

NOTICE INVITING PROPOSAL

DATE: JUNE 3, 2021

REQUEST FOR PROPOSAL TITLE:

RFP for Hiring of Communications Agency to support **PAHAL (Partnerships for Affordable Healthcare Access and Longevity)** program in strategizing, creating and implementing communications and marketing activities on key initiatives under PAHAL program

REQUEST FOR PROPOSAL NO.:

IPE-USAID-PAHAL-2021 (RFP) 030

Dear Sir/Madam,

1. IPE Global Limited, India (IPE Global) is pleased to invite you to submit a Proposal for the above-mentioned assignment in accordance with this Request for Proposal (RFP) package.
2. All information contained in this package should be treated as commercially confidential and you are required to limit dissemination on a need-to-know basis.
3. This RFP package consists of the following documents:
 - i. Notice inviting Proposal;
 - ii. Request for Proposal Instructions.
 - iii. Statement of Work for the assignment;
 - iv. RFP Instructions including ANNEXURE 1-9, and Proforma 1: Commercial Proposal.
4. IPE Global will endeavour to make available all relevant information in the RFP. Should you need any further information or clarification during the proposal period you must contact only the undersigned.
5. On no account should the Bidders communicate directly with any other personnel or officials of IPE Global or Client. Failure to comply with this requirement may result in the disqualification of your organisation from this competition.
6. **No queries will be accepted by IPE Global after 13:00 hrs, June 15, 2021.** Therefore, any requests should be submitted at the earliest opportunity by email to procurement@ipeglobal.com. **The response to queries will be emailed to all participants who have shown interest in submitting the proposal.** To ensure equity, where appropriate, IPE Global's response will be notified to all Bidders without disclosure of the initiator.
7. The Commercial Proposal should specify the total amount in Indian National Rupees (INR), giving details of expenses (as per RFP Instructions). The Commercial Proposal should be valid for acceptance for at least 180 days (One Hundred and Eighty Days) from the date of submission of the Proposal.
8. Proposal must be received by **18:00 hours, June 21, 2021**, addressing the Senior Manager – Procurement and Contracts, IPE Global Limited at procurement@ipeglobal.com. **Proposal received in any form after the proposal submission deadline shall not be considered.**

9. Proposals for this assignment will be assessed in accordance with the **Quality Cost Based Selection (QCBS) method** and will involve **Technical Evaluation** and **Commercial Evaluation**, with Technical Proposal having 80% weightage and Commercial Proposal 20% weightage. Detailed Evaluation Criteria is described in S. No 5 of Instructions.
10. Decision as to any qualification to arithmetical error, manifest or otherwise in the response to the RFP shall be decided at the sole discretion of IPE Global and shall be binding on the Bidder. Any decision of IPE Global in this regard shall be final, conclusive and binding on the Bidder.
11. The Bidder should furnish adequate information as evidence for assessment on the Technical Evaluation as mentioned above. Wherever applicable, the Bidder should attach certified copy of the related certificates and documents.
12. Commercial Proposal of only those firms who receive a minimum of **50% in Technical Evaluation** will be opened.
13. Modification to this RFP, if any, will be made available by IPE Global and shall be emailed to the prospective Bidders.
14. Notwithstanding anything stated above, IPE Global reserves the right to review the Bidder's capability and capacity to perform the work, before awarding the possible future Contract.

Yours faithfully,

Senior Manager

Procurement and Contracts

IPE Global Limited

Email Id: procurement@ipeglobal.com

REQUEST FOR PROPOSAL INSTRUCTIONS

INTRODUCTION:

1. GENERAL:

- 1.1. This Request for Proposal (RFP) is designed to help you produce a proposal that is acceptable to IPE Global, in accordance with the requirements of contracting and procurement. It is essential, therefore, that you provide the information requested in the specific format.
- 1.2. The instructions should be read in conjunction with information specific to the project contained in the covering letter and in the accompanying documents.
- 1.3. IPE Global is not bound to accept the lowest Bidder, or any proposal. IPE Global also reserves the right to request any, or all, of the Bidders to meet and/or email IPE Global to clarify their proposal.
- 1.4. Each Bidder having responded to this RFP acknowledges to have read, understood, and accepts the terms and conditions of this RFP, including the selection and evaluation process mentioned in this RFP document. The Bidder ceases to have any option to object against any of these processes at any stage subsequent to submission of its responses to this RFP.

INSTRUCTIONS FOR SUBMITTING YOUR PROPOSAL:

2. FORMAT OF YOUR PROPOSAL:

- 2.1. The Bidder should submit the proposal in English. There should be a separate response for bidding for each ToR and each response should be set out in three main parts:
 - **Part A – Technical Proposal**
 - **Part B – Commercial Proposal**
- 2.2. **Part A (Technical Proposal)** and **Part B (Commercial Proposal)** must be documented and saved separately and submitted in a single email to enable evaluation Technical and Commercial independently. **Part B (Commercial Proposal) must be protected with a unique password. Please do not include any price information/password to access the Commercial Proposal in Part A (Technical Proposal)** and/or in any communication (until and unless requested by IPE Global).
- 2.3. **Please note that response– which includes (i) Part A – Technical Proposal, and (ii) Part B – Commercial Proposal – must be submitted.**

3. PART A – TECHNICAL PROPOSAL:

- i. Section 1 Any Qualification to Statement of Work.
- ii. Section 2 Technical Response (including method of implementation and work plan in the form of a Gantt chart showing activities, milestones, deliverables etc. against time)
- iii. Section 3 Previous experience of the firm in similar types of assignments completed during last 5 years (please indicate name of assignment, name/address of employer, date of award of assignment, date of completion of assignment, value of the assignment and role of your firm viz. prime consultant, sub-consultant, consortium member, etc.)

- iv. Section 4 The Bidder should not be blacklisted by Central/ State Government departments / Undertakings of Govt. of India/USAID/USG or any Procuring Agency. Bidders are required to sign and return a self-declaration for this disclosure.
- v. Section 5 Confirmation of acceptance of IPE Global’s Conditions of Contract¹

4. PART C – COMMERCIAL PROPOSAL:

- 4.1. The **PROFORMA 1: COMMERCIAL PROPOSAL** provided should be fully completed in the format requested and should be easily cross referenced to the above details.
- 4.2. All quoted prices should remain valid for a period of at least 180 days from the date of the submission of the bid and should be only in Indian National Rupees (INR).
- 4.3. Prices payable to the Supplier as stated in the subsequent Contract shall be firm and not subject to adjustment during performance of the subsequent Contract, irrespective of reasons whatsoever, including exchange rate fluctuations, changes in taxes, duties, levies, charges, etc.
- 4.4. Please note that IPE Global Policy places the burden of exchange rate fluctuations on the supplier, who will be expected to absorb the impact of these within and across their contracts.
- 4.5. Your Commercial Proposal should be structured in 4 Sections.
 - i. Section 1 Pricing, using Commercial Pro-Forma on a Fees and Expenses basis
 - ii. Section 2 A list of the names and designation of all nominated personnel proposed to work on this project (if applicable)
 - iii. Section 3 Matters not appropriate in any other appendix, e.g. your service tax registration number (for Indian companies only), your turnover and net profit for last financial year (attach Copy of latest balance sheet and profit & loss account), Commercial aspects of joint venture company (if applicable), parent company guarantees (if applicable).

5. EVALUATION:

- 5.1. **Part A – Technical Evaluation:** The technical evaluation places emphasis on the degree of confidence the evaluation team have in the proposal content and the Bidder’s capability to deliver the outputs effectively. Commercial Proposal of only those firms receiving minimum of 50% marks in Technical Evaluation will be opened.
 - 5.1.1. A higher degree of confidence is gained where:
 - A deep understanding of assignment is clearly demonstrated. Merely providing general statements of information and a can-do attitude will not generate high scores.
 - A convincing methodology is provided to achieve results, whilst ensuring optimal value for money over the lifetime of the contract. The methodology should include clear links

¹ The terms and conditions as mentioned in Annexure 9: Conditions of Contract are tentative for the purpose of this RFP. By submitting the Proposal, the Bidder – if selected – agrees irrevocably and unconditionally to the terms and conditions as mentioned in Annexure 9: Conditions of Contract. IPE Global reserves the right to prospectively change such terms and conditions at any time before signing of the final contract.

between performance outputs and pricing mechanisms (such as milestones for payment linked to clear deliverables).

- The methodology shall include Bidders understanding of feeding behaviour, barriers and motivators, media habits, household and community level to design a social behavioural communication strategy, including messages, tools & materials and use of effective communication channels to improve feeding practices.
- The methodology shall include Bidders understanding towards the status of nutrition service delivery with focus on quality of services, among adolescent, pregnant women, lactating mothers, and children under the age of 6.
- A detailed Work Plan is provided that breaks down activities and outputs, which are clearly cross referenced (where appropriate) to payment mechanisms and governance/quality assurance mechanisms to ensure effective delivery on time and within budget.
- Strong examples demonstrate the proposed methodology has been applied successfully in environments relevant to this RFP.
- A well-balanced team is proposed that provides the right mix and level of skills, with assured availability at the right time and with the right number of days. The Bidders should explain their recruitment methodology and how the selection of local and/or international team members has been tailored to ensure best value.
- Greater effort has been made to provide certainty in the Proposal detail so that it can be relied on from a contractual perspective (for example, poor management processes, lack of performance measures and vague terminology represent a potential performance risk).

5.1.2. SCORING METHODOLOGY:

The Evaluation Team will apply the following scoring methodology:

6	Excellent, addresses the requirements of the Statement of Work and all RFP issues, and where relevant demonstrates fine tuning, to make a match with Client expectations, and is of a quality and level of detail and understanding that provides confidence in certainty of delivery and permits full contractual reliance (where applicable)
5	High degree of confidence that they can meet the requirements of the Statement of Work (and where relevant strong evidence they have tailored their response to meet these). Demonstrates they have a thorough understanding of what is being asked for and that they can do what they say they will; translates well into contractual terms (where applicable)
4	An understanding of all issues relating to delivery of the Statement of Work and tailoring the response to demonstrate that proposals are feasible so that there is a good level of confidence that they will deliver; can be transposed into contractual terms (where applicable)
3	Understands most of the issues relating to delivery of the Statement of Work and addresses them appropriately with sufficient information, but only some relevant tailoring and so only some confidence that they will be able deliver in line with expectations
2	Some misunderstandings of the issues relating to delivery of the Statement of Work and a generally low level of quality information and detail. Poor appetite to tailor when asked and so fails to meet expectations in many ways and provides insufficient confidence.
1	Statement of Work issues are scantily understood and flimsy on quality information, with minimal tailoring if anywhere relevant. Provides no confidence that the issues will be addressed and managed at all in line with expectations
0	Complete failure to address the requirements of the Statement of Work.

The above scoring methodology will be applied to each of the Criteria detailed in the table below. The Total Score for each Criteria will comprise of the score awarded (0 to 6) multiplied by the weightage allocated to each Criteria.

5.1.3. Evaluation Criteria

The Evaluation Criteria based on which evaluation of technical proposals of the Bidders shall be carried out are detailed in the table below:

Technical Evaluation (B)	80%
Commercial Evaluation (C)	20%

The below scoring criteria will be done keeping 100% scoring criteria in mind, and the weightage will be taken out accordingly.

SL. NO	TECHNICAL PROPOSAL EVALUATION CRITERIA	WEIGHTAGE
Technical Evaluation		100
1.	Relevant Work Experience of providing similar services to corporates, bilaterals/multilaterals, foundations, etc.	20
2.	Communication Strategy: <ul style="list-style-type: none"> • Creative strategy and approach • Innovative collaterals and touchpoints • Content writing and story-telling capability 	50
3.	Organizational capacity for timely and high quality execution of activities/tasks/collaterals mentioned in the Statement of Work <ul style="list-style-type: none"> • Availability of adequate and skilled (education and work experience) team members for carrying out the assignment (Strategic, content writing, design – print and digital, infographics etc.)	30

Agencies (all or selected) may be invited for a detailed proposal presentation. The presentations will be held virtually or at IPE Global Delhi Office and focus on the following:

Conceptual Understanding :

- Understanding of the sector and the program/communication objectives
- Agency’s capacity to conceptualize and design engagement strategies (e.g.: Concept, Campaign Narrative, Engagement Strategy)
- Description of Approach and methodology

Strategy and newer approaches :

- Operational approach to executing the campaign (Eg: Campaign themes, Collaterals, Objective and Reasoning for strategies)
- Digital Engagement initiative to augment to engagement plan
- Work plan

Organization Capability:

- Robust systems and process for content development
- Organization capability to implement all the aspects of program mentioned in the RFP

Presentations do not carry any weightage and shall be done for better understanding and evaluation on the Technical criteria as mentioned above.

5.2. **Part B – Commercial Evaluation:** Commercial proposals of only those firms clearing the Technical Evaluation stage under Part B will be opened; the technically qualified Bidder will be asked for the password to access the Commercial proposal, and the evaluation will be done **in accordance with the Quality and Cost-based Selection (QCBS) method.**

5.2.1 The Bidders should aim to demonstrate within the commercial proposal that their overall Proposal offers the best mix of quality and effectiveness for the least outlay over the period of using the goods or services required. The Commercial Proposal should therefore be clear on whole life costs over the duration of the contract, including (but not limited to) cost elements such as: capital, maintenance, management, operating and disposal costs. Where appropriate, the Proposal should highlight where it continues to add value beyond the life of the contract (e.g. lower maintenance costs for the recipient Government after the IPE Global contract has ended).

5.2.2 The **PROFORMA 1: COMMERCIAL PROPOSAL** provided at end of this section should be fully completed in the format requested. The detail provided in this Proforma should be easily cross referenced to the Financial Plan.

5.2.3 All proposal prices should be in Indian National Rupees (INR). Please note that IPE Global policies do not allow advance payment to Consultants/Contractors/Suppliers.

6. **NOMINATED PERSONNEL**

6.1. You must:

- a) confirm that all personnel will be available to provide the required services for the duration of the contract;
- b) give the name of their employer or state if self-employed if any of the personnel is not a member of the Bidder's staff;
- c) obtain prior written agreement from IPE Global via the Senior Manager – PaCs, before nominating a member of IPE Global staff who is in service, or on leave of absence, or has been a staff member of IPE Global within the past 2 years;
- d) if nominating an ex-staff of IPE Global who has left the service within the past 2 years, include a letter from IPE Global granting permission for them to undertake the services.

7. **GOVERNMENT TAX:**

7.1. Bidders are responsible for establishing the status of the Services for the purpose of any government tax applicable in India. Any applicable taxes should be included in **PROFORMA 1: COMMERCIAL PROPOSAL** separately.

8. **ALTERATIONS TO PROPOSALS:**

8.1. Any manuscript or other alteration to the proposal must be countersigned and dated by the person submitting the proposal. The Bidder must not alter the RFP documents.

9. **SELECTION OF PROPOSALS AND REJECTION OF NON-COMPLIANT PROPOSALS:**

9.1. The instructions contained in the RFP Pack constitute the Conditions of Proposal. Participation in the proposal process confirms that the Bidder accepts these Conditions of Proposal.

- 9.2. The Bidder must ensure that each and every employee, sub-contractor, consortium member and any other person / organisation the Bidder involves in their response to this RFP, abides by the Conditions of Proposal. The Bidder shall be responsible for any breach of the Conditions of Proposal by anyone they have involved in their response to this RFP.
- 9.3. Prior to commencing the evaluation process, IPE Global will check Proposals received to ensure they are fully compliant with the Conditions of Proposal. Non-compliant Proposals may be rejected by IPE Global.

10. LETTERS AND DECLARATION TO ACCOMPANY PROPOSALS:

- 10.1. Your Proposal must be accompanied by a letter on the organization's headed paper showing the full registered and trading name(s), trading and registered office address of the Bidder and, in the case of a Company, the place of incorporation. It should be signed by a person of suitable authority to commit the Bidders to a binding contract. Bidders are required to sign the declarations as mentioned in this Point 10 – LETTERS AND DECLARATION TO ACCOMPANY PROPOSALS as **ANNEXURE 1**. The Bidder must quote the Title and Number of the RFP and the Title and include the following declarations:
 1. We have examined the information provided in your Request for Proposal (RFP) and offer to undertake the work described in accordance with requirements as set out in the RFP. This proposal is valid for acceptance for 180 days from the date of the offer and we confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.
 2. (if applicable) This proposal is in Joint Venture with []. A copy of the agreement is enclosed.
 3. We accept that any contract that may result will a) comprise the contract documents issued with the RFP and be based upon the documents submitted as part of our proposal.
 4. (if applicable) Certain information included in this proposal would if disclosed prejudice our commercial interests. The particular information together with an explanation, and the period this information should be withheld, is attached to this letter.
 5. The Proposal (Technical & Commercial) has been arrived at independently and without consultation, communication, agreement or understanding (for the purpose of restricting competition) with any other supplier invited to proposal for this contract.
 6. We understand the obligations in S.No 12, 13 and 14 of the RFP instructions and have included any necessary declarations.
 7. We confirm that all personnel and/or sub-contractors named in the proposal will be available to undertake the services.
 8. We agree to bear all costs incurred by us in connection with the preparation and submission of this Proposal and to bear any further pre-contract costs.
 9. The number of employees in our firm is below 250/above 250. (Please state whichever is applicable. This is required to measure the trends in line with the Government's commitment to the participation of Small and Medium Size Enterprise (SMEs)).
 10. I confirm that I have the authority of [name of organisation] to submit proposals and to clarify any details on its behalf.

11. PACKAGING AND DELIVERY OF PROPOSALS BY EMAIL:

- 11.1. **Part A – Technical Proposal** and **Part B – Commercial Proposal** must be Documented and Saved separately. The Commercial Proposal **MUST BE PASSWORD PROTECTED separately**. Please do not

include any price information/password to access the Technical Proposal and Commercial Proposal in Part A, Part B or any and/or in any communication (unless and until requested by IPE Global).

- 11.2. If the Commercial Proposal is not password protected or if any price information is included in **Part A – Technical Proposal** and/or in any communication (unless and until requested by IPE Global), **it shall lead to disqualification** of such Bidder from the bidding process.
- 11.3. The two Documents should be clearly marked as **PART A – TECHNICAL PROPOSAL** and **PART B – COMMERCIAL PROPOSAL**.
- 11.4. The subject of email shall be the RFP Number i.e. **IPE-USAID-PAHAL-2021 (RFP) – 30** followed by the Bidder’s Name.
- 11.5. Proposal must be received by **18:00 hours, June 21, 2021** addressed to the Senior Manager – Procurement and Contracts, IPE Global Limited at procurement@ipeglobal.com. Late proposals will not be accepted in any circumstance. No special pleadings will be accepted.

OTHER INFORMATION

12. CONFLICT OF INTEREST:

- 12.1. Bidders must disclose in their Proposal details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest; this includes any sub-contractor, if they were awarded this contract. Where Bidders identify any potential conflicts, they should state how they intend to avoid such conflicts. IPE Global reserves the right to reject any Proposal which, in IPE Global’s opinion, gives rise, or could potentially give rise to, a conflict of interest.
- 12.2. Bidders are required to sign and return the **Declaration of Conflict of Interest provided at ANNEXURE 2** of this section.
- 12.3. IPE Global’s Conflict of Interest Policy Statement may be viewed at, <http://ipeglobal.com/downloads/policy/ConflictOfInterestPolicy.pdf>.

13. COLLUSIVE BEHAVIOUR:

13.1. Any Bidder who:

- a) fixes or adjusts the amount of its Proposal by or in accordance with any agreement or arrangement with any other party; or
- b) communicates to any party other than IPE Global or, the amount or approximate amount of its proposed Proposal or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of the Proposal or insurance or any necessary security); or
- c) enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Proposal; or
- d) enters into any agreement or arrangement with any other party as to the amount of any Proposal submitted; or
- e) offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any other Proposal or proposed Proposal, any act or omission, shall (without prejudice to any other civil remedies available to IPE Global and without prejudice to any criminal liability which such conduct by a Bidder may attract) be disqualified.

13.2. Bidders are required to sign and return the **Declaration of Non-Canvassing and Non-Collusive Proposing provided at ANNEXURE 3** of this section.

14. ANTI-FRAUD AND ANTI-CORRUPTION STATEMENT:

14.1. If selected, in the performance of their obligations under or in connection with the this proposal, the organization, their agents and employees will need to comply with all applicable laws, rules and regulations including but not limited to IPE Global’s Anti-Fraud and Anti-Corruption Policy, the Bribery Act 2010 and where appropriate, the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions or their equivalent, as applicable in India.

14.2. Bidders are required to sign and return the **Declaration – Anti-Fraud and Anti-Corruption provided at ANNEXURE 4** of this section.

14.3. IPE Global’s Anti-Fraud and Corruption Policy Statement may be viewed at, <http://ipeglobal.com/downloads/policy/Anti-FraudAnti-CorruptionPolicy.pdf>.

15. ANTI-SLAVERY & ANTI-HUMAN TRAFFICKING STATEMENT AND CHILD PROTECTION POLICY:

15.1. If selected, in the performance of their obligations under or in connection with this proposal, the organization, their agents and employees will need to comply with all in-country legislation relating to Anti-Slavery & Anti-Human Trafficking Statement and Child Protection Policy.

15.2. Bidders are required to sign and return the **Declaration – Anti-Slavery & Anti-Human Trafficking Statement and Child Protection Policy at ANNEXURE 5** of this section.

16. CONFIDENTIALITY:

16.1. All material issued in connection with this RFP shall remain the property of IPE Global and shall be used only for the purpose of this procurement exercise. All information provided shall be either returned to IPE Global or securely destroyed by unsuccessful Bidders at the conclusion of the procurement exercise.

16.2. The contents of this RFP are being made available by IPE Global on condition that:

- a) Bidders shall at all times treat the contents of the RFP and any related documents (together called the ‘Information’) as confidential, save in so far as they are already in the public domain.
- b) Bidders shall not disclose, copy, reproduce, distribute or pass any of the Information to any other person at any time or allow any of these things to happen;
- c) Bidders shall not use any of the Information for any purpose other than for the purposes of submitting (or deciding whether to submit) a Proposal;
- d) Bidders shall not undertake any publicity activity in connection with this RFP within any section of the media.
- e) Bidders may disclose, distribute or pass any of the information to the Bidder’s advisers or to another person provided that either:
 - This is done for the sole purpose of enabling a Proposal to be submitted and the person receiving the Information undertakes in writing to keep the Information confidential on the same terms as if that person were the Bidder; or
 - The Bidder obtains the prior written consent of IPE Global in relation to such disclosure, distribution or passing of information; or

- The disclosure is made for the sole purpose of obtaining legal advice from external lawyers in relation to the RFP; or the Bidder is legally required to make such a disclosure.

16.3. In this section the definition of ‘person’ includes but is not limited to any person, firm, body or association, corporate or incorporate.

17. DISCLOSURES:

17.1. The Bidder must disclose:

- a) If they
 - are or have been the subject of any proceedings or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder including but not limited to the appointment of any officer such as a receiver in relation to the Bidder’s personal or business matters or an arrangement with creditors or of any other similar proceedings.
- b) If they or any of the Bidder’s sub-contractors have been convicted of, or are the subject of any proceedings, relating to:
 - a criminal offence or other offence, a serious offence involving the activities of a criminal organisation or found by any regulator or professional body to have confirmed professional misconduct.
 - corruption including the offer or receipt of any inducement of any kind in relation to obtaining any contract, with USAID/IPE Global, or any other donor of development funding, or any contracting authority.
 - failure to fulfil any obligations in any jurisdiction relating to the payment of taxes or social security contributions.
- c) If they or any of the Bidder’s sub-contractors:
 - are, or have reason to believe they may have been, or are subject of any proceedings, that may be listed/documentated by Central/ State Government departments / Undertakings of Govt. of India or any other Procuring Agency.

17.2. Disclosure extends to any company in the same group of the Bidder (including but not limited to parent subsidiary and sister companies, and companies with common shareholders whether direct or indirect and parties with whom the Bidder is associated in respect of this proposal).

17.3. If a Bidder or related company or any individual discloses details of any previous misconduct or complaint, IPE Global will seek an explanation and background details from them. At the sole discretion of IPE Global an assessment as to whether the Bidder will be allowed to submit a proposal, will then be made.

17.4. Bidders are required to sign and return a self-declaration for the disclosures as mentioned in Point 17 as **ANNEXURE 7**.

18. JOINT VENTURE (OR OTHER FORM OF ASSOCIATION) PROPOSALS:

18.1. Where the Proposal is submitted by the Bidders in conjunction with one or more associates then, in the absence of a Joint venture agreement the ‘Associate’ shall be deemed to be a sub-contractor to the Bidders and shall not be a party to the contract.

18.2. Proposals submitted by potential Joint Venture partnerships must include in the Proposal documents a “Letter of Intent to form a Joint Venture” in the event of being successful and:

- a) be signed by a duly authorised representative of each partner with details of each signatory provided in print below each signature
- b) include an express provision that each partner is jointly and severally liable in respect of the Bidder's obligations
- c) provide details of the name of the partner nominated to act as manager of the Joint Venture and who is authorized to act for the Joint Venture in terms of committing it to any obligations and liabilities and to receive and act upon instructions from IPE Global and to make and receive payments.
- d) state full details of the proposed structure; the division of technical responsibilities between the partners and intended capitalisation.

19. IPE GLOBAL'S TREATMENT OF YOUR PROPOSAL:

19.1. IPE Global is committed to ensuring Value for Money ²in complex procurements. Therefore, when you submit a proposal, we will

- a) ensure proposals are registered upon receipt and held securely until after the deadline for receipt of proposals;
- b) witness the opening of all proposals after the time and deadline for receipt of proposals and separately register the commercial details of each proposal;
- c) return, unopened, any proposals received after the deadline of receipt of proposals;
- d) disqualify any non-compliant proposals (i.e. proposals failing to meet the terms of these instructions) received. The commercial details of such proposals will be recorded and marked as disqualified;
- e) ensure that all proposals are evaluated objectively, in line with the evaluation criteria specified;

20. DISCLAIMERS & ARBITRATION:

20.1. Whilst the information and supporting documents provided in this RFP Pack have been prepared in good faith, it does not purport to be comprehensive. Neither IPE Global, nor their advisors, respective directors, officers, members, partners, employees, other staff or agents:

- a) makes any representation or warranty (express or implied) as to the accuracy, reasonableness, or completeness of the RFP; or
- b) accepts any responsibility for the information contained in the RFP or for the fairness, accuracy or completeness of that information, nor shall any of them be liable for any loss or damage (other than in respect of deceit or fraudulent misrepresentation) arising as a result of reliance on such information or any subsequent communication.
- c) Any persons considering making a decision to enter into contractual relationships with IPE Global following receipt of the RFP should make their own independent assessment of IPE Global and its requirements and should seek their own professional financial and legal advice. For the avoidance of doubt the provision of clarification or further information in relation to the RFP or any other associated documents is only authorised to be provided by the Procurement Expert named in the RFP covering letter.

20.2. This RFP and any dispute arising from it shall be governed by the laws of India.

² Value for money is defined as the optimum combination of whole-life cost and quality to meet requirements.

21. RIGHT TO CANCEL, CLARIFY OR VARY THE PROCESS:

21.1. IPE Global shall not be committed to any course of action as a result of:

- a) issuing this RFP or any invitation to participate in this procurement exercise.
- b) communicating with a Bidder or a Bidder's representatives in respect of this procurement exercise; or
- c) any other communication between IPE Global (whether directly or by its agents or representatives) and any other party.

21.2. By taking part in this competitive exercise, Bidders accept that IPE Global shall not be bound to accept any Proposal and reserves the right not to conclude a Contract for some or all of the services for which Proposals are invited.

21.3. IPE Global reserves the right to amend, add to or withdraw all or any part of this RFP at any time during the procurement exercise.

22. COSTS OF THE RFP:

22.1. Bidders will remain responsible for all costs and expenses incurred by them, their staff, and their advisors or by any third party acting under their instructions in connection with this RFP. This will be regardless of whether such costs arise as a result of any direct or indirect amendments made to this RFP by IPE Global at any time. For the avoidance of doubt, IPE Global shall have no liability whatsoever to Respondents for the costs of any amendments, changes, discussions or communications.

23. DATA PRIVACY:

23.1. In connection with the performance of its obligations under this RFP, the Bidder undertakes to comply with the requirements of (and to take all necessary steps to ensure that by its acts or omissions it does not cause IPE Global or USAID applicable data privacy laws. No personal data shall be shared by the Bidder with IPE Global unless such sharing is required on a need to know basis in connection with RFP. In such a case, IPE Global will hold and process personal data provided by the Bidder in connection with this RFP and may disclose and transfer such data to any other IPE Global's entities, USAID and such other third party, on a need to know basis, as IPE Global may reasonably deem necessary or appropriate. The Bidder warrants that it has the authority to grant such right.

23.2. For the purpose of this RFP "Personal Data" shall mean any data/information that relates to a natural person which, directly or indirectly, in combination with other information available or likely to be available, is capable of identifying such natural person.

24. DECLARATION FOR PROHIBITION ON ABORTION-RELATED ACTIVITIES:

24.1. No funds made available under this assignment will be used to finance, support, or be attributed to the following activities: (i) procurement or distribution of equipment intended to be used for the purpose of inducing abortions as a method of family planning; (ii) special fees or incentives to any person to coerce or motivate them to have abortions; (iii) payments to persons to perform abortions or to solicit persons to undergo abortions; (iv) information, education, training, or communication programs that seek to promote abortion as a method of family planning; and (v) lobbying for or against abortion. The term "motivate," as it relates to family planning assistance, must not be construed to prohibit the provision, consistent with local law, of information or counselling about all pregnancy options.

- 24.2. No funds made available under this assignment will be used to pay for any biomedical research which relates, in whole or in part, to methods of, or the performance of, abortions or involuntary sterilizations as a means of family planning. Epidemiologic or descriptive research to assess the incidence, extent, or consequences of abortions is not precluded.
- 24.3. Bidders are required to sign and return the **Declaration – Prohibition on Abortion-Related Activities at ANNEXURE 6** of this section.

****END OF REQUEST FOR PROPOSAL INSTRUCTIONS****

STATEMENT OF WORK (SOW)

Assignment Name: Terms of Reference (ToR) for Hiring of Communications Agency for SAMRIDH Healthcare Blended Finance Facility

1. INTRODUCTION/BACKGROUND

IPE Global Limited is a leading development sector consulting firm offering end-to-end services in the areas of Health Systems Strengthening, Education and Skill Development, Social Development, Livelihoods Generation, Urban and Infrastructure Development, PPP, Economics and Public Finance, Democratic Governance, Agriculture Management, and Climate Change, among others.

IPE Global Limited is an ISO 9001:2015 certified development sector consultancy organization, promoted by established practitioners and sector experts. Over the last sixteen years, IPE Global has successfully implemented over 700 projects in more than 100 countries. We are a multi-disciplinary group company offering a range of integrated, innovative and high-quality services across several sectors and practices. The group is headquartered in New Delhi, India with four international offices in United Kingdom, Kenya, Ethiopia and Bangladesh. We have 700 full time professional staff and also over 1000 empanelled consultants. We partner with multilateral, bilateral, governments, corporates and not-for-profit entities in anchoring development agenda for sustained and equitable growth. The organization has a multi-disciplinary team of professionals, bringing together the right skills and technical expertise for enriching lives in poor and developing countries. Our experts work closely with programme stakeholders and clients to co-design solutions for complex socioeconomic issues. We strive to create an enabling environment for path breaking social and policy reforms that contribute to sustainable development.

For more details, please visit www.ipeglobal.com

ABOUT THE PROJECT:

Partnerships for Affordable Healthcare Access and Longevity (PAHAL) is USAID/India and IPE Global's flagship project to catalyze innovative financing mechanisms to improve access to affordable and quality healthcare for India's most socio-economically vulnerable populations. The project leverages private sector resources and capacity adopting innovative financial models that: 1) enable governments and donors to supplement traditional grant-based financing with new forms of conditional and catalytic support; and 2) provide opportunities for private investments and other non-donor sources of financing to generate social impact.

The aim of this project is to test innovative financing models and provide scale-up support to proven, *sustainable, and innovative business models* that can improve access to quality healthcare, reduce out of pocket expenditure (OoPE) for poor and underserved communities, which together will accelerate India's progress towards the Sustainable Development Goals (SDGs).

In FY 2021, the PAHAL project will support four key initiatives:

- i. **SAMRIDH Healthcare Blended Finance Facility (SAMRIDH BFF)**
- ii. **Mukti TB-Nutrition Pay-for-Performance Instrument**
- iii. **Skill India Impact Bond**
- iv. **COVID-19 Vaccine Supply Chain**

2. OBJECTIVE

The aim of this activity is to procure communications services to support the program in strategizing, creating and implementing communications and marketing activities for four key initiatives under PAHAL program (listed above). Listed below are the key areas of support and engagement with the selected firm:

- i. **Communications and advocacy strategy:** Understand program goals, map key stakeholders and conduct a SWOT analysis to develop communications and advocacy strategy.
- ii. **Messaging for program initiatives:** Identify key Target Audience for the program(s), and tailor-make messaging to make the program relevant for specific audience.
- iii. **Content Creation/Production** (online and offline)
Create compelling content and marketing material, including well-articulated copy and impactful design, customised for different stakeholders and influencers. Following are the broad areas for content development:
 - A. Presentation of program vision, approach and other key components in different formats, including brochures, flyers, pitch decks
 - B. Synthesis of learnings and successes through case studies, factsheets, human interest stories, info graphics.
 - C. Long form and short form content for both digital and print mediums, such as blogs, op-ed
 - D. Website content editing to ensure consistency in program messaging
 - E. Marketing content for fundraising such as emailers, digital campaigns
 - F. Moment marketing to leverage international days such as World Health Day, World TB day etc.
- iv. **Content Dissemination and Amplification**
Undertake systematic outreach efforts to amplify program information, progress, and impact via varied communication channels:

Digital: Leverage online platforms such as social media (Twitter and LinkedIn), Search Engine Optimisation, Google PPC ads, email marketing/newsletters etc. to achieve program goals
Key areas of support include:

 - A. Digital outreach strategy including unpaid(80%) and paid(20%) platforms
 - B. Maintain activity on program social media channels
 - C. Build community engagement - responding, commenting, tagging, reposting
 - D. Implement Marketing Campaign - building audience via influencer partnerships, boosted post and paid advertising
 - E. Design and disseminate newsletters
 - F. Design and implement digital marketing/fundraising campaigns, including media buying
 - G. Define SEO key word list for program website/microsite

Press: Plan and execute a year-long editorial calendar to drive thought leadership and generate positive media coverage (at local/national* and international level**)

 - A. Draft and disseminate Press Releases
 - B. Draft and place op-eds in mainline publications (print and digital)
 - C. Identify and curate media opportunities such as feature stories, interviews, expert comments

Events (online and offline):

Plan and execute high profile consultations with domain experts and industry leaders. These consultations will be in the form of round tables, webinars, governing board meetings etc.

- A. Draw an annual event calendar
- B. Identify speaker opportunities for programs in third party events
- C. Identify partnership opportunities to curate and organise events
- D. Support to execute events

3. TASKS/SCOPE OF WORK

A. Indicative SoW - SAMRIDH Healthcare Blended Finance Facility

(About the project is annexed as: Annexure A)

Activities	Details	Volume (Annual)
Communication Strategy		
Planning	Annual Strategy & Planning workshop	1
	Annual Communication and PR Strategy Presentation (Including sector and media audit + Proposed roadmap for SAMRIDH)	1
	Half yearly strategy for Emergency Response Fund	2
	Messaging Workshop – to define program narrative and arrive at core program messages	1
	Quarterly Content and Engagement Plans (In line with annual strategy)	4
	Strategic counsel for PR activities	Ongoing
Account Management	Daily Media Scan	
	Regular catch-ups and course correction	
	Weekly progress tracker	
	Weekly review calls	
	Consolidated coverage dossier – Annually and at the end of the contract period	
	Quarter and annual reviews	
Visual Identity		
Document standardisation	Templates for PPTs, reports and other external documents	
	Drafting and supporting with branding guidelines for grantees/sub-awards	
Program Content		

Collaterals	Brochures	4
	Program Narrative tailored to audience (1 to 2 pager)	4-6
	Partnership summaries/Sub-award summaries/blurbs/Learning Notes (1 to 2 pagers)	15 to 20
	Program pitch decks tailored audience-wise	6 to 8
	Quarterly Newsletter	4
	Infographics	
Website	Content drafts and editing for program information, including new partnerships/investments, program approach etc.	On-going
	Content development for events page, news	
	Summaries for Sub-awards ('Program Portfolio') – 100 to 150 words	30 to 35
	Blogs, case-studies	8 to 10
Outreach		
Social Media & Digital Marketing	Creating posts (Content+ Creatives); to amplify SAMRIDH initiatives and drive visibility. <i>Some of these will be image led posts and will be a mix of statics and GIFs</i>	Twitter – 250 to 300 posts LinkedIn – 150 to 200 posts
	Manage and share content on social media channels (Twitter and LinkedIn)	
	Monitor and engage in industry conversations	
	Video scripts for interviews (SAMRIDH Leadership, partners, beneficiaries) - <i>(Scripts included in retainer, production cost (if any) will be as per shoot plan)</i>	8 to 10
	Digital campaigns to promote grand challenges, emergency response fund and for overall program visibility Media Planning and Buying (Ad banners) * Billing on actuals with x% agency commission	4 to 5
	Monthly report on social media and digital marketing performance	
Industry Events	Participation in industry events as speaker # Annual Calendar of relevant industry events # Support in content development for the event eg. Decks, talking points etc	10 to 12
	Curating stand-alone events or in partnership # Support in concept and content development e.g. agenda, decks, talking points (for program reps and key partners), invitation emailer, thank you note, meeting docket (including minutes, participant profiles), event summary	5-8
Media roundtables/Press Conference	# Draft and issue invite to media # On-site media management # Interviews with spokespersons # Spokesperson briefing books # Distribution of press release and media follow ups	2 to 3

Ongoing media activities	Media/non-media influencer mapping and engagement to write on innovative finance	
	Familiarisation meetings with media	1
	Feature/Industry stories on innovative financing in healthcare	1
	Authored articles/Op-eds on	5 to 6
	Articles leveraging program white papers	2
	Draft and placement of opinion pieces by influencers	4 to 5
Website www.samridhhealth.org	Content drafts and editing for program information, including new partnerships/investments, program approach etc.	On-going
	Content development for events page, news and blogs	
	Content drafts for 'Program Portfolio'	
	Blogs, case-studies	8 to 10
Program documents	Formatting, editing and proof-reading fund mobilization proposals, investment case sheets etc.	20 to 25
Partner/Sub-award Coordination		
Branding and Marking	Drafting and supporting with branding guidelines for grantees/sub-awards	
Coordination	Support in coordination with sub-awardees for branding & marking compliance	

B. SoW - Mukti TB-Nutrition Pay-for-Performance Instrument
(About the project is annexed as: Annexure B)

Activities	Details	Volume (Annual)
Communication Strategy		
Planning	Annual Communication Strategy Presentation	1
	Messaging Workshop – to define Program Narrative and Arrive at core program messages	1
	Quarterly Content and Engagement Plans (In line with annual strategy)	4
Program Content		
Collaterals	Brochure	1
	Program summary/overview (1/2 Pager)	2
	Learning Notes	2
	Program pitch decks tailored audience-wise	2
	Infographics	2
Outreach		
Social Media & Digital Marketing	Creating posts (Content+ Creatives); for program update, event participation <i>Some of these will be image led posts and will be a mix of statics and GIFs</i> <i>IPE Global Social Media channels will be leveraged for posts</i>	
	Video scripts for interviews (Mukti partners, beneficiaries) <i>(Script for 1 video Included in retainer, production cost (if any) will be as per shoot plan)</i>	1
	Emailers for fundraising	3
	Digital campaign for fundraising Media Planning and Buying (Ad banners) * Billing on actuals with x% agency commission	1
Industry Events	Participation in industry events as speaker # Annual Calendar of relevant industry events # Support in content development for the event eg. Decks, talking points etc	2
	Content editing for program information	

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PAHAL Microsite	Content development for events page, news and blogs	
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C. SoW - Skill India Impact Bond
(About the project is annexed as: Annexure C)

Activities	Details	Volume (Annual)
Program Content		
Collaterals	Program Narrative and overview	1
	Program summary/overview (1/2 Pager)	1
	Learning Notes	1
	Infographics	2
Outreach		
Social Media & Digital Marketing	Create posts (Content+ Creatives); for program update, event participation <i>Some of these will be image led posts and will be a mix of statics and GIFs</i> <i>IPE Global Social Media channels will be leveraged for posts</i>	
Industry Events	Participation in industry events as speaker # Support in content development for the event eg. Decks, talking points etc	1
PAHAL Microsite	Content editing for program information	
	Content development for events page, news and blogs	

D. SoW - COVID-19 Vaccine Supply Chain
(About the project is annexed as: Annexure C)

Activities	Details	Volume (Annual)
Program Content		
Collaterals	Program Narrative and overview	1
	Learning Note	1
Outreach		
Social Media & Digital Marketing	Create posts (Content+ Creatives); for program update, event participation <i>Some of these will be image led posts and will be a mix of statics and GIFs</i> <i>IPE Global Social Media channels will be leveraged for posts</i>	
Industry Events	Participation in industry events as speaker # Support in content development for the event eg. Decks, talking points etc	1
	Content editing for program information	

PAHAL Microsite	Content development for events page, news and blogs	
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4. ELIGIBLE RESPONDENTS/ COMPETENCIES AND EXPERIENCE

The communications agency will be expected to have the following competencies and experience to achieve the communication objectives of the program

- I. Communications and advocacy strategy development
- II. Messaging and defining program narrative
- III. Content Creation/Production for online and offline channels
- IV. Content dissemination and amplification leveraging digital mediums, press and on-ground events.
 - a. *Digital media strategies strategy and implementation (Social media, email marketing, newsletters, Google PPC ads etc.)*
 - b. *Media liasoning for press coverage*
 - c. *Online and offline event strategy and planning*

SAMRIDH HEALTHCARE BLENDED FINANCE FACILITY

Problem Statement

The scope and scale of the disruption brought by COVID-19 is unprecedented. Globally, the healthcare sector, being at the epicentre of this pandemic, is particularly reeling under the sudden unanticipated pressure. India faces a bigger challenge in coping with the accelerated demand triggered by the pandemic due to its high disease burden of non-communicable diseases (NCDs) and languishing health delivery system.

The country's attempts to clamp down on COVID-19, has laid bare the glaring gaps in its healthcare system, and has brought in a renewed sense of urgency **for new-age solutions, innovations, capacity building, as well as infrastructure expansion**. There is a rising need for innovative care delivery models and new operating frameworks to cater to new demand pools and market opportunities that have emerged in response to the pandemic. This shift in the ecosystem has brought innovators and enterprises to the forefront of health system reforms. They are now recognized more than ever to bring to the table unique propositions to address complex healthcare challenges, and transform the Indian Healthcare Systems with dynamic systems, new technologies and innovative thinking.

However, despite the promise healthcare innovators and enterprises hold for India's health systems, historically, their journey from 'lab to market' is dotted with numerous hurdles. They face challenges to scale-up due to limited financing options and absence of enabling platforms to support their overall value chain processes. These, and other systemic challenges in the ecosystem, currently limit the contribution of healthcare innovators towards health system strengthening efforts of the country.

About SAMRIDH Healthcare Blended Finance Facility

Sustainable Access to Markets and Resources for Innovative Delivery of Healthcare (SAMRIDH), is supported by United States Agency for International Development (USAID) and Indian Institute of Technology-Delhi (IIT-D), in technical collaboration with National Health Authority (NHA). The initiative combines commercial capital with public and philanthropic funds to improve access to affordable and quality healthcare services for most socio-economically vulnerable population in India.

SAMRIDH aims to mobilize a capital pool of over \$100+ million from private sector and bilateral organizations. It has both grant and soft loan provision to support the scaling up and absorption of market-based health solutions that can strengthen healthcare systems. The initiative is designed to complement Government of India's efforts towards augmenting health infrastructure, strengthen capacities of health care providers, and increase access to financial resources for healthcare innovators and enterprises.

SAMRIDH seeks to catalyse investments towards thematic areas aligned to current national healthcare priorities, including **COVID-19 innovations, healthcare infrastructure & capacity building and vaccine support**. In doing so, the facility will work with a diverse set of organisations such as manufacturers & suppliers of drugs, vaccines digital technology research & academic institutions private healthcare networks, innovation incubators & social enterprises/NGOs.

SAMRIDH's fourfold mission, puts vulnerable populations at the centre of its efforts and is guided by the principle that everyone should have access to high quality and affordable healthcare services.

1. Identify and support a minimum of 35 to 40 healthcare innovators (over 3 years) by enabling access to affordable capital
2. Mobilize a capital pool of \$100 million+ from private sector and bilateral organizations to support inclusive business models

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3. Strengthen comprehensive healthcare services focused at the vulnerable 40% of the population with a high disease burden
4. Reduce the out-of-pocket expenditure (OOPE) for poor and underserved communities

Key Expected Outcomes

- **Grant pool of \$50 million** to seek leverage of 5-10x in healthcare investments
- Access to affordable growth capital to **35 to 40 healthcare innovators**
- Improved healthcare services for **vulnerable 40%** of the population
7 Million direct beneficiaries | 25 Million in-direct beneficiaries
- **Complement Government of India's efforts** towards augmenting health infrastructure and strengthen capacities of healthcare providers

Program Approach

- **Mobilise and Converge Financial Resources**
 - Catalyze multi-stakeholder partnerships to mobilises resources to raise grant and debt capital
 - Raise grant funding to generate a pooled fund of \$50 million
 - Facilitate access to syndicated loan facility to get a leverage of over 5-10x for every dollar invested through grant pool.
- **Identify Inclusive Business Models for Healthcare**
 - Locate challenges in the Indian health systems through comprehensive and continuous assessments using surveys, market research, and expert consultations
 - Quantify supply-need gaps in Indian health systems and estimate demand for potential healthcare solutions.
 - Tap into a diverse set of organisations and strategic engagements for innovation sourcing, such as NHA-MAP, healthcare trade bodies, government-led and autonomous incubators/accelerators. The facility will also seek direct applications through open calls and Grand Challenge competitions.
 - Use a scoring matrix and a well-defined evaluation parameter to shortlist solutions for investments.
- **Enable Access to Affordable Growth Capital**
 - Tailor-make financial models to meet unique capital needs of healthcare innovators, including working capital, capacity expansion and other financial needs for commercial validation and scale-up.
 - Drive partnerships with financial institutions and Non-Banking Financial Companies (NBFCs) to facilitate platforms that enable structuring and execution of innovative financial instruments and transactions
- **Support Market Adoption of Innovations**
 - Create an enabling environment to enhance uptake of SAMRIDH-Supported healthcare solutions in the ecosystem
 - Set-up Quality Assurance mechanisms to ensure effective implementation of programs
- **Monitor and Evaluate for Impact at Scale**
 - Develop M&E plan and define clear performance indicators to enable measurement of impact at program, IBM, and end user level.
 - Engage external evaluation partners to uphold objectivity in program measurement
 - Use Cutting-edge visualisations, combined with modelling and forecasting methods for exploratory *data analysis and* evidence generation for informed decision-making.

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Program Audience:

The primary audience for the project includes various ministries under Government of India, bilateral and multilateral donors, philanthropic organizations, private sector organizations, banks and financial institutions, professional/industry associations, non-governmental organizations (NGOs), municipalities, community groups and front-line service providers. There will also be opportunities to help additional audiences better understand the issues associated with the Project.

MUKTI TB-NUTRITION PAY-FOR-PERFORMANCE INSTRUMENT

Problem Statement

India has the highest Tuberculosis (TB) burden in the world, and accounts for a quarter of the TB cases globally. According to estimates³, there were 2.7 million cases of TB in 2018, including 135,000 MDR/RR-TB cases. An estimated 4,10,000 patients succumbed to the disease in 2018, many defaulted and a significant proportion of patients were subjected to substandard TB care and treatment, resulting in huge socio-economic losses. Undernutrition is an established risk factor for progression of latent TB infection to active TB. While high rates of malnutrition and poor living conditions accelerate people's vulnerability to TB, a patient suffering from TB in turn is susceptible to deteriorating weight, which can further lead to delay and failure in treatment completion. Thus, a poor and malnourished patient with TB is likely to get enmeshed in a vicious cycle of worsening disease and undernutrition.

On the contrary, providing nutrition support and counselling to TB patients has great potential to improve TB treatment outcomes. Evidence suggests that nutritional interventions are associated with better outcomes in TB patients including reduced mortality, improved weight gain and body composition, earlier sputum conversion, improved pharmacokinetics of key drugs and adherence to therapy. According to WHO, "Because of the clear bidirectional causal link between undernutrition and active TB, nutrition screening, assessment and management are integral components of TB treatment and care."

Why Madhya Pradesh:

In India, Madhya Pradesh is one of the largest states with TB cases (Nikshay Database, 2019). Tuberculosis is highly prevalent in the two divisions - Ujjain and Indore, of MP state. The district wise burden of TB past one year in Madhya Pradesh State shows that the districts namely: Bhopal, Chhatarpur, Dhar, Gwalior, Indore, Jabalpur, Khargone, Morena, Rewa, Sagar, Satna, Shivpuri, Ujjain reported high cases of TB in last one year.

About Mukti Pay-for-Performance Instrument

Mukti is world's first pay-for-performance instrument focused on improving TB and nutrition outcomes. The initiative addresses the bi-directional relationship between TB and under-nutrition, with an aim to contribute to the Government of India's target of eliminating TB by 2025.

Mukti was launched in 2020 by USAID, Child Fund, and IPE Global, with support from the National Health Mission (NHM), the Government of Madhya Pradesh, and the Central TB Division, Government of India. The initiative is designed with a goal to improve Nutritional Status and Treatment Outcomes of 10,000 TB patients across 16 districts in the state of Madhya Pradesh (MP).

Accounting for 7% of all reported TB cases in India, Madhya Pradesh is the third largest contributor to TB in the country. Recognising the state as a high priority region to address TB care and management, Mukti will address treatment adherence and undernutrition among TB patients in MP using the following strategies: i) Treatment Adherence & Nutrition Counselling Support; ii) Community Based Management; iii) Food Basket Distribution and iv) Linkages to Government Schemes.

Mukti's financing instrument is structured to catalyze new pools of private capital, promote innovation and demonstrate efficacy of innovative financing models to bring in greater efficiency and accountability in the implementation of social development programs.

³ WHO India Tuberculosis Profile 2018

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Program Audience:

The primary audience for the project includes various ministries under Government of India, bilateral and multilateral donors, philanthropic organizations, private sector organizations/CSR divisions, OSUs, banks and financial institutions, professional/industry associations, non-governmental organizations (NGOs), municipalities, community groups and front-line service providers. There will also be opportunities to help additional audiences better understand the issues associated with the Project.

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¹ WHO India Tuberculosis Profile 2018

Skill India Impact Bond**Problem Statement**

COVID-19 has created both an economic and public health emergency in India. The country is still recovering from the unemployment blow due to the pandemic with the current unemployment rate at 6.9%⁴. There is also a dire shortage of capacity within the health system to meet the increased demand⁵. Groups disproportionately affected include those vulnerable to the multi-faceted health, economic and social impacts of the pandemic, such as women, youth, and people with existing health conditions.

Since the nationwide lockdown commenced in March 2020, an estimated 140 million Indian people have lost their jobs⁶. Lost earnings have been particularly harmful to the most marginalized and impoverished communities, bolstering poverty and malnutrition further, both of which are major risk factors that predispose to TB in rural and urban communities⁷. Moreover, there is evidence that unemployment among TB patients is also a serious problem, leading to more advanced radiological lesions and a higher rate of death, while eliminating the problem of unemployment could, indirectly, improve treatment outcomes⁸. In India, the International Labour Organisation (ILO) in particular has, in the development of a national policy framework to address TB and HIV in the world of work, highlighted “the critical role work can play in ending TB in India by promoting early diagnosis, quality treatment and extending the support needed to those affected by TB”. The Government of India (GOI) has invested massively in skilling programmes, but has faced challenges in the quality of skills delivered and actually getting workers into employment, especially women. Independent studies indicate only 1 in 10 women enrolled in GOI skilling programmes retain a job for at least 3-months (Skill India, 2020)⁹. Moreover, as well as causing job losses, COVID-19 is exacerbating the skills gaps and barriers to employment in India by forcing the closure of skills programmes until the risk of infection passes. Intervention is required to enable non-profits and other service providers to pivot and test approaches that enable the unemployed to gain skills and access and retain jobs, particularly in critical sectors, such as healthcare.

About Skill India Impact Bond

The Skill India Impact Bond is a first-of-its kind, results-based financing mechanism, designed and implemented by the British Asian Trust (BAT) and the National Skills Development Corporation (NSDC) in partnership with several large philanthropic organisations including the Michael & Susan Dell Foundation (MSDF), UK Government’s Foreign, Commonwealth and Development Office (FCDO), the Children’s Investment Fund Foundation (CIFF) and HSBC. It aims to identify and test innovative skills training models, particularly in critical sectors (healthcare, logistics), to support 29,700 unemployed youth (aged 18-40; ~63% women) in India to find and retain employment at least up to 3 months. This initiative will result in outcomes at multiple levels, including upskilling and improving placement, retention and long-term employment options, including beneficiaries affected by TB, assessing the impact of skills interventions on health outcomes for this group, and helping to address the skills gap in the healthcare sector in India.

² [The Hindu, March 2021](#)

³ [Brookings, March 2020](#)

⁴ [ILO Monitor: COVID-19 and the world of work, June 2020](#)

⁵ ['Impact of COVID-19 pandemic on tuberculosis care in India', Husain et al, Clinical Microbiology and Infection, August 2020](#)

⁶ ['Unemployment in TB Patients', Przybylski et al, Medical Science Monitor, 2014](#)

⁷ Source: NSDC, [Gender Analysis: PMKVY 2016-2020](#)

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Annexure D:

Vaccine Support

Problem Statement

India is in the process of rolling out COVID-19 vaccination for its 1.3 billion population in phases, starting with 10 million frontline workers. This effort calls for coordination with central, provincial and local governments and with private sector, civil society and donor partners for planning, mobilization, adoption of innovative technology for cold chain, tracking and monitoring, as well as for advocacy at the community level. While the government had made commitments in its Union Budget 2021-22 for vaccination, there is a role for the private sector especially in terms of strengthening the supply chain management systems required for vaccination at scale. The PAHAL project which is providing technical support for the Blended Financing Facility for healthcare solutions, can play a critical role in offering blended financing options for various solutions that support and accelerate approved vaccine deployment in India. While India has a huge capacity for vaccine production, there are lots of supply chain and delivery challenges that it continues to face. The facility will address key challenges in supply chain systems for the USAID-approved vaccines, especially with regards to access to capital in India and other countries. The blended finance facility under PAHAL will use the supplemental COVID-19 vaccine funding to design and activate suitable innovative financing mechanisms like risk guarantees, impact investments, pay-for-results and blended instruments to mobilize public, private and philanthropic capital to strengthen the USAID-approved COVID-19 vaccine supply chain in India and other countries (and for the avoidance of doubt, withholding assistance to non-approved vaccines). The technical support provided through PAHAL will ensure adherence to quality standards per ADS 312 and the importance and utilization of quality-assured pharmaceuticals and vaccines.

Objective

To strengthen USAID-approved COVID-19 vaccine and ancillary products' supply chain and deployment in India and other countries, through suitable innovative financing mechanisms

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ANNEXURE 1: LETTERS AND DECLARATION TO ACCOMPANY PROPOSALS

[To be included by the Bidder]

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ANNEXURE 2: DECLARATION – CONFLICT OF INTEREST

DECLARATION – CONFLICT OF INTEREST

I [Name], in my capacity as [Designation] with [name of the organisation] hereby declare that, to the best of our knowledge, [name of the organization] do not have any perceived or deemed conflict of interest in applying for this assignment – [insert proposal name].

I undertake to make any further declarations detailing any conflict, potential conflict or apparent conflict that may arise during the duration of our involvement with [insert proposal name]. We agree to abstain from any discussion and decision where such a conflict arises.

Signed by Authorized Representative of the Organisation

Name:

Designation:

Place and Date:

ANNEXURE 3: DECLARATION OF NON-CANVASSING AND NON-COLLUSIVE PROPOSING

DECLARATION OF NON-CANVASSING AND NON-COLLUSIVE PROPOSING

The essence of the public procurement process is that the Contracting Authority shall receive bona fide competitive Proposals from all Bidders.

We, the undersigned, hereby certify that this is a bona fide Request for Proposal (RFP) and we have not nor has any other member of our supply chain:

1. Entered into any agreement with any other person with the aim of preventing RFPs being made or the conditions on which any RFP is made in respect of this invitation for RFP; or
2. Caused or induced any person to enter into such an agreement as is mentioned in Para 1 above; or
3. Committed any offence under the Prevention of Corruption Acts 1889 to 1916 or;
4. Offered or agreed to pay or give any sum of money, inducement, or valuable consideration directly or indirectly to any person for doing or having done or causing to be done in relation to any other RFP for this invitation for RFPs; or
5. Canvassed any other persons in connection with this Request for Proposal; or
6. Communicated directly with any personnel or officials of IPE Global Limited India involved in work directly concerning this Request for Proposal, other than through the email address specified in the advertisement i.e. procurement@ipeglobal.com. This includes any aspect of the invitation for RFPs (without limitation) for the purpose of soliciting information or the transfer of related personnel into the employment of the Bidder.
7. We also undertake that we shall not procure the doing of any of the acts mentioned in paragraphs 1 to 6 above before the hour and date specified for the submission of Request for Proposal.

In this certificate, the word “person” includes any person, body or association, corporate or incorporate and “agreement” includes any arrangement whether formal or informal and whether legally binding or not.

Signed by Authorized Representative of the Organisation

Name:

Designation:

Place and Date:

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ANNEXURE 4: DECLARATION – ANTI-FRAUD AND ANTI-CORRUPTION

DECLARATION – ANTI-FRAUD AND ANTI-CORRUPTION

The organization [name], in order to be considered for the assignment

- a) warrants and represents that it has not carried out; and
- b) undertakes that it will not carry out;

directly or indirectly through any other person or entity any unlawful act including without limitation the offer or payment of a bribe to a public official or any other person in connection with any matter connected with this assignment and has not in the past been investigated and/or held guilty of fraud, conspiracy, corruption or bribery, with respect to any project/organizational activity.

Further the organisation agrees to notify the Procurement Manager, immediately in writing with full particulars in the event that the organisation receives a request from any IPE Global official or any other person of influence requesting illicit payments.

If the organization is in breach of any term of this clause then the IPE Global shall be entitled to terminate the discussions regarding the assignment and blacklist the organization for any future work.

Signed by Authorized Representative of the Organisation

Name:

Designation:

Place and Date:

ANNEXURE 5: DECLARATION – ANTI-SLAVERY & ANTI-HUMAN TRAFFICKING AND CHILD PROTECTION POLICY

DECLARATION – ANTI-SLAVERY & ANTI-HUMAN TRAFFICKING AND CHILD PROTECTION POLICY

The organization [name], in order to be considered for the assignment

- a) warrants and represents that it has not carried out; and
- b) undertakes that it will not carry out;

directly or indirectly through any other person or entity any unlawful act relating to any matter connected with Anti-Slavery and Anti-Human Trafficking and has not in the past been investigated and/or held guilty of the same.

It is further clarified that the organization [name] comply with all in-country legislation relating to equality in the work place, the employment of children and their protection from abuse.

If the organization is in breach of any term of this clause then the IPE Global shall be entitled to terminate the discussions regarding the assignment and blacklist the organization for any future work.

Signed by Authorized Representative of the Organisation

Name:

Designation:

Place and Date:

ANNEXURE 6: DECLARATION – PROHIBITION ON ABORTION-RELATED ACTIVITIES

DECLARATION FOR PROHIBITION ON ABORTION-RELATED ACTIVITIES

[Name of the Organization], or any of its members, employees, agents, affiliates and/or sub-contractors warrants and represents that it has not carried out directly or indirectly and undertakes that it will not directly or indirectly carry out:

1. procurement or distribution of equipment intended to be used for the purpose of inducing abortions as a method of family planning;
2. special fees or incentives to any person to coerce or motivate them to have abortions;
3. payments to persons to perform abortions or to solicit persons to undergo abortions;
4. information, education, training, or communication programs that seek to promote abortion as a method of family planning; and
5. lobbying for or against abortion.

It is further clarified that **[Name of the Organization]** or any of its members, employees, agents, affiliates and/or sub-contractors complies with all in-country legislation relating to Prohibition on Abortion-Related Activities.

If **[Name of the Organization]** or any of its members, employees, agents, affiliates and/or sub-contractors is in breach of any term of this Declaration, then IPE Global shall be entitled to terminate the on-going Contract and/or discussions regarding any future assignment(s) and blacklist the organization for any future work.

Signed by Authorized Representative

[Name of the Organization]

Name:

Designation:

Date:

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ANNEXURE 7: OTHER DISCLOSURES

[To be included by the Bidder]

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ANNEXURE 8: FORMAT – PROJECT DATA SHEET¹⁰

Assignment name:	Country: Location within Country:
Client (Name, Contact Person and Address):	Duration of assignment (months): Start Date (month/year): Completion date (month/year):
Total number of staff-months of the assignment:	Approx. value of the contract (in INR):
Name of associated Contractor(s), if any:	Approx. value of the services provided by your firm under the contract (in INR):
Name of senior professional staff of your firm involved and functions performed:	
Narrative description of project:	
Description of actual services provided by your staff within the assignment:	
Name of the Firm:	

¹⁰ A maximum of 7 assignments per ToR should be showcased.

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ANNEXURE 9: CONDITIONS OF CONTRACT

Annexure 9: Conditions of Contract is enclosed separately and forms an integral part of this Request for Proposal Document.

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PROFORMA 1: COMMERCIAL PROPOSAL

(To be submitted separately protected by Password)

PROPOSAL TITLE:

PROPOSAL NUMBER:

PERSONNEL INPUTS AND FEE RATES and PROJECT EXPENSES:

A. PROFESSIONAL FEE:

Under Professional Fee the firm should include fee payable to Agency for the services performed, and shall include all direct payments to the Agency for strategy development, narratives, content creation, etc.. Please share the breakup of the proposed Professional expenses for the scope of work.

B. PROJECT EXPENSES (As per actuals):

Project Expenses shall be reimbursed on actuals and shall include expenditures such as travel, incidental expenses, third party payments for advertisements, campaigns, paid promotions, etc.

Please do elaborate the estimated expenditure in Project Expenses under each head.

* IPE Global will not pay for a day of rest following travel.

The format is indicative.