

**Instruction and Template for
PROPOSAL Submission**

Consultancy Title: Development and broadcast of Public Service Announcements (PSAs) to
spotlight on COVID-19 and its impact on people living with HIV, TB, and Malaria.
PR No. PR297702

Date of Proposal Submission: <Insert date>

This instruction & template for proposal development consists of the following sections:

1. **Section A:** Instruction for Proposal Development
2. **Section B:** Proposal Development Form
3. **Section C:** Essential Evaluation Questions

Section A: Instruction for Proposal Development

Please **READ** and **FOLLOW** the instructions before completing the proposal form

1. A proposal will not be considered for review if:
 - It is received after the deadline
 - It is not sealed properly (NA in case of email proposals)
 - There are any missing documents mentioned in the ToR
 - Information submitted by the company is found to be false
 - It is incomplete
2. A proposal should have three (3) separate envelopes (NA in case of email proposals):
 - 1st for CVs of Proposed Consultants listed in Section B, Part 2 below.
 - 2nd for technical proposal
 - 3rd for financial proposal

Each of the above envelopes should be sealed, and properly labelled respectively as “supporting documents,” “technical proposal” and “financial proposal.” Each page of the proposal should be stamped and signed. All these three (3) envelopes then should be kept in **another envelop sealed with wax** (*laha chhap*).

4. Only shortlisted bidder/s will be contacted by Save the Children at each stage of the selection process.
5. Shortlisted bidder/s will be invited to deliver a 15minute presentation to the Procurement Committee on their technical proposal.

Section B: Proposal Development Form

I. Organization Information (NA in case of individual consultant)

Name of the organization :

Address :

District/State :

Country :

Phone number :

E-mail :

Website :

II. Details of contact person

Name :
 Position :
 Phone Number : (Landline) (Mobile)
 E-mail :

III. Major topics and sub-topics for proposal development

1. **Organization Background (NA in case of individual consultant)**
 - 1.1 Work experience.
 - 1.2 Existing and current human resources and organization organogram.

2. Signatory and Proposed Consultants Information:

SN	Full Name (Avoid abbreviations)	Date of birth (dd/mm/yyyy AD)	Designation	Academic Qualification

3. **Please provide details of your prior experience in producing Social Behavior Change (SBC) informed PSA's :**

.....

4. **Have you worked with the Ministry of Health and Population and National Health Education Information Communications Center (NHEICC)? If yes, please provide detail of the work:**

.....

5. **Please provide your understanding of ToR and proposed modality / approach to conduct this assignment:**

.....

6. **Please provide the sample PSA related to COVID-19, produced in collaboration with MoHP/NHEICC by you / your organization.**

S. No.	PSA title	Please provide Link to the PSA
1		
2		
3		
4		



7. Provide list of local and national FM stations in your network:

SN	Name of the FM stations	Location	Status of FM Station (Local / National)	Name of the related Assignment (PSA's)	Remarks

Please add rows in above table as required.

8. Proposed Budget with clear breakdowns (specify the proposed cost is inclusive / exclusive of VAT)

Section C: Essential Evaluation Questions

ESSENTIAL CRITERIA (Exclusion if not met)

In order to qualify as a bidder you must be able to answer 'Yes' against all of the Essential Criteria. After passing the essential criteria you will be scored against Capability and Commercial criteria.

S. No.	Criteria	Please specify Yes / No
a)	Do you have a legitimate business/official address OR are you registered for trading or tax purposes with the authorities. If yes, have you attached a copy of registration documents with this proposal? (not applicable to individual bidders)	



b)	<p>We, the Bidder, hereby confirm we compliance with the following policies and requirements:</p> <table border="1" data-bbox="360 264 1082 618"> <tr> <td data-bbox="360 264 727 376">Terms & Conditions of Bidding</td> <td data-bbox="727 264 1082 376">  1. Terms & Conditions of Bidir </td> </tr> <tr> <td data-bbox="360 376 727 510">Terms & Conditions of Purchase</td> <td data-bbox="727 376 1082 510">  SC-C-01 Short Form Goods and Services </td> </tr> <tr> <td data-bbox="360 510 727 618">Supplier Sustainability Policy and the included mandatory policies</td> <td data-bbox="727 510 1082 618"> Click Here to Access </td> </tr> </table>	Terms & Conditions of Bidding	 1. Terms & Conditions of Bidir	Terms & Conditions of Purchase	 SC-C-01 Short Form Goods and Services	Supplier Sustainability Policy and the included mandatory policies	Click Here to Access	
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Supplier Sustainability Policy and the included mandatory policies	Click Here to Access							
c)	Do you confirm that the company is not linked directly or indirectly to any terrorism related activity, and does not sell any Dual-Purpose goods / services that may be used in a terror related activity?							
d)	Do you confirm that you are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this?							
e)	Do you confirm that you are not a prohibited party or on government blacklisting							



Development and broadcast of Public Service Announcements (PSAs) to spotlight on COVID-19 and its impact on people living with HIV, TB, and Malaria

PR297702

Terms of Reference (ToR)

Background on Save the Children: Save the Children is the leading global independent organisation for children. Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Our vision: A world in which every child attains the right to survival, protection, development and participation.

Our mission: To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values: Accountability, ambition, collaboration, creativity and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

Objective:

The COVID-19 pandemic has disproportionately affected vulnerable populations, including those living with HIV, TB, and Malaria in Nepal. Therefore, Under the Global Fund, C-19 project, Save the Children in Nepal, calls for experienced media house or consultant to develop a series of humanized radio PSA's focusing on the impact of COVID-19 in key populations, namely, people living with HIV, malaria, and TB. The PSAs should promote COVID-19 vaccine uptake and promotion.

Location and official travel involved: N/A

Essentials:

- 5 years' experience in producing Social and Behaviour Change (SBC) informed PSA's.
- Technical experts on SBC with working experience on HIV, TB, Malaria, and COVID-19.

Preferred:

- Proven track record of working with the Ministry of Health and Population and National Health Education Information Communications Center (NHEICC)

- Sample of previous PSA related to COVID-19, produced in collaboration with MoHP/NHEICC
- Agreement list of FM stations (national and local) for PSA broadcast

Expected Deliverables:

SCI expects the following deliverables to be provided at the end of tenure:

- Develop 6 high quality humanized story-telling based radio PSA(2 Minutes) scripts on COVID-19 and its impact on key population, namely people living with HIV, TB, and Malaria. The PSAs should promote COVID-19 vaccine uptake and promotion.
- Ensure localization, and contextualization of the scripts and production of PSA.
- Conduct sign-off PSA scripts and final audio products from Ministry of Health and Population/National Health Education Information Communications Center and Save the Children.
- Broadcast of 6 PSAs from local and national FM stations to cover all Provinces.

Duration:

Estimated Commencement Date: June 15, 2023

Estimated End Date: September 30, 2023

Deliverable number	Deliverable title	Submit to	Delivery date
1	Submission of the 6 key thematic messages on COVID-19 linking its impact to people living with HIV, TB, and Malaria Note: Get the PSA scripts approved by MoHP/NHIECC and relevant government ministries	ACCM Director/Project Manager - C-19 RM	June 15 th 2023
2	Submission of 6 recorded Note: Conduct sign-off of final audio products from Ministry of Health and Population/National Health Education Information Communications Centre and Save the Children.	ACCM Director/Project Manager - C-19 RM	June 22 nd 2023
3	Broadcast of 6 PSAs from local and national FM stations to cover all Provinces. Note: Provide list of FM stations and estimated reach.	ACCM Director/Project Manager - C-19 RM	June 27 th 2023

Status updates/reporting: The consultant or media organization will report to the Director of Advocacy, Campaigns, Communications and Media (ACCM), Project Manager of C-19 RM

project, and develop the radio PSAs in close coordination with NHEICC, and existing and Health Journalist Networks.

Evaluation Criteria:

Category	Subcategory	Weightage in %
Commercial (40)	Overall Rate	40
Capability (60)	Experience	10
	Govt Partnership	5
	Sample Quality of PSA	15
	Network with FM Stations	15
	Understanding of the TOR, Methodology & Workplan	10
	<i>Presentation / Interview (for shortlisted bidder's only)</i>	5

How to apply for the services

Proposal Submission Guideline/Required Documents

- Proposal Submission Deadline- **7th June 2023. (Extended deadline 14th June 2023)**
- Required Documents-
 - Filled out Consultancy Proposal Form (enclosed with this ToR)
 - CV(s) of the proposed consultant(s) with full date of birth in dd/mm/yyyy format.
 - For firms: Copies of- Firm registration certificate, VAT registration certificate, Latest tax clearance certificate. For firms that are tax exempted by the government, a copy of tax exemption certificate should be submitted.
 - For Individuals (Nepali): Copies of citizenship certificate and PAN/VAT registration certificate;

If an individual is a full-time staff member of another organization, a no objection/consent letter signed by the organization head must be submitted along with the proposal. This is not applicable for proposals sent through a firm.

Proposals should be submitted via email to eoiconsultant.nepal@savethechildren.org