



United Nations Population Fund
Maldives Country Office
3rd Floor, Shinetree Building, Boduthakurufaanu Magu
Maafannu, Male' 20184, Republic of Maldives
Email: maldives.office@unfpa.org
Website: www.unfpa.org

Date: 4 January 2022

REQUEST FOR QUOTATION RFQ N° UNFPA/MDV/RFQ/22/002

UNFPA hereby solicits a quotation for the following service:

“Contractor for Census 2022 Communications”.

UNFPA requires a local contractor to develop the communications plan and assets in line with the Census 2022 communications strategy and conduct the overall communication campaign regarding Census 2022.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform in the country, or through an authorized 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](#)

Service Requirements/Terms of Reference (ToR)

- Background information

UNFPA as the population data agency has provided technical support in the collection, processing, analysis, dissemination and use of census data for development in many countries. In the 2020 census round, UNFPA's key areas of support include Geographic Information Systems and data processing experts, operations support, and training and developing technical and operation guidance tools.

As Maldives Bureau of Statistics (MBS) embarks on the preparation for census 2022, timely information and awareness is crucial to ensure the participation of everyone in the population and housing census.

The communications strategy for the Census 2022 focuses on creating wider public awareness on the importance of the census, as well as the activities and events, with targeted messages for the key demographics including children, youth, elderly populations, persons with disabilities, migrant workers, as well as women and men.



- Specific Milestones:

The assignment will require the Contractor to work closely with the country team in achieving the following:

- Quarter 2 of Census Communications (January - April 2022)
 - 1 (one) informational video (90 seconds) targeted to the general public addressing the key message that Demographic, Disability, Education, Migration, Employment, Nuptiality and Fertility information will be collected at Census 2022.
 - 4 (four) 20 second clips developed from the above video To make the video more attractive 3D animations and text can be used along with videos.
 - 1 (one) informational video (60 seconds) targeted to entrepreneurs and companies regarding the economic census 2022
 - 2 (two) 20-30 second clips trimmed from the above video for posting to social media.
 - 1 (one) informational video (30 seconds) targeted towards recruiting enumerators for Census 2022.
- Quarter 3 of Census Communications (May - August 2022)
 - 1 (one) informational video (60 seconds) targeted to multiple groups on the population and housing census and the economic census 2022)
 - 2 (two) 30 second clips trimmed from the above video
- Quarter 4 of Census Communications (September - October 2022)
 - 1 (one) informational video (60 seconds) targeting the general public with the Census 2022 reference time.
 - 2 (two) 30 second clips trimmed from the above video
- The specific milestones listed above will contribute to following deliverables:
 1. Development of a communications plan in line with the Census 2022 Communications Strategy
 2. Regular posting to social media platforms (Facebook, instagram, twitter, tiktok and viber) in line with the developed communications plan.
 3. Development of 5 informational videos as detailed above.
 4. Trimmed versions of the videos prepared for posting to social media (detailed above)
 5. Development of radio commercial versions of the informational videos.
 6. Development of 30 infographic assets for sharing through social media platforms (including facebook, twitter and viber)
- Inputs
 - Contractor:
 - Fulfill the stipulated in the contract and the ToR through review of documents, email communications, zoom/Skype calls and meetings
 - Maintain close contact by email with MBS and UNFPA
 - Communicate any complications regarding the assignment as soon as possible
 - Provide contact details that allow MBS and UNFPA to get in contact with the contractor's staff/personnel assigned for the assignment at any time during the contract.



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- The Contractor will have access to confidential data. Sharing these data with a third party is strictly prohibited.
- o Maldives Bureau of Statistics:
 - Assign a focal point to work with the Contractor
 - Provide the the Census 2022 Communications Strategy
 - Provide relevant documents and information as required
 - Review and provide comments to the deliverables in a timely manner
- o UNFPA Maldives:
 - Monitor and facilitate the progress of the assignment
 - Review and provide comments to the deliverables in a timely manner
 - Facilitate necessary contacts
 - Make payments upon completion and acceptance of deliverables/milestones
- Timing / Schedule
 - January - October 2022, working schedule to be finalized at time of contracting



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II. Questions

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

Name of contact person at UNFPA:	<i>Yusuf Shah Ahmed</i>
Email address of contact person:	yuahmed@unfpa.org

The deadline for submission of questions is **Tuesday, 11 January 2022 at 16.00hrs Maldives time**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

III. Content of quotations

Quotations should be submitted in a single email whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs.
- 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, 18 January 2022 at 16.00hrs Maldives Time**.

Name of contact person at UNFPA:	<i>Mohamed Haneef</i>
Email address of contact person:	maldives.office@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/MDV/RFQ/22/002 – Contractor for Census 2022 Communications**. Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer 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



Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the project	100		20%	
Work plan/time scales given in the proposal and its adequacy to meet the project objectives	100		20%	
Professional experience of the staff that will be employed to the project with demonstrated expertise in videography and communications	100		30%	
Knowledge and experience in the population and development field	100		15%	
Profile of the company and relevance to the Project.	100		15%	
<i>Grand Total All Criteria</i>	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



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Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 60 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:

Financial score =	Lowest quote (\$)	X 100 (Maximum score)
	Quote being scored (\$)	

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.

Total score = 60% Technical score + 40% Financial score

VI. 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 between January to October 2022 to the Bidder(s) that obtain the highest total score.

VII. 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.

VIII. 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.

IX. 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 authorized 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.



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

X. 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](#).

XI. RFQ Protest

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 Office Shadiya Ibrahim at ibrahim@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.

XII. 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).



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PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	
Request for quotation N°:	UNFPA/MDV/RFQ/22/002
Currency of quotation :	MVR
Validity of quotation: <i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

Item	Description	Rate	Qty.	Total
Total Contract Price				

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/MDV/RFQ/22/002 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.

Name and title	Date and place	



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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](#)