Request for Proposal

Hiring of an Agency for providing support for digital Engagement

I. Summary of Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release of Request for Proposal</td>
<td>14 Oct 2020</td>
</tr>
<tr>
<td>Fact-finding questions received by</td>
<td>20 Oct 2020</td>
</tr>
<tr>
<td>Response to fact-finding questions</td>
<td>23 Oct 2020</td>
</tr>
<tr>
<td>Proposals due</td>
<td><strong>28 Oct 2020</strong></td>
</tr>
<tr>
<td>Selection of short-listed suppliers</td>
<td>2 Nov 2020</td>
</tr>
<tr>
<td>Interviews with short-listed suppliers</td>
<td>3 – 5 Nov 2020</td>
</tr>
<tr>
<td>Bidders notified of decision</td>
<td>6 Nov 2020</td>
</tr>
</tbody>
</table>

Note that PATH reserves the right to modify this schedule as needed. All parties will be notified simultaneously by email of any changes.

II. PATH Statement of Business

PATH is a global organization that works to accelerate health equity by bringing together public institutions, businesses, social enterprises, and investors to solve the world’s most pressing health challenges. With expertise in science, health, economics, technology, advocacy, and dozens of other specialties, PATH develops and scales solutions—including vaccines, drugs, devices, diagnostics, and innovative approaches to strengthening health systems worldwide.

Our 1,500+ strong team includes scientists, health experts, business leaders, engineers, advocates, and experts from dozens of other specialties. We work in more than 70 countries to transform bold ideas into sustainable solutions that improve health and wellbeing for all, reaching over 150 million people, on average, each year.

Since 1978, PATH has been working with public and private partners in India to develop local solutions, support homegrown innovation, and share our technical expertise. PATH develops, introduces, and scales up cutting-edge technologies and methodologies to tackle existing diseases and emerging health concerns.
A few of our many successes in India include finding new methods to deliver nutritious food to schoolchildren, creating and implementing successful public-private partnership models to combat diseases, and expanding access to lifesaving vaccines for new mothers and their infants. For more: www.path.org/india

III. Project Background

Insert the Project Title here

A. Project Background: PATH’s India office is working with governments and partners to strengthen supply chain and improve availability of contraceptives in public health facilities. Our family planning supply chain strengthening project provides technical support to eight states in India to improve availability of contraceptives at government health facilities.

B. Proposed Project Timeline: (modify or delete this section as needed for your project)

<table>
<thead>
<tr>
<th>Project start date</th>
<th>16 Nov, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interim deliverables due date</td>
<td>30 Nov, 2020</td>
</tr>
<tr>
<td>Final deliverable due date</td>
<td>15 Dec, 2020</td>
</tr>
</tbody>
</table>

IV. Scope of Work and Deliverables

A. Scope of Work: PATH’s India office is working with governments and partners to address the gaps that prevent access to family planning commodities in public health facilities. Our family planning supply chain strengthening project provides technical support to eight states in India to improve availability of contraceptives at government health facilities.

PATH is looking for an experienced agency to provide support for the following activities under this project in close coordination with PATH team:

1. Organize a half day virtual national level dissemination meeting in the first week of December 2020 to share the impact, key learnings and outcomes from the project with stakeholders. The national consultation will need to be a virtual event in the form of an online webinar or workshop or panel discussion involving the virtual participation of key stakeholders from across the country. The agency will need to handle all logistics for the virtual event, including:
   - Developing a theme, concept and agenda for the virtual event,
   - Developing custom branded communication materials and graphics to publicize the event on social media and other digital channels and among key stakeholders leading up to, during and post the event,
   - Drafting, sending out and tracking invitations for participants
   - Identifying and inviting panelists/speakers,
   - Identify and use an appropriate digital tool to organize the virtual dissemination meeting. Existing PATH webinar/meeting tools could also be used for organizing the virtual event if they are apt for this purpose.
   - Organize a glitch free and engaging event with appropriate icebreakers utilizing moderator(s) as needed.
- Capture the key discussions and participant feedback of the event and share the same within 10 days of the end of the event.
- Capture photos of key moments of the event and share the same within 1 day of the end of the event.
- If required, live share the event on appropriate online channels and also live tweet or report on the event to increase participation and engagement
- Share key metrics of the event including number of participants, and engagement during the event and on social media.

In addition to the national dissemination meeting, the agency will need to provide handholding support to the project’s state technical officers to organize smaller state level virtual dissemination meetings in 8 states. This handholding support is expected to involve the development of a how to guide, supporting graphics along with one virtual training to orient the project state leads on how to organize the state level dissemination events.

2. Develop custom social media content (graphics and posts) for Facebook, Twitter and LinkedIn for a month long social media push to share the key outcomes, impact and learnings from the project that can be shared on PATH’s social media channels, used by PATH project staff for sharing on their personal social media channels and also can be packaged and shared as a social media toolkit with key stakeholders to share on their channels. The agency will need to develop the necessary compelling content for the social media push including any associated graphics, infographics (static or animated) as per PATH’s brand.

3. Optional (if needed): Design, code, test and handover a HTML newsletter that provides an update on the project’s outcomes, the national and state events along with any other relevant content

B. Deliverables:
- One virtual national dissemination event with all associated graphics, invites, custom branding.
- How to guide for 8 state level dissemination events.
- Social media content with custom posts, graphics and infographics for Facebook, Twitter and LinkedIn for a month long social media push
- One HTML newsletter

V. Proposal Requirements - Financial

Provide itemized costs for the total scope of this project, based on the scope of work and deliverables outlined in Section IV. The final scope of work may be subject to negotiation; however, bidder selection will be made against the original scope of work. Bids should include itemized costs for key elements of the scope of work, as follows:

- A detailed introduction of the agency.
- Information on similar kind of projects handled previously including online links to photos or reports on the same.
- A synopsis of key professionals to be involved in the assignment.
- A tentative timeline.
- **Budget:** Budget should be as detailed as possible; indicating the human resource costs and any other direct costs to be involved in this assignment. The budget should also indicate applicable taxes.
- Itemization of all other costs, e.g., agency costs, agency fees, sub-contracted resources, administrative costs, supplies, tax, etc.

VI. Proposal Requirements – Technical

Provide a narrative on your technical approach to accomplish the Scope of Work and Deliverables per section IV, including:

- Description of technical approach.
- Discussion of project management and roles of project team.
- Timeline to meet the deliverables.
- Potential obstacles and plan to overcome them.
- Identification of major internal and external resources.

Provide information on your overall qualifications, including:

- Profile of relevant corporate qualifications.
- Profile of relevant experience and examples of related work.
- Qualifications of key members of the proposed project team (attach CVs and provide details of back-up/standby teams).
- Number of years in business.
- Annual revenue
- If your company has more than one location, please indicate these qualifications for the site that is responding.

VII. Proposal Evaluation Criteria

The following is a list of significant criteria against which proposals will be assessed. The criteria are listed in order of priority; however they are not weighted.

A. Technical (insert technical evaluation criteria here)
B. Experience (insert experience-related criteria here)
C. Experience with USAID contracts (delete this line if not applicable)
D. Costs (as detailed in Section V)

Note: PATH reserves the right to include additional criteria.

VIII. Instructions and Deadlines for Responding

A. PATH contacts

Technical/Program Contact: Anil Cherukupalli email: acherukupalli@path.org

Procurement Contact: Sushil Kumar Pandey, email: spadney@path.org

B. Fact-finding questions
Questions on this solicitation will be accepted via email to the contacts listed above through 20/10/2020. Questions and answers to all questions will be provided on 23/10/2020 to all participants who confirmed interest. Please note that responses will not be confidential except in cases where proprietary information is involved. Inquiries after this date cannot be accommodated.

C. Proposals due: 28/10/2020

Completed proposals should be submitted by email to the contacts listed above. The subject line of the email should read: RFP - Digital Engagement - Company name (bidder name).

D. Selection of short-list

PATH reserves the right to select a short list from the bids received. PATH has the option to interview and discuss specific details with those candidates who are on the short-list.

E. Conclusion of process

Applicants will be notified of PATH’s decision by date mentioned in page 1 (summary of deadlines). Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

IX. Terms and Conditions of the Solicitation

A. Notice of non-binding solicitation

PATH reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal.

B. Confidentiality

All information provided by PATH as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, PATH will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

C. Conflict of interest disclosure

Suppliers bidding on PATH business must disclose, to the procurement contact listed in the RFP, any actual or potential conflicts of interest. Conflicts of interest could be present if; there is a personal relationship with a PATH staff member that constitutes a significant financial interest, board memberships, other employment, and ownership or rights in intellectual property that may be in conflict with the supplier’s obligations to PATH. Suppliers and PATH are protected when actual or perceived conflicts of interest are disclosed. When necessary, PATH will create a management plan that provides mitigation of potential risks presented by the disclosed conflict of interest.

D. Communication

All communications regarding this solicitation shall be directed to appropriate parties at PATH indicated in Section VIII. A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest, and could result in disqualification of the proposal.
E. Acceptance

Acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists’ proposals, as well as the option of accepting partial components of a proposal if appropriate.

F. Right to final negotiations

PATH reserves the option to negotiate on the final costs and final scope of work, and also reserves the option to limit or include third parties at PATH’s sole and full discretion in such negotiations.

G. Third-party limitations

PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without our express written consent.

H. Proposal Validity

Proposals submitted under this request shall be valid for 90 days from the date the proposal is due. The validity period shall be stated in the proposal submitted to PATH.