

Request for Proposal (RFP) – Nepal EGRP-RFP-FY19-P001

Service Required:	Raising Public Awareness of Early Grade Reading through Regional and National Radio
Type of Procurement:	One Time Purchase Order
Type of Contract:	Firm Fixed Price
Term of Contract:	Eight (8) Months
Contract Funding:	AID-367-TO-15-00002
This Procurement supports:	USAID’s Early Grade Reading Program (EGRP)
Submit Proposal to:	The Selection Committee RTI- USAID Early Grade Reading Program House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu, Nepal
Date of Issue of RFP:	October 30, 2018
Date Questions from Supplier Due:	Monday, November 05, 2018, 12:00 Noon Nepal Standard Time at procurement@np-egrp.rti.org Note: Question and answer will be posted on RTI Website
Pre-submission conference on RFP	Tuesday, November 06, 2018, 10:00 to 11:00 AM Nepal Standard Time at EGRP conference room, House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu
Date Proposal Due:	Thursday, November 29, 2018 by 11:00 AM Nepal Standard Time
Approximate Date Purchase Order Issued to Successful Bidder(s):	December 14, 2018
Method of Submittal:	
Hard Copy of proposal along with the soft copy in a CD or pen drive.	
Proposal documents should be submitted in a closed envelope with wax seal (laah chhap) and clearly marked with the solicitation number to the following address:	
<p>The Selection Committee RTI-USAID Early Grade Reading Program House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu, Nepal</p>	

Bidder's Quote must be printed on firm/company's letterhead, signed, stamped, dated and must include all items and/or services. Also each and every page of the proposal documents needs to be signed and stamped by the authorized person in order to be considered for evaluation.

The bidder will submit one technical proposal and one cost proposal in response to this RFP, and a separate envelope containing all necessary documents specified under the "Eligibility Requirements". Each envelope should be clearly marked with 'Technical Proposal', 'Cost Proposal' and 'Eligibility Requirements' as per its content and then put together in a larger envelope clearly marked with "Nepal EGRP-RFP-FY18-P024 Proposal for **"Raising Public Awareness of Early Grade Reading through Regional and National Radio"**".

<i>List of inner envelopes</i>
Envelop 1:- Eligibility Requirements (legal documents, audit report, tax clearance and experiences, as specified in attachment "A")
Envelop 2:- Technical Proposal (as specified in attachment "B")
Envelop 3:- Cost proposal (two files, detail budget and budget narratives, as specified in attachment "B")

The technical proposal should contain the detailed breakdown of activities. The bidders are requested to submit all the information in prescribed order and with documentary evidence so that the evaluation committee can fairly evaluate all the proposals without any missing information. [please see attachment B for selection criteria]

The Bidder agrees to hold the prices in its offer firm for 120 days from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP.

Solicitation Number:	Nepal EGRP-RFP-FY19-P001
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Attachments to RFP:

1. Attachment "A" – Service Specifications
2. Attachment "B" – Instructions to Bidders
3. All PO Terms and Conditions are listed on our website at forth at: <http://www.rti.org/POterms>, http://www.rti.org/files/PO_FAR_Clauses.pdf or for commercial items: http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf (hereinafter the "Terms"). Supplier's delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier's agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All bidders are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

Attachment A
Service Specifications or Statement of Work

Statement of Work

Description of Activity/Service:

Raising Public Awareness of Early Grade Reading through Regional and National Radio

Background

Early Grade Reading Program (EGRP) is a five-year project (2015-2020) funded by the United States Agency for International Department (USAID) to assist the Government of Nepal's education initiatives to improve reading skills of public primary school students in grades one to three. Project Year (PY) 1-3 worked in six districts: Banke, Bhaktapur, Kanchanpur, Kaski, Manang, and Saptari. In PY 4, the program has been expanded to 10 new districts: Bardiya, Dadeldhura, Dang, Dhankuta, Dolpa, Kailali, Mustang, Parsa, Rupandehi, and Surkhet.

EGRP's Intermediate Result Three (IR3) is to increase family and community support for early grade reading. To achieve this result, EGRP designed and implemented a social and behavior change (SBC) strategy in the six districts that included social mobilization, community engagement and advocacy, and regional and national radio mass media. The primary audiences of these activities were parents (mothers and fathers) and classroom teachers of the early grade readers. Secondary audiences included family members such as older siblings, grandparents, caregivers; community stakeholders and gatekeepers such as, Parent Teacher Associations (PTAs), School Management Committees (SMCs), district education officers (DEO) and resource persons, community leaders and influencers, and non-government organizations (NGOs).

In PY 4 the program is implementing its SBC activities in the 10 new targeted districts. Among the strategies the program will conduct regional and community radio campaign of Public Service Announcements (PSAs) and a three-part radio program targeted to teachers, parents, and families. High-intensity broadcast will be in the new 10 districts with moderate intensity in the six cohort I districts.

Purpose

RTI is seeking to contract with a Nepali communications and/or media firm to design, implement and monitor its public awareness mass media campaign. The winning firm will be responsible for designing the media plan and strategy for broadcast of the radio programs and PSAs, at national and district levels in the 16 districts. It will set up and execute an

interactive voice response (IVR) system, and short promotional text messaging service (SMS) to promote and announce the radio program broadcast.

Scope of Work (SOW)

The firm will provide media planning, placement, IVR and text messaging services for the following:

1. **At national level:** A three-month radio campaign in two radio stations having national coverage, i.e., Radio Nepal and Radio Kantipur, consisting of the following materials in Nepali language:
 - four 30-second radio PSAs
 - eight episodes of 15-minute 'radio program'
 - eight episodes of 5-minute 'drama segment'
 - eight episodes of 5-minute 'guest reader segment'
 - four episodes of 5-minute 'teaching tips segment'
 - four episodes of 5-minute 'interview segment'

2. **In six districts:** A three-month radio campaign in two most popular/listened local radio stations in each of the five districts: Banke, Bhaktapur, Kanchanpur, Kaski, and Saptari, and one radio station in Manang district, consisting of the following materials in Nepali language and one local language of the respective district (*subject to readiness at the time of awarding the contract*):
 - four 60-second radio PSAs
 - 30-second edited version of the four 60-second radio PSAs
 - eight episodes of 15-minute 'radio program'
 - eight episodes of five-minute 'drama segment'
 - eight episodes of five-minute 'guest reader segment'
 - four episodes of five-minute 'teaching tips segment'
 - four episodes of five-minute 'interview segment'

3. **In 10 districts:** A six-month radio campaign in two most popular/listened local radio stations in each of these eight districts: Bardiya, Dadeldhura, Dang, Dhankuta, Kailali, Parsa, Rupandehi, and Surkhet, and one radio station in Dolpa and Mustang districts, consisting of the following materials in Nepali language and one local language of the respective district (*subject to readiness at the time of awarding the contract*):
 - four 60-second radio PSAs
 - 30-second edited version of the four 60-second radio PSAs
 - eight episodes of 15-minute 'radio program'
 - eight episodes of five-minute 'drama segment'

- eight episodes of five-minute 'guest reader segment'
 - four episodes of five-minute 'teaching tips segment'
 - four episodes of five-minute 'interview segment'
4. In national radio stations, the paid radio PSAs will be aired every day before morning and evening prime time news, and complimentary/free spots will be aired throughout the day, as agreed with the respective radio stations.
 5. In local radio stations in the 16 districts, the radio PSAs will be aired every day at different times from 6:00 am to 9:00 pm including before morning and evening prime time news. The complimentary/free spots will be aired throughout the day, as agreed with the respective radio stations.
 6. In each radio station at national and district levels, the radio program will be aired in 15-minute block on weekly basis as well as three separate five-minute segments on six different days of the week.
 7. Every episode of the 15-minute program and the five-minute segment will be aired during the morning prime time in one radio station, and during the evening prime time in another radio station in each district as well as at national level. Airing of the program episodes will be repeated over the contract period, as required.
 8. For wider audience coverage in all target districts, the selected firm will set up and execute a time-shifting interactive voice response (IVR) system that gives audiences access to the recorded radio programs at no cost via separate toll-free numbers on Nepal Telecom and Ncell.
 9. The vendor will set up and execute a short text messaging service (SMS) in all target districts to promote the radio program, time and station information.
 10. The vendor will prepare and submit the monthly media schedule and broadcast plan for radio PSAs and programs at least two weeks in advance.
 11. Weekly, bi-weekly and monthly reporting requirements and timeline are to be submitted by email on a designated time determined by EGRP and the vendor.
 - Weekly (every week) and bi-weekly (every two weeks) status updates by email about broadcast, deviation (if any), and monitoring, including appropriate recommendations, as and when needed

- Monthly status reports in email as well as in printed form along with broadcast certificates issued by each radio station as evidence of completion of the month's broadcast as per the media schedule and broadcast plan approved by EGRP, for settlement of monthly payments
- Reports should include simple graphs and visuals of the monitoring data.

The successful bidder will work closely with the EGRP senior SBC technical expert.

Required Daily Frequencies of Radio PSAs

The bidder is required to provide budget for broadcast of the radio PSAs and programs at national and district-levels as per the frequencies indicated below.

- Daily broadcast frequency of radio PSAs in Radio Nepal at national level for a total of three-month period
 - 30-second PSA before morning prime-time news: 1 time daily for three months
 - 30-second PSA before evening prime-time news: 1 time daily for three months
 - **Note:** The vendor must pass on to EGRP all complimentary/free spots provided by Radio Nepal against three-month before morning and evening prime-time news package.
- Daily broadcast frequency of radio PSAs in Radio Kantipur at national level for a total of three-month period
 - 30-second PSA before morning prime-time news: 2 times daily for three months
 - 30-second PSA before evening prime-time news: 2 times daily for three months
 - **Note:** The vendor must pass on to EGRP all complimentary/free spots provided by Radio Kantipur against monthly budgetary commitment throughout the specified period of time.
- Daily broadcast frequency of radio PSAs in each radio station in six cohort I districts (Banke, Bhaktapur, Kanchanpur, Kaski, Manang, and Saptari) for a total of three-month period
 - 60-second PSA before morning prime-time news: 1 time daily for the first month
 - 60-second PSA before evening prime-time news: 1 time daily for the first month
 - 60-second PSA loose spots from 9:00 am to 9:00 pm (excluding evening prime-time news): 16 times daily for the first month

- 30-second PSA before morning prime-time news: 2 times daily for the remaining two months
 - 30-second PSA before evening prime-time news: 2 times daily for the remaining two months
 - 30-second PSA loose spots from 9:00 am to 9:00 pm (excluding evening prime-time news): 16 times daily for the remaining two months
 - **Note:** The vendor must pass on to EGRP all complimentary/free spots provided by each radio station against monthly budgetary commitment throughout the specified period of time.
- Daily broadcast frequency of 60-second and 30-second radio PSAs in each radio station in 10 new districts in cohort II (Bardiya, Dadeldhura, Dang, Dhankuta, Dolpa, Kailali, Mustang, Parsa, Rupandehi, and Surkhet) for a total of six-month period
 - 60-second PSA before morning prime-time news: 1 time daily for the first two months
 - 60-second PSA before evening prime-time news: 1 time daily for the first two months
 - 60-second PSA loose spots from 9:00 am to 9:00 pm (excluding evening prime-time news): 16 times daily for the first two months
 - 30-second PSA before morning prime-time news: 2 times daily for the remaining four months
 - 30-second PSA before evening prime-time news: 2 times daily for the remaining four months
 - 30-second PSA loose spots from 9:00 am to 9:00 pm (excluding evening prime-time news): 16 times daily for the remaining four months
 - **Note:** The vendor must pass on to EGRP all complimentary/free spots provided by each radio station against monthly budgetary commitment throughout the specified period of time.

Required Weekly Frequencies of Radio Programs

The bidder is required to provide budget for broadcast of the radio programs at national and district-levels as per the frequencies indicated below.

- Weekly broadcast frequency of 15-minute radio program at national level
 - 15-minute morning prime-time slot in Radio Kantipur, one day in a week (preferably on every Wednesday)
 - 15-minute evening prime-time slot in Radio Nepal, one day in a week (preferably on every Wednesday)

- Weekly broadcast frequency of 5-minute radio program segments at national level
 - 5-minute morning prime-time slot in Radio Kantipur every day for the remaining six days (except Wednesdays), e.g.
 - Sunday and Thursday: 5-minute interview/teaching tips segment
 - Monday and Friday: 5-minute drama segment
 - Tuesday and Saturday: 5-minute guest reader segment
 - 5-minute evening prime-time slot in Radio Nepal every day for the remaining six days (except Wednesdays), e.g.
 - Sunday and Thursday: 5-minute interview/teaching tips segment
 - Monday and Friday: 5-minute drama segment
 - Tuesday and Saturday: 5-minute guest reader segment

- Weekly broadcast frequency of 15-minute radio program at district level (in all 16 districts)
 - 15-minute morning prime-time slot in one radio station in each district on every Wednesday
 - 15-minute evening prime-time slot in another radio station in each district on every Wednesday

- Weekly broadcast frequency of 5-minute radio program segments at district level (in all 16 districts)
 - 5-minute morning prime-time slot in one radio station in each district every day (except Wednesdays), e.g.
 - Sunday and Thursday: 5-minute interview/teaching tips segment
 - Monday and Friday: 5-minute drama segment
 - Tuesday and Saturday: 5-minute guest reader segment
 - 5-minute evening prime-time slot in another radio station in each district every day (except Wednesdays), e.g.
 - Sunday and Thursday: 5-minute interview/teaching tips segment
 - Monday and Friday: 5-minute drama segment
 - Tuesday and Saturday: 5-minute guest reader segment

Required Monthly IVR Call-minutes

The bidder is required to provide budget for IVR call-minutes at district-levels as per the details indicated below.

- A total of 6,000 call-minutes per month will be planned for each of the 16 districts.
- The IVR system will be in operation for a total of three months in the six districts (i.e. Banke, Bhaktapur, Kanchanpur, Kaski, Manang, and Saptari), and for six months in the

10 new districts (i.e. Bardiya, Dadeldhura, Dang, Dhankuta, Dolpa, Kailali, Mustang, Parsa, Rupandehi, and Surkhet).

Required Monthly SMSs

The bidder is required to provide budget for SMSs at district-levels as per the details indicated below.

- Every month a total of 2,000 SMSs of 160 characters each will be sent to the key stakeholders in the 16 districts; three months for the first six districts, and six months for the 10 new districts.
- EGRP will provide the list of SMS recipients for each district.

Service Expectations:

RTI is seeking to contract with a Nepali communications and/or media firm to design, implement and monitor its public awareness mass media campaign. The vendor will be responsible for designing the media plan and strategy for broadcast of the radio programs and PSAs, at national and district levels in the 16 districts. It will set up and execute an interactive voice response (IVR) system, and short promotional text messaging service (SMS) to promote and announce the radio program broadcast.

Timeline, and Special Terms and Conditions, Terms of Payment

The expected period of media buy will be from December 2018 through July 2019.

The SOW covers what EGRP expects to be accomplished, however, having discussed with selected firm/company if necessary minor adjustments will be made in the SOW. The SOW will be included in the official purchase order. The bidders may be asked to make a brief presentation to discuss their proposed plan, past experience, timeline, and results.

Please note that the selected bidder will not be responsible for development and production of the radio PSAs and program. They will be provided with ready-to-air materials in required format. They will broadcast the provided materials in the radio stations and timeslots as specified in the final media plan approved by EGRP. The firm and their proposed and finalized radio stations must not make any changes in the provided materials while broadcasting.

Payments will be on deliverable based and made in six monthly instalments upon receipt of the monthly status reports in email as well as in printed form along with broadcast certificates issued by each radio station as evidence of completion of the month's broadcast as per the media schedule and broadcast plan approved by EGRP. The monthly status reports should also have an update of the number of SMSs sent to each district, as well as details of

the radio program episode-wise and individual segment-wise IVR call-minutes expended by the audience from each district.

Reports should include simple graphs and visuals of the monitoring data.

Eligibility Requirement:

The bidders must submit the following documents for minimum eligibility. Only bidders meeting the minimum eligibility will be considered for technical and financial evaluation.

1. Firm/ company registration certificate
2. Firm/ company profile
3. A copy of PAN/VAT registration certificate
4. Latest tax clearance certificate (or B.S. 2073/74)
5. Latest audit report of the firm/ company (or B.S. 2073/74)
6. Letters from two (2) previous and/or existing clients certifying the firm's past work experience in media planning and media buy for radio PSAs and/or radio programs at the national and district-levels
7. Letter from at least one (1) previous and/or existing client certifying the firm's past work experience in IVR system execution
8. Letter from at least one (1) previous and/or existing client certifying the firm's past work experience in SMS system execution

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:

**Attachment “B”
Instructions to Bidders**

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase services identified in Attachment A. The Buyer intends to purchase the services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFP, supplier understands that services indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase service of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

RTI- USAID Early Grade Reading Program House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu, Nepal
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who has a purchase requirement in support of a project funded by

USAID

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to bidder by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All bidders will submit a proposal which contains offers for all items and options included in this RFP. All information presented in the bidder’s proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFP may result in bidder’s offer being deemed non-responsive. Bidders are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFP by the time and date specified in the RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The bidder’s proposal shall include the following:
 - (a) The solicitation number: Nepal EGRP-RFP-FY18-P024
 - (b) The date and time submitted:
 - (c) The name, address, and telephone number of the bidder and authorized signature of same:

- (d) Validity period of Quote: 120 days.
 - (e) A technical description (understanding of assignment, proposed media plan, implementation plan with timeline etc.) being offered are sufficient detail to evaluate compliance with the requirements in the solicitation.
 - (f) Lead Time Availability of the Service.
 - (g) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.
 - (h) Payment address or instructions (if different from mailing address)
 - (i) Acknowledgment of solicitation amendments (if any)
 - (j) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
 - (k) **Special Note:** The bidder, by his response to this RFP and accompanying signatures, confirms that the terms and conditions associated with this RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.
4. **Forms:** Bidders (potential bidders or suppliers) must sign the single hardcopy submitted and send to address listed on the cover page of this RFP.
5. **Questions Concerning the Procurement.** All questions in regards to this RFP to be directed to
- The Selection Committee
RTI-USAID EGRP
- at this email address:
- procurement@np-egrp.rti.org
- The cut-off date for questions is *(insert date)*.
- Monday, November 05, 2018, 12:00 Noon Nepal Standard Time
6. **Notifications and Deliveries:** Time is of the essence for this procurement. Bidder shall deliver the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFP. The Bidder shall immediately contact the Buyer's Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Bidder.



7. **Documentation:** The following documents will be required for payment for each item:
 - (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
 - (b) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in www.rti.org/poterms, <http://www.rti.org/POterms>, [http://www.rti.org/files/PO FAR Clauses.pdf](http://www.rti.org/files/PO_FAR_Clauses.pdf), or [http://www.rti.org/files/PO FAR Clauses Commercial Items.pdf](http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf). Payment can be made via wire transfer or other acceptable form. Bidders may propose alternative payment terms and they will be considered in the evaluation process.
9. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
10. **Evaluation and Award Process:** The RTI will award an agreement contract resulting from this solicitation to the responsible bidder whose offer conforms to the RFP will be most advantageous to RTI based on the technical and cost proposal. The award will be made to the bidder representing the **best value** to the project and to RTI. For the purpose of this RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the “best value” awardee. RTI intends to evaluate offers and award an Agreement without discussions with bidder. Therefore, the bidder’s initial offer should contain the best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

SUBMISSION REQUIREMENTS

Interested bidders should provide all the required information indicated below, in English, typed in a Microsoft Word compatible program, single-spaced with a 12-point Times New Roman font and one inch margins:

Technical Proposal:

1. **Summary of relevant work experience** (maximum 3 pages): The bidder should provide at least two (2) brief examples of its past work experience in media planning and media buy for radio PSAs and radio programs at the national and district-levels, and at least one example of its past experience in IVR and SMS system execution. Work needs to have been completed within the last five years.

2. **Company profile:** A brief (maximum 2 pages) description of your company, including its date and location of incorporation, number of years of work experience relevant to this RFP.

3. **Technical approach:** Please describe how your firm plans to perform the activities outlined in the Scope of Work.
 - **Proposed local radio stations:** The bidder is to include in its technical proposal the list of two local radio stations proposed for each of the 16 target districts (except Manang, Dolpa, and Mustang districts, where one local radio station each is to be considered, as currently available) along with rationale and relevant data to support its recommendation.
 - **Proposed rates for airing radio PSAs and programs:** Rates for airing a 60-second and 30-second PSA, a 15-minute program, and a five-minute segment at the proposed timeslots in each radio station at national and district-levels should also be clearly mentioned in the technical proposal.
 - **Illustrative monthly media plan:** The bidder is to include in its technical proposal an illustrative media plan for one radio station at national level and one radio station at district level. The illustrative media plan should clearly reflect the bidder's strategic recommendations for the different timeslots to broadcast the radio PSAs throughout the day, and specific timeslots for airing the 15-minute radio program and five-minute segments in each radio station at national and district levels during one month, including a strong rationale for their recommendations.
 - **Detailed implementation plan and timeline:** The bidder is to include in its technical proposal a detailed implementation plan with realistic timeline for accomplishment of all activities specified in the scope of work.
 - **Management of the interactive voice response (IVR) system:** Please explain your approach for setting up, executing and managing a time-shifting IVR system to give audiences in all 16 districts access to the recorded radio programs in different languages at no cost via separate toll-free numbers from two telecom service providers Nepal—Nepal Telecom and Ncell.
 - **Management of the short text messaging service (SMS) system:** Please explain your approach for setting up, executing and managing the monthly SMS system in all target districts to promote the radio program, time and station information.

4. **Project management approach:** Please specify which personnel are key to the project implementation and include a short biographical statement on each, with clear indication about their respective roles.

Note: Assumptions: Please include any assumptions that have been made in the preparation of your proposal.

Cost Proposal:

Please submit a pricing schedule along with your proposal, in your format, for required daily broadcast frequencies of the radio PSAs, weekly broadcast frequencies of the radio programs, monthly IVR call-minutes, and required monthly SMSs, as specified in the RFP.

The cost proposal must contain a detailed line item-wise budget accompanied by a budget narrative (a separate document) explaining rationale for all unit costs and numbers. An acceptable budget will have all costs broken down by *unit costs*, with the number of units used for each line item shown clearly. The narrative will describe how the bidder arrived at each unit cost and the number of units for each line item. Bidders are encouraged to provide as much detail as possible. The combination of the detail budget and budget narrative must be sufficient to allow a determination of whether the costs estimated are reasonable, allocable and allowable.

Duly signed and stamped letters from each radio station should be included in the proposal as evidence of the availability of proposed timeslots and their confirmation of the proposed rates.

The evaluation factors comprise of the following criteria:

(a) PRICE - Maximum Weight – 40 Points

Cost proposal will be evaluated on the basis of the most effective rates for broadcast, IVR and SMS system, and completeness of their price schedules in line with the technical proposal covering all activities outlined in the scope of work.

(b) PAST PERFORMANCE - Maximum Weight – 10 Points

Proposals will be evaluated on their response to the information requested including how closely past experiences matches the proposed work to be performed as defined in the scope of work.

(c) TECHNICAL APPROACH – Maximum Weight – 40 Points

Proposals will be evaluated on how well the firm demonstrates technical strength and its ability/availability to conduct the activities included in the Scope of Work, as explained under the submission requirements.

(d) PROJECT MANAGEMENT APPROACH – Maximum Weight- 10 Points

Proposals will be evaluated on suitability and level of expertise of the personnel proposed to conduct the activities outlined in the scope of work.



Total weightage – 100 Points

11. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.
12. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Bidder in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 120 days after submission.
13. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.
14. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.

Acceptance:

Bidder agrees, as evidenced by signature below, that the Bidder's completed and signed solicitation, bidder's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: *(Bidder Company Name)*

Signature: _____

Title:

Date: