



## REQUEST FOR PROPOSAL (RFP)

**Deadline for submission of proposal extended till 29 August 2022**

To: Companies/ Organizations	DATE: August 4, 2022
	REFERENCE: <b>149-2022-RFP-UNDP-LITACA3</b> <b>Promotion and strengthening sales potential of Tajik handicrafts across Japanese market</b>  <b>Продвижение и укрепление продаж ремесленной продукции, произведенной в Таджикистане, на японских рынках</b>

Dear Sir / Madam:

We kindly request you to submit your Proposal on Promotion and strengthening sales potential of Tajik handicrafts across Japanese market.

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

Proposals may be submitted on or before **Monday, August 29, 2022**, by **12:00 local time** via email address below:

United Nations Development Programme  
39 Ayni str., Dushanbe, Tajikistan  
[elbids.tj@undp.org](mailto:elbids.tj@undp.org) (for offers only)

All queries for the proposal should be sent to the attention of Procurement Unit at [procurement.tj@undp.org](mailto:procurement.tj@undp.org)

Your Proposal must be expressed in Russian or English and valid for a minimum period of 60 days

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 not awarded a Purchase Order or Contract in a competitive procurement process. **In the event that** you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.undp.org/procurement/protest.shtml>.

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](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Firuz Khamidov*  
*Operations Manager/ARR*  
4/08/2022

## Description of Requirements

Context of the Requirement	<b>Promotion and strengthening sales potential of Tajik handicrafts across Japanese market</b>
Implementing Partner of UNDP	Livelihood Promotion in Tajik-Afghan Cross-border Areas Phase -III
Brief Description of the Required Services <sup>1</sup>	<p>The overall objective of this sub-project is implementation of unique capacity building programme, which includes series of trainings and mentoring to the target groups through the following:</p> <ol style="list-style-type: none"> <li>1. Provide written instructions on entering foreign e-market, focusing on Japanese consumers. The developed instruction should include the contacts of the focal points in e-market platform. Conduct at least 3 practical training sessions on potential of Japan e-market and e-commerce for Tajik handicraft producers.</li> <li>2. Conduct at least 5 training sessions on design, input materials, quality requirement / standards for at least 40 Tajik handicraft producers.</li> <li>3. Promote the handicraft products through the e-commerce platforms and develop success story (including proper visibility materials) of the Tajik handicraft producers both in English and Japanese</li> <li>4. Assist in negotiation between Tajik handicraft producers and foreign partner on sales of Tajik handicrafts in foreign market, focusing Japanese consumers. As a result, bilateral continuous partnership agreement should be signed (not MoU) for sales of Tajik handicraft products in amount of at least 30000 USD within 1 year.</li> <li>5. Provide mentorship support and detailed feedbacks based on practical and advanced experience on how to improve handicraft design and quality for increasing sales volumes and strengthening cooperation.</li> </ol> <p>The LITACA project is planning to implement the above-mentioned activities through outsourcing of external service providers, i.e. qualified international consulting companies.</p>
List and Description of Expected Outputs to be Delivered	<ul style="list-style-type: none"> <li>- Desk review of Tajik handicraft sphere and online meetings conducted with at least 40 Tajik handicraft producers, in close cooperation with local consultant on handicrafts. Provided detailed methodology and work plan.</li> <li>- Identified the most popular handicrafts suitable for foreign market, including Japanese e-commerce platforms and developed a profile for at least 30 handicraft items (both textile and crafts) with detailed product description and information such as type of input materials, colors, sizes, decorations and pictures.</li> <li>- Identified an interested potential foreign partner for further remote cooperation with Tajik handicraft workshops on sales of Tajik handicrafts through the foreign markets, including Japanese e-commerce platforms. Obtained confirmation of participation of the identified partners in capacity building sessions on quality improvement of Tajik handicrafts to provide their feedback.</li> <li>- Developed instructions for Tajik handicraft producers on marketing and promotion</li> </ul>

	<p>of the products through the foreign e-commerce platforms, focusing on Japanese consumers.</p> <ul style="list-style-type: none"> <li>- Conducted at least 3 practical trainings for at least 40 Tajik handicraft producers on opportunities for sales through the e-commerce platforms to present the business opportunities and train with placement of Tajik handicrafts in foreign e-commerce platforms. The trainings should cover sales channels, accessing e-commerce platforms, retail requirements and other related topics.</li> <li>- Analyzed and proposed at least 3 logistical routes for delivery of Tajik branded handicrafts to foreign consumers, focusing on Japanese consumers, depending on exported cost, time, volumes, and nature of the exported products.</li> <li>- Conducted at least 5 training sessions for at least 40 local producers on products including, but not limited to wood, wool, silk embroidery (linked with Silk Road and tradition), design and quality requirement / standards. Topics of training should be coordinated with UNDP's LITACA project staff.</li> <li>- Ensured cooperation between group of trained Tajik handicraft producers (OVOP Association) and foreign partner on sales and promotion of products through bilateral continuous partnership agreement for sales in amount of at least 30000 USD within 1 year.</li> <li>- Ensured advertisement of handicraft products through the e-commerce platforms and publish at least 5 success stories both in English and Japanese.</li> <li>- Prepared detailed final narrative report indicating issues, lessons learned, and recommendations for further institutional development of the Initiative groups.</li> </ul>
Person to Supervise the Work/Performance of the Service Provider	LITACA Project Associate
Frequency of Reporting	Interim and final reports
Progress Reporting Requirements	<p>The Contractor is responsible for submitting the interim and final reports. Programmatic reports must conform to the requirements specified in the Contract and Annexes, signed between the contractor and UNDP.</p> <p>In addition, the Contractor should provide to UNDP all photos and other visual materials collected/made during this project. Printed and electronic versions of reports should be delivered to UNDP. Electronic version of the report should be saved as MS Word. All reports must be typed in ARIAL, size 11, Size A4. The title page, with the title of the project and the author, should contain the logos UNDP and JICA in Tajikistan.</p>
Location of work	<input checked="" type="checkbox"/> Targeted areas within Tajikistan (Bokhtar, Shahrituz, Qubodiyon, Dusti, Jayhun, Panj, Kulob, Farkhor, Hamadoni, Sh. Shohin, Dushanbe) <input type="checkbox"/> At Contractor's Location
Expected duration of work	September 2022 – June 2023
Target start date	September 2022
Latest completion date	June 2023
Travels Expected	<b>Targeted areas</b>

	<input checked="" type="checkbox"/> targeted areas within Tajikistan (Bokhtar, Shahrituz, Qubodiyon, Dusti, Jayhun, Panj, Kulob, Farkhor, Hamadoni, Sh. Shohin, Dushanbe) The Price in proposal shall include all travel related costs. <input type="checkbox"/> At Contractor's Location
Special Security Requirements	<b>N/A</b> <input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input type="checkbox"/> Others <i>[pls. specify]</i>
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<b>N/A</b> <input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <i>[pls. specify]</i>
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (TJS)
Value Added Tax on Price Proposal <sup>2</sup>	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input 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 <input type="checkbox"/> Permitted

Payment Terms <sup>3</sup>			
	<b>Outputs</b>	<b>Timing (tentative, subject to revision)</b>	<b>Condition for Payment Release</b>
	<ul style="list-style-type: none"> <li>- Desk review and online meetings with at least 40 Tajik handicraft producers. Provided detailed methodology and work plan.</li> <li>- List of 30 handicraft items (both textile and crafts) developed with detailed product description and information.</li> <li>- Identified an interested potential foreign partner for further remote cooperation with Tajik handicraft workshops on sales of Tajik handicrafts through the foreign markets, including Japanese e-commerce platforms.</li> <li>- Interim narrative progress report submitted to UNDP</li> </ul>	November 2022	<p>Upon meeting the following conditions:</p> <p>a) UNDP's written acceptance (i.e., not mere receipt) of the</p>
	<ul style="list-style-type: none"> <li>- Instructions for Tajik handicraft producers on marketing and promotion of the products through the foreign e-commerce platforms is developed.</li> <li>- Conducted at least 3 practical trainings for at least 40 Tajik handicraft producers on opportunities for sales through the e-commerce platforms.</li> <li>- Analysis of at 3 least routes for delivery of Tajik handicrafts to foreign consumers, with information of on cost, time, volumes and nature of the exported products.</li> <li>- Conducted at least 5 trainings sessions on design, input materials, quality requirement / standards for at least 40 local producers on the topics agreed UNDP's LITACA project staff.</li> <li>- Interim narrative progress report submitted to UNDP.</li> </ul>	March 2023	

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<ul style="list-style-type: none"> <li>-Facilitation of conclusion of bilateral continuous partnership agreement for sales in amount of at least 20.000 USD.</li> <li>-Ensured mentorship and detailed feedbacks for at least 40 Tajik handicraft producers on improvement of design, quality, and cooperation.</li> <li>-Ensured advertisement of handicraft products through the e-commerce platforms.</li> <li>-Publish at least 3 success stories on Tajik products sold in international/Japanese markets both in English and Japanese.</li> <li>-Prepared detailed final narrative report indicating issues, lessons learned, and recommendations.</li> </ul>	June 2023	quality of the outputs; and b) Receipt of invoice and narrative reports from the Service Provider.
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	LITACA Project Associate		
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract		
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <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	<b>Technical Proposal (70%)</b> <input checked="" type="checkbox"/> Expertise of the Firm (200 points) <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (300 points) <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel (200)		

	<p><b>Financial Proposal (30%)</b></p> <p>The Offeror shall seal the Proposal in one outer and two inner envelopes. Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Annex 2 (Proposal form), with the duly marked "Original". The second inner envelope shall include the price schedule duly identified as such.</p> <p>Upon submission through e-mail, the file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the proposal has been found to pass the technical evaluation stage. UNDP shall request via email the proposer to submit the password to open the Financial Proposal.</p> <p>A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 700 points in the evaluation of the technical proposals. The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR).</p> <p>In the Second Stage the contract will be awarded to the Contractor who obtained the highest combined scoring for technical and financial proposals.</p>
UNDP will award the contract to:	<p><input checked="" type="checkbox"/> One and only one Service Provider</p> <p><input type="checkbox"/> One or more Service Providers, depending on the following factors:</p>
Annexes to this RFP <sup>4</sup>	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3)<sup>5</sup></p> <p><input checked="" type="checkbox"/> Detailed TOR (Annex 4)</p> <p><input type="checkbox"/> Others<sup>6</sup> [pls. specify]</p>
Contact Person for Inquiries (Written inquiries only) <sup>7</sup>	<p><a href="mailto:Procurement.tj@undp.org">Procurement.tj@undp.org</a></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]	<p>The Proposal should include methodology with detailed Working plan on proposed activities.</p>
Fraud & Corruption, Gifts and Hospitality	<p>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 observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at</p> <p><a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</a></p>

<sup>4</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>5</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.

<sup>6</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<sup>7</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.



	<p>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 or dinners.</p> <p>In pursuance of this policy, UNDP:</p> <p>(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.</p> <p>All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at <a href="http://www.un.org/depts/ptd/pdf/conduct_english.pdf">http://www.un.org/depts/ptd/pdf/conduct_english.pdf</a></p>
Joint Venture, Consortium or Association	<ul style="list-style-type: none"> <li>• If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal 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, 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.</li> <li>• After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.</li> <li>• The lead entity and the member entities of the JV, Consortium or Association shall submit only one proposal.</li> <li>• The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.</li> <li>• Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.</li> <li>• JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm.</li> <li>• Team Leader has to be employed by the Lead Agency</li> </ul>

### Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms			Score Weight	
1	Expertise of Firm / Organization		20%	200
2	Proposed Methodology, Approach, and Implementation Plan		30%	300
3	Management Structure and Key Personnel		20%	200
Total			70%	700
Technical Proposal Evaluation Form 1				
Expertise of the Firm/Organization				Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing			50
1.2	General Organizational Capability which is likely to affect implementation			40
	- Financial stability		10	
	- age/size of the firm		10	
	- strength of project management support		10	
	- project financing capacity		5	
	- project management controls		5	
1.3	Relevance of:			110
	- Specialized Knowledge		30	
	At least 4 years of relevant international work experience in design, promotion and sales of handicrafts through e-commerce platform in international markets. Experience with Japanese market.		20	
	At least 4 years of practical experience in organization of practical trainings on handicraft products, experience in the preparation of information and communication materials for visibility on implementation of social entrepreneurship initiatives promoting prosperity of rural communities.		15	
	Experience of cooperation with the international e-commerce platforms for marketing of handicrafts, preferably in Japanese market. Availability of memorandums or cooperation agreements with such stakeholders.		15	
	Sufficient skills of assigned staff in monitoring and evaluation of conducted activities, including needs assessment and building capacity of handicraft producers, etc.		20	
	Availability of qualified experts/consultants with proven skills on crafts sales, design, quality management, logistics, SMM and copywriting, embroidery (CVs to be provided).		10	
	Total Part 1			
Technical Proposal Evaluation Form 2				
Proposed Methodology, Approach, and Implementation Plan				Points Obtainable
2.1	To what degree does the Bidder understand the task?			40
2.2	Have the important aspects of the task been addressed in sufficient detail?			40
2.3	Are the different components of the project adequately weighted relative to one another?			30

2.4	Is the Bid based on a survey of the project environment and was this data input properly used in the preparation of the Bid?	30
2.5	Is the conceptual framework adopted appropriate for the task?	50
2.6	Is the scope of task well defined and does it correspond to the TOR?	50
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	60
Total Part 2		300
Technical Proposal Evaluation Form 3		
Management Structure and Key Personnel		Points Obtainable
3.1	Team Leader	80
	General Qualification	
	Suitability for the Project	
	At least 4 years of relevant international work experience in design, promotion and sales of handicrafts through e-commerce platform in international markets. Experience with Japanese market.	30
	Professional experience in the area of specialization	20
	Knowledge of the region	10
	Language Qualifications of English	10
	Experience with similar programs / projects	10
3.2	Project staff	75
	General Qualification	
	Suitability for the Project	
	At least 4 years of relevant international work experience in design, promotion and sales of handicrafts through e-commerce platform in international markets. Experience with Japanese market.	30
	Professional Experience in the area of specialization	20
	Presence of working experience in conducting consultations to youth and entrepreneurs, capacity building activities on entrepreneurship to youth	20
	Language Qualifications of English	5
3.3	Handicraft specialist	45
	General Qualification	
	Suitability for the Project	
	At least 3 years of experience in training, coaching, and consulting on handicrafts (textile, wood, wool) preferably in regions	20
	Experience in the preparation of information and communication materials for visibility on implementation of social entrepreneurship initiatives promoting prosperity of rural communities	15
	Language Qualifications of English	10
Total Part 3		200

Company can offer more staff but only above-mentioned staff will be included in technical and financial evaluation.

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>8</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>9</sup>)*

[insert: Location].

[insert: Date]

To: Mr. Lenni Montiel, UNDP Resident Representative, UNDP Tajikistan;  
Address: 39, Ayni Street, Dushanbe UNDP office

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the 149-2022-RFP-UNDP-LITACA3 dated 8/4/2022, and all 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.*

### 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.*

### C. Qualifications of Key Personnel

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>9</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

*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>Number of Units</b>	<b>Unit Rate</b>	<b>Total Price</b> <i>(All Inclusive)</i>
Deliverable 1	- Detailed methodology and work plan provided	Lump sum		
	- List of 30 handicraft items developed	30		
	- Interested potential foreign partner identified	Lump sum		
	TOTAL Deliverable 1			
Deliverable 2	- Instructions on marketing and promotion of the products through the foreign e-commerce platforms developed	Lump sum		
	- 3 practical trainings for at least 40 Tajik handicraft producers on sales opportunities conducted	3		
	- Designed 3 routes for delivery of Tajik branded handicrafts to foreign consumers	3		
	- Conducted 5 trainings sessions for at least 40 local producers on crafts	5		
	TOTAL Deliverable 2			
Deliverable 3	- Ensured cooperation between Tajik handicraft producers and foreign partner on sales and promotion of products through partnership agreement for sales in amount of at least 20.000 USD	1		
	- Ensured advertisement of handicraft products through the e-commerce platforms and publish at least 3 success stories both in English and Japanese	3		
	- A progress report on the programme, describing the results achieved, as well as financial reports, had been developed and submitted to UNDP.	1		
	TOTAL Deliverable 3			
	Total			

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

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

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Team Leader				
b. Project Staff				
c. Handicraft Specialist				
2. Services from Field Offices				
a. Team Leader				
b. Project Staff				
c. Handicraft Specialist				
3. Services from Overseas				
a. Team Leader				
b. Project Staff				
c. Handicraft Specialist				
4. Cost of additional staff				
<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>				
<b>TOTAL COSTS</b>				

Total costs of both tables should be equal.

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

*[Designation]*

*[Date]*

## TERMS OF REFERENCE

**Sub-Project Title: Promotion and strengthening sales potential of Tajik handicrafts across Japanese market**

**Sub-project code: 149-2022-RFP-UNDP-LITACA3**

### 1. Background

The OVOP (One Village One Product) movement is a unique approach to local development which was first introduced and adopted by Japan, Oita Prefecture in 1979. Later this concept was adapted for implementation in the Republic of Tajikistan under the project “Livelihoods Improvement in Tajik-Afghan Cross-Border Areas” (LITACA), financed by the Government of Japan through the Japan International Cooperation Agency (JICA) and implemented by UNDP Tajikistan in cooperation with UNDP Afghanistan. The Initiative aims to mobilize the rural community for bettering their lives by empowering themselves to establish and run their joint businesses by exploiting the natural resources that are accessible in their communities, applying traditional handicrafts, and ensuring high-quality products.

Establishment of OVOP Association in the Khatlon region of Tajikistan in 2019 allowed to consolidate rural producers for centralized capacity building and promote OVOP products. To date, OVOP Association has over 50 members, including public organizations, dehkan farms, handicraft producers, associations of dehkan farms and local artisans in the region. A number of the Association's firms produce similar products with slightly different marketing characteristics. It's important to note that local handicrafts have unique patterns, which have deep meaning and history connected with local traditions and culture. However, the artisan of Khatlon region still lack skills to adapt design of their products to requirements of the external markets and customers from other countries.

Despite that Tajikistan is a mountainous country which is situated at the heart of Central Asia and is neighbored China to the east and the Indian sub-continent to the south, three major routes of the Silk Roads ran through its present-day territory. These ancient routes were mentioned in contemporary Persian, Greek, Chinese and Arabic sources which highlighted Tajik contributions to the commerce and culture of the time, especially between the 5th and 12th centuries. Obviously, communication and collaboration within Silk Road also impacted Tajik tradition and culture through sequential art, improving cultural and trade ties across the nations. Today unique Tajik handicraft products linked with ancient traditions and Silk Road history have great potential in the foreign market, but it requires constant improvement for adaptation to the current trends and standards.

In 2019 LITACA project invited experts from Japan to assess the capacity of the artisan of Khatlon region and expand the opportunity for production and promotion of handicrafts in foreign market, focusing on Japan market. The experts found Khatlon crafts very interesting and perspective for the market of Japan. However, experts recommended to improve quality and promotion strategy of the crafts that could be linked with history of the region, since the value of handicraft products lies in the uniqueness of the product, associated with the ancient history of its origin or creation. Besides, Japanese experts suggested to promote their handicrafts products under a Silk Road & tradition with innovation concept.

The project engaged Japanese expertise for capacity building of Tajik handicrafts producers in 2021-2022. To expand the client base during cooperation with Japanese company new designs with muted colours and a moderate number of patterns and embroidery have been developed. The experts had developed the RETACA brand for the promotion of Tajik crafts mostly across Japanese market. The RETACA brand concepts are (1)

women's empowerment, (2) Silk Road, under which Tajikistan is regarded as the place where the East meets the West, and (3) the tradition with the innovation. The logo of "the figure of two women" embodies the brand concepts. The empowered women bring Tajikistan a brighter future. Besides, the engaged contractor developed RETACA website.<sup>10</sup>

However, the efficient realization of the producers' capacity requires the engagement of innovative approaches for the promotions handicrafts products through capacity building on, but not limited to: digital skills in designing of the handicraft products, the introduction of new processing equipment, and inventory for quality improvement of the products, online promotion tools, etc.

Capacity building of handicraft producers for further sales and export of handicrafts can make a contribution to Tajikistan's economic development, promote the role of women in rural areas and, contribute to regional cooperation. UNDP is planning to engage a contractor to improve design, develop new handicrafts products under the unique newly developed brand meeting the standards of external market, focusing on Japan market, as well as provide assistance in online promotion of the introduced handicraft products. It is expected to engage a contractor with proper experience in foreign handicraft market and local consultant from target region to assist the contractor. It will allow to produce handicrafts products as One village- one product products and sell in the external markets that will be source of livelihood for inhabitants of rural areas and share piece of Tajik culture in the foreign countries. It is expected that contractor will provide complex of activities on OVOP product concept linked with Silk Road& Tradition with Innovation, further branding, and innovation.

## **2. Target groups and zones**

**Target areas:** Bokhtar, Shahrituz, Qubodiyon, Dusti, Jayhun, Panj, Kulob, Farkhor, Hamadoni, Sh. Shohin, Dushanbe.

**Target group:** handicraft producers

## **3. Description of services**

1. Develop step by step methodology and work plan for implementation of the sub-project. Review the existing range of Tajik handicraft products and conduct online meetings with the Tajik handicraft producers in close cooperation with local consultant on handicrafts and present methodology. The methodology for conducting review should be proposed by contractor depending on selected approach.
2. Review foreign handicraft market to identify the most popular handicrafts for further promotion of Tajik handicraft in foreign market, focusing on Japanese consumers. It is expected that the contractor will develop document, which will include at least 30 handicraft items (both textile and crafts) with detailed product description, including type of raw materials, colors, sizes, decorations, and pictures as necessary.
3. Conduct review of the e-commerce and traditional companies in foreign market, focusing on Japanese consumers, to identify a partner for further remote cooperation with Tajik handicraft workshops.
4. Provide written instructions on entering foreign e-market, focusing on Japanese consumers. The developed instruction should include the contacts of the focal points in e-market platform. Conduct at least 3 practical training sessions on potential of Japan e-market and e-commerce for Tajik handicraft producers.
5. Review the logistics opportunities for export of Tajik handicrafts to the foreign markets, focusing on Japanese consumers, and propose at least 3 routes opportunities, depending on exported cost, time, volumes, and nature of the exported products.
6. Conduct at least 5 training sessions on design, input materials, quality requirement / standards for at least 40 Tajik handicraft producers.

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<sup>10</sup> RETACA website: <https://xd.adobe.com/view/1729ec32-e93e-4cd7-ad2f-477c7d8a240a-427a/>



7. Promote the handicraft products through the e-commerce platforms and develop success story (including proper visibility materials) of the Tajik handicraft producers both in English and Japanese
8. Assist in negotiation between Tajik handicraft producers and foreign partner on sales of Tajik handicrafts in foreign market, focusing on Japanese consumers. As a result, bilateral continuous partnership agreement should be signed (not MoU) for sales of Tajik handicraft products in amount of at least 20.000 USD.
9. Provide mentorship support and detailed feedbacks based on practical and advanced experience on how to improve handicraft design and quality for increasing sales volumes and strengthening cooperation.
10. Prepare a detailed final narrative report indicating issues, lessons learned, and recommendations for further institutional development of the Initiative groups.

#### 4. Monitoring of actions implemented

Develop an internal regular monitoring plan with a clear reference to all deliverables indicated in the Expected Results and ensure timely monitoring and impact assessment of services provided by the contractor, as well as assess the level of satisfaction with organized apprenticeship programme and job creation support provided.

#### 5. Expected deliverables:

This initiative is expected to achieve the following (but not limited to) **deliverables**:

#	Deliverables (as in the Terms of Reference)	Indicative timeframe (subject to revision)
1	<ul style="list-style-type: none"> <li>- Desk review of Tajik handicraft sphere and online meetings with at least 40 Tajik handicraft producers, in close cooperation with local consultant on handicrafts. Provided detailed methodology and work plan.</li> <li>- Identified the most popular handicrafts suitable for foreign market, including Japanese e-commerce platforms and develop a profile for at least 30 handicraft items (both textile and crafts) with detailed product description and information such as type of input materials, colors, sizes, decorations, and pictures.</li> <li>- Identified an interested potential foreign partner for further remote cooperation with Tajik handicraft workshops on sales of Tajik handicrafts through the foreign markets, including Japanese e-commerce platforms. Obtained confirmation of participation of the identified partners in capacity building sessions on quality improvement of Tajik handicrafts to provide their feedback.</li> <li>- Interim narrative progress report submitted to UNDP.</li> </ul>	November 2022
2	<ul style="list-style-type: none"> <li>- Developed instructions for Tajik handicraft producers on marketing and promotion of the products through the foreign e-commerce platforms, focusing on Japanese consumers.</li> <li>- Conducted at least 3 practical trainings for at least 40 Tajik handicraft producers on opportunities for sales through the e-commerce platforms to present the business opportunities and train with placement of Tajik handicrafts in foreign e-commerce platforms.</li> <li>- Analyzed and proposed at least 3 routes for delivery of Tajik branded handicrafts to foreign consumers, focusing on Japanese consumers, depending on exported cost, time, volumes, and nature of the exported products.</li> <li>- Conducted at least 5 trainings sessions for at least 40 local producers on such issues, but not limited to wood, wool, silk embroidery (linked with Silk Road and tradition), design and quality requirement / standards. Topics of training should be coordinated with UNDP's LITACA project staff.</li> <li>-Interim narrative progress report submitted to UNDP.</li> </ul>	January 2023

<ul style="list-style-type: none"> <li>- Ensured cooperation between group of trained Tajik handicraft producers (OVOP Association) and foreign partner on sales and promotion of products through bilateral continuous partnership agreement for sales in amount of at least 20.000 USD.</li> <li>- Ensured advertisement of handicraft products through the e-commerce platforms and publish at least 3 success stories both in English and Japanese.</li> <li>- Prepared detailed final narrative report indicating issues, lessons learned, and recommendations for further institutional development of the Initiative groups.</li> </ul>	June 2023
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## **6. Minimum requirements for consulting companies/organizations:**

- At least four (4) years of relevant international work experience in design, promotion of handicrafts through e-commerce platform in international markets. Experience with Japanese market is an asset;
- Demonstrated experience of handicrafts sales, e-commerce, and collaboration with rural producers or Associations;
- Proven skills of key staff on crafts sales, design, quality management, logistics, SMM and copywriting, embroidery (CVs to be provided);
- Prior experience in training, coaching, and consulting, preferably in regions is advantage;
- Proven experience in implementation of projects with wide social impact in developing countries;
- Availability of documents confirming the experience of the organization on the above requirements
- Experience of cooperation with the international e-commerce platforms for marketing of handicrafts, preferably in Japanese market. Availability of memorandums or cooperation agreements with such stakeholders is an asset;
- Experience in the preparation of information and communication materials for visibility on implementation of social entrepreneurship initiatives promoting prosperity of rural communities;
- Availability of the necessary technical, administrative, and software capabilities for the direct implementation of the work described in this task (a list of previous experience indicating the amount of the contract).

## **7. Minimum requirements for Team members:**

### **1. Team Leader**

- At least 4 years of relevant international work experience in design, promotion and sales of handicrafts through e-commerce platform in international markets. Experience with Japanese market. Professional experience in the area of specialization
- Knowledge of the region
- Language qualifications of English
- Experience with similar programs / projects

### **2. Project Staff**

- At least 4 years of relevant international work experience in design, promotion and sales of handicrafts through e-commerce platform in international markets. Experience with Japanese market. Professional Experience in the area of specialization
- Presence of working experience in conducting consultations to rural handicraft producers
- Language qualifications of English

### **3. Handicraft Specialist**

- At least 3 years of experience in training, coaching, and consulting on handicrafts (textile, wood, wool) preferably in regions
- Experience in the preparation of information and communication materials for visibility on implementation of social entrepreneurship initiatives promoting prosperity of rural communities

- Language qualifications of English

**To assess the above qualification requirements, the company must provide the relevant documents specified in Annex 2, paragraphs A and C.**

#### **8. Reporting:**

Contractor is responsible for providing interim and final performance reports. The programme statement shall comply with the requirements set out in the Contract signed by the Contractor and UNDP.

Besides, the Contractor should provide UNDP with all lists of participants with contacts, agenda, educational modules, minutes of focus groups and conducted minutes, photographs and other visual materials collected during the project as well as participants satisfaction survey and other proofs of successful completeness of deliverables. Printed and electronic versions of reports should be transmitted to UNDP. The electronic version of the report must be saved in MS Word format. All reports must be printed in ARIAL font, size 11, on page size A4. The title page with the name of the project and the name of the author should contain the logo of UNDP, Tajikistan.

#### **9. Payment:**

The total cost of services includes all costs associated with the execution of this technical assignment, for example, such as transportation costs, expenses related to the organization and provision of advice and training, conducting research, and all other relevant costs related to the implementation of this sub-project and in accordance with the budget submitted. Contractor shall be responsible for the payment of any taxes arising from the signing of the Contract between the Contractor and UNDP.

Payments to local organizations/companies will be made by UNDP in the national currency (Tajik somoni) under the Contract by transfer to the bank account of the Contractor. The exchange rate would correspond to the official rate applied by UNDP on the day of payment.

#### **10. Deadlines:**

The services envisaged in the task for the execution of this sub-project should be provided in the period from September 2022 to June 2023. Any other deadlines and progress should be negotiated in advance between UNDP and IP. Only after preliminary approval between the parties and receipt of the agreement, the changes will enter into force.