



Date: 25 May, 2010

REQUEST FOR PROPOSAL No. 9

(Refer to the RFP No. indicated above in all correspondence concerning this matter.)

Dear Sir/Madam,

We hereby solicit your proposal for the undertaking of the following scope of work:

“Designing National Campaign on Family Planning”

To enable you to submit the formal bid, please find enclosed:

- Annex 1: Instructions to Bidders and Conditions of Bid
- Annex 2: Terms of Reference (ToR)

The work is required to be completed: **{With in Six Weeks after Awarding Contract}**

Please submit your proposal in a sealed envelop including *-5 copies technical proposal in an envelop and 1 copy financial proposal in a separate envelop marked “ RFP-9 Proposal for Designing National Campaign on Family Planning”* not later than **15 June 2010 by 1630hrs (GMT+ 6:00 Bangladesh)** to the address indicated below.

Proposal should be submitted to:

UNFPA Representative, Bangladesh
IDB Bhaban (15th Floor), Begum Rokeya Sarani
Sher-e-Bangla Nagar, Agargaon, Dhaka

For additional information regarding this invitation, please contact:

Contact Person: Jawher Lal Das
UNFPA Office: IDB Bhaban (15th Floor)
Telephone: +88 02 8141143 ext. 2811
Fax: +88 02 9131236
E-Mail: jawher@unfpa.org

All Proposals are subject to the terms set out in this Document and to UNFPA's standard terms and conditions available on our webpage at: <http://www.unfpa.org>

Yours sincerely,

Afsana Taher
Operations Manager

INSTRUCTIONS TO BIDDERS

1. **Preparations of bids.** Forms furnished shall be used, and strict compliance with the requirements of the invitation, these instructions, and the instructions printed on the forms is necessary.
2. **Specifications and schedules.** The specifications conditions, schedules and drawings which form the basis of any bid will be considered as part thereof and will form a part of the contract. Copies of these papers, together with a copy of the contract form, including authorized additions or deletions, if any, will be furnished to or made available for the inspection of bidders by the office indicated in the invitation overleaf.
3. **Corrections.** Erasures or other changes in the bids must be explained or noted over the signature of the bidder.
4. **Marking and mailing bids.** Bids must be securely sealed in the bid envelope provided or other suitable envelope clearly marked on the outside with the bid number.
5. **Time for receiving bids.** Bids received prior to the time of opening will be securely kept, unopened. The officer whose duty it is to open them will decide when the specified time has arrived and no bid received thereafter will be considered, except that when a bid arrives by mail after the time fixed for received but before the award is made and it is shown to the satisfaction of the officer authorized to make the award that the non-arrival on time was due solely to delay in the mails for which the bidder was not responsible, such bid will be received and considered. No responsibility will attach to an officer for the premature opening of a bid not properly addressed and identified. Unless specifically authorized, telegraphic bids will not be considered, but modifications by telegraph

of bids already submitted will be considered if received prior to the closing time.

6. **Withdrawal of bids.** Bids may be withdrawn on written or telegraphic request received from bidders prior to the fixed time for opening. Negligence on the part of the bidder in preparing the bid confers no right for the withdrawal of the bid after it has been opened.
7. **Public opening of bids.** Bidders or their authorized representatives may attend the opening of bids at the time specified.
8. **Award or rejection of bids.** The contract will be awarded to the lowest responsible bidder complying with the conditions and specifications of the invitation for bids provided his bid is reasonable and it is to the interest of the UNFPA to accept it. The bidder to whom the award is made will be notified at the earliest possible date. The UNFPA, however, reserves the right to reject any and all bids and to waive any informality in the bids received whenever such rejection or waiver is in the interest of the UNFPA. It also reserves the right to reject the bid of a bidder who has previously failed to perform properly or complete on time contracts of a similar nature, or a bid of a bidder who in the opinion of UNFPA is not in a position to perform the contract.
9. **Error in bid.** Bidders or their authorized agents are expected to examine maps, drawings, specifications, circulars, schedules and all other instructions pertaining to the work, which will be open to their inspection. Failure to do so will be at the bidder's own risk, and he cannot secure relief on the plea of error in the bid.

Note 1 -- Any request for information regarding the specifications on this Invitation to Bid should be forwarded **in the Supplier's letterhead envelope without bid reference** in order that the letter may be opened in the regular course of business.



Note 2-- Wherever items offered are not exactly in accordance with specifications set out or wherever alternatives are offered, it is the bidder's responsibility to furnish with their tender full descriptive specifications and illustrations of such items.

Note 3-- Items produced in countries other than that of bidder must be indicated stating the country of origin.

CONDITIONS OF BID

1. The UNFPA reserves the right to reject any or all bids, to waive any informality in bids and, unless otherwise specified by the UNFPA or by the bidder, to accept any item in the bid. In case of errors in the extension of prices in the bid, the unit price will govern.
2. **Discounts.** Time in connection with discount offered will be computed from the date of receipt at UNFPA office of full payment's documentation as specified by the purchase order.
3. **Default.** In case of default of the Contractor, including but not limited to failure or refusal to make deliveries within the time specified, the UNFPA may procure the articles, services, materials, or supplies from other sources, and to hold the Contractor responsible for any excess cost occasioned thereby. Furthermore, the UNFPA may by written notice terminate the right of the Contractor to proceed with deliveries or such part or parts thereof as to which there has been default.
4. The UNFPA will furnish the Contractor with shipping and marking instructions within sufficient time to effect delivery in accordance with the terms set forth herein.
5. **Immunity.** Nothing contained in this or any contract resulting here from shall be deemed a waiver, expressed or implied, of any immunity from suit, judicial process, confiscation, taxation or other immunity which the UNFPA may from time to time enjoy, whether pursuant to the Convention on Privileges and Immunities of the United Nations, or other convention, law, order or decree of an international or national character, or otherwise.
6. **Taxes.** If it is determined that by reason of the immunities enjoyed by the United Nations, any taxes are not required by law to be paid, or if having been paid any such taxes subject to refund, the amount of such taxes will be excluded from the quoted price.
7. **Claims.** The supplier hereby agrees only to look to the assets of the United Nations Population Fund for the payment of any valid claims under the provision of any contract resulting from this invitation and that in no event shall any such claims be paid from any other assets of the United Nations.
8. Any controversy or claim arising out of or in connection with this Contract or any breach thereof, shall unless it is settled by direct negotiation, be settled in accordance with the UNCITRAL Arbitration Rules as at present in force. The parties shall be bound by any arbitration as the final adjudication of any controversy or claim.

Terms of References (TOR) for Designing National Campaign on Family Planning

A. Introduction

Bangladesh with an area of 147,570 sq. km has a population 140.6 million with highest population density (979 per Sq. Km) in the world. High population growth in the country has had serious health, socio-economic and environmental consequences, and will continue to pose great challenges in achieving sustainable development in the next decades. Despite considerable success in fertility reduction in the past, the current fertility rate is still half a child above the replacement level. Given the built-in '*population momentum*' created by the young age structure of Bangladesh population, even if the replacement-level fertility is reached by 2015, population would continue to increase up to 220 million by 2050. There also exists a gap between wanted fertility and actual Total Fertility Rate (TFR), and unmet need for family planning in the country. Similarly, Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) are still unacceptably high in Bangladesh. Study shows that high acceptance of modern family planning method can reduce maternal mortality significantly and indirectly can also reduce infant and child mortality.

No doubt special focused efforts have to be made to revitalize the family planning program in the country if overall performances of the health, nutrition and population sector are to reach the targets set by the country, including those in the Poverty Reduction Strategy Paper and the Millennium Development Goals (MDGs).

B. Background

Bangladesh Family Planning Programme which began in early fifties has achieved a remarkable success; tremendous increase in Contraceptive Prevalence Rate (CPR) reached 55.8 percent in 2007² from 7.7 percent in 1975 and commendable decline in Total Fertility Rate (TFR) from 6.3 in 1975 to 2.7 in 2007.

Nevertheless, the *fertility* rate is still half a child above the replacement fertility level of about 2.2 children per woman, and equate to a population doubling time of 40-50 years. Fertility patterns are still uneven, with high levels among the poor, east side of Bangladesh (*Sylhet and Chittagong divisions*), hard-to-reach, char and haor areas.

Higher incidences of *early marriage* despite remarkable investments in female primary and secondary education are still a major barrier in achieving family planning goals in Bangladesh. BDHS 2007 shows that the median age at marriage for women age 20-24 is 16.4, which is still one and a half years below the legal minimum.

Adolescents are one fourth of the total population and *Adolescent fertility* still remains major concern in fertility control programme. One-third of adolescents age 15-19 have begun childbearing. Twenty-seven percent of teenagers in Bangladesh have given birth, and another 6 percent are pregnant with their first child. Early child bearing is more common in rural areas, among poor and less educated. *Limited access* of both unmarried and married adolescents to FP information and services has worsened the situation more.

Unmet need for FP is 18 percent; 7 percent for spacing and 11 percent for limiting. It means that some of those 18%, and especially those 11%, are potentially interested to adopt permanent and Long Acting methods (PLAM) but systems are not capturing them. The unmet need for family planning is remarkably high in Sylhet and Chittagong divisions. But the unmet need does not vary much between rural and urban locations, and it does not show linear relationship with wealth.

High dropout of contraceptive use (*57% within 12 months of starting the method*) is a big concern. Discontinuation rates are much higher for temporary methods than long acting ones (*condoms 76%, pill and injectables 50% and IUD 33 percent*). The overall discontinuation rate has increased over the past three years.

Though *Permanent and Longer Acting Methods (PLAM)* is much safer and cost effective method, one in ten FP users are using it. Pill is by far the most commonly used method (29 percent) followed by injectables (7%) and male condoms (5%). Only 5% of women and 0.7 percent male accepted sterilization; less than 1 percent of women use IUD and implants.

Wanted fertility rate (1.9 children) is 30 percent lower than the total fertility rate (2.7) which means if all unwanted births could be addressed; the TFR would drop below the replacement level fertility.

Limited access of both unmarried and married adolescents to FP information and services has worsened the situation more.

Regional variations especially in Sylhet and Chittagong divisions are lagging behind in the entire FP determinants (Highest TFR and unmet need; lowest CPR and desire to limit children) that pulling down the national population achievement.

C. Rationale

The achievement in national family planning programme reached its peak in the decades of 80's and 90's. Comprehensive IEC activities were considered as an important factor behind this success. After the successful family planning programme, Bangladesh has gone through different stages of ups and downs including a long lasting plateau of TFR. There are constraints to increasing uptake of FP and thus lowering fertility further, but lack of awareness or knowledge of FP is not among them. Awareness has long been high, on the other hand, attitude towards some methods, especially clinical and permanent methods, have been less than positive. In other words, high awareness and general knowledge on family planning (FP) have not yet led to completion of the entire behavior change cycle that ends in adoption of contraceptive methods. It is therefore necessary to design and implement the comprehensive campaign to revitalize FP through which achievement of population goal as well as some of lagging MDG indicators (in the area of maternal, neonatal, and reproductive health, in particular) could be accelerated. Such a campaign could certainly trigger the influencing factors (e.g., impact of family planning on maternal and neonatal / child health) which will persuade clients to better plan of timing and number of children they would like to have during their reproductive life.

D. Purpose and objectives of the consultancy

The purpose of this consultancy is to design the national comprehensive FP campaign with a view to influencing Bangladeshi population in practicing "Healthy Timing and Spacing of Pregnancy" norm. In order to design the campaign, the following specific objectives are expected to be attained by the end of the consultancy:

1. identify barriers to translate the relatively high awareness on FP into practice
2. identify target audience for communication campaign in order for specific target groups to change their behaviors (as described in the below table)
3. develop communication strategies for different target groups
4. develop different communication approaches to address the barriers (incl. addressing the high dropout)
5. develop messages/FP slogan tailor-made for each of specific target audiences)
6. select communication channels to disseminate messages and
7. Determine total estimated costing of the National FP Campaign and campaign logo

Table. Target groups and behavior change to be achieved through the proposed campaign

Desired behavior change	Primary target group
1. Delayed girls' marriage at least up to the	Adolescents

legal age of marriage	
2. Delayed initiation of child bearing at least up to the age of 20 yrs	Newly wed couple
3. Spaced of at-least 2 years between child	Young couple with 1 child or more
4. Increased informed choice of Permanent and Long Acting FP Methods (PLAM) among those who wish to space for long time and or limit their births	Couples who wish to space for long time and or completed family
5. Reduced drop out of FP use	FP users
6. Reduced Unmet Need for FP	Potential FP users

E. Geographical Coverage

This will be a proposal on national campaign with special emphasis in Sylhet and Chittagong divisions and other low performing areas. The selected agency has to propose the activities by location for a targeted intervention.

F. Scope of Work

The selected agency will have to design a comprehensive national FP campaign which will include:

- Develop an innovative logo and slogan for the national FP campaign;
- Develop a communication and Plan including objectives and strategies;
- Propose target /audience specific BCC materials and activities to address the issues detailed in the background chapter and rationale with media plan including proposed channel of communication;
- Propose roll out/execution plan of the campaign and suggest implementing partners;
- Suggest plan for campaign implementation methodology indicating roles of implementing partners ensuring Public Private Partnership (PPP) for sustainability and ownership of the campaign;
- Suggest possible resource mobilization plan (HR, Logistics and financial);
- Advise on the monitoring and Evaluation Plan for assessing the impact of the National FP Campaign;
- Propose an estimated budget (by category/ thematic group) for entire implementation of The FP Campaign. ✓ Campaign execution cost including outreach/IPC activities, production, airing and creative design card rate. (For airing, Bangladesh Betar and Bangladesh Television will not charge any cost. Hence the related cost should be excluded from the financial proposal.)

The selected organization will be responsible for completing the whole process of designing the campaign as stipulated in the methodology section below.

G. Methodology

1. Conduct a formative assessment of FP situation and future challenges, existing FP programmes including available services and service delivery system, existing BCC materials/activities and review of all available studies and other literatures and additional field studies if required for -
 - Better understanding the determinants of family planning choices and practices of the people of Bangladesh especially among target groups.
 - Identifying the factors that influence FP practices.
 - Understand the better possible ways in reaching the target groups and identifying ways in which the campaign can deliver better results.

- Better planning for required BCC materials/ activities and use of existing materials for future campaign
2. The agency should have adequate stakeholders' consultation including IEM/DGFP and UNFPA to assess the need.
 3. The selected agency after signing of the contract will have initial discussions with UNFPA team/Information Education and Motivation (IEM) Unit of DGFP for finalization of the TOR and work plan. The proposed campaign design team should also be present in the meeting. The methodology, concept and campaign framework will also be finalized in this meeting. The selected agency will provide detailed activity plan with time frame within which the campaign would be designed.
 4. The selected agency should have close contact and feedback mechanism during designing of the FP campaign. The agency should conduct an in-house presentation of the outline of the draft campaign for discussion and comments. The team will incorporate the comments of the reviewers and finalise the campaign design after the presentation.

H. Time frame and deliverables

Time frame: Duration of the assignment is six (06) weeks after signing of the contract

Deliverables:

- Inception report that includes detailed concept and framework and schedule should be submitted immediately after the initial consultative meeting with UNFPA and IEM/DGFP staff
- In-house presentation of the draft outline/product of the campaign proposal should be made at the UNFPA where IEM/DGFP will be present, 4 weeks after signing the contract.
- The draft campaign proposal should be submitted to UNFPA within 5 weeks after signing of the contract for review and comments.
- Three copies of the final proposal on the FP campaign should be submitted after one week of having comments on the draft copy.

Reporting:

The selected agency will be responsible for submission of a fortnightly report to UNFPA. Three copies of the final report shall be submitted as mentioned under Clause H.

I. Selection of the agency:

a. Qualification of Agency/firm:

The agency willing to submit proposal should have:

- Minimum of 10 years of experience in designing social campaign in general and FP campaign in particular
- Experience in executing communication programme including mass media campaign and community-based awareness raising and demand creation programmes
- Demonstrated experience in designing and implementing campaign on family planning in settings with social, political and geographical challenges
- Experience of working in partnership with different stakeholders
- Demonstrated experience and capacity in M&E of a campaign program

- Affiliation with social research agency would be an added advantage

b. Application documents:

Interested agency are requested to submit –

- Previous work sample/ creative design of previous similar assignment
- List and background of Production team and agencies
- Narrative technical proposal by outlining detailed Methodology with work plan, Market segmentation of target audience, Communication Plan (Objectives and Strategies) and channels
- Financial proposal/detail cost proposal

c. Selection Criteria:

Both technical and financial proposals for the **tasks/assignment listed above** must be presented in English. The proposals, technical and financial, will be evaluated by a group of professionally qualified reviewers with media expertise and the criteria for selection are:

i) Agency's qualifying with best **Technical proposal** must score 70% out of total scores of 100; scores distributed by specific criteria are:

Criteria	Weight
Background & Experience	20
Creative Idea	20
Strategic Thinking	20
Quality and credential of the proposed team	15
Overall Understanding of the proposed work	15
Overall Quality of the proposal	10
Total	100

ii) **The Financial proposal** will be opened only for the agencies scoring 70% out of a total score of 100 for Technical Proposal. The Financial Offer should contain the following major heads with details:-

1. Technical
2. Logistics
3. Personnel
4. Planning workshops/meetings
5. Agency Commission
6. CD/VAT, if any (is the responsibility of the Contractor)

- Weighted average of the both technical and financial proposals will be used for awarding the contract.

No agency will commence the work until the final selection and signing of the contract. The agency with which contract is signed will abide by all the terms and conditions and ensure timely and satisfactory completion of the assigned tasks.

J. Award of Contract:

The contract will be awarded to organizations following completion of all evaluations including negotiations if necessary. The selected organization/organizations is/are expected to commence the assignment considering the timeframe as specified in the TOR.

K. Mode of payment

The payment will be made in three installments as follows:

- 50 per cent of the agreed amount of consultancy after in-house presentation of the draft outline/product of the campaign proposal;
- 50% after the completion of the entire work and acceptance of the same by UNFPA and the project authority.

L. General Terms and Conditions

- From the time the bids are opened to the time the contract is awarded, if the bidding organization wishes to contact UNFPA on any matters related to the proposal, it should do so in writing. Any effort to influence UNFPA in the evaluation, proposal comparison or contract award decisions may result in the rejection of the proposals.
- The evaluation committee appointed by UNFPA as a team and each of its members individually will evaluate the proposals on the basis of the TOR and the merits of the proposals. Each technical proposal will be given a score. A proposal shall be rejected at this stage if it does not respond to important aspects of the TOR or if it fails to achieve the minimum technical score.
- The financial bid of the technically qualified organization will only be opened and considered for further evaluation.
- Information related to evaluation of proposals and recommendations concerning awards shall not be disclosed to the organizations that submitted the proposals or to other individuals not officially related to the process until the award of the contract is made.
- **UNFPA will not provide any additional support services or cost during field visit other than the amount mentioned in the contract and approved by UNFPA.**
- **No cost will be provided for preparation of the proposal and during preparatory phase.**
- The data, study report and findings will be treated as UNFPA property. The reports or documents or any part, therefore, cannot be sold, used, or reproduced in any manner without the prior written approval of UNFPA.