

REQUEST FOR PROPOSAL(RFP)

Ref: RFP/SPN/2024/003

RFP Submission Form for the provision of

Media management

Timescale

Event	Date
RFP Issue Date	17/June/2024
Request for clarification of the RFP document content:	26/June/2024
Closing date for submission of RFP Documents:	01/July/2024
Bid Opening:	02/July/2024

1. Introduction

Sunaulo Parivar Nepal (SPN) is a not-for-profit NGO, registered in Nepal in 1994. It is the local implementing partner of MSI Reproductive Choices (MSI), a global reproductive health organization providing services in 37 countries. With MSI's technical and financial support, SPN provides abortion services, family planning and other sexual and reproductive health (SRH) services to over 268,000 clients a year across over 50 districts in Nepal through a variety of service delivery channels that include a network of static clinic centres, mobile outreach teams, public sector strengthening teams, MS Ladies (nurse entrepreneurs), and a commercial sales channel. As a member of the MSI global partnership, SPN can use the MSI global brand, and its clinics work under the title 'Marie Stopes Centre.'

SPN is dedicated to increasing access to high quality reproductive health information and services for the underserved, including youth, the poor and rural women.

2. Objective

To solicit technical and financial proposals from organizations for RFP: "Annual Vendor Contract for Media Management".

Bidders are not required to have prior experience of Sexual Reproductive Health as all technical content will be provided by SPN. Bidders must be able to demonstrate experience of successful media management. Experience can be drawn from commercial and/or not-for-profit sectors.

3. Language

All bids should be submitted in English language.

The contract and all future correspondence will be in English language.

4. Contract terms

The Framework Agreement/Contract (FA) will be valid for a period of 2 year from the date of signature.

The contract will be a supply agreement/fixed term for the period stated above.

5. The Goods/Services required

5.1. Please also refer to the Appendix 5 Price Schedule_ Quotation

5.2. Terms of Reference

Sunaulo Parivar Nepal/Marie Stopes Nepal (client) is seeking annual vendors to manage all component of media relations such as; the release of advertisements, press release, press conferences, articles, advertorials, branded segments and any other aspects of media relations and management in relation to Sunaulo Parivar Nepal/Marie Stopes Nepal's programmes. The contracted agency must be able to provide efficient media management services at competitive prices while working in close relation with the SPN/MS Nepal team to validate release dates, release times, size, length and quality (where applicable), while adhering to our strict branding guidelines, budget and timelines.

The contracted agency will assist the SPN/ MS Nepal determine optimal media planning and help deliver a media strategy in accordance to specific communications objectives and target audience.

Media releases will be developed with available insight about client experience at all our service delivery channels (centres, outreach, MS Ladies, commercial sales) to address technicalities, specific barriers and misconceptions, and to promote our programme to key target audience members and the contracted agency will recommend most impactful media channels and approach.

Types of Media:

- Community Radio (across 77 districts) – specific messaging
- National Radio
- TV (national and local)

- Newspaper (national and local)
- Magazines (national and local)
- Digital Theater Advertising
- Public Transportation Advertising
- Other mass media

**Social/Digital and Mobile media is excluded by design*

Geographical Focus

Behaviour Change Communication (BCC) media activities related to general increase in client flow, brand recognition, PAFP uptake and LAM uptake will run across all 50 districts where Marie Stopes operates. See Annex 6 (Marie Stopes Nepal Overview of activities and impact). Please note that districts may change due to the nature of our project-base and required government coordination.

Bidders will be selected, in a transparent and competitive manner, based on their capacity to ensure the timely release of advertisements and promotional segments at competitive prices and their ability to help manage media relations at both the national and provincial level, including the ability to leverage media relations to create innovative strategies to represent and maintain a consistent brand presence for SPN/ MS Nepal in national and provincial media. Based on the comparative advantage of the applying Bidders, multiple or partial awards may be granted.

5.3. Payment terms and Invoicing details

SPN's standard payment schedule is as follows:

Payment shall be made upon furnish of invoice within 30 days from the receipt of the same. Evidence of delivery shall be required to be submitted.

6. Bid evaluation criteria

SPN will seek to award the proposal to the best quality/price combination bid received. The criteria that will be assessed are:

6.1. Essential Criteria:

Bidders must meet the following criteria:

- Bidder’s registration in Nepal, submit copies of company registration, latest tax clearance, and all required documents listed on Checklist below
- Bidders must have at least 2 years’ experience in offering the goods or services in the category.
- Bidder can prove financial stability by providing tax clearance and audit report of last fiscal year.
- Bidder’s must confirm and sign all the bidding documents along with attached code of conduct

6.2. Weighting Criteria

Only bidders who submit administrative documentations allowing to check administrative requirements as stated above (also please refer to checklist) will be evaluated. Bids from bidders who do not fulfil those criteria will not be evaluated.

Technical proposals will be assessed against the below criteria and weighing for a total of 50 points:

	Technical Proposal Evaluation Criteria	Weight (Total 50%)
The potential capability to have quality services, capacity and coverage to be provided to SPN will be considered based on the following:		
1	Relevant Expertise of the agency (Customer service / Reference Check)	20
3	Personnel/ availability and demonstrated relations across media	20
4	Lead time	10

In the second stage, the financial proposal of all Bidders, who have attained minimum 70% score in the technical evaluation, will be evaluated. The financial proposal carries a total score of 50 points. The Evaluation criteria are scored as follows:

	Financial Proposal Evaluation Criteria	Weight (Total 50%)
1	Financial Stability & Legality	10
2	Cost/Price and Discount	40

SPN’s appointed RFP review committee will assess all criteria based on the information submitted in the RFP documents. The contract will be awarded to the Bidder scoring the highest combined scores.

Customer Service will be assessed from SPN’s previous experience or from the feedback gathered from the referees provided on the Questionnaire (App 3).

6.3. Period of validity of proposal

Proposals shall remain valid for 90 days after the date of proposal submission. A proposal valid for a shorter period shall be rejected because it is non-responsive.

7. Requests for clarification

Please e-mail any requests of clarification to: procurement.spn@mariestopes.org.np

Please quote the bidding group reference in the subject of the email and reference the relevant section of the RFP documents which the query relates to. SPN will respond to all enquiries as soon as possible.

Please note that requests for clarification will not be accepted after date mentioned in the [Timescale](#).

8. Preparing the RFP Documents

Please ensure that all bids are completed in full. Incomplete bids will be rejected.

A list of the items that need to be submitted with the bidders bid are included below:

Please tick ✓ in following whether "Yes, No or Not Applicable"					
S. No.	Documents Required	YES	NO	NOT APPLICABLE	Remarks if any
	Technical				
1	Application Letter in official letterhead.				Compulsory
2	Signed and Stamped RFP Submission Form /Term of Reference (<i>Appendix 1</i>)				Compulsory
3	List of technical equipment owned by the Company				Compulsory
4	Latest (last two years) recommendation letter with Client List				If relevant
5	Catalogues/Brochures/Leaflets				If relevant
6	Other Supporting Documents				If relevant
7	Copy of Company Registration				Compulsory
8	Vat Registration with renewal documents				Compulsory
9	Tax Clearance Certificate (Year 2079/80)				Compulsory
10	Latest Audit Report (Year 2079/80)				Compulsory
11	Other Certificates if any				
	Financial				
12	Price Schedule/Quotation (Appendix 5)				Compulsory
13	Other Cost Clarifications				If relevant
	Other				
14	Samples				
15	Signed Code of Conduct (Appendix 2)				Compulsory
16	Supplier Questionnaire (Appendix 3)				Compulsory
17	Bidders Representation Form (Appendix 4)				Compulsory

9. Preparing the RFP Documents

Please ensure that all bids are completed in full. Incomplete bids will be rejected.

A list of the items that need to be submitted with your bid are included below:

10. Submission of the bid

The Bidder shall submit their proposal in **one sealed envelope as detailed below:**

(a) Addressed to:

Procurement Department

Sunaulo Parivar Nepal

Baluwatar (opp. Chinese Embassy) Nepal

Reference marked with SPN/RFP/2024/003 (Media management)

The envelopes shall indicate the **Name and Address of the Bidder**

Please do not send soft copy documents via email. The documents must be delivered in *SEALED ENVELOPE* by 1st of July 2024, 5:00 pm at the reception of Sunaulo Parivar Nepal support office Baluwatar (opposite Chinese Embassy), Kathmandu

- In submitting a bid, it will be implied that the bidder accepts all the provisions of this RFP including all terms and conditions stated.
- SPN reserves the right to issue the response to any clarification request made by the bidder to all bidding Organizations.
- The information contained in these RFP documents and in any related written or oral communication is believed to be correct at the time of issue but SPN will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such.
- By issuing these RFP documents, SPN is not bound in any way to enter into any contractual or other arrangement with you or any other party.
- It is intended that the procurement will take place in accordance with the provisions of these RFP documents but SPN reserves the right to terminate, amend or vary the procurement process by notice to all bidding organizations in writing. SPN will accept no liability for any losses caused to bidders as a result of this.
- Bidders will not be entitled to claim from SPN any cost or expenses that they may incur in preparing their response irrespective of whether or not their proposal is successful.

- All information supplied to bidders by SPN, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to bidder’s professional advisers) unless the information is already in the public domain.
- There must be no publicity by bidders regarding the Project or the future award of any Contract unless SPN has given expressed written consent to the communication.
- Any attempt by bidders or their appointed advisers to inappropriately influence the Contract award process in any way will result in their bid being disqualified.
- Any direct or indirect canvassing by a bidder or his appointed advisers in relation to this procurement or any attempt to obtain information from any SPN employees or agents may result in disqualification.
- SPN reserves the right to disqualify a bidder if he does not submit his bid in a manner consistent with the provisions set out in Instructions to Bidders.
- It is the bidder’s responsibility to ensure that any sub-contractor and adviser abides by these Conditions of RFP.

11. List of Appendixes

Appendix	Appendix Reference Number
RFP Submission Form	Appendix 1
Code of Conduct	Appendix 2
Supplier Questionnaire	Appendix 3
Bidder Representation Form	Appendix 4
Price Schedule/Quotation	Appendix 5