

MSH REQUEST FOR QUOTES (RFQ)

Ref: RFQ-BD-2019-052

RFQ Title:	Hiring contractor to conduct outreach campaigns for Branding of Model Pharmacy – BHB Project.
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Management Sciences for Health, Inc. (MSH) invites you to submit a quote in accordance with the requirements of this request for quotes. Quotes must be received by MSH no later than the Date and Time indicated in the table below:

Request for Quotes Issue Date:	07 Mar'19
Due Date and Time for Questions:	05.00 PM, 12 Mar'19
Pre-Bid Meeting Time and Date:	03.00 PM, 18 Mar'19
Quote Due Date and Time:	<p>Bid Dropping Time & Date: 03.00 PM, 24 Mar' 2019</p> <p>Either Hard Copy or Electronic Bid can be submitted: You are requested to either drop a Sealed Quotation in the Tender Box kept at MSH Office, 2nd Floor, H-3, R-23/B, Gulshan-1, Dhaka – 1212</p> <p style="text-align: center;">OR</p> <p>You can send an electronic/pdf. version of the Quotation to MSH following e-mail: bdprocurement@msh.org</p>
<i>Quotes submitted after the deadline has passed or that do not include all of the information requested may be rejected.</i>	
MSH Point of Contact:	bdprocurement@msh.org

Complete Description of Need/Scope of Work/Specifications
<h2 style="margin: 0;"><u>SCOPE OF WORK</u></h2> <p style="margin: 10px 0 0 0;">Hiring contractor to conduct outreach campaigns for Branding of Model Pharmacy- BHB Project</p> <p>Background: Improving access to quality medicines and pharmaceutical services is an essential component of the health services strategy to improve clinical care. Most leading causes of death and disability in developing countries can be prevented, treated, or at least alleviated with cost-effective essential medicines. Despite this fact, hundreds of millions of people do not have regular access to essential medicines and many of those who do have access are given the wrong treatment, receive too little/many medicine(s) for their illness, or do not use the medicine correctly. Ensuring the availability, affordability, accessibility, and appropriate use of quality medicines are thus crucially important in order to improve health status of the population. This is a challenge for many countries, including Bangladesh.</p> <p>A potential solution to addressing this challenge lies with the most commonly used source of medicines in many developing countries — the private sector drug sellers. Accreditation of drug sellers was not present in Bangladesh until DGDA took the initiative during the implementation of HPNSDP (3rd Sectoral Programme). With the support from JDTAF, MSH worked with DGDA and other sector stakeholders to develop the first standards for retail medicine outlets and design and implement an accreditation program for two new levels of pharmaceutical outlets — Model Pharmacy and Model Medicine Shop. Accreditation standards for retail medicine outlets in Bangladesh have been approved by the competent authority. MSH also developed several strategies to support implementation of the standards. Realizing the importance of the continuation of the activity and the extensive relevant experience, MOHFW has included the piloting of the approved model for accreditation of retail medicine outlets. DFID Bangladesh is supporting the 4th Sectoral Programme (HNPSP), through the, 'Better Health in</p>

Bangladesh' project for a period of five years.

For branding and create awareness among mass people about the necessity of Model Pharmacy and Model Medicine Shop, outreach campaign needs to be arranged in selected piloting areas. This work will be implemented following "Consumer advocacy and marketing strategy" developed under first phase of ADS project. MSH is seeking a contractor that is able to manage/arrange/conduct campaigns in selected eight piloting district sadar (viz. Dhaka, Mymensingh, Moulvibazar, Narsingdi, Chandpur, Bagerhat, Patuakhali and Jhalokathi).

A. Description of Service to be provided: Branding and marketing of Model Pharmacy (MP) and Model Medicine Shop (MMS) by using different type of awareness building programs like Rally and TV spot telecasting in local cable TV network in selected eight pilot district sadar.

Activities: Working with the MSH-BHB team, the contractor will need to do the following:

- Devise a work plan
- Prepare a schedule for arranging rally and TV spot (Prepared by MSH BHB) telecasting (3 months) in selected upazilas (Approx. 22 upazilas) & national and all other programs as designed.
- Arrange rally in selected upazilas following fulfilling below requirements:
 - Number of rally to be conducted:**
Two (02) rallies in each of the piloting upazilas (Approx. 22 upazilas) in different time
 - Materials/items to be used in each rally:**
 - Vehicle:** Minimum 2 trucks to be used in each rally to cover upazila sadar
 - T-shirt:** Ready T-shirt to be collected from MSH BHB and will be used in each rally
 - Banner:** 3 Ready banners to be collected from MSH BHB and will be use and reuse in the rally arranged in selected upazilas
 - Festoon:** 10 Ready festoons to be collected from MSH BHB and will be use and reuse in each rally arranged in selected upazilas
 - Band party with sound system:** To be used in each rally arranged in selected upazila
- Arrange TV spot/TVC (Prepared by MSH BHB) telecasting in local cable TV network in selected upazilas according to schedule in consultation with MSH-BHB team fulfilling below requirements:
 - Telecasting period:** June 2019 to January 2020
 - Telecasting covered area:** Selected (Approx. 22) upazilas in eight (08) selected districts
 - TV spot/TVC source:** MSH BHB developed TV spot/TVC to be telecasted in selected areas during contact period.
 - TV spot/TVC per day:** 4 times a day (Morning (9:00 - 10:00 am), Noon (2:00 - 3:00 pm), Evening (6:30 - 7:30 pm) and Night (9:00 - 10:00 pm))
 - Duration of TV spot/TVC:** 0.5 - 1.0 minute
 - No. of local cable TV firm to be engaged:** To cover whole Upazila, required number of local cable TV firm to be engaged in each upazila.
- Prepare schedule and arrange to procure TV spot/TVC (Prepared by MSH BHB) telecasting Air Time in national TV channel meeting below requirement:
 - Telecasting period:** June 2019 to January 2020
 - Telecasting covered area:** Throughout Bangladesh
 - TV spot/TVC source:** MSH BHB developed TV spot/TVC to be telecasted throughout Bangladesh
 - TV spot/TVC per day:** 4 times a day (Morning (9:00 - 10:00 am), Noon (2:00 - 3:00 pm), Evening (6:30 - 7:30 pm) and Night (9:00 - 10:00 pm))
 - Duration of TV spot/TVC:** 0.5 - 1.0 minute
 - No. of TV channel to be engaged:** Minimum 2 TV channels to be engaged for TV spot/TVC telecasting including BTB

- Arrange TV talk shows meeting below requirements:
No. of TV talk show to be arranged: Four (04) TV talk shows to be arranged during contract period
Schedule of TV talk show: 1. July 2019, 2. September 2019, 3. November 2019 and 4. January 2019.
Resource Person: MSH BHB will select resource persons for TV talk show and vendor will ensure their presence, honorarium, entertainment and others as needed.
Duration of each TV talk show: 45 - 60 minutes
Topics of TV talk show: MSH BHB will select MP/MMS related talk show topics and vendor will manage all other everything
- Arrange social media (Facebook) campaign for branding of MP/MMS in consultation with MSH BHB meeting below requirement:
Period of Campaign: June 2019 to January 2020
Topics of campaign: Advertisement on MP/MMS
Note: Vendor will communicate with facebook management and will ensure above campaign
- Arrange round table meeting using national newspaper fulfilling below requirements:
No. of round table meeting: Two (02)
Date of round table meeting: One will be in July 2019 and another will be in November 2019
Media to be used for round table meeting: One will be arrange in the Daily Prothom Alo/The Daily Star and another in The Daily Bangladesh Protidin
Venue: Vendor will ensure venue discussion with MSH-BHB and organizer
Resource Person/participants: MSH BHB will identify potential resource person/participants of the meeting and vendor will ensure their availability and will manage the program ensuring resource persons/participant's honorarium, refreshment and all other things.
Moderator for meeting: Experienced moderator needs to be engaged for round table meetings in consultation with MSH-BHB
Publishing of round table meeting: Vendor will ensure the publishing the meeting in the respective newspaper
- Arrange to publish article/advertisement (Prepared in consultation with MSH BHB) in national newspaper
No. of article/advertisements to be published: Four (04)
No. of newspaper to be used: Minimum two (02) newspaper
Date of publishing: August 2019 and October 2019
Topics of Article/Advertisement: MSH BHB will select topics and resource person to develop article/advertisement and vendor will manage all other things (Resource person's honorarium, contact with newspaper to publish and payment)
- Prepare report of each event and submit to MSH-BHB within 5 working days of each event
- Produce final report on all events carried out

B. Deliverables¹:

- Submit a work plan by April 30, 2019
- Provide contract letters of said events to initiate national and district/upazila level events in selected districts/upazilas by June 30, 2019
- Provide reports on completion of said events at national and district/upazila level events in selected districts/upazilas by December 31, 2019

¹ When submitting deliverables to MSH Consultant shall ensure that all related datasets are also provided. As used in this agreement "Datasets" refers to supporting information that goes into creating a final deliverable, such as data contained in spreadsheets (whether presented in tabular or non-tabular form) an extensible mark-up language (XML) file, a geospatial data file, or an organized collection of these.

- Final narrative report on all events conducted by January 15, 2020

C. Delivery Schedule/Milestones

Sl. No.	Deliverable or Milestone	Expected Date of Delivery or Completion	Per Deliverable Rate ²
1	Submit Work plan	By April 30, 2019	10%
2	Provide contract letters of said events to initiate national and district/upazila level events in selected districts/upazilas	By June 30, 2019	35%
3	Provide reports on completion of said events at national and district/upazila level events in selected districts/upazilas	By December 31, 2019	35%
4	Final narrative report on all events conducted	By January 15, 2020	20%

Bidding Instruction:

The Potential bidders are requested to submit a detail proposal covering technical aspect of this assignment and financial quotation.

Delivery Address/ Place of Performance:	Different Places in Bangladesh
Payment Terms:	Payment will be made on net 30 days (Monthly) basis after successful completion of services and submission of invoices by A/C payee cheque. VAT & TAX will be deducted as per Govt. rules.
<i>By responding with a quote you are accepting the requirements as outlined above, including any delivery requirements and payment terms</i>	

In order to be considered quotes must be valid for at least 30 days and must include all of the following:

- Complete vendor information – including vendors physical address, full legal name, VAT registration number & nationality³
- The price offered for the needed goods and/or services, including associated costs such as shipping or installation
- If you have not provided goods and/or services to MSH within the past 3 years - Current contact information for at least 3 past customer references
- All information relevant to demonstrating the vendor's ability to meet MSH's Evaluation Criteria (see below)

Quotes will be evaluated based on the following Evaluation Criteria:

Ability to meet the Description/Scope of Work/Specifications above
Price and Value
Acceptable Past Performance
Other Factors (if any):

This RFQ is non-binding and in no way obligates MSH to award any contract. MSH reserves the right to purchase any or all of the items requested, to adjust quantities if necessary, or to make no purchase. Firm commitment to purchase is not established until a written order is issued by MSH. MSH will not pay for vendors quote preparation costs.

If any company or individual submitting an offer in response to this RFQ is found to have offered anything of value to any member of MSH staff, they will be disqualified from participation in this procurement and may be disqualified for any future procurements with MSH. MSH staff are instructed not to request or accept anything of value from companies or individuals receiving RFQ's. If an MSH representative asks you for any kind of incentive payment or other gift please report it to the following email address:

auditcommittee@msh.org

² Applicable only for Agreements where payment will be made based on submission of each deliverable

³ If submitted a bid as an individual 'nationality' is your country of citizenship or lawful permanent residence, if submitting a bid as a company/organization 'nationality' is the country in which your company/organization is registered to legally do business.