



BALIYO NEPAL NUTRITION INITIATIVE

SANEPa – 2, LALITPUR

REQUEST FOR PROPOSAL

ALL BIDDERS ARE REQUESTED TO READ THIS RFP AND TO THE INSTRUCTIONS AND REQUIREMENTS

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SECTION 1:

1.1 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.

1.2 PROGRAM BACKGROUND

In 2019, BNNI launched 'Baliyo Nepal Movement' to promote the consumption of nutritious food among Nepalis. The Baliyo Nepal Movement is initiated as a response to the urgent need of including private sector to address the alarming issue of malnutrition, especially, stunting by 2030. The movement is a collaborative approach of creating a market for nutritious food products, ensuring their availability and affordability to the people and spreading nutrition awareness in the communities. Under the movement, BNNI is uniting the private sector companies (food and non-food), government line agencies, influencers and community role models, development partners as well as civil society organizations to serve the purpose of tackling malnutrition.

The first phase of the movement was carried out for two years, till August 2021. Having success in implementing the first phase of the movement, BNNI is moving ahead with the next phase of scaling up the nutrition movement.

SECTION 2:

2.1 ELIGIBILITY OF BIDDERS

1. The agency must be registered under the Company Registrar Office of Nepal Government
2. Must have a demonstrated reputation and consistency in delivering high quality results
3. Must have at least five years working experience as a listed advertising agency in media planning, art work and/ or creative agency service or have a team of individual experts with similar experience of over five years
4. Demonstrated capacity of brand management and working history of PR management
5. Should be able to express innovative concepts for the promotion and branding of BNNI



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SECTION 3:

3.1 KEY OBJECTIVES AND SCOPE OF WORK

I. Key Objectives:

- ❖ Position and brand BNNI logo as a trusted mark of fortified, safe and nutritious food.
- ❖ Craft and share BNNI messages that are highly motivational, stays in people's heart, mind and mouth using captivating and noticeable tools making it easy to grasp and simple to understand for people all across the nation.

II. Scope of Work:

A. Branding and Promotion:

- ‡ Brand positioning and marketing of the BNNI logo as a trusted mark of fortified, safe and nutritious food.
- ‡ Increase awareness of BNNI related activities and promote the same in media

B. Media Activation:

- ‡ Create and share BNNI messages across media platforms. BNNI messages are/ should be aspirational in nature and are able to touch human emotions
- ‡ Anime stories and/ or musicals and/or radio drama and/ or jingle must be consistent in their message delivery. They should be engaging, yet simple and captivating.
- ‡ Social media content creation, sharing the content and popularizing them among the bigger mass (videos of all kinds – informational, inspirational; visuals and graphics, infographics and others)
- ‡ Target audience – Community and relevant stakeholders

C. Retail Network Activation:

- ‡ Shopkeepers and retail network (distributors and entrepreneurs/ business persons) understand BNNI nutrition awareness messages and are able to capture information displayed via visual/ audio mediums
- ‡ Should be aspirational – them being the keepers of the dream
- ‡ Target audience – Shopkeepers, Community

3.2. DELIVERABLES

The agency's work will be ongoing over the duration of project's period. Proposed schedule (tentative) is specified as under:

DELIVERABLES	DUE DATE
Communication plan with the compelling strategy to brand and position BNNI logo as a trusted mark of fortified, safe and nutritious food	November 25, 2021
Media contents and creative developments for the project initiatives	November 30, 2021 to

<ul style="list-style-type: none"> • Five minutes long animation video • Informational videos and its promotion (3-minutes long video messages from professionals and experts from the food, nutrition and health sector to educate and aware the public) • Inspirational videos and its promotion (3-minutes long video messages from BNNI influencers to inspire people to follow their dreams reflecting on the importance of nutrition in developing a person's physical and cognitive abilities to pursue those dreams) • Comic strips (weekly basis – create intriguing and captivating stories to aware public on the importance of fortified and nutritious food using BNNI mascots) • Visuals and graphics (present general information on food security and nutrition context for public awareness, infographics to share project interventions, create engaging contents for public to see in different media platforms and identify themselves with BNNI brand) • Radio programs <ul style="list-style-type: none"> ◦ Production of PSAs • Ideation and design of BNNI branding and marketing materials <ul style="list-style-type: none"> ◦ Sticker, posters, streamers, brochures, flyers • Press release and media coverage of the major events and programs • Podcast 	<p align="center">September 30, 2022</p>
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SECTION 4: PROPOSAL INSTRUCTIONS

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

- ◆ **Part 1 - Technical Proposal**
- ◆ **Part 2 – Financial Proposal**

The Technical Proposal and the Financial Proposal must be submitted separately. Proposals that are incomplete or do not address these criteria will not be considered in the review process. Both the technical proposal and financial proposal must be submitted with a Cover Letter which must include the following information and must be signed and stamped by an authorized representative of the bidders:

- ❖ Date of proposal submission
- ❖ Name and Address of the company/organization
- ❖ Contact number and email
- ❖ Contact details of a focal person for communication and coordination
- ❖ VAT/PAN registration Number
- ❖ Copy of registration and renewal of the Company.
- ❖ Copy of tax clearance certificate.
- ❖ Copy of latest audit report.



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PART 1: TECHNICAL PROPOSAL:

The Technical Proposal should include the following:

1.1 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.). A copy of sample report is recommended.

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

1.3 TEAM STRUCTURE REQUIREMENTS – {2-3} PAGES MAXIMUM, EXCLUDING CVS

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 the individual leading the project and other team members and the roles and responsibilities that each will have over the duration of the consultancy.

- A current CV for the proposed personnel with the most recent experience and summarizing relevant experience and qualifications.

PART 2: FINANCIAL PROPOSAL:

- ❖ As a part of the Financial Proposal, bidders must include a detailed budget, submitted in Microsoft Excel
- ❖ Bidders are required to include and clearly mention all costs, including applicable taxes, in detail; necessary to complete the work called for hereunder. Unit cost has to be mentioned in case of each deliverables (i.e., cost per videos). The Financial Proposal template can be found as an Annex.

A full proposal submission will include the following documents:

- ✓ Cover Letter
- ✓ Technical Proposal
- ✓ Financial Proposal

SECTION 5: DEADLINE FOR SUBMISSION OF PROPOSAL

The Deadline for the submission of Proposal is November 17, 2021 by 5:00 pm.

A cover letter along with required documents in a sealed envelope marked "**PROPOSAL FOR CREATIVE AGENCY**" should be sent to the following address:

PROCUREMENT DIVISION

BALIYO NEPAL NUTRITION INITIATIVE



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Alternatively, the password protected proposal can be submitted via email at procurement@baliyonepal.com

SECTION 6: CONTACT DETAILS

If you have any queries, please contact us at procurement@baliyonepal.com

NOTE:

- 1. PROPOSAL RECEIVED AFTER DEADLINE WILL NOT BE CONSIDERED**
- 2. QUERIES VIA TELEPHONE WILL NOT BE ENTERTAINED**

SECTION 7: ANNEX A (BUDGET TEMPLATE)

Please refer to the attached template for financial proposal