



Request for Quotation (RFQ) for SMS Campaign

RFQ Number:	PYWD/C&O/0027A
RFQ issued by:	Louis Berger - Punjab Youth Workforce Development Project
RFQ Issuance Date:	May 10, 2018
Last date for Questions:	May 15, 2018
Last date for submission of Proposal/ Quotation:	1700 Hours, May 17, 2018
Address for submission of Proposals/ Quotations:	The Award Committee Louis Berger - Punjab Youth Workforce Development Project House 164-A, Ahmed Block, New Garden Town, Lahore
For additional information/ questioning/ clarification:	Mr. Shafqat Ismail, Procurement Specialist Email: sismail@louisberger.com



Dear Applicants/ Bidders,

Louis Berger has been awarded Punjab Youth Workforce Development (PYWD) Project by United States Agency for International Development (USAID). PYWD Project aims to train and provide employment for youth, currently in Multan, Lodhran, Muzaffargrah and Bahawalpur districts of Punjab. With head office in Lahore, the PYWD project, is being implemented with the assistance of its two Subcontractors Institute of Rural Management and Fincon Services (Pvt.) Limited. In addition, the project is being executed in coordination with public and private institutions, who are providing vocational training and create employment opportunities for youth in focus districts of Punjab; building capacity of youth-serving institutions for skill training and mobilize local communities for youth development. The PYWD project also supports the overarching goals of Punjab Youth Policy.

USAID-Punjab Youth Workforce Development (PYWD) project is investing in the underprivileged youth, by providing them with skills, entrepreneurship and employment opportunities to meet the needs of the industry. This three-year program complements the Government of Punjab's policy to provide skill development opportunities to the youth. The project will train and facilitate employment opportunities for 10,000 youth -- including 35 percent women -- between the ages of 16 and 29 in the southern Punjab districts of Multan, Lodhran, Bahawalpur, and Muzaffargrah.

The purpose of given Scope of Work is to invite Proposals along with quotations from firms/ cellular companies to roll-out a bulk SMS campaign through a supporting web interface and status monitoring and reporting mechanism. This initiative is being taken to help PYWD project team spread mass awareness messages using public service announcements and program related information in selected four districts of South Punjab. These districts are Multan, Bahawalpur, Muzaffargrah and Lodhran. This Request for quotation (RFQ) is comprised of two (02) sections, as under:

- Section 1: Terms of Reference (TOR)
- Section 2: Instructions to the bidder/ offerors

It is hereby requested to submit Proposals/quotations as per the required services stated in this document.

This RFQ process does not constitute an award commitment on the part of Louis Berger, PYWD Project, its Subcontractors, USAID and/or any other organization or associated agency. Louis Berger PYWD

Project reserves the right to accept or reject any bid, and to cancel the bidding process at any stage and/or reject all bids at any time prior to award, without thereby incurring any liability to bidders or any obligation to inform bidders of the grounds for such action. Louis Berger PYWD Project will not pay for any costs incurred in the preparation or submission of a proposals or quotations. Due to shortage of processing and implementation time, only shortlisted entities will be contacted for final selection.

Requests for additional information, clarifications or other questions must be submitted in writing to Procurement Specialist, Mr. Shafqat Ismail (through email sismail@louisberger.com) by close of business May 15, 2018, in accordance with Section 2 of this document. The quotations/ proposal should be submitted in accordance with the instructions set forth in top page of this RFQ with reference of **PYWD/C&O/0027A** at seal envelope by **1700 hours, Thursday, May 17, 2018**.

The Project look forward for making award(s) to the most advantageous offer and individual enquiries may not be entertained for determination of status of applications and feedback on the process.

Best Regards

The Awards Committee

Louis Berger – PYWD Project



Section 1: Terms of Reference (TOR)

SMS Campaign Objective:

The basic objective of the SMS campaign is to mobilize and ensure an effective outreach to mass audience including project beneficiaries. Through a rigorous SMS campaign, the project intend to disseminate messages to target audience through public service announcements and sending program related information in such a way that audience is motivated to:

- A. Know about USAID-PYWD Project's scale, scope, interventions and impact in the four selected districts of South Punjab
- B. Adopt positive attitude including but not limited to responsible citizenship, leadership, Gender-based Violence, decision-making, asset-ownership etc.
- C. Register themselves for the project's career counselling and micro finance services

Target Audience

Primary Audience: Project beneficiaries and Community at large including marginalized youth of Multan, Bahawalpur, Muzaffargrah and Lodhran districts.

Secondary Audience: Community Organizations (Cos), Youth Associations, and relevant stakeholders

Target Areas

The target area for intended SMS campaign are four (4) districts of South Punjab i.e. Multan, and Muzaffargrah, Bahawalpur and Lodhran.

Text and Languages

The text of SMS will be provided by Louis Berger. The language for messages would be **Urdu**.

Period of Performance and Required Output:

The mobile SMS campaign will be rolled out, while implementing the following requirements:

Campaign Duration:	Initially for three (03) months duration
Contact Detail and Filters	Contact details of general community, to be arranged and handled by the service provider based on three filters.
Required Filters	03 filters will be
	A. Age
	B. Location
	C. Marginalized class (this will be gauged on the basis of billing)
Number of SMS	Minimum 1,000,000 (One Million).

Tasks to be performed by the Potential Company

1. The Service Provider will develop two web portals/interface:
 - a. First, to be handled by project team for sending messages to the PYWD project beneficiaries (this interface should be able to send messages to all mobile networks)
 - b. Second, to develop and run a very simple, lucid and user-friendly web interface for general community to disseminate bulk SMS to general audience in one go (this interface should be able to send messages to the respective network of the mobile company)
2. The interface should generate complete delivered and sent status
3. The interface should ensure SMS dissemination with full masking "PYWD project" on all mobile networks
4. The service provider should share interface account credentials (URL, Password) to check the SMS delivery status.



5. The service provider should submit status monitoring reports on weekly basis and a consolidated report by the end of campaign with illustrations/graphics
6. Text for different types of SMS will be provided by PYWD team
7. The contact details of general community will be managed by the service provider
8. The service provider will ensure the copy rights of PYWD project's SMS campaign

Feedback mechanism

1. Feedback will be received through a toll-free number advertised through the SMS
2. The queries of primary and secondary audience will be noted in a call-log form and conveyed to the relevant department, who will revert to the caller with appropriate response.

The service provider will ensure the copy rights of PYWD campaign

Section 2: Instructions to the bidder/ offerors

- The Award committee reserve the right to increase or decrease the quantities and/or specifications of the item requested.
- The Award Committee intend to award a blanket purchase agreement for one year on the basis of offers received without further discussions. Therefore, each offer should contain the Offeror's/ bidder's best terms from the cost or price and technical standpoint.
- The proposed blanket purchase agreement is expected to be awarded, after award process is completed and necessary approvals are sought by the management. Please note that ALL procurement and delivery process is expected to be completed within minimum possible time.
- Furnish information of the offerors for example full legal name, address, telephone & fax number, e-mail of the organization submitting the quotation, and the date of submission.
- Please provide copy of the profile and list of relevant past experiences. A limited number of relevant documents may be included in the appendices of this section. These documents could be registration document of the organization, copy of N.T.N, etc
- Service delivery time to be specified in calendar days.
- Louis Berger/ PYWD Project reserve the right to reject one or all quotations/ offers. The organization will consider best value of money and ensure most advantageous offer is awarded. For that reasons, the offerors are encouraged to offer more than one alternate.
- Requests for additional information, clarifications or other questions must be submitted in writing (by e-mail shjamil@louisberger.com with CC sismail@louisberger.com) by close of business, Tuesday May 15, 2018 by 1200 hours Pakistan Standard times.
- **Last date of the submission of quotations is, Thursday May 17, 2018 by 1700 hours** Pakistan Standard Time. The Quotation should be addressed to The Award Committee. Submission of quotations can only be mailed in hard copy through address given below:

**The Award Committee PYWD Project
House 164 A, Ahmed Block
New Garden Town,
Lahore**

- The quoted prices of each item should specify price of item, GST and the total amount. GST Tax amount must be shown separately for each item for comparison purposes.
- Please specifically note that Louis Berger will withhold applicable taxes, as per the tax laws in Pakistan. The price should include all applicable taxes. GST should be mentioned separately.



Louis Berger

Please send the quotation by 1700 hours Thursday, May 17, 2018 addressed to The Award Committee - PYWD Project. The quotation should be submitted in a sealed envelope to Louis Berger Office located at:

**House 164 A, Ahmed Block,
New Garden Town
Lahore**

Issuance of this RFQ document does not constitute an award commitment on the part of Louis Berger or PYWD Project or any other organization/ associated agency, nor does it commits to pay for any costs incurred in the preparation or submission of a quotation.

Thank you in advance for your cooperation. Please feel free to contact me for any assistance or clarification.

Thanks & Best Regards

Shafqat Ismail
Procurement Specialist