

## **REQUEST FOR PROPOSAL (RFP)**

RFP Number: RFP No. 00070

Description: **Media Advocacy Component for Education Governance Reforms**

Release Date: May 07, 2015

Deadline for Questions: May 10, 2015

Due Date: May 17, 2015

For Project: Education for All – Making It Possible

Contracting Entity: TDEA

Funded by: ILM IDEAs

Place of Performance: Pakistan

### Contents of RFP:

Section 1:	Instructions to Offerors
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## **SECTION 1: INSTRUCTIONS TO OFFERORS**

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### **1.1 Introduction**

Free and Fair Election Network (FAFEN) is a network of 42 civil society organizations working in Pakistan and governed by Trust for Democratic Education and Accountability (TDEA). It was established in 2006 to observe the general elections, strengthen the democratic system and mobilize voters. FAFEN led an unprecedented long-term voter education and election observation initiative in 2007-08 that engaged 20,000 citizens from across the country and involved them directly in the election process.

In 2013, FAFEN deployed over 40,000 trained, non-partisan long and short-term election observers to monitor all phases of general elections. FAFEN's observation yielded valuable insights into the quality of the electoral processes and enabled the network to advocate for reforms in the constitutional, legal and procedural frameworks that govern the elections in Pakistan.

In addition to its vibrant Electoral Oversight, Research and Reforms Program, FAFEN has developed innovative techniques to observe the functioning of the Parliament and Provincial Assemblies to advocate for parliamentary reforms for more accountable, transparent and responsive legislatures.

### **Project Brief:**

ILM IDEAs works in Pakistan to improve access to quality education for all children aged between 5 and 16 years (grades 1-10). It supports research and advocacy initiatives for greater accountability and transparency in the education sector. The key objectives of ILM IDEAs include increased access to education, enhanced learning achievements, improved satisfaction of parents/students and effectiveness of governance within the education sector.

TDEA-FAFEN is implementing Education for All – Making it Possible across Pakistan in order to increase transparency, accountability and improved governance in the education sector.

### **Education for All – Making it Possible: an Introduction**

Education for All – Making it Possible is a unique effort that focuses on education governance to improve the quality of service delivery. The project is aimed at providing public and private sectors with education solutions that will contribute towards improving education governance. This will be done through identifying effective and replicable voice and accountability (V&A) models being implemented by civil society organizations across Pakistan. An effective V&A model is representative of an advocacy process based on evidence and enables rights-holders (citizens) to raise their demand for duty-bearers (public and elected officials and institutions) to be responsive towards administrative, policy or legislative issues which result in tangible improvements in education governance. This in turn leads to enhanced quality of services such as higher enrollment and retention of students, optimum use of resources, improved facilities and defined checks and balances for education officials and teachers.

High on positivism, high on visibility and high on impact; the project will persuade the federal and provincial governments to consider V&A solutions for adoption to contribute to improving education governance in Pakistan. The project will engage all relevant stakeholders - civil society organizations, government officials, legislators, educationists, analysts and advocacy

actors - and concentrate on achieving results. It will utilize education reforms, best practices and headline messages emerging from district and regional meetings, stakeholder meetings and consultations with experts and engage radio to project/advocate for education governance reforms. The project will aim to advocate through informing public about the campaign activities.

For the radio campaign specifically focusing on the validated V/A models/projects, TDEA-FAFEN will voice for adoption of replicable, scalable and effective V&A models with the public and private sectors (policymakers, legislators, NGOs, parliamentarians etc.) to improve education governance. The project will be implemented in four stages (the first started in November 2014) and will end on June 30, 2015.

#### KEY AREAS:

Citizens' engagement with duty-bearers to respond to public demands
Use of authority by public/elected officials to improve education governance
Administrative, policy and legislative measures for sustainable improvements

Under the above mentioned prime areas of concern of the project, a bulk of information will be generated during the validation phase of the project. This information will feed in the media advocacy component of the project accordingly.

#### **Objective of Media Advocacy Component:**

The media campaign focuses on advocacy for education governance reforms through popularization and broadcast of replicable, cost-efficient and successful V&A models on private and public radio channels across the country with a meticulous approach to consider the audience in target areas.

#### **1.2 Offer Deadline**

Offers must be received through courier or by hand no later than 1700 hours on May 17, 2015. Late offers will be considered at the discretion of the evaluation team.

#### **1.3 Protocol for Submission of Offers and Required Documents**

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein.

1. All offers must be mailed to House 145, Street 37, F-10/1, Islamabad, by the deadline stated in Section 1.2. The sealed 2 x envelopes (**Technical & Financial Proposals should be sealed in Two Separate Envelopes**) must include the following text: "Proposal RFP No. 00070" and Mark with Technical or Financial Proposal. Receipt will be acknowledged.
2. All offers must be prepared in English. Each offer should include a Technical Proposal and Cost of the Proposal as described in Sections 1.5 and 1.6 below.
3. Each offeror may submit only one proposal, either individually or as a partner in a joint venture. An offeror who submits or participates in more than one proposal shall cause all proposals with that offeror's participation to be disqualified.

#### 1.4 Site Walkthrough

Site walkthroughs will be held on May 11, 2015. All offerors must register themselves for the visit via email at imraan.ashraf@tdea.pk no later than 1700 hours on May 10, 2015. The time for the walkthrough shall be communicated to the offerors on the same day.

#### 1.5 Questions and Clarifications

All questions and/or clarifications must be submitted via email at imraan.ashraf@tdea.pk no later than 1700 hours by May 08, 2015. All correspondence and/or inquiries regarding this solicitation must refer the RFP number. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing.

Questions and requests for clarification- and the responses thereto - will be circulated to all RFP recipients who have indicated an interest in bidding by 1700 hours on May 10, 2015.

Only written answers will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from a TDEA employee or other entity should not be considered as an official response to any questions regarding the RFP.

#### 1.6 Technical Proposal

The Technical Volume should describe, in detail, the offeror's proposed plan under the proposed scope of work (SoW) and deliverables found in Section 2. It should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The Technical Proposal should not exceed ten (10) pages and include the following information:

<b>Technical Proposal</b>	<ul style="list-style-type: none"> <li>• Describe/Narrate in detail the technical proposal for achieving the SoW including methodology to broadcast radio programs and PSMs and run advocacy component on social media</li> <li>• Detailed work plan and logframe following the details mentioned in this document</li> </ul>
<b>Cost Appropriateness/Budget</b>	<ul style="list-style-type: none"> <li>• Reasonable and appropriate cost with details</li> </ul>
<b>Personnel</b>	<ul style="list-style-type: none"> <li>• Include CVs of four key project personnel having relevant experience in education governance sector and radio production who will work on the project; Also include CV for the team supervisor. <i>[CVs do not count towards the company profile page limit]</i></li> </ul>
<b>Past Performance</b>	<ul style="list-style-type: none"> <li>• Provide three (3) performance references for previous projects of similar scope and outreach conducted by the Offeror, including the name of the project, name of the client's contact person, address details, email address, and telephone number.</li> <li>• Reflect capacity technically to produce radio live-call in</li> </ul>

	show <ul style="list-style-type: none"> <li>• Provide best radio program sample</li> </ul>
<b>Offeror's Capability</b>	<ul style="list-style-type: none"> <li>• Profile of the Offeror's firm including primary services, year registered, and capacity to manage budget, size and structure.</li> </ul>

Subcontracting Arrangements: If the execution of work to be performed by the offeror requires the hiring of subcontractors, the proposal must clearly identify the subcontractor(s), contact information of subcontractor(s), and the work they will perform. TDEA will not refuse a proposal based upon the hiring of subcontractor(s); however, TDEA retains the right to approve or reject the specific subcontractor(s) selected.

### **1.7 Cost**

The cost is used to establish the best value among proposals, and serves as a basis for negotiation in signing of the subcontract. The cost must include a detailed budget (for example, the specific daily rate multiplied by the number of work days proposed for each person), as well as a budget narrative which explains the basis for the estimate of each budget element. Supporting information should be provided in sufficient detail to allow a complete analysis of each cost element. No taxes or fees are to be added later. Quotations must be a firm fixed price, expressed in Pakistani rupees. Payment to the successful offeror will be made in Pakistani rupees. The anticipated contract type for this procurement will be a firm fixed price subcontract. Tax deductions as per Pakistan laws are applicable.

### **1.8 Eligibility of Offerors**

All offerors must certify that they are not debarred, suspended, or proposed for debarment. TDEA will not award a subcontract to any firm or TDEA principals who are debarred, suspended, or proposed for debarment; or propose doing business with TDEA (including subcontractors) or TDEA principals who are debarred, suspended or proposed for debarment in the performance of the requirement of this activity.

### **Validity Period**

Offers must remain valid for at least 90 days following the deadline.

### **Negotiations**

TDEA reserves the right to conduct negotiations and/or request clarifications prior to awarding a subcontract. TDEA reserves the right to make multiple awards if it is in the best interest of TDEA and reserves the right to cancel or reject any or all quotations without assigning any reason.

### **Basis for Award**

TDEA intends to award a subcontract(s) resulting from this solicitation to the responsible

offeror(s) whose proposal(s) represent the best value to TDEA based on evaluation using the following criteria:

1. 70 per cent – Technical Proposal (35%) and Appropriate Cost (35%).
2. 15 per cent – Personnel
3. 15 per cent – Past Performance and Corporate Capability

### **1.9 Terms and Conditions of Subcontract**

Issuance of this solicitation does not in any way obligate TDEA or its donor agency to award a subcontract, nor does it commits TDEA or its donor agency to pay for costs incurred in the preparation and submission of a proposal. To submit RFP is the sole responsibility of the offeror. This solicitation is subject to the Fixed-Price Subcontract Terms and Conditions detailed in Section 3. Any resultant award will be governed by these terms and conditions. TDEA reserves the right to make revisions to the content, order, and numbering of the provisions in the actual subcontract document prior to execution by TDEA and the selected awardee.

Please note that in submitting a response to this solicitation, the offeror understands that TDEA is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented – in writing with full explanations – to TDEA for consideration. TDEA, at its sole discretion, will make a final decision on the protest for this procurement.

## **SECTION 2 AND 3: SCOPE OF WORK (SOW) AND DELIVERABLES SCHEDULE**

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*Below is the SoW for the RFP. For this RFP, the term “Subcontractor” means the successful offeror who is awarded the subcontract as a result of this RFP.*

### **Program Overview**

TDEA-FAFEN’s campaign will seek to build pressure on the federal and provincial governments to improve education governance, focusing on key issues that are central to ensuring access to quality education for children aged 5–16. The advocacy component will develop content highlighting successful V&A interventions of advocacy organizations and implementers, particularly ILM IDEAs partners. Primarily, there are four stages of Education for All – Making it Possible.

### **Solicitations & Selection (Nov-Dec 2014)**

Showcasing events were arranged in 18 locations across Pakistan to identify prospective V&A projects (interventions).

### **Validation (Jan-May 2015)**

The finalized/selected V&A models against the set criteria of ILM IDEAs will go through a rigorous validation and stakeholder analyses phase. This is a highly intensive phase to generate qualitative research based on customized research tools. Longlisted projects will be validated through customized tools including on-site verifications, focus group discussions and key informant interviews with key stakeholders such as beneficiary communities, teachers, schools, government departments and CSOs. Models will be identified for specific themes which contribute to strengthening education governance, such as fiscal management, procurement, or school management.

### **Documentation (May 2015)**

Evidence generated during the validation stage will be analyzed by technical experts. Short case studies will be developed to document up to 10 effective V&A models. Mainly, the content for the media campaign will be generated from this phase.

### **Advocacy (May-June 2015)**

A media advocacy component will be carried out to advocate for adoption of effective models. This will include consultative workshops and meetings with government departments, civil society organizations, parliamentarians, political parties and other DFID-funded education programs. The campaign will also disseminate policy briefs, key messages and content through print and electronic media. The campaign is geared at advocating for V&A models and propagation of V/A solutions on specific thematic areas rather than the overall education sector. On the basis of the qualitative content generated after the completion of the validation phase, interactive live call-in radio show will be produced at provincial and district levels.

## **2. Scope of Work (May 20, 2015 – June 30, 2015)**

*The subcontractor will be required to ensure quality and quantity throughout the campaign duration.*

### **Radio:**

Throughout the campaign duration and specifically through radio live call-in shows, the emphasis will remain on the promotion of adoption of scalable and replicable validated V/A models along with awareness raising precisely through PSMs based on V/A solutions derived from the validation phase of the project.

With the help of an effective promotional plan meant for social media component of the project, listenership will be enhanced by the subcontractor while targeting all stakeholders including CSOs (organizations which participated in the showcasing events to tell/share about their education governance related projects), duty-bearers, policy and decision-makers, schools and relevant communities.

Radio stations with effective networks or ability to be linked or connected to other radio station(s) will be aimed to get as partners to cover required areas/districts across the country. The subcontractor will be encouraged to seek innovative but effective cost-effective promotional activities contributing to take the targeted stakeholders into the loop of listenership.

Wider dissemination of PSMs/PSAs in the targeted districts will help raise awareness about certain action, while remaining within the V/A main criteria to promotion scalable and sustainable solutions.

Radio programs for a very limited duration (four or three week) of time will make the relevant communities conscience about a sustained series of actions to bring a visible positive change to a certain level.

### **Radio Campaign's Duration: One month (four weeks)**

#### **Participation**

1. The subcontractor will be required to participate in the events of Education for All – Making it Possible, such as campaign development workshops, consultative workshops and meetings.

### **Radio**

#### ***Live Call-in Radio Show in Urdu***

*Frequency of broadcasting live call-in show: Two-hourly weekly program from radio station(s) (covering areas of four provincial capitals of Lahore, Karachi, Quetta, Peshawar, Islamabad and Gilgit-Baltistan)*

2. With the help of a core dedicated team of five experienced radio journalists who have been oriented on the specific objective of the program i.e. to advocate and promote validated V/A solutions to reform education sector and the program format, the subcontractor will be required to manage the content centrally. For this, the subcontractor will be required to build specific set of skills of the selected core team to produce two-hourly-weekly live-call-in show with recorded and live content having strong local grip on the material produced/aired.



3. The show will include different radio program formats including VOXPOPS, oral testimonies, phone-in interviews, one-to-one interviews, news reports, features occasionally and live calls.
4. For four programs, a list of validated and effective V/A models reflecting their impact through human stories of the people attached with those models will be considered in pairs/effective combination.
5. The subcontractor will be required to make core team responsible for producing the program and airing it from one station connected with its network of radio stations and/or with partner independent radio stations covering the targeted area.
6. To ensure quality of technical content of the radio live call-in show(s), the subcontractor will be required to develop a strong mechanism to get prior-approvals for timely deliverance.
7. The subcontractor will develop an effective dissemination plan and methodology to broadcast two-hourly live-call in show per week to ensure coverage of the selected areas at prime time; mentioning specifically audience/stakeholders area-wise breakdown.
8. The subcontractor will be required to make arrangements to repeat a bit tweaked version of the program during the same week.
9. The subcontractor will be required to submit the criteria behind the selection of a radio channel e.g. highly effective listenership and outreach, time and add-ons etc. The subcontractor will be required to submit and share program content prior to broadcast.
10. The contractor will be required to submit copies of programs with transcriptions in English (original program versions) and tweaked one for repeat broadcast.

<b>Radio – Live Call-in Two-Hourly Weekly Show – once a week with repeat broadcast</b>				
<b>Language</b>	<b>Coverage Area Provincial hubs</b>	<b># Radio Stations</b>	<b>Frequency</b>	<b>Total programs</b>
Urdu	Lahore, Peshawar, Karachi, Quetta, GB, ICT	Radio stations/radio networks with wide coverage area and listenership	Two-hourly weekly program weeks	04 (Total hours of transmission = 16 including 8 hours of original transmission + 8 hours of repeat) x selected number of network radio stations

***PSMs/PSAs (Public Service Messages/Public Service Announcements):***

*Frequency of airing PSM: 24 times per day for 25 days from 34 different radio stations across the country*

The contractor will be required to develop dissemination plan and methodology mentioning prime time to broadcast a PSM 24 times a day from 0800 hours to 2200 hours in 34 districts, while covering project intervention areas below. Also, the subcontractor will be required to mention listenership and breakdown of audience/stakeholders.

11. The subcontractor will be required to produce one PSM in Urdu and six PSMs in selected regional languages depicting critically and technically accurate content highlighting V/A solutions and actions leading to adoption of the V/A model(s).
12. The subcontractor will be required to submit high quality original 7 PSMs with transcriptions in English.
13. The subcontractor will be required to submit weekly, monthly and final reports detailing the process and feedback incorporation to improve the content.
14. The subcontractor will be required to reuse the material produced for radio through social media accordingly where it can add effectiveness to the media component of the project e.g. PSMs or selected program material.

<b>PSMs/PSAs - duration 20-30 seconds with bytes accordingly</b>			
Language	Name of districts/coverage areas	# of target districts	Frequency 24 PSMs daily from 0800 hours to 2200 hours daily from every station for 30 days
Punjabi	Chakwal, Faisalabad, Gujrat, Jhelum, Khushab, Mandi Bahauddin, Mianwali, Sargodha, Attock, Narowal, Rawalpindi, Sargodha and Sialkot	13	24 x 30 x #radio stations
Shina/Balti	Diamir, Gilgit, Skardu	03	24 x 30 x #radio stations
Seraiki	Multan, Muzaffargarh, Rahim Yar Khan, Bahawalpur, Lodhran, Rajanpur	06	24 x 30 x #radio stations
Pashto	Peshawar, Charsadda, Nowshera, Mardan and DI Khan	05	24 x 30 x #radio stations
Sindhi	Dadu, Shahdadkot, Khairpur, Hyderabad, Larkana and Mithi	06	24 x 30 x #radio stations
Balochi	Quetta	01	24 x 30 x #radio stations
Urdu	Lahore, Peshawar, Karachi, Quetta, GB, ICT	06	24 x 30 x #radio stations
		40	24 x 30 x #radio stations

### **Media Advocacy Component on Social Media:**

Education for All – Making it Possible aims to utilize social media to engage the users.

Campaign duration on social media: 04 Weeks

1. The subcontractor will be required to submit:
  - i. Social media plan and methodology focusing on targets of the social media campaign
  - ii. Program update reports on a weekly and final report

- iii. 3,000 likes on Facebook page
- iv. 7 memes – one meme per six regional languages (1x6=6) + one in Urdu = Total 7 memes
- v. 500 tweets – at least 15 tweets daily in different time slots
- vi. 1,000 followers
- vii. Five hashtags

### **3.a Deliverables against the SOW:**

*(Timeliness of deliverables has been mentioned specifically in column three of the table in section 3.b.)*

*For the sake of ease to ensure deliverables, the media campaign has been divided in three main phases. The subcontractor will be required to ensure all deliverables mentioned or may emerge later. The three phases include:*

- *Planning and preparations*
- *Production and dissemination*
- *Documentation against deliverables*

#### **3.a.1 :- Planning and preparations:**

##### **3.a.1-a:** Meeting reports

(The subcontractor will be required to attend four meetings planned during the project duration)

##### **3.a.1-b:** Inception report

**3.a.1-c:** Plan and material of one-day orientation sessions on validated V/A models and program format; and

**3.a.1-d:** Dissemination plan for airing radio programs, PSMs/PSAs and containing elements of social media campaign

#### **3.a.2 :- Production and dissemination:**

**3.a.2-e:** One-day orientation sessions on validated V/A models and program format, developing editorial/core team to maintain quality of the program ensuring approvals from FAFEN's designated person

**3.a.2-f:** Contract/s/MOUs with radio stations which will air live call-in shows and PSMs

**3.a.2-g:** Copies of 07 PSMs (inserting testimonies aptly and accordingly) with translations in English

**3.a.2-h:** Copies of 08 Radio Programs with transcriptions in English – original and broadcast

**3.a.2-i:** Copies of 07 memes

**3.a.2-j:** Signature tune for the program and sting for PSMs

#### **3.a.3 :- Documentation**

**3.A.3-k:** The subcontractor will be required to submit program update reports on weekly and monthly basis and at the end of the project. The subcontractor will be required to arrange data whenever required by FAFEN's designated person.

**3.A.3-l:** The subcontractor will be required to respond to monitoring criteria and submit complete monitoring checklists and feedback forms.

**Deliverables against the RFP are:**

1. Proposal (template is attached; also include risk analysis and migration plan)
2. Dissemination plans to broadcast radio programs and PSMs/PSAs specifically mentioning listenership
3. Budget with budget narrative
4. Relevant three past performance (copy of call-in radio show produced earlier and copy of PSM/PSA) following the details mentioned above
5. Work plan
6. CVs of key personnel

**3.b. Deliverable Schedule****Campaign on radio**

<b>Time</b>	<b>Activities</b>	<b>Deliverables</b>
Radio-Week 1	<ol style="list-style-type: none"> <li>1. Set up of the project/campaign</li> <li>2. Work on dissemination plan and methodology</li> <li>3. Plan orientation sessions</li> <li>4. Planning for the production of radio program and PSMs</li> <li>5. MOUs with radio stations for live call-in shows and for broadcast of PSMs</li> </ol>	<ol style="list-style-type: none"> <li>1. Inception report</li> <li>2. Orientation sessions plan on validated V/A models and program format</li> <li>3. Dissemination plans for radio programs and PSMs detailing outreach, listenership and stakeholders</li> </ol>
Radio-Week 2	<ol style="list-style-type: none"> <li>1. One-day orientation sessions on the program objectives focusing on validated V/A models and solutions and program format</li> <li>2. Production of seven PSMs</li> <li>3. Planning/Production of two-hourly weekly radio program</li> </ol>	<ol style="list-style-type: none"> <li>1. Event report mentioning before and after event status of the participants; complete attendance sheets; action photos</li> <li>2. Copies of 07 PSMs (one each in Sindhi, Pashto, Seraiki, Balochi, Shina/Balti, Punjabi and Urdu)</li> </ol>
<b>Campaign On Air</b>		
Radio-Week 3	<ol style="list-style-type: none"> <li>1. Follow dissemination plan to broadcast PSMs on regular basis</li> <li>2. Production of live call-in shows on regular basis</li> <li>3. Regular follow-up on dissemination plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Weekly report giving details of the programs and progress on broadcast of PSMs; specific mentioning of strengths, weaknesses and suggestion to be incorporated in the next radio programs (in-house mechanism to critically evaluate radio program and report on it</li> </ol>

	<p>addressing challenges</p> <ol style="list-style-type: none"> <li>4. Broadcast of six PSMs in regional languages and one in Urdu</li> </ol>	<p>will be encouraged)</p> <ol style="list-style-type: none"> <li>2. Record of phone calls from first program till the last program</li> <li>3. Complete monitoring checklists/sheets and filled feedback forms</li> </ol>
Radio-Week 4	<ol style="list-style-type: none"> <li>1. Follow dissemination plan to broadcast PSMs on regular basis</li> <li>2. Production of live call-in shows on regular basis</li> <li>3. Regular follow-up on dissemination plan addressing challenges</li> <li>5. Scheduled broadcast scheduled six PSMs in regional languages and one in Urdu</li> </ol>	<ol style="list-style-type: none"> <li>1. Weekly report giving details of the programs and progress on broadcast of PSMs; specific mentioning of strengths, weaknesses and suggestion to be incorporated in the next radio programs (in-house mechanism to critically evaluate radio program and report on it will be encouraged)</li> <li>2. Record of phone calls from 1<sup>st</sup> program till the last program</li> <li>3. Complete monitoring checklists/sheets and filled feedback forms</li> <li>4. Radio stations signed/verified reports of broadcast</li> </ol>
Radio-Week 5	<ol style="list-style-type: none"> <li>1. Follow dissemination plan to broadcast radio program and scheduled PSMs on regular basis</li> <li>2. Production of live call-in shows on regular basis</li> <li>3. Preparation for final report</li> </ol>	<ol style="list-style-type: none"> <li>1. Same as above</li> <li>2. Complete monitoring checklists/sheets and filled feedback forms</li> </ol>
Radio – Week 6	<ol style="list-style-type: none"> <li>1. Follow dissemination plan to broadcast radio program and scheduled PSMs on regular basis</li> <li>2. Production of live call-in show/s on regular basis</li> </ol>	<ol style="list-style-type: none"> <li>1. Same as above</li> <li>2. Final Report</li> <li>3. Submission of all material meeting the contractual obligations and assigned tasks</li> </ol>

### **Campaign on social media**

#### **The targets for social media campaign are;**

1. 3,000 likes on Facebook
2. 500 tweets
3. 1,000 followers
4. 5 hashtags
5. Seven memes including six in regional languages and one in Urdu – one meme per six regional (Shina/Balti, Punjabi, Seraiki, Sindhi, Pashto and Balochi) languages and one meme in national language (total 6+1 = 7 memes)
6. The subcontractor will be required to use social media effectively to promote radio campaign, selected program parts, PSMs and for the promotion of the radio programs with complete information mentioning radio station, program schedule etc.

Time	Activities	Deliverables
Social media – week 1	<ul style="list-style-type: none"> <li>- Preparations and planning for launching campaign on social media;</li> <li>- Plan and methodology with baseline benchmarks to use the media effectively for adding value to the overall objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Inception Report</li> <li>• Plan and methodology for social media component of media campaign</li> <li>• Weekly report</li> </ul>
Social media – week 2	Planning and production of 15 tweets daily (total tweets 500) Production of 6 + 1 = 7 memes and dissemination	<ul style="list-style-type: none"> <li>• Detailed weekly report including tweets and likes, mentions, retweets and shares</li> <li>• Original copies of memes</li> <li>• Regular updates on Facebook page</li> <li>• Filled monitoring sheets and feedback forms</li> </ul>
Social media – week 3	Planning, production and dissemination of at least 15 tweets daily Utilization of 7 memes	<ul style="list-style-type: none"> <li>• Detailed weekly report including tweets and likes, mentions, retweets and shares</li> <li>• Regular updates on Facebook page</li> <li>• Filled monitoring sheets and feedback forms</li> </ul>
Social media – week 4	Planning, production and dissemination of 15 tweets daily	<ul style="list-style-type: none"> <li>• Detailed weekly report including tweets and likes, mentions, retweets and shares</li> <li>• Regular updates on Facebook page</li> <li>• Filled monitoring sheets and feedback forms</li> </ul>
Social media – week 5	Planning, production and dissemination of 15 tweets daily  Preparation for the final report	<ul style="list-style-type: none"> <li>• Detailed weekly report including tweets and likes, mentions, retweets and shares</li> <li>• Regular updates on Facebook page</li> <li>• Filled monitoring sheets and feedback forms</li> </ul>
Social media – week 6	Planning, production and dissemination of 03 tweets daily; Arranging materials for final report	<ul style="list-style-type: none"> <li>• Detailed weekly report including tweets and likes, mentions, retweets and shares</li> <li>• Regular updates on Facebook page</li> <li>• Filled monitoring sheets and feedback forms</li> <li>• Final report</li> </ul>

**Instructions:** The subcontractor will be required to produce a detailed dissemination plan with rationale to execute the required tasks providing rationale behind every step. The subcontractor

will be required to develop internal system to keep a quality check on all broadcast material, detailing challenges, strengths and weaknesses in weekly, monthly and final project reports.

The subcontractor will consider public and private radio channels for broadcasting PSMs for making a strategic dissemination plan and methodology in the intervention areas focusing on outreach and effectiveness of the channels. For live call-in discussion shows, the subcontractor will be required to present high value of the selected private FM channels that will broadcast live programming. The subcontractor will submit the deliverables described above in accordance with the deliverables' schedule mentioned below.

The subcontractor will be encouraged to document the whole process with details, ensuring timely weekly, monthly and final reports and submission of relevant documents with the process details as and when required by TDEA-FAFEN's designated person.

The subcontractor will be required to ensure data as required by TDEA-FAFEN to ensure value in all respects. The subcontractor is encouraged to add value addition in the whole process of the media campaign ensuring analysis reports. The successful offeror is required to present risk analysis and mitigation plans while not compromising on the quality of the work. All material produced will be TDEA-FAFEN's property.

#### **4. Period of Performance**

The performance period will be May 20 to June 30, 2015.

#### **5. Location of Performance**

Pakistan: Diامر, Gilgit, Skardu, Charsadda, Nowshera, DI Khan, Mardan, Chakwal, Faisalabad, Gujrat, Jhelum, Khushab, Mandi Bahauddin, Mianwali, Sargodha, Attock, Narowal, Rawalpindi, Sargodha, Sialkot, Multan, Muzaffargarh, Rahim Yar Khan, Bahawalpur, Lodhran, Rajanpur, Dadu, Shahdadkot, Khairpur, Hyderabad, Larkana, Mithi, Quetta, Lahore, Karachi, Quetta, Peshawar and ICT and Gilgit-Baltistan.

PSMs in national and regional languages will be broadcast simultaneously in two locations (Peshawar and Quetta).

#### **6. Supervision and Reporting**

The subcontractor will report to the **Campaign Coordinator** or staff member nominated by the Head of Programs.

#### **7. Qualifications of Key Personnel**

The company to be selected should be a registered firm having at least three years of relevant experience. It should be able to provide documentary proof of having experience of working on similar projects in Pakistan and also required to attach a list and CVs of their core team and staff designated for this client. The draft submitted will be subject to changes, additions and editing according to the requirements of the client. The subcontractor is required to inculcate presence of women throughout the project life specifically mentioning presence of women in staff and the project. At least 30% of the proposed personnel should be women. However, it is negotiable keeping in view the market analysis with regard to the required expertise.

## **8. Key Personnel**

List of persons, provided by the subcontractor, are considered key personnel for this work order and considered to be essential to the work being performed hereunder. Prior to replacing key personnel, the subcontractor will immediately notify TDEA reasonably in advance and submit a written justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the work to be performed. No replacement of key personnel will be made by the subcontractor without written consent of TDEA.

### **SECTION 3: FIXED PRICE SUBCONTRACT TERMS AND CONDITIONS**

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*In the event of a subcontract award resulting from an offer submitted in response to this RFP, the following terms and conditions will apply:*

#### **ARTICLE 1 BACKGROUND**

FOR DETAILS SEE SECTION 1

#### **ARTICLE 2 SUBCONTRACT SCOPE OF WORK**

FOR DETAILS SEE SECTION 2

#### **ARTICLE 3 DELIVERABLES**

FOR DETAILS SEE SECTION 3.A AND 3.B

#### **ARTICLE 4 REPORTING AND COMMUNICATIONS**

The subcontractor will render the services and produce the deliverables stipulated in Articles 2 and 3 above, and he/she will directly communicate with TDEA during the performance of this fixed price subcontract. The procurement team for this work order will be responsible for monitoring the subcontractor's performance under the fixed price subcontract. The subcontractor will submit all reports, deliverables and invoices to the attention of the Procurement and Administration Officer.

#### **ARTICLE 5 MODIFICATIONS**

Modifications to the terms and conditions of this subcontract, including any modification to the scope of work, may only be made by written agreement between authorized personnel of both parties and will not be effective until the consent of TDEA. Each party will give due notice and consideration to any proposals for modification made by the other party.

#### **ARTICLE 6 AUTHORIZED REPRESENTATIVES**

Any action, modification, notice, request, or consent required to be given or made pursuant to this subcontract must be in writing and may only be made by the authorized officials specified



below or their designee:

Mr/Ms \_\_\_\_\_ Designation. \_\_\_\_\_

#### **ARTICLE 7. PERIOD OF PERFORMANCE**

The effective date of this fixed price subcontract is May 20, 2015 and the completion date is June 30, 2015. The subcontractor shall deliver the deliverables set forth in Articles 1, 2, and 3, Background, Scope of Work, Deliverables and Deliverable Schedule to the PAO in accordance with the schedule stipulated therein.

In the event that the subcontractor fails to make progress so as to endanger performance of this fixed price subcontract, or is unable to fulfill the terms of this fixed price subcontract by the completion date, the subcontractor shall notify TDEA forthwith and TDEA shall have the right to termination of this fixed price subcontract upon written notice to the subcontractor.

This is a firm fixed-price subcontract payable entirely in Pakistani rupees. No additional sums will be payable for any escalation in the cost of materials, equipment or labor, or the subcontractor's failure to properly estimate or accurately predict the cost or difficulty of achieving the required results. TDEA will not adjust the subcontract price due to fluctuations in currency exchange rates. TDEA will only make changes in the subcontract price or time to complete due to changes made by TDEA in the work to be performed, or by delays caused by TDEA.

#### **ARTICLE 8. INVOICING**

Upon the PAO acceptance of the contract deliverables described in Section A, Background, Scope of Work, Deliverables and Deliverables Schedule, the subcontractor shall submit an original invoice to TDEA for payment. The invoice shall be sent to the following address:

Campaign Coordinator  
Education for All – Making It Possible  
TDEA-FAFEN  
House 145, Street 37  
F-10/1, Islamabad

To constitute a proper invoice, the subcontractor's invoice must include the following information and/or attached documentation. This information will assist TDEA in making timely payments to the subcontractor:

Subcontractor legal name, subcontract number, invoice date, and invoice number.  
Deliverable(s) number, description of approved deliverable(s), and corresponding fixed price(s).  
Bank account information to which payment shall be sent along with method of payment.

#### **DONOR SPECIFIC TERMS AND CONDITIONS**

IF ANY.

**ATTACHMENT A: LETTER OF TRANSMITTAL**

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*The following letter must be completed and submitted with any offer:*

To: Campaign Coordinator – Education for All – Making It Possible  
Attention: Procurements

Reference: RFP no. 00070

Date: \_\_\_\_\_ (*insert date*)

\_\_\_\_\_ (*insert name of company*) hereby proposes the attached offer to perform all work required as described in the above-referenced RFP. Please find attached our detailed Technical Volume (including past performance information, CVs of key personnel, and required certifications and licenses, and a company profile) and Cost Volume, as called for in the RFP.

We hereby acknowledge and agree to all of the terms and conditions, special provisions, and instructions included in the above-referenced RFP. We further certify that \_\_\_\_\_ (*insert name of company*), as a firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFP—are eligible to participate in this procurement under the terms and conditions of this solicitation and under TDEA regulations.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Name and title of authorized representative

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**ATTACHMENT B: REQUIRED CERTIFICATIONS**

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*The following certifications must be completed and submitted with any offer:*

**ATTACHMENT B-1: CERTIFICATION OF COMPLIANCE**

\_\_\_\_\_ (hereinafter called the "offeror")  
(insert name of company)

The offeror hereby certifies the following:

**1. Authorized Negotiators**

The Company Name proposal in response to RFP No. 00070 may be discussed with any of the following individuals. These individuals are authorized to represent Company Name in negotiation of this offer in response to TDEA-RFP No. 00070.

List Names of Authorized signatories

These individuals can be reached at Company Name office:

Address

Telephone/Fax

Email address

**2. Adequate Financial Resources**

Company Name has adequate financial resources to manage any subcontract resulting from this offer.

**3. Ability to Comply**

Company Name is able to comply with the proposed delivery of performance schedule having taken into consideration all existing business commitments, commercial as well as governmental.

**4. Record of Performance, Integrity, and Business Ethics**

Company Name's record of integrity is outstanding. Company Name has no allegations of lack of integrity or of questionable business ethics. Our integrity can be confirmed by our references in our Past Performance References, contained in the Technical Volume.

**5. Organization, Experience, Accounting and Operational Controls, and Technical Skills**

(Offeror should explain which department will be managing the contract, type of accounting and control procedure they have to accommodate the subcontract type.)

**6. Equipment and Facilities**

(Offeror should state they have necessary facilities and equipment to carry out the subcontract.)

**7. Eligibility to Receive Award**

(Offeror should state that they are qualified and eligible to receive an award under applicable laws and regulation and if they have performed work of similar nature under similar mechanisms for TDEA. They should provide their DUNS number here as well, if applicable.)

**8. Commodity Procurement**

Not applicable to this RFP.

**9. Cognizant Government Audit Agency**

(Offeror should provide name, address, phone of their auditors, and whether it is DCAA or independent CPA, if applicable)

**10. Acceptability of Subcontract Terms and Conditions**

The offeror has reviewed the solicitation document and attachments and agrees to the terms and conditions set forth therein.

**11. Organization of Firm**

(Offeror should explain how their firm is organized – for example regionally or by technical practice)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Name and title of authorized representative

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**ATTACHMENT B-2: CERTIFICATE OF INDEPENDENT PRICE DETERMINATION**

\_\_\_\_\_ (hereinafter called the "offeror")  
(insert name of company)

The offeror certifies that—

(1) The prices in this offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other offeror or competitor relating to—

- (i) Those prices;
- (ii) The intention to submit an offer; or
- (iii) The methods or factors used to calculate the prices offered.

(2) The prices in this offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror or competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated solicitation) unless otherwise required by law; and

(3) No attempt has been made or will be made by the offeror to induce any other concern to submit or not to submit an offer for the purpose of restricting competition.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory—

(1) Is the person in the offeror’s organization responsible for determining the prices being offered in this bid or proposal, and that the signatory has not participated and will not participate in any action contrary to paragraphs (a)(1) through (a)(3) of this provision; or

(2)(i) Has been authorized, in writing, to act as agent for the following principals in certifying that those principals have not participated, and will not participate in any action contrary to paragraphs (a)(1) through (a)(3) of this provision \_\_\_\_\_ [insert full name of person(s) in the offeror’s organization responsible for determining the prices offered in this bid or proposal, and the title of his or her position in the offeror’s organization];

(ii) As an authorized agent, does certify that the principals named in subdivision (b)(2)(i) of this provision have not participated, and will not participate, in any action contrary to paragraphs (a)(1) through (a)(3) of this provision; and

(iii) As an agent, has not personally participated, and will not participate, in any action contrary to paragraphs (a)(1) through (a)(3) of this provision.

(c) If the offeror deletes or modifies paragraph (a)(2) of this provision, the offeror must furnish with its offer a signed statement setting forth in detail the circumstances of the disclosure.

(End of provision)

BY (Signature) \_\_\_\_\_ TITLE \_\_\_\_\_

TYPED NAME \_\_\_\_\_ DATE \_\_\_\_\_