

REQUEST FOR QUOTATION
RFQ N° UNFPA/IND/RFQ/2024/009

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service on a retainer basis:

A digital media and communications agency to enhance UNFPA India's online presence, undertake content development and management and social media listening and analysis.

This Request for Quotation is open to all legally constituted organisations that can provide the requested services and have the legal capacity to deliver/perform in the country, or through an authorised representative.

I. About UNFPA

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person's potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to:

[UNFPA about us](#)

Terms of Reference (ToR)

A. Background

UNFPA's 10th country programme (2023-27), envisions an India where every woman and young person, including those from the most vulnerable groups, enjoys gender equality, fully realises sexual and reproductive health and reproductive rights, and fully contributes to sustainable development. Furthermore, UNFPA's strategic plan (2022-2025), and the UNSCDF for India (2023-27) reaffirm commitment to prioritising gender equality and human rights as important goals as well as the pathway for realising the SDGs.

UNFPA recognizes the key role that the media and communications can play in the process of socialisation and social change - especially in terms of raising awareness, influencing attitudes, suggesting appropriate behaviours, and reinforcing or breaking stereotypes.

To establish UNFPA as the leader in its field, it is crucial to enhance UNFPA's visibility and capture the impact of the programmes and initiatives being implemented on the ground, to help target audiences, donors and potential partners understand its work and the value it brings.

UNFPA is seeking services from a qualified digital media and communications agency to strengthen UNFPA's online presence and its brand through innovative social media strategies, content management and influencer engagement.

B. Objective:

The purpose of this assignment is to enhance the online presence and visibility of UNFPA India; build a network of influencers to support the organisation's mandate and relevant campaigns, conduct data analysis and social media listening to develop impactful content and campaigns.

C. Scope of Work

Strengthen UNFPA India's social media presence, content development and management, and influencer engagement

1. Build and enhance social media presence of UNFPA India

- Position UNFPA as a thought leader on sexual and reproductive health and rights, population dynamics, gender and human rights and youth empowerment.
- Platform specific quarterly strategy and execution plan for X, Facebook, Instagram, Youtube and Josh. This includes content management, performance marketing, page promotions, boosting posts, influencer engagement and follower ad campaigns.
- Target audience segmentation and analysis including building personas for specific platforms.
- Set up key performance indicators (KPIs) such as reach, impressions, page likes, number of followers, engagement rates, and set up progress timelines for monitoring and evaluation purposes.
- Ensure the campaigns engage influencers (pro-bono), are trending, and reach 'virality' (by conceptualising new hashtags, UGC, innovative content)
- Identify messages (comments & DM's or private chats) coming across in terms of queries and produce a list of automated replies to FAQs (frequently asked questions), in consultation with UNFPA Communications focal point.

2. Undertake content development and management; provide social media coverage support

- Develop content relevant to UNFPA's mandate and social media packages for digital campaigns for key international days particularly World Population Day, 16 Days of Activism etc. Social media package comprises of (but is not limited to):
 - o Videos (animation, explainer, shoot-based) (1-3 mins)
 - o Infographics (GIFs, data visualisations, carousels)
 - o Other IEC content (static posts, posters, factsheets)
- Manage day-to-day social media content including planning content calendars for campaigns, drafting captions, posting with alt text, hashtags and tagging relevant stakeholders, influencers, etc. and/or scheduling and promotions (paid and organic through keywords and stories).
- Provide high-quality social media coverage support for key UNFPA events and activities (offline Delhi and NCR) such as launch of the State of World Population Report, launch of interventions, national consultations and conferences. Agency representatives to attend and capture key highlights of events such as pictures, quotes, short video bytes for social media dissemination (live tweeting, Instagram/Facebook stories, and post events)

3. Social Media Listening, Data Analysis and Reporting

- Using advanced tools/platforms, conduct social media listening and sentiment analysis - identify trends, key stakeholders, brand mentions, keywords, and ongoing discourse on issues relevant to UNFPA's mandate; share weekly reports including areas to focus on.
- Review and analyse Key Performance Indicators (KPIs) and data across all social media platforms to inform content ideation, development, management, and implementation of digital campaigns; undertake any other data analysis relevant to social media as required.
- Present and submit monthly analytical reports to monitor and track page performance (followers, reach, impressions, engagements, engagement rate, video views and more), campaigns, influencer engagement and impact, as well as recommendations going forward.

KEY DELIVERABLES				
A. Key Campaigns / Events - (End to End Conceptualisation and Execution) - Current Indicative list: (i) International Women's Day, World Population Day, (ii) State of the World Population Report, (iii) UNFPA India @ 50 Years, (iv) International Youth Day, (v) 16 Days of Activism, (vi) Any Other Campaign as required) *The above mentioned days can be subject to change depending on requirement and topical relevance B. Reach: 500,000+ C. Engagements: 10,000+ and above D. Increase in Following: 15-20 %+ Increase (Cumulative, per campaign) E. Ads / Promotions: Maximum 30 F. Duration: May 2024-May 2025				
S. No.	Tasks	Description	Targets	Tentative Timeline
1	Creatives and videos and social media coverage			
1a.		Static posts (carousels & banners included)	100	May 2024- May 2025
1b.		GIFs	20	
1c.		Reels (as per standardised social media duration)	25	
1d.		Videos/Short Films Shoot-based and/or Animation Please note: For Shoot-based Videos • Length: (Between 30	10-20 (Across UNFPA Focus States - Bihar, MP, Odisha and Rajasthan +	

		Seconds and up to 2:00 minutes • Language: English, Odia, and Hindi (both voice-over and text) • Recce travel for film location • Aerial footage required. • Background music: Yes • Subtitle: Yes, with alt texts and closed captioning • Format: To be specified • Graphic elements: Motion graphics elements will be used. • The shooting should be done with a professional ENG camcorder, digital cinematography, or DSLR cameras. The sound should be recorded with a professional microphone and interviews should be recorded with a tie microphone (lapel clip) or a boom microphone. • Pre/Post Production Support/Editing: Yes For Animation Videos • Length: From 30 Seconds Up to 2:00 minutes • Language: English, Odia, and Hindi (both voice-over and text) • Type of animation: 2D/3D • Background music: Yes • Subtitle: Yes, with alt texts and closed captioning • Format: To be specified • Pre/Post Production Support/Editing: Yes	Delhi/NCR) *On Actuals	
2.	Social media coverage support for key UNFPA events and activities (Offline)	live streaming, live posting, photo/video documentation, creation of social media tiles, short video bytes	Please quote for offline and online events (each)	May 2024 to May 2025
2a		Live streaming	5 on actuals	
2b		Live posting	5 on actuals	
2c		Photo documentation (30- 50	5 on actuals	

		Photographs)		
2d		Video documentation for social media posts	5 on actuals	
2e		Creation of social media tiles	10 on actuals	
2f		Short video bytes	5 on actuals	
3	Social listening, monitoring and data analysis	Conduct social media listening and sentiment analysis using advanced tools. Present and submit monthly analytical reports to monitor and track page performance, campaigns, content reach, influencer engagement and impact, as well as recommendations.	Monthly report	May 2024 to May 2025
4	Performance Marketing	Conduct ad spends campaign across platforms to boost content and increase engagement, followers, page traffic, reach *The ad spends will be based on the algorithm of each platform and agency to provide per campaign budget *Agency to have their own business/credit card for ad spends	Per Campaign (Total number of expected campaigns 6) On actuals	May 2024 to May 2025

Key Requirements/Key Skills/Technical Expertise

- Minimum 8-10 years of professional experience in digital marketing, content development and management, copy writing/editing, proofreading, translation, graphic designing and layout, animation and video production.
- Demonstrated experience in planning and implementing social media campaigns driven by user-generated content; agencies that have won awards would be an added advantage.
- Experience in creating out of the box content; knowledge and understanding of the young audience particularly in Tier 2 and Tier 1 cities preferred.
- Experience in using advanced social media listening and reporting tools, sentiment, and data analysis
- Demonstrate strong written communication, research and ability to rapidly integrate information from various sources.
- Demonstrated experience in video production, editing, animation, and GIFs
- Thematic understanding and experience of working with issues related to gender, human rights, public health and sexual and reproductive health and rights.
- Domain and technical knowledge (development sector) skills to be able to effectively write clearly and concisely on UNFPA's mandate and core issues.
- Ability to understand the brand, programme goals and deliver high quality outputs within the agreed timeframes

- Prior experience of partnering with UN agencies and/or international organisations is desirable
- Familiarity with technical advancements and its application in everyday life; tech savvy staff preferred
- Ownership or possession of professional videography and photography equipment, including a range of professional lenses, filters, tripod, microphones and lights;
- Proven track record in videography and photography post-production in line with industry standards, including access to and fluency in Adobe Photoshop, After Effects, Premier Pro, and Light room;
- Substantial contracts with national or international media are an advantage;
- An in-depth understanding of the local context is an advantage.
- Access to stock footage - photos and videos.
- Agency located in Delhi-NCR will be preferred.

D. Duration:

- 12 months (May, 2024 – May 2025)

I. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	Natasha Chopra
Email address of contact person:	nchopra@unfpa.org

The deadline for submission of questions is Friday, 26th April, 2024 at 1500 Hrs IST. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

II. Eligible Bidders

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally-constituted company that can provide the requested services and have legal capacity to enter into a contract with UNFPA to deliver in the country, or through an authorised representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the [Compendium of United Nations Security Council Sanctions Lists](#) and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any [UN Organization](#) or the [World Bank Group](#).
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).

III. Content of quotations

Quotations should be submitted via a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid & Declaration form **separately** from their Financial Bid containing the price information. Each envelope shall consist of a single email whenever possible, depending on file size.

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs.

- a) Signed Declaration Form, to be submitted strictly in accordance with the document.
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.

IV. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the contact person indicated below no later than *Tuesday, May 7th 2024 at 23:59 PM IST*¹.

Name of contact person at UNFPA:	<i>Bids India</i>
Email address of contact person:	Bids.india@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included by the Bidder in the email subject line:
 - o UNFPA/IND/RFQ/2024/009 – UNFPA, Technical Bid
 - o UNFPA/IND/RFQ/2024/009 – UNFPA, Financial Bid
 - o Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

V. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

E. Criteria for Technical Evaluation:

Criteria	[A] Maximum Points	[B] Points obtained by Bidder	[C] Weight (%)	[B] X [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the assignment including delivery timelines	100		20%	
Demonstrated experience in social media management and performance marketing, running	100		30%	

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>

effective digital campaigns, content development, event coverage support, KPI monitoring, social listening and analyses (including previous campaign conducted) number of successful campaigns resulting in increased reach / engagement, followers				
Proven record of working in the development sector space especially gender and human rights, sexual and reproductive health, young people	100		30%	
Relevant professional experience of the staff in the social media and digital communications who will be employed for the assignment with expertise in social media management and marketing, content development, campaign and creatives (share CVs and Bios)	100		10%	
Profile of the company and relevance to the project	100		10%	
Grand Total	500		100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

Total score

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$$

I. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract on a fixed-cost basis with duration of *Twelve Months, 12 months* to the Bidder(s) that obtain the highest total score.

II. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

III. Payment Terms

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

IV. Fraud and Corruption

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA's policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorised by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives' agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

V. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

VI. RFQ Protest

Bidder(s) perceiving that they have been unjustly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint directly to the Chief, Procurement Services Branch at procurement@unfpa.org.

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit Ms. Andrea M. Wojnar, UNFPA Representative and Country Direct Bhutan office at adiagne@unfpa.org . Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

VII. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N°:	UNFPA/IND/RFQ/2024/009
Currency of quotation :	INR
Validity of quotation: (The quotation must be valid for a period of at least 3 months after the submission deadline)	

- Quoted rates must be **exclusive of all taxes**.

S. No.	Task / Deliverable	Number	Unit measure	Per Unit cost	Total Cost	Description
	Cost breakup- national and state level events					
1	Creatives and videos and social media coverage					
1.1	Static posts (carousels & banners included)	100				
1.2	GIFs	20				
1.3	Reels (as per standardised social media duration)	25				
1.4	Videos/Short Films Shoot-based and/or Animation	10-20				
2	Social media coverage support for key UNFPA events and activities (Offline)					
2.1	Live streaming	5				
2.2	Live posting	5				
2.3	Photo documentation (30- 50 Photographs)	5				
	Video documentation for social media posts)	5				
	Creation of social media tiles	10				

	Short video bytes	5				
	Other expenses (please define and provide details)					
3	Social listening, monitoring and data analysis	Monthly Report				
4	Performance Marketing	Per Campaign				
	Grand total				-	

I hereby certify that the company mentioned above, which I am duly authorised to sign for, has reviewed RFQ UNFPA/IND/RFQ/2024/009 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

	Click here to enter a date.	
Name and title	Date and place	

ANNEX I:
General Conditions of Contracts:
De Minimis Contracts

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)