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| **Request for Proposal (RFP)** |

RFP Number: RFP/SHN/0018/2020

Issuance Date: July 23, 2020

Deadline for Offers: August 7, 2020

Description: Selection of an advertising agency for digital marketing and communication

For: Surjer Hashi Network

Point of Contact:

 Partha Pratim Saha,

Sr. Manager- Procurement & SC

Surjer Hashi Network,

Abedin Tower, 6th Floor,

35 C/A, Banani, Dhaka-1213, Bangladesh.

Email Address for RFQ Submission: procurement@shnnetwork.org

**\*\*\*\*\*** **ETHICAL AND BUSINESS CONDUCT REQUIREMENTS \*\*\*\*\***

* Surjer Hashi Network is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit.
* Surjer Hashi Network does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.
* Employees and agents of Surjer Hashi Network are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business.
* Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General.
* In addition, Surjer Hashi Network will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value, or compensation to obtain business.

Offerors responding to this RFQ must include the following as part of the proposal submission:

* Disclose any close, familial, or financial relationships with Surjer Hashi Network or project staff. For example, if an offeror’s cousin is employed by the project, the offeror must state this.
* Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror’s father owns a company that is submitting another proposal, the offeror must state this.
* Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
* Certify that all information in the proposal and all supporting documentation are authentic and accurate.
* Certify understanding and agreement to Surjer Hashi Network’ prohibitions against fraud, bribery and kickbacks.

Please contact Monirul Hassan, Head of Business Development, for any technical queries (monir@shnnetwork.org) and Ferdous N Khan, Director of Compliance, (fkhan@shnnetwork.org) copying Abdul Motin, Acting Chief Executive Officer, (Amotin@shnnetwork.org) with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to “Surjer Hashi Network’, Abedin Tower, 6th Floor, 35 Kamal Ataturk Avenue, Banani, Dhaka-1213, Bangladesh.

**Section 1: Instructions to Offerors**

1. **Introduction and Purpose**:

Surjer Hashi Network (SHN) is a not-for-profit private limited company, whose mission is to offer high quality, customer-oriented and affordable health care services and products to all. The company operates a large number of clinics throughout Bangladesh that provide essential health services packages along with basic diagnostic services, drugs and other pharmaceutical and consumer healthcare products.

Offerors are responsible for ensuring that their offers are received by Surjer Hashi Networkin accordance with the instructions, terms, and conditions described in this RFP. Failure to adhere with instructionsdescribed in this RFP may lead to disqualification of an offer from consideration.

**Key stakeholders:** GoB, USAID, SHN Board and Staff, Partner organizations (i.e. Chemonics, Think Well, PSI).

**Purpose:** Proposals are being invited from a number of reputed firms for the selection of a digital marketing agency that will assist SHN in the development and implementation of digital communication strategy through design, production and execution of various digital campaigns. The agency upon selection will be awarded a Retainership for a period of 6 months (with scope of renewal) from the date of contract with a financial ceiling.

1. **Offer Deadline and Protocol:**Offers must be received no later than 17:00 local Dhaka time on **August 7, 2020 by sealed envelope to the following address.**

 **Partha Pratim Saha,**

**Sr. Manager, Procurement & SC**

**Surjer Hashi Network,**

**Abedin Tower, 6th Floor,**

**35 Kamal Ataturk Avenue,**

 **Banani, Dhaka-1213, Bangladesh**

1. Please reference the RFP number in any response to this RFP. Offers received after the specified time and date will be considered late and will be considered only at the discretion of SHN.
2. **Specifications/ Scope of Work**: Section 3 contains the detail scope of work of the required services.
3. **Quotations**: Quotations in response to this RFP must be priced based on a monthly retainership basis. All quotations must present VAT as separate cost. Pricing must be presented in Bangladeshi Taka (BDT). Offer must be valid for the period of retainership. Offerors are requested to provide quotations on their official quotation format or letterhead; in the event this is not possible, offerors may complete the table in Section 3. In addition, offerors responding to this RFP are requested to submit the following:

In addition, offerors responding to this RFP are requested to submit the following:

* An agency supervision fee (at a flat rate) on any work that the agency may have to complete by using another third party.
* Responding to this RFP, offerors are requested to submit a copy of their official registration or business license along with Trade License, VAT Registration copy & TIN certificate.
* Client list & Sample of previous work (CD)
* Individuals responding to this RFP are requested to submit a copy of their identification card.

1. **Delivery:** The delivery location for the items described in this RFP is Surjer Hasi Network (SHN) Head Office Located at Abedin Tower (6th Floor-East Part), 35, Kamal Ataturk Avenue, Banani C/A, Dhaka-1213, Bangladesh. As part of its response to this RFP, each offeror is expected to provide an estimate (in calendar days) of the delivery timeframe (after receipt of order).The delivery estimate presented in an offer in response to this RFP must be upheld in the performance of any resulting contract.
2. **Source/Nationality/Manufacture:** All goods and services offered in response to this RFP or supplied under any resulting award must meet USAID Geographic Code 937in accordance with the United States Code of Federal Regulations (CFR), [22 CFR §228](https://www.gpo.gov/fdsys/pkg/CFR-2017-title22-vol1/pdf/CFR-2017-title22-vol1-part228.pdf).The cooperating country for this RFP is Bangladesh.

Offerors may not offer or supply any commodities or services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.

1. **Taxes and VAT**: In accordance with the agreement under which this procurement is financed, Surjer Hashi Network is exempt from payment of taxes, VAT, tariffs, duties, or other levies imposed by the Bangladesh government. Offerors must include taxes, VAT, charges, tariffs, duties and levies in accordance with the laws of the Bangladesh as a separate cost line. Surjer Hashi Network will provide the successful offeror with a VAT coupon for VAT amount, VAT coupon will be issue upon submission of Mushok-11.
2. **DUNS Number:** Companies or organizations, whether for-profit or non-profit, shall be requested to provide a Data Universal Numbering System (DUNS) number if selected to receive an award in response to this RFQ valued greater than or equal to USD$30,000 (or equivalent in other currency). If the Offeror does not have a DUNS number and is unable to obtain one before proposal submission deadline, Offeror shall include a statement noting their intention to register for a DUNS number should it be selected as the successful offeror or explaining why registration for a DUNS number is not possible. Contact Dun & Bradstreet through this webform to obtain a number: <https://fedgov.dnb.com/webform>. Further guidance on obtaining a DUNS number is available from Surjer Hashi Network upon request.
3. **Eligibility**: By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government.

Surjer Hashi Network will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

**Evaluation and Award**:

Step 1: Based on the submitted documents and quoted price we will shortlist few agencies who will be given the scope to make a presentation.

Step 2: The award will be made to a responsible offer or whose offer follows the RFP instructions, meets the eligibility requirements, meets or exceeds the minimum required technical specifications, and will be judged to be the best value based on the lowest-price and the highest scorer in reference to the following evaluation score card:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor (2)** | **Average (4)** | **Good (6)** | **Very Good (8)** | **Excellent (10)** |
| Quality of strategy, innovation and creative during the pitch (presentation)  |  |  |  |  |  |
| Planning of the activities outlined in the scope of work |  |  |  |  |  |
| Quality and experience in developing online video commercials |  |  |  |  |  |
| Previous work for other clients |  |  |  |  |  |
| Price reasonableness  |  |  |  |  |  |
| **Total Points (maximum 50)**  |  |

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFP, an offer may be deemed “non-responsive” and thereby disqualified from consideration. Surjer Hashi Network reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations (monthly retainer fees to carry out the activities mentioned in the scope of work) are requested. Upon showing the expression of interest, offerors will be asked to make a pitch (presentation) to SHN.

**The presentation will be on the strategy and planning of the activities outlined in the scope of work. Key focus of the presentation should be on Re-branding (changing the perception of SHN); Ideas on innovative acquisition campaigns; Ideas on consumer engagement; Ideas on result-oriented consumer campaigns. The evaluation scorecard above will be used to score the offerors.**

It is anticipated that award will be made solely based on these original quotations and the scorecard mentioned above. However, Surjer Hashi Network reserves the right to conduct any of the following:

* Surjer Hashi Network may conduct negotiations with and/or request clarifications from any offeror prior to award.
* While preference will be given to offerors who can address the full requirements of the corporate communication needs of SHN, Surjer Hashi Network may issue a partial award or split the award among various suppliers.
* Surjer Hashi Network may cancel this RFP at any time.

Please note that in submitting a response to this RFP, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented to SHN in writing with full explanation, as USAID will not consider protests regarding procurements carried out by implementing partners. Surjer Hashi Network, at its sole discretion, will make a final decision on the protest for this procurement.

1. **Terms and Conditions**: This is a Request for Proposal only. Issuance of this RFP does not in any way obligate Surjer Hashi Network, the AUHC Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to Surjer Hashi Network’ standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

1. Surjer Hashi Network’ standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this RFP and identified in the resulting award; payment will not be issued to a third party.
2. Any award resulting from this RFP will be firm fixed price, in the form of a purchase order.
3. No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
4. Any international air or ocean transportation or shipping carried out under any award resulting from this RFP must take place on U.S.-flag carriers/vessels.
5. United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The supplier under any award resulting from this RFP must ensure compliance with these laws.
6. The title to any goods supplied under any award resulting from this RFP shall pass to Surjer Hashi Network following delivery and acceptance of the goods by Surjer Hashi Network. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to Surjer Hashi Network.

**Section 2: Offer Checklist**

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFP:

* Cover letter, signed by an authorized representative of the offeror (see Section 4 for template)
* Official quotation, including specifications of offered equipment (see Section 3 for example format)
* Copy of offeror’s registration or business license (see Section 1.5 for more details)

**Section 3: Scope of Work**

1. Creative design for all digital platforms.
2. Develop content, theme and design for SHN website and all SHN social media pages
3. Strategic planning and implementation of all the digital marketing activities mentioned below:

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| **Activities for Digital Marketing:** |
| * SEO & SEM
 | * Adverts in You tube
 |
| * OVC making - series of 3
 | * Adverts in Social Media
 |
| * Content marketing
 | * Adverts in GDN & G&R
 |
| * Influencer marketing
 | * Acquisition campaign
 |
| * Destination Ads - Fb Messenger
 | * SMS marketing
 |

**Sample Detailed Cost Breakdown/Quotations Form:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SL#** | **Item Name/Specifications/ Origin/ warranty** | **Quantity** | **Unit price** | **Total Price (BDT)** |
|  |  |  |  |  |
|  | **Sub-Total (Including Tax)** |  |  |  |
|  | **Add: VAT @ ….%** |  |  |  |
|  | **Total (including VAT and tax)** |  |  |  |

\*\*All prices must be in Bangladeshi Taka (BDT)\*\*

Delivery time (after receipt of order): calendar days

Offered validity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Payment Terms: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ calendar days by wire transfer.

Location of service center(s) for after-sales service, including warranty repair:

**Section 4: Offer Cover Letter**

*The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:*

To:

Partha Pratim Saha

Sr. Manager- Procurement & SC

Surjer Hashi Network,

Abedin Tower, 6th Floor,

35 C/A, Banani, Dhaka-1213, Bangladesh.

Reference: RFP No. RFP/SHN/0018/2020

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFP. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFP. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms of this solicitation and under SHN regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

* We have no close, familial, or financial relationships with any Surjer Hashi Network or AUHC project staff members;
* We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFQ; and
* The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
* All information in our proposal and all supporting documentation is authentic and accurate.
* We understand and agree to Surjer Hashi Network’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature:

Name and Title of Signatory:

Date:

Company Name:

Company Address:

Company Telephone and Website:

Company Registration or Taxpayer ID Number:

Company DUNS Number:

Does the company have an active bank account (Yes/No)?

Official name associated with bank account (for payment):

**Bank Accounts Details Information (***completed/signed/stamped by a representative authorized to sign on behalf of the offeror***):**

|  |  |  |
| --- | --- | --- |
| **Sl.** | **Particulars** | **Information** |
| 1 | Account Name: |  |
| 2 | Account Number: |  |
| 3 | Account Type: |  |
| 4 | Name of Bank: |  |
| 5 | Name of Bank Branch: |  |
| 6 | Address of Branch: |  |
| 7 | Bank Routing Number: If possible |   |

Signature with seal:

Name :

Designation :