



Request for Proposal

For:

Consultation, planning, set-up & implementation of the Inclusive Business Challenge (IBC) Online Campaign and Platform

Summary details	
Official name of tender:	Consultation, planning, set-up and implementation of the Inclusive Business Challenge (IBC) Online Campaign & Platform
Date of issue:	05 March, 2015
Deadline for proposal submission:	19 March 2015 03:00 PM hours (Bangladesh time)
Date and Location of Briefing Session	12 March 2015, 10:00 AM (Bangladesh time) Katalyst <i>House 20 Road 6</i> <i>Baridhara 1212</i> <i>Dhaka, Bangladesh</i>
Submission form and address:	Original hard-copy form with covering letter signed by a competent authority of the tendering organisation, lodged either via the postal system or courier service or delivered directly to: <i>Senior Procurement Officer</i> <i>House 20 Road 6</i> <i>Baridhara 1212</i> <i>Dhaka, Bangladesh</i> (refer to Section 6.1 for further details of submission requirements that must be followed in order to make the bid valid)

1 Technical details

1.1 Introduction to Katalyst and to the assignment

Katalyst is a market development project that aims to contribute to increasing the income of poor men and women in rural areas. It does this by facilitating changes in services, inputs and product markets, which in turn increases the competitiveness of farmers and small enterprises. Katalyst is co-funded by the Swiss Agency for Development and Cooperation (SDC), the UK Government, and the Danish International Development Agency (Danida). It is implemented by Swisscontact under the umbrella of the Ministry of

Commerce, Government of Bangladesh. The project currently works in the maize, vegetable, farmed fish, information channels (IC), women's economic empowerment (WEE), local agribusiness networks (LAN) with capitalisation as the overarching theme.

As a part of the capitalisation strategy, Katalyst plans to introduce an online campaign & platform titled the Inclusive Business Challenge (IBC). The IBC will aim to reach out to a broad, young target audience comprising of students from various backgrounds (such as agriculture, arts, business, social sciences, natural sciences etc.) as well as young professionals from diverse fields. The objective will be to raise awareness and create a positive attitude about inclusive business (IB) among the youth. It is believed that the young audience will continue to promote the concept of inclusive business among their peers and the wider community of Bangladesh in the years to come.

The competition will consist of a web-portal/competition portal ('IBC platform') that features interactive, multimedia content and hosts competitions based on the theme of inclusive business throughout the year. The platform will feature all relevant basic information on IB and seek to teach others regarding important elements of Inclusive Business in a comprehensible, interactive way and in a short time, while they participate in the challenge(s) on the platform. The contest and campaign will unfold in various stages/editions throughout the year with varying grades of difficulty. The first edition will feature two competitions running in parallel – one targeted especially to agriculture university students and one competition for a general audience with focus on university students and young professionals as described above. As a part of Katalyst's intervention with agriculture universities that includes a large case study competition, Katalyst will use the IBC platform for case study competition across agriculture universities. For a general audience, the first competition will start with a simple task that is easy to do and helps to make participants more familiar with the very basics of inclusive business.

1.2 Scope of the assignment

In order to effectively launch this platform to promote inclusive business to a broad young target audience, Katalyst is seeking the services of an agency to consult, plan, set-up and implement the IBC. The agency will work closely with the support of Katalyst to:

- Development of the overall concept and design of the Inclusive Business Challenge
- Development of appropriate contents, apps and other interactive elements to educate target audience about Inclusive Business in a unique and interactive way on the IBC online platform
- Plan and implement the first round of competition (Agriculture & General audience)
- Counseling on how to increase outreach of the campaign by using Katalyst's Facebook Page and other relevant platforms
- To train Katalyst staff on how to handle the competition platform/app for hosting further rounds of competitions through the platform without external support

For more detailed tasks associated with the assignment, please refer to the attached Terms of Reference.

2 Selection and submission process and criteria

2.1 Selection Criteria

The selection criteria for this Assignment will be based on following parameters:

Technical 70%

- ✓ Professional capacity to carry out the assignment (relevant skills, available knowledge, sufficient time to commit to the assignment, etc.) within the given time.
- ✓ Relevant experience in similar projects and/or in the sector within the past five years.
- ✓ Sufficient resource pool (human and financial), ability to mobilise additional human resources

Financial 20%

- ✓ Competitiveness of the financial proposal.

Feasibility 10%

- ✓ Feasibility of financial proposal when considered in conjunction with the technical proposal (refer to Section 5 for further details).

3 Required Submission Documentation

All tenderers are required to submit the following documentation:

Organisational Information:

Organisational information must include:

- The submission of an organisational profile, with the CVs of key persons (including of the person responsible for Finance) who will be involved in the assignment; and,
- A list of the existing clientele of the organisation.

Technical Information:

Technical information must include:

- A technical proposal showing understanding of the assignment, proposed operating procedure for implementation of individual execution order, timelines, project team profiles, roles and individual time to be spent in the assignment, deliverables, quality assurance, monitoring, etc.;
- Signatures of consent of inclusion within the proposal of key proposed profiles (i.e. project team leader and core team members);
- A signed letter stating that the proposed offer provided by the applicant will remain valid for up to 6 months from the date of submission (this may simply be included in the covering letter by the organisation).
- A separate financial proposal setting out a budget for the assignment; and,
- A summary of relevant services provided over the last two years.

Mandatory Legal and Financial Information:

It is mandatory for bidding organisations to submit documentary evidence demonstrating their legal, taxation, and financial status.

This may include:

- A certificate of incorporation and Trade License (for individual/ sole proprietor companies, a trade license only);
- NGO bureau registration (if applicable);
- An organogram of permanent key personnel, inclusive of the names of such personnel;
- Tax identification number (TIN) certificate;
- VAT registration certificate (if applicable);
- Proof of a valid account with a bank (providing the name and address of such account);
- A signed statement testifying that all information contained within the proposal is correct and true.

3.1 Briefing Session and Questions and Answers

- **Briefing Session:** A briefing session will be held on **12 March 2015, 10:00 AM** at Katalyst office, where all the candidates invited to participate in the tender process are encouraged to attend. Please confirm your intention to attend the event by **11 March 2015, 02:00 PM** by sending an e-mail to injamam.alam@swisscontact-bd.org with a CC to mizanur.rahman@swisscontact-bd.org
- **Question and Answers:** Should candidates wish to clarify certain points with regards to the assignment or the tendering process they must clarify such issue during the briefing session. No question will be entertained after the briefing session.

3.2 Reservations and general provisions

- **Consortiums:** Applicants are permitted to enter into consortium arrangements provided that they clearly state that they intend to do so and provided that details of the intended consortium members at the proposal stage and provided that all members of the consortium fulfill the applicable criteria.
- **Exclusivity and non-exclusivity:** Proposed team leaders can only apply exclusively in conjunction with one bidding organisation, i.e. their name cannot be submitted by multiple bidders to this offer. However, unless any conflicting rules of the bidding organisations apply, as a matter of principle all other proposed team members may apply in multiple bids associated with this tender.
- **Collusion:** Tenderers must refrain from pre-discussion of the contents of any such selection criteria or interview plan or confer any other unfair advantage on any other tenderer involved in this procurement process.
- **Amendment or cancellation:** Katalyst reserves the right to invite additional bidders to participate in an announced tender, exclude one or more bidders from consideration, extend the deadline for submitting bids, or cancel any tender procedure.
- **Conflict of Interest and Exclusions:** Parties shall ensure there are no conflicts of interest existing between themselves or any members of their consortium and Katalyst and shall inform Katalyst immediately should such a conflict arise. Parties that are currently excluded from Katalyst's procurement may not apply in the form of singular applications nor as part of a consortium.

3.3 Contract award

- Following selection through this procurement process, a contract between the selected tenderer and the Project, supported by a detailed terms of reference, will be signed, which will remain effective unless it is

terminated, amended, or superseded.

- Amongst other documents, the selected candidate will be contractually obliged to abide by the Katalyst's Code of Conduct and financial regulations and any related updated versions as they arise.

4 Supporting documents

The following supporting documents are attached:

- **Terms of Reference (Attachment 1)**

5 Budget and financial

5.1 Budget format

- **Budget template:** Tenderers must submit a budget in appropriate format. Tenderers should mention their most competitive **rates** for each criteria. VAT needs to be added to the whole costs at applicable rate and must be shown separately. Income Tax should be included in the rates and is not to be added separately. VAT and IT will be deducted at source as per government rules.
- **Budget explanation/rationale (required for feasibility assessment constituting 10% of the final mark):** It is mandatory that tenderers submit up to two pages of explanation clarifying the rationale for their budget build-up, in particular explaining any figures that would in their nature require further guidance. This should enable the reviewer to make clear links between the technical and financial elements of the proposal and assess the overall feasibility of the offer.

6 Submission details

6.1 Form of submission

- **Submission for and address:** All offers must be received in original hard-copy form (i.e. submission of e-mail tenders alone are unacceptable) with a cover letter signed by a competent authority of the tendering organisation, and lodged either via the postal system or courier service or delivered directly to the Katalyst office at the following address:

Senior Procurement Officer

House 20 Road 6

Baridhara 1212

Dhaka, Bangladesh

In all cases, the offer must be sealed in a covering envelope and addressed as per the RfP notice. Please write the subject as 'Consultation, planning, set-up and implementation of the Inclusive Business Challenge (IBC) Online Campaign and Platform' on top of the envelope.

- **Separation of financial and technical elements:** As noted in the technical information section above, **the technical and financial proposal must be provided in separate envelopes. Failure to do so will disqualify the tendering organisation from the tendering process.**
- **Soft copies:** An additional soft-copy of the Technical Proposal may be submitted (i.e. **not the Financial Proposal**) to the Administration Department Tender e-mail address (tender@swisscontact-bd.org).

6.2 Submission deadline

The deadline for submission of the proposals is: **19 March 2015 at 03:00 PM (Bangladesh Time).**

If a proposal is not received in the manner specified in the request, especially if it is not received by the due time, it is deemed a non-qualifying proposal, and will not be considered.