

ANNEX 2



REQUEST FOR PROPOSAL (RFP)

PSI is a leading global health organization with the mission to make it easier for all people to lead healthier lives and plan the families they desire. Working in partnership within the public and private sectors, and harnessing the power of the markets, PSI focuses on achieving measurable health impact in more than 50 countries worldwide in its practice areas. For over 40 years, PSI has provided life-saving products, clinical services and behavior change communications that empower the world's most vulnerable populations to lead healthier lives.

PSI is differentiated with its focus on measurable health impact and attempts to measure its effect on disease and death much like a for-profits measure their revenue and profits.

PSI's world headquarters are in Washington, D.C., with a global presence in 50 countries and a European office in Amsterdam. PSI's major donors include the governments of the United States, United Kingdom, Germany and the Netherlands, the Global Fund, United Nations agencies, private foundations, corporations, and individuals.

Please visit our website (www.psi.org) for additional background information about PSI, including a description of our major program areas and a list of the countries in which we operate.

ISSUE DATE: 20/02/2023	CLOSING DATE: 03/03/2023
REFERENCE NUMBER:	N/A

Dear Sir / Madam:

You are kindly requested to submit your quotation for the following items before or on:

Item	Generic Description
1	<p>Brand amplification of a digital health platform in Pakistan</p> <p><i>PSI Pakistan is seeking a firm that can help amplify our digital health platform by:</i></p> <ul style="list-style-type: none"> • <i>Improving access to relevant, personalized and on-demand sexual wellness information on digital channels, by becoming the go-to source for edutainment content.</i> • <i>Building a community where consumers are our biggest advocates.</i> • <i>Helping improve consumers health and wellness by signposting to PSI's (and its strategic partner's) portfolio of high -quality products and services to ensure he/she gets what he/she needs, when and where he/she needs it.</i> • <i>Leveraging digital engagement and insights to help refine our business model and product/service offerings through consumer co-creation and brand ambassadors.</i> • <i>Any and every new idea/opportunity to reach the consumers and make them use this digital platform.</i> <p><i>We invite you to participate in this competitive solicitation for pricing, delivery, and terms of service to provide brand amplification services as detailed below.</i></p>

DETAILED SPECIFICATIONS

Scope of Work:

Strategic planning, ideation, creation, implementation, engagement, and optimization to amplify the digital health platform and digital companion (chatbot) in the Pakistani market. Building long-lasting brand loyalty and customer relationships by attracting more customers and bringing together existing ones. **Any and every new idea/opportunity to reach the consumers and make them use this digital platform.**

1. **Digital Advertising:** provide digital advertising strategy, creative, and media plans to deliver on identified key performance indicators and return on ad spend by utilizing a mix inclusive of SMO, paid search, social media, influencer marketing, display, and other advertising categories.
2. **On-ground Activities:** All types of engaging activities that would serve to capture the attention of our target audience and perk their interest in digital health platform.
3. **Live Engagement:** inspire brand advocates, deepen conversations, encourage platform/chatbot usage, grow communities, and create an overall buzz about the digital health platform within the target audience.
4. **Digital Synchronicity:** As it is primarily a digital platform, the audience must be engaged in a way that links them to digital platform and the chatbot.
5. **Measurability:** The plan needs to translate to quantifiable numbers which can give us a measurable impact of the activation and its effectiveness in getting the audience to use the chat in addition to overall engagements/intercepts.
6. **Optimization:** develop testing and optimization strategy, implement ongoing testing and optimization plan, and provide recurring reporting on leading and lagging KPIs (Key Performance Indicators) to ensure maximum ROI.

Include the following in your proposal:

Please provide a maximum of three case studies that best demonstrate your approach capabilities, and results for brand amplification with a similar market or target audience. We will be analyzing the proposal based on the following areas:

1. **Campaign strategy:** What is your approach for the campaign/brand? Include channel mix, core messaging, objectives, etc.

2. **Creativity:** What is your creative process for brand amplification? How will you optimize its effectiveness? How attractive are the designs? Include examples of the creative materials for the campaign.
3. **Community:** How will the campaign leverage the power of buzz and community?
4. **Consumer experience:** How will your campaign leave a lasting impression on the audience? How will it get them talking on the subject matter and entice shareability through social media, word of mouth or otherwise?
5. **ROI and Key Metrics:** What will be your approach to measuring return on marketing investment?

We would also like you to include the following.

- Credentials: Key clients, projects, and volume of business, handled in 2022
- Team for the project: Profiles (Years of experience, previous work, and time with firm) that will be assigned to this project and their role within the project.
- References: Three client references we may contact.
- Technical Proposal: This includes a campaign proposal and performance marketing strategy
- Financial Proposal: This includes the pricing model as suitable (Retainer/Tariff based/Project Based)

Assessment Criteria

1. Concept/Strategy developed for the brand - 60%
2. Cost Effectiveness (Budget and Standard Tariffs) - 30%
3. Company's Profile and Client List - 10%

CONDITIONS

Delivery Term	Karachi, Pakistan
Payment Terms	Credit
Validity of Quotation	<input checked="" type="checkbox"/> 30 DAYS <input type="checkbox"/> 60 DAYS
General Terms and Conditions	Copy enclosed (see Annex A)
Other	<input type="checkbox"/> Partial bids permitted. <input checked="" type="checkbox"/> Partial bids not permitted

REQUIREMENTS

Desired Delivery Date: **March 31, 2023**

Quote Submission: Quotes are to be submitted at **D-21, Clifton Block 05 near Karachi Grammar School, Karachi, Pakistan**. Suppliers are under no obligation to prepare or submit quotes in response to this RFQ and do solely at their own risk and expense. PSI will not reimburse any cost incurred related to this RFQ. Quotes shall be submitted on the Bid Submission Form accompanying this Request for Quotes.

Language: All documentation, including installation and operating manuals shall be in:

English

EVALUATION CRITERIA**Evaluation Method:**

Quotes received will be evaluated using a 2-stage process:

- A. **Stage 1:** All quotes must be complete and adhere to the terms and conditions of the RFQ. A quote will be deemed complete and compliant if the quote is signed, meets product specifications, is valid for at least **30** days, and is substantially responsive to the terms and conditions of the RFQ documents.
- B. **Stage 2:** The quote that passes Stage One will move on two Stage Two and be weighted as follows: (Price 30%) – A Supplier with the lowest total price will be awarded [50] points. All other bidders' scores will be decreased by 1% for every 1% increase in price from the lowest total price.

Rejection of Award:

- A. PSI may reject any quote that is not substantially responsive to the terms and conditions of the RFQ.
- B. PSI is not bound to accept the lowest or any tender and reserves the right to accept any tender in whole or in part and to reject any or all tenders without assigning any reason there for and to Contract on any of the terms offered or on different terms. Circumstances in which rejection of all quotes may occur include, without limitation, the following:
 - a. None of the quotes is adequately responsive to the specifications,
 - b. There is evidence of insufficient competition, or
 - c. The lowest quote exceeds the estimated value or funds available by a significant amount and cannot be reduced by negotiation.
- C. PSI will send a notification/purchase order/agreement to the winning bidder.

Annex A: General Terms and Conditions

1. ACCEPTANCE OF THE ISSUED PURCHASE ORDER/AGREEMENT AFTER WINNING

Issued purchase order may only be accepted by the Supplier's signing and returning an acknowledgement copy of it or by timely delivery of the goods in accordance with the terms of issued purchase order, as herein specified. Acceptance of issued purchase order shall affect a Purchase Order between the Parties under which the rights and obligations of the Parties shall be governed solely by the terms and conditions of issued purchase order, including these General Conditions. No additional or inconsistent provisions proposed by the Supplier shall bind PSI unless agreed to in writing by a duly authorized official of PSI.

2. CONFLICT OF INTEREST

- 2.1 Neither the Supplier nor any of the Supplier's officers, employees, agents or subcontractors shall engage in any personal, business or professional activity which conflicts or could conflict with any of the Supplier's obligations under the Contract.
- 2.2 Without prejudice to any other provisions in the agreement the Supplier shall notify PSI immediately of any actual or potential conflict together with recommendations as to how the conflict can be avoided.
- 2.3 The Supplier shall ensure that its officers, employees, agents and subcontractors comply with the provisions of this clause.
- 2.4 Should the Supplier have any concerns related to fraud, waste, abuse or corruption under this Contract; either with their employees or anyone working for, or affiliated with PSI, the Supplier should report allegations and concerns to the PSI Country Representative or through PSI's third-party whistleblower hotline, Ethics Point. The website for reporting is: www.psi.ethicspoint.com.

3. PAYMENT

- 3.1 PSI shall, on fulfillment of the Delivery Terms, unless otherwise provided in issued purchase order, make payment within 30 days of receipt of the Supplier's invoice after delivery of goods/ services documents specified in issued purchase order; fulfilling the conditions in 3.5
- 3.2 Payment against the invoice referred to above will reflect any discount/Tax shown under the payment terms of issued purchase order separately, provided payment is made within the period required by such payment terms.
- 3.3 Unless authorized by PSI, the Supplier shall submit one invoice in respect of issued purchase order, and such invoice must indicate the Purchase Order's identification number.
- 3.4 The prices shown in issued purchase order may not be increased except by express written agreement of PSI.
- 3.5 PSI shall deduct all applicable taxes per the government regulations on the invoices received in case a sales tax invoice is received a tax exemption will be applied post the receipt of proforma invoice from the selected vendor and sales tax will only be released once the confirmation from the project donor is received in case tax exemption is not available.

4. RISK OF LOSS

Risk of loss, damage to or destruction of the goods shall be governed in accordance with CIP Incoterms 2010, unless otherwise agreed upon by the Parties on the front side of issued purchase order.

5. EXPORT LICENCES

Notwithstanding any INCOTERM 2010 used in issued purchase order, the Supplier shall obtain any export licenses required for the goods.

6. FITNESS OF GOODS/PACKAGING

The Supplier warrants that the goods, including packaging, conform to the specifications for the goods ordered under issued purchase order and are fit for the purposes for which such goods are ordinarily used and for purposes expressly made known to the Supplier by PSI, and are free from defects in workmanship and materials. The Supplier also warrants that the goods are contained or packaged adequately to protect the goods.

7. INSPECTION

- 7.1 PSI shall have a reasonable time after delivery of the goods to inspect them and to reject and refuse acceptance of goods not conforming to issued purchase order; payment for goods pursuant to issued purchase order shall not be deemed an acceptance of the goods.
- 7.2 Inspection prior to shipment does not relieve the Supplier from any of its Purchase Order obligations.

8. INTELLECTUAL PROPERTY INFRINGEMENT

The Supplier warrants that the use or supply by PSI of the goods sold under issued purchase order does not infringe any patent, design, tradename or trademark. In addition, the Supplier shall, pursuant to this warranty, indemnify, The Seller shall fully indemnify PSI against all liabilities, losses, damages etc. incurred by PSI arising from any act or omission of the Seller, its employees or agents, any claim by a third party with respect to the Goods or Services or any liabilities under any legislation with respect to the Goods or Services including patent, design, tradename or trademark.

9. RIGHTS OF PSI

In case of failure by the Supplier to fulfil its obligations under the terms and conditions of issued purchase order, including but not limited to failure to obtain necessary export licenses, or to make delivery of all or part of the goods by the agreed delivery date or dates, PSI may, after giving the Supplier reasonable notice to perform and without prejudice to any other rights or remedies, exercise one or more of the following rights:

- a) Procure all or part of the goods from other sources, in which event PSI may hold the Supplier responsible for any excess cost occasioned thereby.
- b) Refuse to accept delivery of all or part of the goods.
- c) Cancel issued purchase order without any liability for termination charges or any other liability of any kind of PSI.

PSI is entitled to withdraw this offer prior to acceptance by the supplier.

10. LATE DELIVERY

Without limiting any other rights or obligations of the parties hereunder, if the Supplier will be unable to deliver the goods by the delivery date(s) stipulated in issued purchase order, the Supplier shall (i) immediately consult with PSI to determine the most expeditious means for delivering the goods and (ii) use an expedited means of delivery, at the Supplier's cost (unless the delay is due to **Force Majeure**), if reasonably so requested by PSI.

Should the Supplier anticipate difficulties that may prevent him from delivering on time or in the agreed quality, he shall notify the PSI thereof immediately, stating the reasons. In addition, in case of fault of the supplier PSI shall be entitled to demand payment of a liquidated damages amounting to 0.5% of the value of the late

goods/services per started week of delay up to a maximum of 5% of the entire value of the order. The liquidated damages shall be set off against any claims for damages due to late delivery PSI shall not be obliged to return any packaging or packing materials.

11. ASSIGNMENT AND INSOLVENCY

- 11.1** The Supplier shall not, except after obtaining the written consent of PSI, assign, transfer, pledge or make other disposition of issued purchase order, or any part thereof, or any of the Supplier's rights or obligations under issued purchase order.
- 11.2** Should the Supplier breach any term become insolvent or should control of the Supplier change by virtue of insolvency, PSI may, without prejudice to any other rights or remedies, immediately terminate issued purchase order by giving the Supplier written notice of termination.

12. TERRORISM

- 12.1** As a acceptance of Purchase Order, Supplier hereby certifies that it has not provided and will not provide material support or resources to any individual or entity that it knows, or has reason to know, is an individual or entity that advocates, plans, sponsors, engages in, or has engaged in terrorist activity, including but not limited to the individuals and entities listed in the Annex to Executive Order 13224 and other such individuals and entities that may be later designated by the United States under any of the following authorities: § 219 of the Immigration and Nationality Act, as amended (8 U.S.C. § 1189), the International Emergency Economic Powers Act (50 U.S.C. § 1701 et seq.), the National Emergencies Act (50 U.S.C. § 1601 et seq.), or § 212(a)(3)(B) of the Immigration and Nationality Act, as amended by the USA Patriot Act of 2001, Pub. L. 107- 56 (October 26, 2001) (8 U.S.C. §1182). Supplier further certifies that it will not provide material support or resources to any individual or entity that it knows, or has reason to know, is acting as an agent for any individual or entity that advocates, plans, sponsors, engages in, or has engaged in, terrorist activity, or that has been so designated, or will immediately cease such support if an entity is so designated after the date of the referenced agreement.
- 12.2** For purposes of this certification, "material support and resources" includes currency or other financial securities, financial services, lodging, training, safe houses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials.
- 12.3** This certification is an express term and condition of the Purchase Order and any violation of it shall be grounds for unilateral termination of the agreement by Purchaser prior to the end of its term.

13. PROHIBITION ON ADVERTISING

The Supplier shall not advertise or otherwise make public that it is furnishing goods or services to PSI without specific permission of PSI in each instance.

14. GOVERNING LAW

- 14.1** The governing language of Purchase Order shall be English, and all notices and other communications relating or pursuant to the provisions of the Purchase Order (including, without limitation, those in connection with issues, settlement of disputes) shall be in English.
- 14.2** The Purchase Order, its formation, and the facts and circumstances surrounding its making and performance, shall be interpreted in accordance with the following, listed in order of precedence: (1) the express terms and conditions of the Purchase Order, (2) the Pakistani laws & (3) laws in effect in Washington DC.

15. SETTLEMENT OF DISPUTES

The Parties shall use their best efforts to settle amicably all differences and disputes arising out of or in connection with this Agreement or the interpretation thereof. Disputes or misunderstandings shall be submitted in writing to the PSI Country Representative for review and settlement in accordance local laws and with U. S. Government rules and regulations and with respect to fairness, equitability, and reasonableness. In the event no agreement is reached the matter shall be referred to binding arbitration at a mutually agreed neutral site. Each party shall bear its own costs of arbitration, including attorney fees. The parties shall maintain confidentially of all information herein except for matters already in the public domain or if so, compelled by a court of competent jurisdiction. The arbitral tribunal shall have no authority to award punitive damages.

16. Trafficking in Persons

- A.** Prohibitions. During the term of this Agreement, the vendor shall not engage in:
- B.** Trafficking in persons (TIP) as defined in applicable UN Conventions; Procuring commercial sex acts; Using forced labor; Committing any act with respect to employees (including consultants and volunteers) that supports or advances TIP including
- i. confiscating identity or immigration documents.
 - ii. failing to provide return transportation upon request to employees recruited from another country.
 - iii. making false or misleading representations concerning terms or conditions of employment.
 - iv. charging recruitment fees to an employee.
 - v. using recruiters that do not comply with labor laws in the country where the recruitment takes place.
 - vi. if required by law or contract, failing to provide a written employment agreement or work document setting out employment conditions in a language the employee understands; or
 - vii. housing employees in substandard conditions.
- C.** Reporting. If vendor receives any credible information concerning a violation of any of the foregoing prohibitions, it must immediately notify PSI, fully cooperate, and enable its employees to cooperate with any investigation and/or corrective action by PSI.

Annex B: Quote Submission Form

<i>Reference No</i>	
<i>Issue Date</i>	
<i>Closing Date</i>	

<i>Item</i>	<i>Product (Add Details)</i>	<i>Unit Price</i>	<i>Total Price –</i>
1			

<i>Quote Validity (in days):</i>
30 days

<i>Date:</i>	
<i>Company:</i>	
<i>Name & Title:</i>	
<i>Signature & Stamp:</i>	