

## Request for Quotations (RFQ)

RFQ Number: PATTA-RFQ-07

Issuance Date: June 2, 2018

Deadline for Offers: June 14, 2018

Description: Media & Communication Related Services

For: Pakistan Agricultural Technology Transfer Activity (PATTA)

Funded By: USAID Contract # AID-391-C-17-00004

Implemented By: CNFA

Point of Contact: PATTA Admin/Procurement Department

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

CNFA is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. CNFA expects suppliers to comply with our Standards of Business Conduct, available at <http://www.CNFA.com/OurStory/OurMissionAndValues/Pages/default.aspx>.

CNFA 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 CNFA 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, CNFA 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 CNFA 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 CNFA's prohibitions against fraud, bribery and kickbacks.

Please contact [procurement@pakistan-patta.org](mailto:procurement@pakistan-patta.org) with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to CNFA at to [HQContractsDept@cnfa.org](mailto:HQContractsDept@cnfa.org) or by phone/Skype at 202-296-3920.

## **Section 1: Instructions to Offerors**

### **1.1 Introduction:**

The PATTA project is funded by USAID, has been awarded to CNFA since April 2017 to increase smallholder farmers' access to markets, alongside their overall development impact and cost-effectiveness. PATTA is making the business case for sustained private-sector investments in agricultural technology transfer, adaptations, outreach, and marketing such that profitable, inclusive output marketing opportunities for smallholders over the long term can be identified. PATTA is supporting the collective work of supply- and demand-side partners to launch and sustain activities that provide evidence of the value of improved technologies to change farmers attitude through behavior change. These include the promotion of activities with a proven record of success, such as field days, demo plots, and peer-to-peer education by lead farmers.

**PATTA requires the services of a Business Service Provider (BSP) in communications that provides support in designing and printing marketing collateral, digital content and media and PR management.**

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

**1.2 Offer Deadline and Protocol:** Offers must be submitted through electronic submission no later than **June 14, 2018** by close of business (5 **PM local time**) with RFQ Number in the subject line "RFQ-PATTA-07" at [procurement@pakistan-patta.org](mailto:procurement@pakistan-patta.org)

Please reference the RFQ number in any response to this RFQ. Offers received after the specified time and date will not be entertained.

**Questions:** Questions regarding the administrative requirements of this RFQ may be submitted no later than **4 PM local Islamabad time on June 7, 2018** by email to [procurement@pakistan-patta.org](mailto:procurement@pakistan-patta.org)

Only the written answers issued by CNFA will be considered official and carry weight in the RFQ process and subsequent evaluation.

### **1.3. Specifications:**

Section 3 contains the technical specifications of the required items.

### **1.4. Quotations:**

The Financial Proposal is used to establish the best value among proposals, and serves as a basis of negotiation and final acceptance of the quotes. The Financial Proposal must include a detailed budget, as well as a budget narrative which explains the basis for the estimate of each budget element (where required). Supporting information should be provided in sufficient detail to allow a complete analysis of each cost element. Cost must be expressed in Pakistani Rupees.

The anticipated contract type for this procurement will be a Cost-Reimbursable services agreement. The successful offeror will be required to adhere to the terms of the cost-reimbursable services agreement with PATTA. Offers must remain valid for not less than ninety (90) calendar days after the offer deadline. Quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis,

including delivery, taxes and all other costs. Pricing must be presented in PKR. Offerors are requested to provide proposals on official letterhead or format.

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

- Copy of their official registration or business license.
- Company profile, registration, sales tax and NTN certificates.

**Delivery:** The delivery location for these services described in this RFQ is across Pakistan. As part of its response to this RFQ, each offeror is expected to provide an estimate (in calendar days) of the delivery timeframe (after receipt of order). The services estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.

**Source/Nationality/Manufacture:** All goods and services offered in response to this RFQ or supplied under any resulting award must meet USAID Geographic Code 937 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228. The cooperating country for this RFQ is Pakistan.

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: Burma (Myanmar), Cuba, Iran, North Korea, (North) Sudan, Syria.

**Warranty:** Warranty service and repair within the cooperating country is required for all services under this RFQ. The warranty coverage must be valid on all services for a minimum of twelve (12) months after delivery and acceptance of the commodities, unless otherwise specified in the technical specifications.

**Taxes and VAT:** The PATTA Project is exempt from cooperating country taxes, duties, and VAT.

## **1.5 Eligibility**

By submitting an offer in response to this RFQ, 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.

## **1.6 Evaluation and Award**

The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements, and is lowest priced, technically acceptable.

Technical acceptability will be determined based on the following criteria:

- At least 7 years of experience in providing similar services, preferably with donor funded projects
- The offeror must be registered with FBR and have a valid NTN #

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

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotations. However, CNFA reserves the right to conduct any of the following:

CNFA 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 technical requirements of this RFQ, CNFA may issue a partial award or split the award among various suppliers, if in the best interest of the PATTA Project.

CNFA may cancel this RFQ at any time, without assigning any reasons

Please note that in submitting a response to this RFQ, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the PATTA Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. CNFA, at its sole discretion, will make a final decision on the protest for this procurement

## **1.8 Language**

Offerors shall provide all responses in English. Additionally, a basic requirement for all offerors to be considered responsive is the ability to communicate proficiently in English while providing said services to the PATTA project.

## **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 RFQ:

- Cover letter**, signed by an authorized representative of the offeror (see Section 4 for template)
- Official quotation** as per the specified format in Section 3, including specifications of offered services
- Copy of offeror's registration or business license (see Section 1.4 for more details)**
- Mandatory annexes** such as NTN, GSTN Registrations Certificates(s).
- Company profile**
- Past performance detail/ examples**
- Team Composition**
  - CV of the Team Leader and proposed team composition
- Proposed Creative Concept/Theme and Execution Methodology of Collateral Development, Media and Programmatic Events for PATTA**
  - Two pages concept note and proposed campaign theme and effective and allocation of resources to achieve the target

## **Section 3: Specification**

*The table below contains the technical requirements of the products/services. Offerors are requested to provide quotations containing the information below on official letterhead or official quotation format. In the event this is not possible, offerors may complete this Section 3 and submit a signed/stamped version to CNFA.*

Offerors are requested to ensure all branding and marking requirements for the PATTA project are adhered to under the [USAID ADS 320](#).

<b>Line Item</b>	<b>Item Description and Specification</b>	<b>Quantity</b>	<b>Unit Cost</b>
<b>1</b>	<p><b>Printing Services:</b></p> <p>Backdrop (10x4, panaflex, matt finish)</p> <p>Banner (7x3, panaflex, matt finish)</p> <p>Cut Outs (4X3, )</p> <p>Roll-up Standees (30"x80", panaflex matt finish)</p> <p>Streamers (4'X2' panaflex, matt finish)</p> <p>Brochures (4 page, matt finish A4 size, 115 mg),</p> <p>Flyers (A4size, 285gm card, multicolor both side printing)</p> <p>One pagers (A4, matt finish, 300 art card, multicolor both side printing)</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	
<b>2</b>	<p><b>Digital content:</b></p> <p>3-5 minute video documentary</p> <p>40 seconds short videos</p> <p>40 second infographic videos</p> <p>Static Infographics</p> <p><i>(offer should be exclusive of logistics and travel cost)</i></p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	
<b>3</b>	<p><b>Videography and photography</b></p> <p>Digital / professional photo coverage of full day event/ workshop (all over Pakistan)</p> <p>Video footage of full day event/workshop (all over Pakistan)</p>	<p>1</p> <p>1</p>	
<b>4</b>	<p><b>Public relations and media coordination</b></p> <p>All media event PR coordination (20 media staff and beat reporters in attendance)</p> <p>Publication of all media event press releases/ program launches in all leading English and Urdu newspapers</p>	<p>1</p> <p>1</p>	

*Important note: The offers for the above technical requirements should be on unit cost basis and Quantity / number of product/ services may vary depend on number of events/ workshops during the contract period*

**Best offer quotations are requested as selection and award will be on lowest priced, technically acceptable basis (see Section 1.6 for details).**

**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: PATTA Project

Reference: **RFQ-PATTA-07 – Media & Communications Related Services**

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 RFQ. Please find our offer attached.

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

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

- We have no close, familial, or financial relationships with any CNFA or PATTA 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 CNFA’s prohibitions against fraud, bribery, and kickbacks.
- We understand and agree to CNFA’s prohibition against funding or associating with individuals or organizations engaged in terrorism or trafficking in persons activities.

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,  
Website: \_\_\_\_\_

Company Email  
address: \_\_\_\_\_

Company Registration or Taxpayer ID  
Number: \_\_\_\_\_

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

Official name associated with bank account (for  
payment): \_\_\_\_\_

### **Section 5: CNFA Terms and Conditions**

This is RFQ only. Issuance of this RFQ does not in any way obligate CNFA, the PATTA Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

This solicitation is subject to CNFA's 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:

- (a) CNFA's 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 RFQ and identified in the resulting award; payment will not be issued to a third party.
- (b) 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.
- (c) Any international air or ocean transportation or shipping carried out under any award resulting from this RFQ must take place on U.S.-flag carriers/vessels.
- (d) 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 RFQ must ensure compliance with these laws.
- (e) The title to any goods supplied under any award resulting from this RFQ shall pass to CNFA following delivery and acceptance of the goods by CNFA. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to CNFA.

**5.1 Eligibility:** By submitting an offer in response to this RFQ, 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. CNFA will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

## **5.2: Technical volume and grading grid**

<b>Sr. No</b>	<b>Criteria</b>	<b>Percentage of Marking</b>
1	<b>Company Profile</b> Including a written description of their expertise, description of facilities, locations in Pakistan, certifications and industry memberships	30%
2	<b>Past Performance</b> Examples of doing a similar assignment in past	35%
3	<b>Team Composition</b> CV of the Team Leader and proposed team composition	10%
4	<b>Proposed Creative Concept/Theme and Execution Methodology of Collateral Development, Media and Programmatic Events for PATTA</b> Two pages concept note and proposed campaign theme and effective and allocation of resources to achieve the target	25%