Tamil, Kannada, Telugu, Bengali.

- Smart messaging content for social media
- Human interest stories/snippets

S. N	Description	Purpose	Indicative key questions to be addressed
1.	1 AV - Supply side (3-4 mins)	<p>To inform students about the apprentice schemes, understand how NAPS can help them connect with local industries, and businesses, long-term career growth advantages of starting as an apprenticeship, and motivate them to become an apprentice. Provide information to vocational training providers as to how they guide students and can facilitate matchmaking between students and interested employers.</p> <p>The purpose is also to run two to three 30 second AVs as YouTube ads</p>	<ul style="list-style-type: none"> •Introduction to Apprenticeship •What are the components of NAPS? What are the objectives of NAPS? Who implements NAPS? Eligibility, the Process flow of NAPS – Registration to certification Process, Key Enablers – TPA, BTP •Process Flow: eligibility criteria for apprentices; the procedure for registration of candidates on the apprenticeship portal? How can a candidate undergo apprenticeship training? Is registration of the contract of apprenticeship required? What is the procedure for online registration of a contract of apprenticeship? •Advantage of becoming an Apprenticeship / Why should one join/ Learning and Career Growth •1-2 testimonials of students/ apprentices/beneficiaries •How can Institutions support students – The success story of BTPs/VTPs in supplying candidates to employers/building a connection between employers and students? •Two to three 30 second AV versions of the above can be run as ads on YouTube

2.	1 AVs - Demand Side (3-4 mins)	<p>To motivate employers, SME associations, and business chambers to become a part of the NAPS ecosystem and actively hire apprentices, understanding the key benefits it brings to their businesses (ROI, skilled manpower, recognition from the government, compliance with the act, etc.)</p> <p>To advertise AVs as YouTube ads to motivate youth to take on apprenticeship vacancies</p>	<ul style="list-style-type: none"> •Introduction to Apprenticeship <ul style="list-style-type: none"> •What are the components of NAPS? What are the objectives of NAPS? Who implements NAPS? Eligibility, the Process flow of NAPS – Registration to certification Process, Key Enablers – TPA, BTP •Business Case and Benefits: What are other benefits for employers to engage apprentices under the Apprenticeship Training? What is the benefit of apprenticeship training for SMEs? The flexibility that NAPS offers to employers. Perception vs Reality •Training and Certification Process: What is basic training, what duration of basic training, and where basic training can be done. What is On the Job Training (OJT)? What is a designated trade? What is an optional trade? •2-3 testimonials of champion employers, the Success story of TPA •Two to three 30 second AV versions of the above can be run as ads on YouTube.
3.	1 AV- Enablers (3-4 mins)	To inform SME/Industry Associations on the role of Third-Party Aggregators and motivate them to become TPA?	<ul style="list-style-type: none"> •What is a Third-Party Aggregator (TPA)? •Role of TPA, Process of becoming TPA •How can SME Associations play a role in a TPA and facilitate the adoption of NAPS? •Process flow of NAPS and how can TPA provide the flexibility for employers

			<ul style="list-style-type: none"> • Testimonials of SME Association who has successfully been able to play the role of a TPA
4.	4 Pamphlet/Brochures/Leaflets	Two page/Brochure (multilingual) – ready to print versions using illustrations, infographics, and images from the field and share cover options for each document to be designed and the layout options with the concept. Use icons where necessary	One Each targeting <ul style="list-style-type: none"> • Students/Youth • Employers/SMEs • SME/Industry Associations • TVET Institutions/Vocational Training Providers
5.	20 Smart messaging content for social media posts	20 Smart messaging content (Images, GIF, reels, did you Know, Creating Poll, etc.) designed specifically for different target groups: <ol style="list-style-type: none"> 1) Students/Youth 2) Employers, Industry Associations 3) Enablers (TVET Institutions/Vocational Training Providers) 	To be used for Facebook Post, Instagram Post, LinkedIn Post, Twitter, WhatsApp, and SMS. 6-8 Social Media Reels to engage social media users with informational content about the value of apprenticeship
6.	10 Human stories AV snippets (30-45 seconds). The same to also be converted to photo stories		of successful apprentice, SMEs
7.	An original 20 second audio and AV jingle in Hindi about the promise of apprenticeship	The audio jingle should be produced keeping in mind a radio campaign and the same jingle should be made in an AV format (with multilingual subtitling in English, Kannada and Gujarati) to be shared as YouTube ads and across UNDP and MSD's social media handles.	

The scope of work for this assignment is:

Agency is responsible to develop and write succinct briefs/ scripts, ensuring clarity of structure and continuity of core themes for all the above collaterals. Agency must also assist with copy for social media, converting the same story into threads. These should be finalised basis on UNDP feedback and comments. UNDP will assist in the identification of youth, SMEs, associations, and other key stakeholders for testimonials and human stories snippets.

3. Key qualifications and Knowledge

The creative agency is expected to have the following qualifications:

- Minimum 10+ years of experience in providing services of filming, editing, script writing, designing, publishing, and promoting video content
- Minimum 2 projects should be related to creating awareness, educational and communication materials for state / central government/ development sector agencies preferably related to skilling and employment
- Preferably the agency should have:
 - Knowledge and experience of different video formats and video file conversions
 - Knowledge of apprenticeship training and NAPS schemes will be an asset
 - Understanding of development context in India's and UNDP's activities will be an asset

The indicative team should have

- Team leader must have 10+ years of experience in the sector
- Strong profile of team members (please attach CVs). Minimum 5 years of experience in the field of branding, communication, digital marketing, advertising, and graphic design for each team member
- At least one team member with strong research and consulting skills for converting the information available on NAPS/Apprenticeship into an awareness and communication toolkit (videos handbooks, brochures, etc.

4. Key deliverables & timelines

1. Detailed work plan with timelines	Within 2 week of T
2. 4 pamphlets/brochures/leaflets	Within 5 weeks of T
3. Original audio and AV jingle on apprenticeship	Within 7 weeks of T
4. 20 smart messaging content for social media posts	Within 7 weeks of T
5. 3 AVs for demand side, supply side and enablers	Within 8 weeks of T
6. 10 human interest AV stories + photo stories	Within 12 weeks of T

T: Date of signing the contract*

Please Note: All content produced will be in English.

These should be further made available in three languages: Hindi, Gujarati & Kannada through translation/ voiceover/ scripts, etc.

5. Payment terms

S. No	Deliverables	Percentage
1	Submission of inception report and detailed work plan that includes detailed deliverables, time frame, etc.	20%
2	Submission of 4 Pamphlets/Brochures/Leaflets (one each for the identified target groups)	30%
3	Submission of 20 Smart Messaging Content (for each of the identified target groups) + original jingle celebrating apprenticeship	20%
4	Submission of 3 Audio Visuals (one each for the identified target groups + 10 Human stories AV snippets (40-45 seconds) of successful apprentice, SMEs/Employers + same photo stories	30%

All the outcomes should be verifiable through appropriate documentation maintained by the service provider and made available for any cross-checking within the project period. The service provider will be responsible for all the deliverables/outcomes as mentioned in the ToR.

All the deliverables need to meet UNDP requirements, branding guidelines, and quality standards. Payment will only be made for work satisfactorily completed and accepted by UNDP and reserves the right to withhold all or a portion of payment if performance is unsatisfactory if work/outputs are incomplete, not delivered, or for failure to meet deadlines.

Quality performance at each of the four installments will result in a continuation of the contract, but unsatisfactory delivery at any of the four installments will result in a cancellation of the contract and the selection of an alternative service provider to undertake the subsequent deliverables.

6. Intellectual Property

All materials as part of the project/assigned work are to be submitted to UNDP. All copyright over the publicity material is with UNDP and the same may not be used, reproduced, or otherwise disseminated or authorised to others for use, reproduction, or dissemination of such works without prior consent from UNDP.

7. Annexure

The following data sources are proposed to be studied (but not limited to):

S. No.	Title	Content Source	Language	Website link
1	Introduction to Unified Apprenticeship Portal	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Introduction to Unified Apprenticeship Portal - YouTube
2	Roles and Responsibilities of Apprenticeship Advisor	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Instructional Video for AAAs - YouTube
3	Candidate Registration on Apprenticeship Portal	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 1 - Candidate Registration - YouTube
4	Candidate Profile Completion	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 2 - Candidate Profile Completion - YouTube
5	Candidate Opportunity	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 3 - Candidate Opportunity - YouTube
6	Candidate Contract	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 4 - Candidate Contract - YouTube
7	Candidate to receive	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 5 - Candidate Bank Details - YouTube

S. No.	Title	Content Source	Language	Website link
	Stipend Bank	http://apprenticeshipindia.gov.in		
8	Candidate Registration on Apprenticeship Portal	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	Hindi	Step 1 - Candidate रेजिस्ट्रेशन - YouTube
9	Candidate Profile Completion	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	Hindi	Step 2 - Candidate प्रोफाइल कम्प्लीशन - YouTube
10	Candidate Opportunity	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	Hindi	Step 3 - Candidate ओपपोर्टुनिटीज़ - YouTube
11	Candidate Contract	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	Hindi	Step 4 - Candidate कॉन्ट्रैक्ट - YouTube
12	Candidate to receive Stipend Bank	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	Hindi	Step 5 - Candidate बैंक डिटेल्स - YouTube
13	Company Registration on NSDC portal	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	English	Step 1 - Establishment Registration - YouTube
14	Company/ Establishment Profile Completion	Home Apprenticeship Training Portal apprenticeshipindia.gov.in	English	Step 2 - Establishment Profile Completion - YouTube

S. No.	Title	Content Source	Language	Website link
15	Company/Establishment Create Opportunity	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	https://www.youtube.com/watch?v=yiXSryqRzRo&list=PLEI17o2xGcHBnzkW1PxqffVaKCM6vigV5&index=4
16	Company/Establishment Contract Issue	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 4 - Establishment Contract Issue - YouTube
17	Company / Establishment Stipend & Payment	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 5 - Establishment Stipend & Payment - YouTube
18	Company / Establishment Reimbursement	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 6 - Establishment Reimbursement - YouTube
19	Company / Establishment Registration रेजिस्ट्रेशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	https://www.youtube.com/watch?v=xTj5Ss1tcw8&list=PLEI17o2xGcHCtqJvEYQpTueA3Dan9YKbP&index=2
20	Company / Establishment प्रोफाइल कम्प्लीशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 2 - Establishment प्रोफाइल कम्प्लीशन - YouTube
21	Company/Establishment क्रिएट ओपपोर्तुनिटीज़	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 3 - Establishment क्रिएट ओपपोर्तुनिटीज़ - YouTube
22	Company/Establishment	Home Apprenticeship	Hindi	Step 4 - Establishment कॉन्ट्रैक्ट इशू - YouTube

S. No.	Title	Content Source	Language	Website link
	ent कॉन्टैक्ट इशू	Training Portal (apprenticeshipindia.gov.in)		
23	Company/Establishment स्टाइपेन्ड पेमेंट	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 5 - Establishment स्टाइपेन्ड पेमेंट - YouTube
24	Company/Establishment रीइम्बर्समेंट	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 6 - Establishment रीइम्बर्समेंट - YouTube
25	Third Party Aggregator Registration	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 1 - TPA Registration - YouTube
26	Third Party Aggregator Profile Completion	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 2 - TPA Profile Completion - YouTube
27	Third Party Aggregator Association to Establishment	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	English	Step 3 - TPA Association with Establishment - YouTube
28	Third-Party Aggregator रेजिस्ट्रेशन	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 1 - TPA रेजिस्ट्रेशन - YouTube
29	Third-Party Aggregator	Home Apprenticeship Training Portal	Hindi	Step 2 - TPA प्रोफाइल कम्प्लीशन - YouTube

S. No.	Title	Content Source	Language	Website link
	प्रोफाइल कम्पलीशन	(apprenticeshipindia.gov.in)		
30	Third-Party Aggregator एसोसिएशन विथ इस्टैब्लिशमेंट	Home Apprenticeship Training Portal (apprenticeshipindia.gov.in)	Hindi	Step 3 - TPA एसोसिएशन विथ इस्टैब्लिशमेंट - YouTube
31	Apprenticeship Training	Kaushalya Karnataka	Kannada	Kaushalya Karnataka Skill Development Programme Apprenticeship Training 01-10-2021 07:30 PM - Bing video
32	Advertisement to promote NAPS	Skill India NAPS	Hindi	Skill India NAPS - #FarkDikhRahaHai - YouTube
33	NAPS Promotion - Experience Sharing	Skill India NAPS	Hindi	Youth becoming successful through National Apprenticeship Promotion Scheme (NAPS) Aap Ki Baat#Ep-102 - YouTube
34	NAPS Promotion - Experience Sharing	Skill India NAPS	Hindi	Jyoti - National Apprenticeship Promotion Scheme - YouTube
35	National Apprenticeship Promotion Scheme (NAPS)	Skill India NAPS	English	National Apprenticeship Promotion Scheme (NAPS) - YouTube
36	Third Party Aggregator's role to Promote NAPS	Skill India NAPS	Hindi	Third Party Aggregators to promote Apprenticeship Training in India - YouTube

ANNEX 2: QUOTATION SUBMISSION FORM

Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	RFQ/083/IND 2022	Date: Click or tap to enter a date.

Company Profile

Item Description	Detail
Legal name of bidder or Lead entity for JVs	Click or tap here to enter text.
Legal Address, City, Country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of Registration	Click or tap here to enter text.
Legal structure	Choose an item.
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, insert UNGM Vendor Number
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company hold any accreditation such as ISO 14001 or ISO 14064 or equivalent related to the environment? (If yes, provide a Copy of the valid Certificate):	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)	<input type="checkbox"/> Yes <input type="checkbox"/> No

Does your organization demonstrate significant commitment to sustainability through some other means, for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues (If yes, provide a Copy)	<input type="checkbox"/> Yes <input type="checkbox"/> No			
Is your company a member of the UN Global Compact	<input type="checkbox"/> Yes <input type="checkbox"/> No			
Bank Information	Bank Name: Click or tap here to enter text. Bank Address: Click or tap here to enter text. IBAN: Click or tap here to enter text. SWIFT/BIC: Click or tap here to enter text. Account Currency: Click or tap here to enter text. Bank Account Number: Click or tap here to enter text.			
Previous relevant experience				
Name of previous contracts	Client & Reference Contact Details including e-mail	Contract Value	Period of activity	Types of activities undertaken

Bidder's Declaration

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Requirements and Terms and Conditions: I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.
<input type="checkbox"/>	<input type="checkbox"/>	Ethics: In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ ;has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to undertake not to engage in proscribed practices, , or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we have read the United Nations Supplier Code of Conduct : https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN.

<input type="checkbox"/>	<input type="checkbox"/>	Conflict of interest: I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation's Point of Contact.
<input type="checkbox"/>	<input type="checkbox"/>	Prohibitions, Sanctions: I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization.
<input type="checkbox"/>	<input type="checkbox"/>	Bankruptcy: I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.
Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Offer Validity Period: I/We confirm that this Quote, including the price, remains open for acceptance for the Offer Validity.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any Quotation you receive, and we certify that the goods offered in our Quotation are new and unused.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organization/s to make this declaration on its/their behalf.

Signature: _____

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

FINANCIAL OFFER SUBMISSION FORM

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

Bidders must complete this form and sign/stamp.

The offer complies with the Terms of Reference set forth in RFQ Annex 1.

We, the undersigned, hereby accept in full the UNDP General Terms and Conditions, and hereby offer to provide the services listed below in conformity with the Terms of Reference of UNDP as per RFQ Reference No. RFQ-083-IND-2022.

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the RFQ. Prices quoted below must be inclusive of all costs necessary to provide the required services.

A. Cost Breakdown by Deliverables:

S. No	Deliverables	Percentage	Amount (in INR)
1	Submission of inception report and detailed work plan that includes detailed deliverables, time frame, etc.	20%	
2	Submission of 20 Smart Messaging Content (for each of the identified target groups) + original jingle celebrating apprenticeship	30%	
3	Submission of 4 Pamphlets/Brochures/Leaflets (one each for the identified target groups)	20%	
4	Submission of 3 Audio Visuals (one each for the identified target groups + 10 Human stories AV snippets (40-45 seconds) of successful apprentice, SMEs/Employers + same photo stories	30%	

B. Cost Breakdown by Cost Component:

Description of Activity	Remuneration per Unit of Time (in INR)	Total Period of Engagement (in days)	No. of Personnel	Total Amount (INR)
Team leader and team members				
Creating 3 Audio visual Apprenticeship explainers				
Designing end-to-end communication material — 4 brochures / pamphlets / leaflets				
Dissemination expenses if any				

Description of Activity	Remuneration per Unit of Time (in INR)	Total Period of Engagement (in days)	No. of Personnel	Total Amount (INR)
Scripting, recording and producing an original 20-30 second jingle on apprenticeship				
Creating an accompanying animated YouTube video to accompany jingle and enhance its message				
Creating social media creatives, 20 smart messaging content, gifs (visuals and text inclusive)				
Creating 10 human interest AV stories of 45 seconds each on successful apprentices				
Travel				
Any other cost				
Total				INR.....

Name of Bidder: _____

Authorised signature: _____

Name of authorised signatory: _____

Functional Title: _____