



## REQUEST FOR PROPOSAL (RFP) BY BNNI

*ALL BIDDERS ARE REQUESTED TO READ THIS RFP AND ALL SPECIFIC ATTENTION TO THE INSTRUCTIONS AND REQUIREMENTS.*

### **SECTION 1: INTRODUCTION**

Baliyo Nepal Nutrition Initiative (BNNI) is an independent not-for-profit organization that envisages a collective effort to tackle malnutrition with the aim to garner support from like-minded leaders across the Government, Private Sector, International and Non – Governmental Organizations and Civil Society that believe that with the right nutrition, the next generation will attain their full potential and realize their dreams.

The purpose of this Request for Proposals (RFP) is to select a vendor that will provide best value to BNNI, combined with both technical and financial factors.

### **SECTION 2: ELIGIBILITY OF BIDDERS**

This RFP is open to Company/Firms working in creative and content development and is legally registered under the law of Nepal Government and related entities that are deemed capable of implementing the scope of work, with a solid record of integrity and business ethics, and that meet the eligibility requirements stated in this Section.

**BIDDERS THAT SUBMIT PROPOSALS IN RESPONSE TO THIS RFP MUST MEET THE FOLLOWING REQUIREMENTS:**

1. The bidding company should have **minimum experience of 3 years** in related field and activities.
2. Minimum Annual Turnover of the company should be NPR 10.00 million.
3. The bidding company should have worked in ideation, scripting and production of radio drama.
4. The bidding company should have worked with organizations on development of content for program activities at national level will be preferable.
5. The bidding company should have constitute its team member with an experience of more than 7 years in the field.
6. The bidding company shall submit a company profile, team member profile during the submission of the tender.
7. It will add value to the bidding company having awards for recognition for their work.



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## SECTION 3: SCOPE OF WORK

BNNI will evaluate all proposals received in response to this RFP in accordance with the set evaluation criteria by BNNI.

### A. PROGRAM BACKGROUND

BNNI is progressing into final phases of Province 5 activation program and we are looking forward to work with an organization that is able to share our vision and portray the same inspiration in helping us develop “**MEDIA ACTIVATION PROGRAM**” that promotes the importance of nutrition in physical and cognitive development of children via a series of radio dramas to be aired in local station.

### B. SCOPE OF WORK, KEY OBJECTIVES AND ACTIVITIES

#### **MEDIA ACTIVATION PROGRAM**

BNNI is planning to develop and produce a series of engaging and emotional story for 12 radio drama to be aired weekly in local radio stations in Province 5. The drama will highlight the importance of nutrition and benefits of intake of nutritious foods on physical and cognitive development of children to attain their full potential.

### C. DELIVERABLES

1. Ideation and Concept Development of 11 radio drama plots.
2. Scripting and Production of 12 radio dramas series.

## SECTION 4: PROPOSAL INSTRUCTIONS

The Bidder’s proposal will consist of two separate documents:

- ❖ **Part 1 - Technical Offer**
- ❖ **Part 2 - Financial Offer**

The Technical Offer and the Financial Offer (altogether “proposal”) must be submitted separately. Proposals that are incomplete or do not address these criteria may not be considered in the review process. Both the Technical Offer and Financial Offer must include the following information and **must be signed and stamped on each page** by an authorized representative of the Bidder organization:

- a. Cover Letter/ Application Letter
- b. Date of proposal submission
- c. Company Profile including detail brief of previous activities
- d. Copy of Company registration certificate
- e. Copy of VAT/PAN registration certificate
- f. Copy of latest tax clearance certificate.
- g. CV of promoters and key staffs



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- h. Copy of latest audit report
- i. Client references
- j. List of recognition, if any

### **Part 1: TECHNICAL OFFER**

The Technical Offer should include the following:

#### **1) Bidder past performance record/relevant experience- {2} pages maximum**

Information related to Bidder's past performance/prior experience in conducting work in the country/region similar in nature and volume to the services requested (brief description, deliverables, date, client etc.).

#### **2) Technical approach - {3-5} pages maximum**

The technical approach must describe the proposed approach to achieving the program objectives and must address the following:

- a) A brief description of the Bidder's understanding of the objectives and scope of work for the consultancy.
- b) An overview as to how the Bidder would propose to complete the requested services indicated in this RFP.

#### **3) Team Structure requirements - {2-3} pages maximum, excluding CVs**

- a) Team structure: Bidders must describe the structure of the team that will deliver against the objectives and scope of work described in this RFP. Team structures must identify the Team Leader or In charge of the project and other team members and the roles and responsibilities that each will have over the duration of the consultancy.
- b) A current CV for the proposed personnel with the most recent experience and summarizing relevant experience and qualifications.

### **Part 2: FINANCIAL OFFER:**

As part of the Financial Offer, Bidders must include a detailed budget, submitted in **Microsoft Excel**. Bidders are required to include and clearly mention all necessary costs in detail to complete the work called for hereunder. The Financial Offer template can be found in **Annex A**.

**A full proposal submission will include the following documents:**

- ❖ Cover Letter
- ❖ Technical Offer
- ❖ Financial Offer



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### SECTION 5: DEADLINE FOR SUBMISSION OF PROPOSAL

**Deadline for the submission of Proposal: October 05, 2020**

All required documents should be submitted in a sealed envelope marked "PROPOSAL FOR MEDIA ACTIVATION PROGRAM" should be sent to the following address:

<p><b>Administration Division</b> Baliyo Nepal Nutrition Initiative Sanepa - 2, Lalitpur</p>
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Alternatively, the password protected proposal can be submitted via email at [procurement@baliyonepal.com](mailto:procurement@baliyonepal.com).

### SECTION 6: CONTACT DETAILS

If you have any queries, please contact us at [procurement@baliyonepal.com](mailto:procurement@baliyonepal.com).

#### **NOTE:**

1. PROPOSAL RECEIVED AFTER THE DEADLINE WILL NOT BE CONSIDERED
2. QUERIES VIA TELEPHONE CALLS WILL NOT BE ENTERTAINED