



Request for Proposals

RFP # # TC-TA-021

For the provision of

Dissemination of formalization schemes and enterprises support

Under

USAID Trade and Competitiveness

******* ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *******

Deloitte Consulting Overseas Projects, LLC (DCOP) is committed to integrity in procurement, and only selects contractors based on objective business criteria such as price and technical merit. As such DCOP does not tolerate fraud, collusion among bidders, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.



Instructions to Bidders

I. Introduction

Deloitte Consulting Overseas, LLC (hereinafter referred to as “DCOP”) on behalf of USAID Trade and Competitiveness (hereinafter referred to as “The Activity”), is soliciting offers from **Firms** to submit proposals to provide consulting service to the Activity.

USAID Trade and Competitiveness is a five-year Activity to increase Nepali private sector participation in targeted global value chains by making them competitive, resilient, and sustainable. The Activity will chart a new growth path for private companies by supporting them to capitalize on global opportunities – targeting quality and high value exports (of products and services). It aims to foster sustainable growth, in selected value chains, by incentivizing actors (both private and public) through investments, innovations, employment, and a business enabling environment to expand their integration into the global market. The Activity is working to achieve the goal through the following objectives:

- To increase access to market-based financial and non-financial services.
- To increase productivity in sectors with high growth and employment potential; and
- To improve the investment climate and business enabling environment, for targeted sectors
- To support private sector-led economic recovery.

Deloitte Consulting Overseas, LLC will issue an award to an individual. This will be a firm fixed priced award upon successful completion of deliverables stated in **Section II – Statement of Work**.

This RFP shall not obligate DCOP, in any manner whatsoever, to enter into a contract or result in any claim whatsoever against DCOP, for reimbursement of costs for any proposal efforts expended by bidders’ response to this RFP.

Unless otherwise stated, the periods named in the RFP shall be consecutive calendar days.

II. Offer Deadline

Bidders shall submit their offers electronically only by no later than 5pm NPT on 15th November 2024, at the following address:

Procurement Unit

info@tc-udhyamnepal.com

Bidders are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of Deloitte Consulting Overseas Project, LLC, and cannot guarantee that late offers will be considered.

III. Instructions for Submission

Bidders must submit the proposal electronically compatible with MS Word, MS Excel, or Adobe Portable Document (PDF) format. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment.

The technical proposal and cost proposal must be kept separate from each other. Technical proposals must not make reference to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit.



IV. Requirements

For the proposal to be accepted, it must include all of documents and sections included in sub-sections A and B.

A. General Requirements

Deloitte Consulting Overseas Projects, LLC anticipates issuing this award to a Nepalese firm. Meeting following legal requirements

- Copy of registration and other mandatory legal documents
- Copy of latest tax clearance certificate as applicable
- Complete Cover Letter as per the template provided in Enclosure 1 of this RFP.

Blacklisting: Bidders should not be blacklisted, nor suspended, nor debarred, nor otherwise identified as ineligible by USAID, Government of Nepal and other international agencies.

Conflict of Interest (COI): No COI should exist at the time of application or during the execution of the ensuing contract

B. Required Proposal Documents

The technical proposal shall comprise the following parts and must be aligned to the Statement of Work in **Section II**:

Part 1: Technical Approach, Methodology and Detailed Work Plan. This part shall be **not exceed 5 pages**. Samples of deliverables can be included in annex as applicable.

The methodology section must provide a detailed description of the bidder's approach to develop and implement:

- Dissemination of formalization schemes and enterprises support

This section should also include key features of their proposed outputs. The bidder must include draft designs of the proposed outputs (e.g. samples of previous works. This can be in links or in annex as applicable) which will be finalized with input from USAID Trade and Competitiveness following award.

Part 2: Management, Key Personnel, and Staffing Plan. This part shall **not exceed 1 pages** detailing the types of experts to be engaged in this assignment. CVs for key personnel must be included in an annex to the technical proposal and will not count against the page limit.

The bidder must propose at least One Project Manager to be the focal person and submit CVs for the proposed staff. The proposed staff are expected to have experience relevant to the scope as presented in Section II of this RFP.

The bidder must describe how each position contributes to the scope of work and list required qualifications for each position.

Part 3: Capabilities, Experience, and Past Performance. This part shall not exceed 3 pages.

The bidder must provide examples of their experience in the following areas:

- Develop and implement effective information dissemination strategies,



- Engage with informal enterprises and address their needs,
- Create and distribute content across various media platforms, and
- Produce high-quality, evidence-based reports on the success and impact of such initiatives.

The bidder must include details demonstrating their experience and technical ability in implementing the technical approach/methodology and the detailed work plan. Additionally, bidders may submit past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed.

C. Cost Proposal

The cost proposal (template provided in Enclosure 2) is used to determine which proposals represent the best value and serves as a basis of negotiation before award.

The price of the subcontract to be awarded will be an all-inclusive fixed price and no modifications can be made to the award. Nevertheless, for the purpose of the proposal, bidders must provide a detailed budget showing major line items, e.g. salaries, allowances, travel costs, etc., as well as individual line items, e.g. salaries or rates for individuals. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in NPR. See Enclosure 2 for a sample cost structure.

The cost proposal shall also include a budget narrative that explains the basis for the estimate of every cost element or line item. Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item. Deloitte Consulting Overseas Projects, LLC reserves the right to request additional cost information if the evaluation committee and Procurement Unit have concerns of the reasonableness, realism, or completeness of an bidders' proposed cost.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

V. Other Relevant Information

Chronological List of Proposal Events. The following calendar summarizes important dates in the solicitation process. Bidders must strictly follow these deadlines.

RFP published	October 31, 2024
Deadline for written questions	November 7, 2024
Answers provided to questions/clarifications	November 12, 2024
Proposal due date	November 15, 2024
Estimated award date	November 25, 2024

Any changes will be published in an amendment to this RFP.

Written Questions and Clarifications



All questions or clarifications regarding this RFP must be in writing and submitted to the Procurement Unit at info@tc-udhyamnepal.com no later than 5pm Nepal time on 7th November 2024. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Deloitte Consulting Overseas Projects, LLC will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives, or any other party, will not be considered official responses regarding this RFP, and may result in automatic disqualification.

Proposal Submission Date

All proposals must be received by 5pm Nepal on 15th November 2024. Late offers will be considered at the discretion of Deloitte Consulting Overseas Projects, LLC.

Award (estimated). The proposal with the best value offered will be selected based upon the evaluation criteria stated in this RFP.

Validity Performance: Bidders' proposals must remain valid for 30 calendar days after the proposal deadline.

VI. Evaluation and Basis for Award

An award will be made to the bidder whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical, management/personnel, and capability requirements, and is determined to represent the best value. Best value will be decided using the tradeoff process. That means that each proposal will be evaluated and scored against the evaluation criteria, which are stated in the table below.

Evaluation Criteria	Description	Maximum Points
Organization's Expertise and Experience	30 Points Total	
Company Background and Sector Knowledge	Does the proposal demonstrate the organization's prior experience related to the Statement of Work? Has the bidder successfully and satisfactorily performed similar work previously?	30 points
Understanding of the Assignment	10 Points Total	
Technical Understanding and Know-How	Does the proposal clearly explain, understand, and respond to the objectives of the project as stated in the Statement of Work (SOW)?	10 points
Methodology and Detailed Work Plan	50 Points Total	
Methodology	Does the proposed methodology and activities meet the technical needs outlined in the SOW effectively and efficiently? The bidder should provide a detailed	25 points



	dissemination plan, outlining methods, frequency, messaging, and strategies for tracking outcomes and campaign impact.	
Detailed Work Plan	Does the work plan clearly outline step-by-step tasks for each deliverable? Is it comprehensive, realistic, and aligned with project timelines?	25 points
Credentials of Team Members	10 Points Total	
Personnel Qualifications	Do the proposed team members, particularly the project manager, have the necessary experience and capabilities to carry out the Statement of Work?	10 points

Negotiations. Best offer proposals are requested. It is anticipated that a contract will be awarded solely on the basis of the original offers received. However, Deloitte Consulting Overseas, LLC reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a subcontract and revise technical proposal accordingly.



VII. Statement of Work

Title of Assignment: Dissemination of formalization schemes and enterprises support

Type of Consultancy: Service procurement

Period of implementation: 25th November 2024 to 28th February 2025

Project Description

The USAID Trade and Competitiveness (USAID T&C) is a multi-year activity that aims to increase Nepali private sector participation in targeted global value chains. The USAID T&C will help chart a new growth path as the economy recovers — one that capitalizes on global integration to diversify toward higher quality and higher value exports. It will foster sustainable job growth and income-generating opportunities for those that have previously been left behind by economic growth in Nepal, creating greater sustainability and resilience. The USAID T&C will achieve this through interventions that incentivize public and private sector actors across the entrepreneurial and business ecosystem to adopt new behaviors driving outcomes across four Objectives:

- (1) To increase access to market-based financial and non-financial services.
- (2) To increase productivity in sectors with high growth and employment potential; and
- (3) To improve the investment climate and business enabling environment (BEE), especially for targeted sectors.
- (4) To support private sector-led economic recovery.

Background

Informal enterprises play an important role in the economy, especially in terms of their contribution to job creation. It also represents a sector with poor working conditions and an absence of social security. An analytical report on the informal sector published by the Central Bureau of Statistics shows that 49.9 % (460,422) firms operating in the economy are not registered. They employ 25.8 % (832, 187) of total employment in the country.

The Government of Nepal (GoN) has prioritized formalization as one of the priorities for overall economic development. Concurrently, the Fiscal Act 2080/81 has introduced a scheme for formalization to allow informal firms to formalize providing an 8-month window, effective from Shrawan to Falgun 2081 (16th July 2024 to 13th March 2025). The scheme offers to waive informal firms of any taxes, fines, and interests thereof if they intend to self-declare by registering themselves and obtaining a Permanent Account Number (PAN) certificate. Please refer to provision 22 of the Fiscal Act 2080/81 - snapshot of the provision provided below.

२२. करको दायरामा आउनेलाई छुट दिने सम्बन्धी व्यवस्था: (१) कुनै व्यक्तिले विगतमा कर लाग्ने आय आर्जन गरेको तर स्थायी लेखा नम्बर नलिएको भए त्यस्तो व्यक्तिले स्थायी लेखा नम्बर लिई आर्थिक वर्ष २०७८/७९ र २०७९/८० को बुझाउनु पर्ने आय विवरण र सोमा लाग्ने कर संवत् २०८१ साल फागुन मसान्तसम्म बुझाएमा सोमा लाग्ने शुल्क तथा ब्याज मिनाहा हुनेछ।

(२) उपदफा (१) बमोजिम आय विवरण र सो बमोजिम लाग्ने कर बुझाएमा सोभन्दा अधिका आय वर्षहरूको आय विवरण र सोमा लाग्ने कर, शुल्क तथा ब्याज बुझाउनु पर्ने छैन।

Purpose

This assignment aims to support the government's formalization drive by enhancing access to critical information about business registration. It will follow a cost-effective, supply-driven approach, ensuring that key messages reach informal businesses through targeted dissemination strategies. The supplier is expected to offer a responsive system to manage queries throughout the campaign duration.

The proposal from the bidder should include a draft dissemination plan that clearly outlines the media channels (SMS, radio, social media, etc.) to be utilized during the assignment. A major credential during the evaluation will be the bidder's ability to create an impactful dissemination plan maximum budget up to NPR 12.6 Lakhs excluding VAT. Additionally, the proposal should provide a clear methodology for measuring the impact of the campaign, including number of firms that has registered as a formal business.

Tasks

The tasks outlined below detail the activities expected from the service provider:

1. Kick-off Meeting and Detailed Assignment Plan:

Conduct a kick-off meeting with USAID T&C to finalize a detailed plan, including timelines, key milestones, and deliverables for the project.

2. Firm Mapping and Network Engagement:

Leverage partnerships with business associations (e.g., FNCCI, local cooperatives, trade unions) to map and identify informal businesses that will be the primary focus of the campaign.

3. Development of messaging:

Develop clear and simplified message based on the notice mentioned above for dissemination via SMS, social media and radio. The content should be tailored to informal firms highlighting the benefits of registration and to encourage these firm for formal

registration in the respective government department/ units (refer to the Nepali notice above).

4. **Preparation of Dissemination Plan:**

Design a dissemination plan (at least utilizing two channels among SMS, local radio, social media), selecting the most impactful channels for message delivery.

5. **Execution of Dissemination Plan:**

Implement the approved plan, providing regular updates on outputs of the above-mentioned implementation plan to USAID T&C. The campaign should focus on high-impact regions and ensure broad geographic reach. Define.

o **SMS Outreach Frequency:**

If the suppliers choose SMS as one out of two then ensure SMS to the targeted informal enterprises at least one every 15 days till the end of the assignment. Such messaging should contain either a phone hotline or a link to additional resources, ensuring that businesses have a point of contact for further assistance. This is also necessary to assess how many inquiries were made as an effect of this messaging.

- o With regards to the other communication channel that will be selected, the suppliers should propose a similar arrangement for outreach frequency.

6. **Handholding Support to Informal Firms:**

Provide one-on-one support either through mobile help desks, or phone hotlines, or other means of direct engagement. Respond to queries from the informal businesses about the registration process, ensuring follow-up where necessary for formalization. This support should be tailored to the specific queries made by each firm. USAID T&C needs evidence of at least 200 to 250 informal firms' being entertained through this support.

7. **Monitoring, Evaluation, and Final Report:**

USAID T&C requires 15 days interval report on the performance, including tracking of the selected communication channels and feedback from help desks.

8. **Proposal submission and evaluation**

Interested service providers (firms)- bidders are requested to submit their proposal no later than 15th November 2024 by 5:00 PM. Bidders are required to submit three separate documents in PDF as below.

1- Legal document

- Mandatory regulatory documents include registration certificate, VAT certificate, Tax clearance certificate. Organizations not providing mandatory documents might be subject to automatic disqualification

2- Technical proposal

- Cover letter
- Organization's experience and projects of similar nature indicating number of firms formalized through similar effort

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- Approach and methodology (bidders are expected to provide details of what the contents will entail such as SMS message, social media contents and radio message.).
- Human resource structure and bio of team (CVs in annex of the technical proposal)
- Workplan indicating the timeline of deliverables
- Other supporting documents (brochures etc. as applicable in annex)
- Annexes (CVs, sample of previous works etc.)

3- Financial Proposal

- Financial breakdown of the line items with budget notes aligning with technical proposal

The above three documents (Legal documents, Technical Proposal and Financial Proposal) shall be submitted via one single email to info@tc-udhyamnepal.com with a subject line **“(Organization’s name) + Proposal+ Dissemination of formalization schemes and enterprises support”**.

Bidders requiring additional clarification on the scope of work can submit their queries to above email address with subject line **“(Organization’s name) + Query + Dissemination of formalization schemes and enterprises support”** by 7th November 2024.

Proposal Evaluation and award

Proposal shall be evaluated based on the criteria below:

- a. Organization’s expertise and experience of providing support to similar scope of work- 30%
- b. Elaboration on the bidders’ understanding of the assignment- 10%
- c. Methodology proposed (The bidder should provide a detailed dissemination plan, outlining the methods, frequency, messaging, and a clear strategy for tracking outcomes and campaign impact.)- 50%
- d. Credentials of team members- 10%

The bidder securing highest combined score shall be invited for negotiation and contractual discussion. If the negotiation with the highest bidder is unsuccessful, negotiations will be initiated with the next best scoring bidder. Evaluation and contract award is expected to be completed on 15th November 2024 with assignment starting from 19th November 2024.

Deliverables & Timeline

The below are the deliverables and timelines for the assignment:

#	Deliverable	Due Date (from contract signing)	Payment %
1.	Inception report detailing detailed methodology with action points and outputs	1 weeks	20%
2.	Finalization of contents for dissemination, dissemination plan as agreed in the inception report and as mentioned in the proposal	2 weeks	30%



3.	Final report - The final report should include metrics such as reach, engagement, and the number of businesses moved towards formalization.	End of assignment	50%
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Required Qualifications:

- Technical know-how and ability to provide support on the process and requirements to formalization of firms
- Experience in developing Information, Education, and Communication (IEC) materials that respond to audience requirements and using multiple mediums for dissemination
- Strong geographic presence/ networks to handle queries and support enterprises across Nepal (organizations with branches/ partners across Nepal will receive positive evaluation)

Contractual and working arrangements.

Successful bidder will be contracted by USAID T&C and work closely with Private Sector Engagement Manager. USAID T&C will have a lumpsum agreement with the successful bidder tied with deliverables and targets agreed between the parties. The final payment will only be made after all the necessary documentary evidence has been submitted and verified by USAID T&C.



Enclosure 1

Cover Letter

Reference: Request for Proposals #TC-TA-00X

Subject: [Bidder: Insert name of your organization]'s technical and cost proposals

Dear USAID Trade and Competitiveness:

[Bidder: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization's Representative _____

Name of Bidder _____

Type of Organization _____

PAN/VAT Number _____

Address _____

Telephone _____

E-mail _____

We confirm that our proposal, including the cost proposal will remain valid for 30 calendar days after the proposal deadline. We are further pleased to provide the following annexes containing the information requested in the RFP.:

[Bidder: It is incumbent on each bidder to clearly review the RFP and its requirements. It is each bidder's responsibility to identify all required annexes and include them]

Sincerely yours,

Signature

[Bidder: Insert name of your organization's representative]

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[Bidder: Insert name of your organization]

Enclosure 2

Guide to Creating a Financial Proposal for a Fixed Price Subcontract and Cost Proposal Template

The purpose of this annex is to provide guidance for creating a cost proposal budget. It is important that all bidders' budgets conform to this standard format to ensure consistency and comply with internal requirements.

Step 1: Design the technical proposal and determine the basic costs associated with each deliverable(s). The cost proposal should provide the best estimate of the costs associated with each deliverable, which should include labor and other associated costs.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

Step 2: Create a budget for the cost proposal budget using the format provided on the following page (this also includes an example).

Step 3: Develop Budget Notes. The spreadsheets shall be accompanied by written notes in MS Word that explain each cost line item and the assumption why a cost is being budgeted as well as how the amount is reasonable.

