

Title: Mass Media Broadcast to increase public awareness on ARI and Diarrheal Diseases

Request for Proposals (RFP)

Bid Reference

WHO/AFG/2018/RFP/015

Unit Name

WHO Afghanistan/ EHA.



Unit Name WHO Afghanistan/ EHA.

The World Health Organization (WHO) is seeking offers for Mass media broadcasting of awareness messages on Acute Respiratory Infection and Diarrheal diseases to be broadcasted by Nationwide TV and Radio Stations . Your Organization/company is invited to submit a proposal for the media broadcast in response to this Request for Proposals (RFP).

WHO is a public international organization, consisting of 194 Member States, and a Specialized Agency of the United Nations with the mandate to act as the directing and coordinating authority on international health work. As such, WHO is dependent on the budgetary and extra-budgetary contributions it receives for the implementation of its activities. Bidders are, therefore, requested to propose the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.

WHO requires the successful bidder, the provider, to carry out The airing of already prepared 1 minute spots about Acute Respiratory Infection (ARI) and Diarrhea for 10 days with the frequency of airing 1 spot of each topic per day. The total broadcasting will be 1minute x 10 days x 2 topics=20 minutes during 10 consecutive days for each TV and Radio stations. Refer to the broadcasting schedule for further details. Please note that the exact broadcasting dates (10 days) are not yet finalized but it will be within 01-May-18 till 31-Jun-18 .

The provider shall be a for profit/not for profit institution operating in the field of media broadcasting with proven expertise in airing of awareness messages throughout the country.

Selection Criteria: *The TV/Radio station should have a good degree of geographical coverage in the country with maximum number of viewers/ listeners in both local languages. During the selection of the stations, duly consideration will be paid to the national coverage of the station as well as the number of viewers/ listeners it has. At least 2 TVs and 3 Radio stations will be selected for this mass media broadcasting campaign*

Validity of the proposal: The broadcaster should make sure that the proposal is valid for at least 90 calendar days after the closing date. The broadcaster shall execute and complete the works and in accordance to the broadcasting schedule attached and submit a brief completion report once the broadcasting is concluded

Bidders should follow the instructions set forth below in the submission of their proposal to WHO.

The proposal and all correspondence and documents relating thereto shall be prepared and submitted in the English language.

The proposal should be concisely presented and structured to include the following information:

- Valid Licence, and Relevant experience
- Information on the geographical coverage
- Financial proposal: The Media Station can submit their quotations for only TV, Radio or both if applicable. The quoted price should be the final price offered after the consideration of discounts (if any). The price provided will be considered to be inclusive of all pertinent costs including admin costs, taxes etc.

Information which the bidder considers confidential, if any, should be clearly marked as such.

The bidder shall submit the complete proposal to WHO in writing no later than _____ [22 April 2018] at 13:00 hours (UTC+04:30) Kabul time ("the closing date"), by mail at the following address:

World Health Organisation country office, UNOCA compound, Paktia Kot, Kabul-Jalalabad Road, Kabul, Afghanistan.



Each proposal shall be marked Ref: WHO/AFG/2018/RFP/015 and be signed by a person or persons duly authorized to represent the bidder, to submit a proposal and to bind the bidder to the terms of this RFP.

WHO may, at its own discretion, extend the closing date for the submission of proposals by notifying all bidders thereof in writing.

Any proposal received by WHO after the closing date for submission of proposals may be rejected.

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by WHO. In exceptional circumstances, WHO may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

The bidder may withdraw its proposal any time after the proposal's submission and before the above mentioned closing date, provided that written notice of the withdrawal is received by WHO via by mail/by email as provided above, before the closing date.

No proposal may be modified after its submission, unless WHO has issued an amendment to the RFP allowing such modifications.

No proposal may be withdrawn in the interval between the closing date and the expiration of the period of proposal validity specified by the bidder in the proposal (subject always to the minimum period of validity referred to above).

WHO may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFP by written amendment. Amendments could, *inter alia*, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP and will, where applicable, be invited to amend their proposal accordingly.

Before conducting the technical and financial evaluation of the proposals it has received, WHO will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order. Proposals which are not in order as aforesaid may be rejected.

Please note that WHO is not bound to select any bidder and may reject all proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO's general principles, including economy and efficiency, WHO does not bind itself in any way to select the bidder offering the lowest price.

WHO may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

WHO reserves the right to:

- a) Award the contract to a bidder of its choice, even if its bid is not the lowest;



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- b) Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;
- c) Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for WHO's action;
- d) Award the contract on the basis of the Organization's particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the Organization and the activity concerned;
- e) Not award any contract at all.

WHO has the right to eliminate bids for technical or other reasons throughout the evaluation/selection process. WHO shall not in any way be obliged to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relating to the evaluation/selection process or to state the reasons for elimination to any bidder.

NOTE: WHO is acting in good faith by issuing this RFP. However, this document does not oblige WHO to contract for the performance of any work, nor for the supply of any products or services.

At any time during the evaluation/selection process, WHO reserves the right to modify the scope of the work, services and/or goods called for under this RFP. WHO shall notify the change to only those bidders who have not been officially eliminated due to technical reasons at that point in time.

WHO reserves the right at the time of award of contract to extend, reduce or otherwise revise the scope of the work, services and/or goods called for under this RFP without any change in the base price or other terms and conditions offered by the selected bidder.

WHO also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.

Within 30 days of receipt of the contract, the successful bidder shall sign and date the contract provided to it by WHO, and return it to WHO according to the instructions provided at that time. If the bidder does not accept the contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice.

All bidders must adhere to the UN Supplier Code of Conduct, which is available at the following link: https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/2014/February%202014/conduct_english.pdf

WHO reserves the right to publish (e.g. on the procurement page of its internet site) or otherwise make public the contractor's name and address, information regarding the contract, including a description of the goods or services provided under the contract and the contract value.

Any and all of the contractor's (general and/or special) conditions of contract are hereby explicitly excluded from the contract, i.e., regardless of whether such conditions are included in the contractor's offer, or printed or referred to on the contractor's letterhead, invoices and/or other material, documentation or communications.

We look forward to receiving your response to this RFP.

Yours sincerely,
Dr. Mohd Daud Altaf, WHE Coordinator

TV Airing BoQ
Public Awareness Campaign

TV Station Name:

Spot subject	Broadcast time	Duration of Spot	Frequency/day	Number of Days	Unit cost	Total
Accute Respiratory Infection (ARI)	7:00pm - 9:00pm	1 Minute	1	10		
Diarrhea	7:00pm- 9:00pm	1 Minute	1	10		
Total Cost						

Important Notes:

The 1 minute spot of each topic to be broadcasted per day consecutively for 10 days during the mentioned time.

The unit cost shows the amount requested for airing of 1 minute spot of the given topic during the proposed time.

The spots are already available both in Pashto/Dari and can be collected from WHO Kabul Office for airing based on the broadcasting schedule prepared.

The spots are animations prepared by Health Promotion Department of Ministry of Public Health

Radio Airing BoQ

Public Awareness Campaign

Radio Station Name:

Spot subject	Broadcast time	Duration of Spot	Frequency/day	Number of Days	Unit cost	Total
Accute Respiratory Infection (ARI)	6:30am -8:30am	1 Minute	1	10		
Diarrhea	6:30am -8:30am	1 Minute	1	10		
Total Cost						

Important Notes:

The 1 minute spot of each topic to be broadcasted per day consecutively for 10 days during the mentioned time.

The unit cost shows the amount requested for airing of 1 minute spot of the given topic during the proposed time.

The spots are already available both in Pashto/Dari and can be collected from WHO Kabul Office for airing based on the broadcasting schedule prepared.

Proposed Broadcasting Schedule

Proposed TV Airing Schedule													
Spot topic	Broadcast time (Evening)	Spot Length	Broadcasting in days										Total Minutes
			Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	
Accute Respiratory Infection (ARI)	7:00 - 8:00 pm	1 minute	1		1		1		1		1		5
	8:00 - 9:00 pm	1 minute		1		1		1		1		1	5
Diarrhea	7:00 - 8:00 pm	1 minute		1		1		1		1		1	5
	8:00 - 9:00 pm	1 minute	1		1		1		1		1		5
Total (minutes)													20

Proposed Radio Airing Schedule													
Spot topic	Broadcast time (Morning)	Spot Length	Broadcasting in days										Total Minutes
			Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	
Accute Respiratory Infection (ARI)	6:30 - 7:30 am	1 minute	1		1		1		1		1		5
	7:30 - 8:30 am	1 minute		1		1		1		1		1	5
Diarrhea	6:30 - 7:30 am	1 minute		1		1		1		1		1	5
	7:30 - 8:30 am	1 minute	1		1		1		1		1		5
Total (minutes)													20