



U.S. - PAKISTAN PARTNERSHIP FOR AGRICULTURAL MARKET DEVELOPMENT

Request for Proposals (RFP)

RFP Number: AMD-053
Issuance Date: October 10, 2018
Deadline for Questions: October 15, 2018
Deadline for Offers: October 18, 2018
Description: Hiring of Photographer
For: U.S. Pakistan Partnership for Agricultural Market Development (AMD)
Funded By: United States Agency for International Development (USAID),
Contract no. AID-391-C-15-00003
Implemented By: CNFA
Point of Contact: AMD Procurement Department

Section 1: Instructions to Offerors

1.1 Introduction

The U.S.-Pakistan Partnership for Agricultural Market Development (AMD) is a USAID funded project which aims to improve the ability of Pakistan's commercial agriculture and livestock sectors to compete in international and national markets in the four target product lines; meat, high value and off season vegetables, mangoes and citrus. AMD will act as a catalyst for development and investment in target product lines by actively promoting cooperation and coordination amongst the value chain actors and ancillary service providers. AMD's implementation strategy is underpinned by a strictly commercial and market driven approach with a clear focus on strengthening market access for its partner organizations, and support international marketing and sales efforts. The objective of the AMD project is to encourage investments in the four target product lines through matching grants and technical assistance, and empower stakeholders by developing synergies among them to accomplish together what they cannot do alone. AMD will support upgrading, streamline supply chains, provide technical assistance to optimize profit margins, increase participation of women entrepreneurs, and ultimately help make Pakistani meat, high value and off season vegetables, mangoes and citrus become more profitable and competitive.

Photography of AMD interventions in Livestock, High Value, Off Season Vegetables, Citrus and Mangoes is required for project outreach and promotional material. The photography will cover value-chain activities including, but not limited to, product, grant sites, new technology, machinery operationalization, and training activities at regional locations. This will also include appropriate captions for pictures for each value chain.

This activity will help document the unfolding story of how AMD interventions are supporting the development of Pakistan's agricultural sector

1.2 Offer Deadline and Protocol

Separate technical and financial proposals must be submitted. Technical and Financial Proposals in **hard or soft copies** should be submitted no later than **October 18, 2018** by **4 PM local time with RFP Number and Name on the envelope "RFP-AMD-053" to AMD: Procurement Department**

Agricultural Market Development
Office No. 83-A/E-1, 5th Floor
Main Boulevard, Gulberg III,
Lahore, Pakistan



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Electronic submissions must be sent to the following email address quoting “RFP AMD-053” along with the title of the RFP in the subject line:
solicitations@pakistan-amd.org

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 CNFA.

Questions: Questions regarding the technical or administrative requirements of this RFP may be submitted no later than **4 PM local Lahore time on October 15, 2018** by email to Procurement@pakistan-amd.org. Questions and requests for clarification—and the responses thereto—that CNFA believes may be of interest to other offerors will be circulated to all RFP recipients who have indicated an interest in bidding.

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

1.3 Technical Proposal

The Technical Proposal must be specific, complete, and concise, describing the offeror's proposed plan to complete the scope of work (SOW) and deliverables found in Section 3. It should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The Technical Proposal should respond to all requirements as per Section 3 and ensure compliance with 100% of the required technical specifications.

1.4 Financial Proposal

The Financial Proposal is used to establish the best value among proposals, and serves as a basis of negotiation for the signing of the subcontract. 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 firm fixed subcontract. The successful offeror will be required to adhere to the terms of the fixed price subcontract with AMD.

Offers must remain valid for not less than one hundred eighty (180) calendar days after the offer deadline. Offerors are requested to provide proposals on official letterhead or format.

Note: The AMD Project is exempt from cooperating country taxes, duties, and VAT. Exemption certificates will be provided under the “Exempt Regime”.

1.5 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. In accordance with Federal Acquisition Regulation Clause 52.209-6, —Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment, (OCT 2015), CNFA will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government. Only firms that are locally registered or Pakistani nationals will be considered eligible offerors to respond to this RFP. Offerors must submit a copy of their business registration or license.

The offerors are expected to meet the following minimum requirements. If an offeror fails meeting one or more of these requirements, the offer will be disqualified from consideration.

- Provide technical specifications requested in this RFP. The offeror will explain in their technical proposal how they intend to meet the requirements (benefits) as described in Section 3.



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1.6 Evaluation and Award

The award will be made to a responsible offeror whose offer follows the RFP instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. The relative importance of each individual criterion is indicated by the number of points below:

- Technical: **70 points**
- Financial: **30 points**
- Total: **100**

Technical points breakdown is as follows:

- Video/Photography Portfolio: **50 points**
- Development sector/ Donor Experience (preferably USAID): **20 points**

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. CNFA reserves the right to waive immaterial deficiencies at its discretion.

Best-offer proposals are requested. It is anticipated that award will be made solely on the basis of these original proposals. 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 for all three facilities mentioned in this RFP, CNFA may issue a partial award or split the award among various offerors, if in the best interest of the AMD Project.
- CNFA 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—in writing with full explanations—to the AMD 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.

1.7 Terms and Conditions

This is a Request for Proposal only. Issuance of this RFP does not in any way obligate CNFA, the AMD 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 CNFA’s standard terms and conditions. Any resultant award will be governed by these terms and conditions. Please note that 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.

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 AMD 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 RFP:

- Cover letter**, signed by an authorized representative of the offeror (see Section 4 for template)
- Technical Proposal** consisting of:
 - Company Profile
 - Technical approach, methodology



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- Details of Equipment
- **Financial Proposal**
- **Mandatory annexes** such as NTN, Registrations Certificates(s).



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Section 3: Scope of Work

Objective of the Technical Assistance

Photography of AMD interventions in Livestock, High Value, Off Season Vegetables, Citrus and Mangoes is required for project outreach and promotional material. The photography will cover value-chain activities including, but not limited to, product, grant sites, new technology, machinery operationalization, and training activities at regional locations. This will also include appropriate captions for pictures for each value chain.

This activity will help document the unfolding story of how AMD interventions are supporting the development of Pakistan's agricultural sector

Scope of Work:

Produce comprehensive coverage of the activities, while capturing important moments through various styles of photojournalism.

We are seeking a creative photographer/firm, with a passion for storytelling through pictures. The selected vendor must have a proficient team. They will not also be required to:

- Set up/operate equipment for still images (cameras, lights, equipment, backdrops, etc.), as required;
- Compile a storyboard as well as improvise better scenes when available;
- Work with AMD team to conceptualize, execute, and deliver excellent final project (photographic portfolio);

Complete the assignment using professional photography equipment and techniques to ensure quality exposure, correct balance under all lighting conditions, with photojournalism and creative story telling styles. Submit the assignment in accordance with USAID's procedural and Branding & Marking requirements

Modus Operandi

The selected firm will work with the AMD Communications and Technical Leads to prepare a storyboard before undertaking the assignment. The storyboard will help in understanding the type of deliverables required for each AMD intervention.

The collection of visual data about application and impact of interventions and grants requires several field visits over the next 08 – 10 weeks covering cities in Punjab and Sindh – including Sargodha, Lahore, Multan, Lodhran and Karachi.

Sorted pictures (Raw and treated) will be handed over in digital format/memory to release payment. Quality of pictures is very important and complete payment will only be made if quality and format is acceptable.

Activity Breakdown for Punjab (tentative):

- Storyboarding and Pre-production: 05 days
- Photography at Sargodha (and adjoining areas): 02 days
- Photography at Multan/Lodhran (and adjoining areas): 05 days
- Photography at Lahore (and adjoining areas): 03 days
- Review with AMD team: 02 days
- Editing: 05 days

TOTAL DAYS: 22

Activity Breakdown for Sindh (tentative):

- Storyboarding and Pre-production: 05 days
- Photography at Karachi (and adjoining areas): 05 days
- Photography at Umerkot, Sindh (and adjoining areas): 03 days
- Review with AMD team: 02 days



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- Editing: 05 days

TOTAL DAYS: 20

Requirements/Skills

- Members of the team should hold a Bachelor's degree (Journalism, Digital Video Production, Film, Communications, or Multimedia Arts, or related), or relevant years of equivalent experience
- Proven abilities planning and coordinating production shoots including outdoors/set and lighting design, camera angles, mic placement, etc.
- Portfolio must demonstrate creativity, resourcefulness and attention to detail with proven written and visual storytelling skills.
- Well organized and able to work under deadline pressures.
- Extensive knowledge of photo shooting techniques
- Professional Photography Cameras
- Ability to travel in-country

Please include (in order) a link to your website/portfolio, a link to a video you've filmed, photography portfolio, company profile and registration details and available start date.

Deliverables:

The images should include captions in English. Captions will provide basic information of what is occurring, location and any parties captured in the picture.

- 300 photos (editing included), including:
 - the feedlot and backgrounding value chain
 - the Mango Value Chain
 - Citrus Value Chain
 - High Value/Off-season Vegetables Value Chain
- The images should include captions in English. Captions will provide basic information of what is occurring, location and any parties captured in the picture.



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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: AMD Project

Reference: **RFP AMD-053 – Hiring of Photographer**

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 services offered in response to this RFP—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 AMD project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFP; 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): _____



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Section 5: CNFA Terms and Conditions

5.1 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 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 RFP 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 PDickrell@cnfa.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 FraudHotline@cnfa.org.

5.2 Terms and Conditions: 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 RFP 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 RFP 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 RFP must ensure compliance with these laws.
- (e) United States law prohibits engaging in any activities related to Trafficking in Persons. The supplier under any award resulting from this RFP must ensure compliance with these laws.
- (f) The title to any goods supplied under any award resulting from this RFP 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.

5.3 Disclaimers: This is a Request for Proposals only. Issuance of this RFP does not in any way obligate CNFA, the AMD 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:

- (a) CNFA may cancel RFP and not award;
- (b) CNFA may reject any or all responses received;
- (c) Issuance of RFP does not constitute award commitment by CNFA;
- (d) CNFA reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
- (e) CNFA will not compensate offerors for response to RFP;
- (f) CNFA reserves the right to issue award based on initial evaluation of offers without further discussion;
- (g) CNFA may negotiate with short-listed offerors for their best and final offer;
- (h) CNFA reserves the right to order additional quantities or units with the selected offeror;



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- (i) CNFA may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
- (j) CNFA may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
- (k) CNFA may choose to award only part of the activities in the RFP, or issue multiple awards based on multiple RFP activities;
- (l) CNFA reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition;
- (m) CNFA will contact all offerors to confirm contact person, address, and that the bid was submitted for this RFP;
- (n) CNFA will contact all offerors to inform them whether or not they were selected for award;

In submitting a response to this RFP, offerors understand 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 AMD Project for consideration. USAID will not consider protests regarding procurements carried out by implementing partners. CNFA, at its sole discretion, will make a final decision on any protest for this procurement.

5.4 Source/Nationality/Manufacture: All goods and services offered in response to this RFP 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 RFP 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: Cuba, Iran, North Korea, Syria.

5.5 Taxes and General Sales Tax (GST): As an organization that is implementing a project on behalf of USAID, CNFA is exempt from being charged GST (federal and provincial), customs duty or fee, excise tax, road tax, or any other form of tax or tariff for goods and services purchased for USAID funded activities. As such, offerors agree to exclude GST or any similar taxes or fees from its cost proposal.

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