icddr,b with support from USAID is issuing a Request for Proposals (RFP) for designing, developing and building an awareness raising campaign on tuberculosis through print media (newspaper) and other platforms (phase 1)

Pre-Bid: 
January 24, 2022
11.00 am to 12.30 pm

Bid Closing: 
February 08, 2022 COB

Email: tender@icddrb.org

Revisions in this updated version are marked in yellow highlights.

RFP: icddr,b/SCM/OTM/2022/01
Date: January 17, 2022
January 25, 2022

Letter of Invitation

Request for Proposals # icdrrb/SCM/OTM/2022/01

Dear Sir or Madam,

icdrr,b with support from USAID is undertaking a four-year implementation project “USAID’s Alliance for Combating TB in Bangladesh Activity” is issuing a Request for Proposals (RFP). The attached RFP contains all the necessary information for interested offerors. With most proficient bidder, icdrr,b will sign a Service Agreement for currently established scope.

Selected organization/agency will require designing, developing and building an awareness raising campaign on tuberculosis (TB) through print media (newspaper) and other platforms (phase 1).

This RFP does not obligate icdrr,b to execute a contract nor does it commit icdrr,b to pay any costs incurred in the preparation and submission of the proposals. Furthermore, icdrr,b reserves the right to reject any and all offers, if such action is considered to be in the best interest of icdrr,b.

Sincerely,

Mirza Muhammad Masud Rana
Sr. Manager, Supply Chain Management
icdrr,b
Request for Proposals
RFP # icddr/SCM/OTM/2022/01

Hiring company/agency for raising awareness on tuberculosis through print media (newspaper) and other digital media platforms (phase 1) under "USAID’s Alliance for Combating TB in Bangladesh (ACTB) Activity" of icddr,b

Contracting Entity:
icddr,b
68 Shaheed Tajuddin Ahmed Sharani
Mohakhali, Dhaka 1212

Funded by:
United States Agency for International Development (USAID)

Funded under:
USAID’s Alliance for Combating TB in Bangladesh Activity

Pre-Bid Meeting Schedule:

Date: January 24, 2022 at 11.00 am to 12.30 pm
Place: Chiller Building, First Floor
icddr,b 68, Shaheed Tajuddin Ahmed Sharani, Mohakhali, Dhaka 1212

** Interested bidders must confirm their interest to participate in the Pre-Bid meeting at least one day before the meeting at tender@icddrb.org for prior approval and security clearances. icddr,b allows not more than two members from one organization/agency.

** In your confirmation email, please mention Pre-Bid meeting participant/s name, company name and address, NID/Passport number and mobile number. Please bring along your NID/Passport for access to icddr,b premises during Pre-bid meeting participation.

Bid Submission Location:
According to time mentioned in offer deadline section (1.2); please submit your proposal in the addressed location below:
icddr,b; Chiller Building, Ground Floor (through Hospital Gate Entry); Mohakhali; Dhaka 1212
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Section 1. Instructions to Offerors

1.1. Introduction

The USAID's Alliance for Combating TB in Bangladesh Activity will develop a dynamic, strategic, and fresh approach to accelerate Bangladesh's fight against TB. The solutions will be aimed at creating an environment aligned with the universal health coverage (UHC) vision and focused on defined priority areas – increased TB detection, decentralized DR-TB management, child TB, expanded prevention and others.

Under the USAID's ACTB, icddr,b intends to select an organization/agency for the purpose of designing, developing and building an awareness raising campaign on TB through print media (newspaper) and other platforms. The purpose of this Request for Proposal (RFP) is to determine the organization/agency best suited to play this role. Offerors are invited to submit proposals in response to this RFP in accordance with Section 1 Instructions to Offerors, which will not be the part of the contract.

This RFP does not obligate icddr,b to execute a contract nor does it commit icddr,b to pay any costs incurred in the preparation and submission of the proposals. Furthermore, icddr,b reserves the right to reject any and all offers, if such action is considered to be in the best interest of icddr,b.

Unless otherwise stated, the periods named in the RFP shall be consecutive calendar days.

1.2. Offer Deadline

Offerors shall submit their offers through Hard copy printed documents. Offers must be received no later than February 08, 2022 COB addressing as follows:

Director,
Supply Chain Management
icddr,b
68 Shaheed Tajuddin Ahmed Sharani, Mohakhali, Dhaka 1212

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

1.2.1 Communication

icddr,b requests that no icddr,b staff are contacted during this process. Senior Manager, Communications, may be contacted only to clarify questions concerning the RFP via email SHARIF.SAIMUM@icddrb.org by 27th January 2022 copy to SCM (email: abdul.wadud@icddrb.org). The clarification will be shared with all bid invitees via email.
Instructions for the Submission of Proposal

Separate technical and cost proposals must be submitted through separate envelopes no later than the time and date specified in 1.2. The proposals must be submitted to the point of place designated in page 2.

Please note, technical proposals must not make any reference to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit.

1.3. Requirements
To be determined responsive, an offer must include all of documents and sections included in 1.3.A and 1.3.B.

A. GENERAL REQUIREMENTS

icddr,b shall not enter into a contract with any individual or organization/agency that have the following characteristics:

- Have active exclusions in the System for Award Management (SAM) (https://www.sam.gov)
- Appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, sometimes referred to as the "OFAC List" (http://www.treasury.gov/resource-center/sanctions/SDN-List/Pages/default.aspx)
- If, at any time, the organizations has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a contract under any fund;

icddr,b defines, for the purposes of this provision, the terms set forth below as follows:

(a) "corrupt practice" means offering, giving, or promising to give, directly or indirectly, to any officer or employee of a Procuring Entity or other Recipient/governmental/private authority or individual a gratuity in any form, an employment or any other thing or service of value, as an inducement with respect to an act or decision of, or method followed by, a Procuring Entity in connection with the procurement proceeding;

(b) "fraudulent practice" means a misrepresentation or omission of facts in order to influence a procurement proceeding or the execution of a contract to the detriment of the Client,
(c) "collusive practice" means a scheme or arrangement among two and more organizations/consortiums with or without the knowledge of the Client (prior to or after proposal submission) designed to establish proposal prices at artificial, non-competitive levels and to deprive the Client of the benefits of free, open and genuine competition; and

(d) "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence the procurement proceedings, or affect the execution of a contract.

icddr,b will use an online screening service (if required) to check the background of the participants.

icddr,b anticipates issuing a contract to a Bangladeshi registered company or organization, provided it is legally registered and recognized under the laws of Bangladesh and is in compliant with all applicable civil, fiscal, and other applicable regulations. Such a company or organization could include a private firm, non-profit, civil society organization, or university.

Companies and organizations that submit proposals in response to this RFP must meet the following requirements:

I. Companies or organizations, whether for-profit or non-profit, must be legally registered under the laws of Bangladesh upon award of the contract.

II. Firms operated as commercial companies or other organizations or enterprises (including nonprofit organizations) in which foreign governments or their agents or agencies have a controlling interest are not eligible as suppliers of commodities and services.

B. REQUIRED PROPOSAL DOCUMENTS

a) Cover Letter

The offeror’s cover letter shall include the following information:

I. Name of the organization/agency
II. Type of organization/agency
III. Address
IV. Telephone/Mobile/Fax
V. Email
VI. Tax/VAT/Trade registration information
VII. Official bank account information
VIII. Submitted Bid Security Information
IX. Other required documents that shall be included as attachments to the cover letter:
b) Registration Information:
   - Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
   - Copy of company tax/VAT registration, or equivalent document.
   - Copy of trade license, or equivalent document.
   - Evidence of Responsibility Statement, whereby the offeror certifies that it has sufficient financial, technical, and managerial resources to complete the activity described in the scope of work, or the ability to obtain such resources.
   - Applicable documents listed in 1.3.A.

A sample cover letter is provided in Annex I of this RFP.

C. CONTENT OF THE PROPOSAL
   Each Proposal shall comprise the following documents:
   - Technical Proposal (Annex III-A and III-B)

Bidders are requested to submit Technical Proposal in the following Form, Annex III-A and III-B

All information must be provided as requested and all Forms must be completed for a Proposal to constitute a valid offer, which is a prerequisite for subsequent evaluation.

b) Recent References (Annex III-A)
Each Bidder must provide details of three contracts entered into during the past five years which are similar in nature to that which will arise from this RFP. The information in Annex III-A must include as a minimum:
- Client name, location and date of project;
- Description of goods provided and works or services performed;
- Contract value;
- Contact details for references.

d) Technical Proposal (Annex III-B)

1) The Bidder shall use Annex III-B to describe how it intends to meet the requirements described in the RFP documents and in particular the Terms of Reference provided in Annex III-A;
2) In preparing its Proposal, the Bidder shall review all RFP requirements, including any document referred to in the RFP documents, and will reflect its understanding of and approach to meeting these requirements in the Proposal.
3) In preparing the Technical Proposal, the Bidder shall provide details of the
proposed project methodology and implementation and management plan as well as CVs of key personnel which will deliver the goods, services or the works specified in this RFP.

4) The Bidder may also add any other document and information to demonstrate its technical and professional capacities and competencies to fulfill the requirements as specified in the Terms of Reference.

D. Cost Proposal

a) Financial Offer (Annex IV)
b) Bidders are requested to submit their Financial Offer in a separate envelope (Financial Offer). The Financial Offer should be presented in the format provided in Annex IV. The Bidder must also provide price breakdown information to support its Financial Offer.
c) All Financial Offers must be established and submitted net of any direct taxes.
d) icddr,b is not bound to accept the lowest priced offer from any Bidder, nor give any reason for rejecting a proposal.

The cost proposal will be used to determine which proposals represent the best value and serves as a basis of negotiation before award of a contract.

The price of the contract to be awarded will be an all-inclusive fixed price contract. All cost information must be expressed in Bangladeshi Taka. See Annex II for a sample cost structure.

The cost proposal shall also include a budget narrative that explains the basis for the estimate of every cost element or line item. Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item. icddr,b reserves the right to request additional cost information if the evaluation committee has concerns of the reasonableness, realism, or completeness of an offeror’s proposed cost.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

The currency of this contract will be Bangladeshi Taka and cost proposals shall be submitted in BDT.
1.4. **Source of Funding, Authorized Geographic Code, and Source and Origin**

Any contract resulting from this RFP will be financed by USAID funding and will be subject to U.S. Government and USAID Rules and regulations.

1.5. **Chronological List of Proposal Events:**
The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP published</td>
<td>January 17, 2022</td>
</tr>
<tr>
<td>Pre-bid Meeting</td>
<td>January 24, 2022</td>
</tr>
<tr>
<td>Proposal Due Date</td>
<td>February 08, 2022</td>
</tr>
<tr>
<td>Contract Award (Estimated)</td>
<td>February 28, 2022</td>
</tr>
</tbody>
</table>

The dates above may be modified at the sole discretion of icddr,b.

1.6. **Contract Award**
icddr,b will select the proposal for primary negotiation which obtain highest combing score based upon the evaluation criteria stated in this RFP.

1.7. **Validity Period**
Offerors’ proposals must remain valid for **180 calendar days** after the proposal deadline.

1.8. **Terms of Contract**
This is a request for proposals only and in no way obligates icddr,b to award a contract. In the event of contract negotiations, any resulting contract will be subject to negotiation.

1.9. **Contract negotiations**

The contract may be awarded following negotiations by issuing a NOI (Notice of Indent) which will be followed by an official PO (Purchase Order) and a legal contract signing.

1.10. **Penalty clause**
In event that the offeror is unable to meet conditions for the Purchase Order and contract in particularly quality and timelines, Purchaser reserves the right to penalize the awardee at the rate of 10% of the awarded contract value.

If the awardee is unable to comply with the Purchase Order and Contract within agreed timeline, in addition to the Liquidated Damages, the Purchaser reserves the right to cancel the Purchase Order and forfeit the contract performance security.
1.11. **Evaluation and Basis for Award**

**Evaluation criteria**

**Overall technical evaluation criteria:**
- icddr,b will use the Combined Scoring Method which is 65%-35% distribution for technical and financial proposals, respectively. The minimum passing score of technical proposal is 45 points out of 65.
- The Technical Proposal will be assessed based on the 3 major criteria as shown in the table below.

<table>
<thead>
<tr>
<th>Summary of Technical Proposal</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1: Company/Agency’s experience</td>
<td>20</td>
</tr>
<tr>
<td>Part 2: Proposed methodology, work plan and approach covering the SOW/ToR</td>
<td>35</td>
</tr>
<tr>
<td>Part 3: Resource team capacity</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>65</strong></td>
</tr>
</tbody>
</table>

**Details of evaluation criteria and marking scheme:**

Part 1: Company/Agency’s experience:

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Brief overview showing the organization’s business continuation in Bangladesh such as years of operation, clients, etc.</td>
<td>10</td>
</tr>
<tr>
<td>1.2</td>
<td>Proven experience of rolling-out nationwide media campaigns across print and digital media (minimum two campaigns) implemented in Bangladesh</td>
<td>10</td>
</tr>
</tbody>
</table>
Part 2: Proposed methodology, work plan and approach

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Detail of proposed methodology and approach (based on an understanding of the objectives, methodology and strategy, and creative approach)</td>
<td>10</td>
</tr>
<tr>
<td>2.2</td>
<td>How tasks are aligned with the scope of work</td>
<td>5</td>
</tr>
<tr>
<td>2.3</td>
<td>Detailed work plan, including details on specific tasks and timeline as well as contingency measures</td>
<td>5</td>
</tr>
<tr>
<td>2.4</td>
<td>Quality and ingenuity of the concept covering the SOW/ToR.</td>
<td>15</td>
</tr>
</tbody>
</table>

Part 3: Resource team

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Provide the intended human resources with relevant professional qualification (attach CVs) with local language fluency to undertake scope of work and deliverables. Should have a team composed of team leader and technical experts (key persons) in different areas which demonstrates the ability to undertake the scope of work and deliverables, including subject matter expertise. Relevant professional qualifications of the resource team: The team leader should have at least 10 years of professional experience in conducting similar scale of national level campaigns. The technical experts should have at least 5 years of professional experience in their specific area and should have been engaged in similar national level media campaigns.</td>
<td>10</td>
</tr>
</tbody>
</table>

An award will be made to the offeror whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical, management/personnel, and corporate capability requirements, and is determined to represent the best value to icddr,b.
1.12. **Bid & Performance Security:**

a. With technical proposal, Offeror shall submit **BDT 10,000** as bid security in the form of a Bank draft or pay order (Refundable).

b. Within Seven (7) days from the date of acceptance of the Notification of Intent (NOI), the successful Tenderer shall furnish the Performance Security in the form of a Bank draft, pay order or an irrevocable Bank Guarantee (valid until a date twenty-eight (28) days beyond the Intended Completion Date) for an amount of **5% (five) percent of the total Contract Price.**

1.13. **Invoice & Payment:**

A Contractor providing Services under a purchase order shall provide to the Ordering Officer a Tax Compliant Invoice showing the value of the Services completed.

icddr,b shall make payments within thirty (30) days of receipt of claims that are correct and in order for payment verified by service receiver. Failure by icddr,b to pay the amount payable at the due time will not be grounds to vitiate or avoid the Contract. Any pre-payment option is not allowed.

The payment of monies pursuant to this clause shall not be taken as evidence against, or as an admission by icddr,b that the Services have been executed in accordance with the Contract or the value thereof, but shall be taken to be payment on account only.

Failure by icddr,b to pay the amount by the due date will not be grounds to vitiate or avoid the contract.

Payment schedule will be divided in 4 installments, as will be agreed in the Contract.

**Payment 1:** Payment will be made for the activities done until March 2022 once invoice is submitted after delivery of the activities.

**Payment 2:** Payment will be made for the activities done between April 2022 to June 2022 once invoice is submitted after delivery of the activities.

**Payment 3:** Payment will be made for the activities done between July 2022 to September 2022 once invoice is submitted after delivery of the activities.

**Payment 4:** Payment will be made for the activities done between October 2022 to December 2022 once invoice is submitted after delivery of the activities.

1.14. **Negotiations**

icddr,b will award any contract solely on the basis of the original offers received. However, icddr,b reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a contract.
Furthermore, icddr,b reserves the right to conduct a competitive range and to limit the number of Offerors in the competitive range to permit an efficient evaluation environment among the most highly-rated proposals.

Highest-rated Offerors, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive stage. At the sole discretion of icddr,b, offerors may be requested to conduct oral/visual presentations. If deemed an opportunity, icddr,b reserves the right to make separate awards per component or to make no award at all.
Section 2: Scope Activities, Objectives, Deliverables, and Deliverables Schedule

Gaps in TB communications

In recent times, there has not been much TB communications for mass population. Though an estimated 120 people die from TB every day, TB still remains some forgotten agenda in the society. Moreover, TB is popularly seen as "poor people's" disease, thus it is the problem of weaker segment of the society. As a contagious disease, TB can affect anyone and it does so. Lack of resources in developing TB communications is a key factor. As USAID's Alliance for Combating TB in Bangladesh is committed to promoting TB related messages among general people, an awareness raising campaign using print and other media is the cry of the moment to meet the goals related to end TB from Bangladesh.

Scope under USAID's ACTB and the roadmap

The USAID's Alliance for Combating TB in Bangladesh (ACTB) Activity will develop a dynamic, strategic, and fresh approach to accelerate Bangladesh's fight against TB. The solutions will be aimed at creating an environment aligned with the universal health coverage (UHC) vision and focused on defined priority areas – increased TB detection, decentralized DR-TB management, child TB, expanded prevention and others. The USAID's ACTB is a four-year implementation project, which is implemented by an icddr,b-led consortium.

To end the TB epidemic, an integrated approach to address TB issues such as stigma related to TB, behaviors that drive and stops individuals and communities from seeking free TB services are key to success. When popular media intervention is crafted for a cause, it expedites working across geographical locations and diverse population backgrounds in an inclusive fashion. Moreover, informative contents drive general population and all other stakeholders in the fight against the TB epidemic. It helps confront stigma and social isolation associated with the disease as well.

Use of diverse media such as print (newspaper), social media, mid-media and other outreach interventions have proven to be useful in social and behavior change communication for public health causes. Crafting and translating health messages in the laypersons' term and building a campaign over the years will mobilize and engage target populations to help fight the TB epidemic. With the advent of the internet, more contents are accessible through different media to diverse population. Capitalizing on this opportunity, a momentum can be built for TB causes.

Though we are issuing this RFP for next one year, we envisage to build a long-term awareness raising campaign on TB using diverse media during the project timeline, i.e. until March 2024 and beyond. The campaign in upcoming years may involve other media and will build on learning from the 2022 campaign.
Objectives
To these goals, we strive for:
- Developing an awareness raising campaign on TB using print (newspaper) and other media (phase 1);
- Encouraging diverse population in immersing themselves in TB contents;
- Offering audience-friendly, easily accessible TB related communications across a range of media and platform;
- Calls for action to general people in acquiring and disseminating TB messages, assimilating them and functions as advocates for TB issues in their communities;
- Encouraging people to uptake positive behavior with the goal of ending TB from Bangladesh by 2035.

Awareness raising campaign
The objective of the task is to design and deliver an innovative awareness raising campaign on TB through print (newspaper) and other platforms which will target the following audiences: adult males and females as primary audiences from both urban and rural communities across Bangladesh; service providers, community leaders, teachers and other gatekeepers as secondary/influencing audiences. The intervention needs to reflect personality, values, attitudes, interests, and lifestyles of the audiences, focusing on the primary audiences. The campaign will counter TB stigma, myths and misconception and attempt to make it normal to seek TB services through subtle integration of TB health messages in the communication materials and outputs. Moreover, for successful implementation use of a gender lens is mandatory – warding off existing gender norms and roles, gender relationships, gender inequity that affect initiatives to end TB from Bangladesh.

Coverage
The campaign will be rolled out through print and other platforms; hence is expected to cover whole Bangladesh where these platforms reach. For community-based interventions, we will target the following areas:

<table>
<thead>
<tr>
<th>Dhaka Division</th>
<th>Chattogram Division</th>
<th>Rajshahi Division</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4. Chapainawabganj</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sylhet Division</th>
<th>Rangpur Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sylhet</td>
<td>1. Rangpur</td>
</tr>
<tr>
<td>2. Moulvibazar</td>
<td>2. Kurigram</td>
</tr>
<tr>
<td>3. Sunamganj</td>
<td></td>
</tr>
</tbody>
</table>
Use of diverse media

Print (newspaper) is a popular and widely accepted media in Bangladesh. The internet has made other media such as social media to public available at comparatively lower cost. Facebook dominates the social media platforms in Bangladesh. Along with these technologically advanced media, it is also important to utilize some traditional yet effective media such as mid-media and other outreach activities.

Engagement of youth

Youth has the potential for moving forward social agenda among communities in grassroots level. When a social mobilization is coupled with young people's community level initiatives, it can bring out impactful result as well as a sustainable, socially-rooted movement that will outlive a certain campaign period.

TB survivor network

USAID's ACTB plans to engage TB survivors in TB program and establishes a self-help group. The group will develop patient support groups with patients and survivors as facilitators to support TB patients and their families, and to protect them from social stigma and discrimination. The potential vendor of this activity will provide training and skill building assistance to make the group sustainable. This self-help group will be the role model for current and future patients. TB survivors will share their challenges while they were on treatment and how they coped up with those. Gradually, they will be brought to spotlight to talk about and normalization of TB issues. The self-help group's members will be mobilized as community advocates promoting community screening for TB, reducing stigma associated with the disease, and performing contact investigations in the community. The activity of the group will also include income generating/savings activities for the members in order to ensure the sustainability of the group and incentive for engagement in the group. For implementation, 5 groups will be formed from each of the five divisions.

Mid-media interventions

To engage grassroots level communities, the intervention can employ TB storytellers who may wear certain mascots to brand themselves for TB info-services. They will roam around communities and conduct door-to-door visits or courtyard sessions, can tell stories of TB survivors, TB patients' hurdles and joy. This storytelling technique will be key in delivering TB related messages. Through storytelling, they can disseminate TB information such as symptoms, service points, etc. as well.
Advocacy
Changes are hard to achieve without the engagement of policymakers. They play a critical role in forming a general consensus among the decision makers to carry forward any development agenda. With this intervention, advocacy for TB issues among the policymakers will be an avenue for the achievement of expected outcomes.

Quality control
Finally, selected vendor will require submitting the campaign plan for review and approval. After review, necessary feedback needs to be incorporated for multiple times. When approvals on the campaign are received, the vendor will then go for executing it accordingly.

Team: Minimum Qualifications and Experiences
The firm will be responsible for implementing the day-to-day operations of the activity. The firm should have key professionals and other staff for implementation of the campaign. CVs of relevant personnel must be submitted for evaluating their experiences and capacity. However, the firm is highly encouraged to propose other cost-effective option(s) offering value for money.

Suggested Deliverables:
1. Build an awareness raising umbrella campaign on TB through print (newspaper) and other media from March to December 2022 - a national level campaign, including district level initiatives for mass awareness
2. Launch of print (newspaper) and other relevant media campaign integrating diverse media and TB issues for the period mentioned above
3. Develop a slogan of the campaign and establish it across media platforms
4. Engage at least one recurring celebrity character in the proposed programs/outputs/products such as using the same celebrity character, among others, across proposed programs/outputs/products
5. Leverage social media and publish contents simultaneously with strategic focus on targeted communities in content making and delivery
6. Develop school and/or college-based campaign activities engaging young people and communities
7. Form and establish a TB survivor network in selected divisions (see above)
8. Design and execute a community-based TB storyteller campaign in selected districts (see above)
9. Develop policy advocacy activities and pieces through print (newspaper) media
10. The selected vendor will translate TB related health messages into engaging contents, design and develop appropriate products for the activities, etc.
11. Final products, photos, video documentation of all activities will need to be submitted in appropriate formats as required by USAID’s ACTB, icddr,b
12. Detailed timeline/implementation plan (work completion timeline with breakdown) will need to be submitted with the proposal as well.

13. The vendor will be responsible for taking all relevant government authorities' permission and approval while implementing the tasks.
To: Director, Supply Chain Management  
icdr,b  
68 Shaheed Tajuddin Ahmed Sharani, Mohakhali  
Dhaka 1212

Dear Sir:

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive all regulatory levies and VAT. Respective VAT amount is shown in separate cost head in the cost proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: __________________________________________

Name and Title of Signatory: ______________________________________________________

Name of Firm: _________________________________________________________________

Address: ________________________________________________________________


Authorized Signature [In full and initials]: __________________________________________

Name and Title of Signatory: ______________________________________________________

Name of Firm: _________________________________________________________________

Address: ________________________________________________________________
Evidence of Responsibility Statement

1. Authorized Negotiators
Offeror will confirm their official negotiator and signatory for who are authorized to represent the offeror in negotiation of this offer in response to this RFP.

List Names of Authorized signatories:
1. (Name & Designation):
2. (Name & Designation):

These individuals can be reached at:

Address :
Telephone/Fax :
Email address :

2. Adequate Financial Resources
Offeror will submit evidence to proof their adequate financial resources to manage this contract, as established by audited financial statements for last three years (OR equivalent) with the proposal.

3. Adequate Human Resources
Offeror will submit evidence to proof their adequate human resources to manage this contract.

4. Record of Performance, Integrity, and Business Ethics
Offeror should confirm that they have no allegations of lack of integrity or of questionable business ethics.

5. Equipment and Facilities
Offeror should state they have necessary facilities and equipment to carry out the contract with specific details as appropriate per the contract SOW.

7. Eligibility to Receive Award
Offeror should state that they are qualified and eligible to receive an award under applicable laws and regulation and that they are not included in any list maintained by the US Government of entities debarred, suspended or excluded for US Government awards and funding. The Contractor should state whether they have performed work of similar nature under similar mechanisms for USAID.

8. Cognizant Auditor
Offeror should provide Name, address, phone of their auditors – whether it is a government audit agency or an independent firm.
10. Acceptability of Contract Terms
Offeror should state its acceptance of the proposed contract terms.

11. Organization of Firm
Offeror should explain how their firm is organized on a corporate level and on practical implementation level, for example regionally or by technical practice.

Signature: ________________________________

Name: ________________________________

Title: ________________________________

Date: ________________________________
ANNEX - I

Sample Cover Letter

[Offeror: Insert date]

Director, Supply Chain Management
icddr,b
68 Shaheed Tajuddin Ahmed Sharani
Mohakhali, Dhaka 1212
Bangladesh

Reference: Request for Proposals # icddrb/SCM/OTM/2022/01

Subject: [Offeror: Insert name of your organization]'s technical and cost proposals

Dear Sir:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization: ___________________________
Type of Organization: ___________________________
Taxpayer Identification Number: ___________________________
VAT Number: ___________________________
Address: ___________________________
Telephone: ___________________________
Bid Security ref. and date: ___________________________
Fax: ___________________________
E-mail: ___________________________


As required by section 1, 1.3, we confirm that our proposal, including the cost proposal will remain valid for 180 calendar days after the proposal deadline.

We are further pleased to provide the following annexes containing the information requested in the RFP:

I. Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
II. Copy of company tax and VAT registration, or equivalent document.
III. Copy of trade license, or equivalent document.
IV. Evidence of Responsibility Statement.

Sincerely yours,

______________________________
Signature
ANNEX – II

Guide to Creating a Financial Proposal for a Fixed Price Contract

The purpose of this annex is to guide offerors in creating a budget for their cost proposal. Because the contract will be funded under a United States Government-funded project, it is important that all offerors budgets conform to this standard format. It is thus recommended that offerors follow the steps described below.

Step 1: Design the technical proposal:
Offerors should examine the market for the proposed activity and realistically assess how they can meet the needs as described in this RFP. Offerors should present and describe this assessment in their technical proposals.

Step 2: Determine the basic costs associated with each deliverable:
The cost proposal should provide the best estimate of the costs associated with each deliverable, which should include labor and all non-labor costs.

Under no circumstances any cost information can be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, can be included in the technical proposal. Cost information must only be shown in the cost proposal.

Step 3: Create a budget for the cost proposal:
The budget period should follow the technical proposal period. A sample budget is shown on the following page.

Step 4: Write Cost Notes:
Cost proposal shall be accompanied by written notes that explain each cost line item and the assumption why a cost is being budgeted as well as how the amount is reasonable.

Sample Budget:

Offerors should revise the budget line items accordingly in response to the technical and cost requirements of this RFP.
Each Bidder will provide, in the sample table below, the reference information of up to three (3) projects carried out by them which are of similar nature to that which will arise from this RFP. The information must include as a minimum:

- Client name, location, and date of execution;
- Description of project and specifically the work done by the Bidder in the project;
- Contract value;
- Contact details for checking references.

<table>
<thead>
<tr>
<th>1</th>
<th>Client Name, Location, and Date of Execution</th>
<th>Description of the Project and the Work Performed</th>
<th>Contract Value (Currency)</th>
<th>Contact Details for Reference Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
<td></td>
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<tr>
<td>3</td>
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</tr>
</tbody>
</table>
## Template for Technical Proposal

TO BE RETURNED ON BIDDER'S LETTERHEAD

<table>
<thead>
<tr>
<th>Checklist of Technical Proposal</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1: Company/agency's experience</td>
<td></td>
</tr>
<tr>
<td>Part 2: Proposed methodology, work plan and approach</td>
<td></td>
</tr>
<tr>
<td>Part 3: Resource team capacity</td>
<td></td>
</tr>
</tbody>
</table>

Submitted by: (Company/Agency name and address)

### Primary contact person:

Name:

Designation:

Contact Details:

Cell no:

Email:

Date: Signature & company stamp:

---

*RFP for designing, developing and building an awareness raising campaign on tuberculosis through print media (newspaper) and other platforms (phase 1); Ref: #icddrb/SCM/OTM/2022/01*
Part 1: Competence/expertise of the organization:

1.1 Provide a brief overview (max. 2 pages) showing the organization’s business continuation in Bangladesh (also add certificate of incorporation/trade license/company registration, and company profile/brochure, etc.; however, this will not count towards page limit)
1.2 Provide a summary of proven experience of rolling-out nationwide media campaigns across print and digital media (minimum two campaigns) implemented in Bangladesh (max. 2 pages; add contracts/purchase orders as evidence of experience; however, this will not count towards page limit)

Part 2: Proposed methodology, work plan and approach

2.1 Detail of proposed methodology and approach (based on an understanding of the objectives, methodology and strategy, and creative approach) (2 pages max.)
2.2 How tasks are aligned with the scope of work (2 pages max.)
2.3 Detailed work plan, including details on specific tasks and timeline as well as contingency measures (5 pages max.)
2.4 Quality and ingenuity of the concept covering the SOW/ToR.
   - Design and deliver an innovative awareness raising campaign on TB through print media (newspaper), digital and other platforms which will target the following audiences: adult males and females as primary audiences from both urban and rural communities across Bangladesh; service providers, community leaders, teachers and other gatekeepers as secondary/influencing audiences.
   - The intervention needs to reflect personality, values, attitudes, interests, and lifestyles of the audiences, focusing on the primary audiences.
   - The campaign will counter TB stigma, myths and misconception and attempt to make it normal to seek TB services through subtle integration of TB health messages in the communication materials and outputs.
Moreover, for successful implementation, use of a gender lens is mandatory — warding off existing gender norms and roles, gender relationships, gender inequity that affect initiatives to end TB from Bangladesh.

Part 3: Resource team

3.1 Provide the intended human resources with relevant professional qualification (attach CVs) with local language fluency to undertake scope of work and deliverables. Should have a team composed of team leader and technical experts (key persons) in different areas which demonstrates the ability to undertake the scope of work and deliverables, including subject matter expertise. The team leader should have at least 10 years of professional experience in conducting similar scale of national level campaigns. The technical experts should have at least 5 years of professional experience in their specific area and should have been engaged in similar national level media campaigns. (5 pages max. but CVs will not be counted in page limits).
**ANNEX IV**

**Template for Financial Proposal**

TO BE RETURNED ON BIDDER’S LETTERHEAD

<table>
<thead>
<tr>
<th>Checklist of Financial Proposal</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1: Cost for awareness raising campaign using print media <strong>(newspaper)</strong> and other platforms (serial 1, 2, 3, 4 and 5 of suggested deliverables in the RFP)</td>
<td></td>
</tr>
<tr>
<td>Part 2: Cost for school and/or college-based campaign activities (serial 6 of suggested deliverables in the RFP)</td>
<td></td>
</tr>
<tr>
<td>Part 3: Cost for TB survivor network (serial 7 of suggested deliverables in the RFP)</td>
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<tr>
<td>Part 4: Cost for community based TB storyteller campaign (serial 8 of suggested deliverables in the RFP)</td>
<td></td>
</tr>
<tr>
<td>Part 5: Cost for policy advocacy activities and pieces through print media <strong>(newspaper)</strong> (serial 9 of suggested deliverables in the RFP)</td>
<td></td>
</tr>
</tbody>
</table>

Submitted by: (Company/Agency name and address)

**Primary contact person:**

Name:
Designation:
Contact Details:
Cell no:
Email:

Date:       Signature & company stamp:

*RFP for designing, developing and building an awareness raising campaign on tuberculosis through print media **(newspaper)** and other platforms (phase 1); Ref: # icddrb/SCM/OTM/2022/01*
### ANNEX IV

#### Example

<table>
<thead>
<tr>
<th>Main Cost Item</th>
<th>Sub item/breakdown</th>
<th>Unit Cost (BDT)</th>
<th>No of Units (specify the units)</th>
<th>Total Cost (BDT)</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Subtotal</td>
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<tr>
<td>Part 2: Cost for school and/or college-based campaign activities</td>
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<td>Part 3: Cost for TB survivor network</td>
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<tr>
<td>Part 4: Cost for community-based TB storyteller campaign</td>
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<tr>
<td>Part 5: Cost for policy advocacy activities and pieces through print media <em>(newspaper)</em></td>
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<tr>
<td>Subtotal</td>
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<tr>
<td>Any other Expense (please specify) 1.</td>
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<tr>
<td>2.</td>
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<td>Subtotal (any other expense)</td>
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<tr>
<td>Grand Total</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Note:**

1. Kindly specify the units under "No of Units" column—e.g.: no of person, days, etc.

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RFP for designing, developing and building an awareness raising campaign on tuberculosis through print media *(newspaper)* and other platforms (phase 1); Ref: #icddr,b/SCM/OTM/2022/01
## Total Financial proposal:

<table>
<thead>
<tr>
<th>Items</th>
<th>In BDT</th>
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</thead>
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<td>other platforms</td>
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<tr>
<td>Part 2: School and/or college-based campaign activities</td>
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<td>Part 3: TB survivor network</td>
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<tr>
<td>Part 4: Community based TB storyteller campaign</td>
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<tr>
<td>Part 5: Policy advocacy activities and pieces through print media</td>
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<tr>
<td>(newspaper)</td>
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<tr>
<td>VAT Amount:</td>
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<td>Grand Total:</td>
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