



## REQUEST FOR PROPOSAL (RFP) (For Low-Valued Services)

NAME & ADDRESS OF FIRM	DATE: October 27, 2020
	REFERENCE: MyRFP_2020_024

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Creative Agency for PRIHATIN publication (National Firm\_Malaysia)**.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before Wednesday, November 04, 2020 and via email, courier mail or fax to the address below:

**United Nations Development Programme**  
Menara PJH, Level 10, No 2, Jalan Tun Abdul Razak, Precinct 2, 62100 Putrajaya.  
**procurement.my@undp.org**

Your Proposal must be expressed in the English language, and valid for a minimum period of **90 days**.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscclconduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscclconduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Patrick Pee*  
*Assistant Resident Representative*  
10/27/2020

## Description of Requirements

Context of the Requirement	Creative services for design of PRIHATIN publications															
Implementing Partner of UNDP	N/A															
Brief Description of the Required Services <sup>1</sup>	UNDP will like to engage a local company (Malaysia) to provide the creative services to produce the following publications.															
List and Description of Expected Outputs to be Delivered	<table><tr><th>Publication/Description</th><th>PRIHATIN Social Assistance Report (PSAR)</th></tr><tr><td>Estimated # of pages</td><td><b>Full report:</b> 40 – 60 pages  <b>Social media assets:</b> Fact sheets/abstract posters (less than 10)</td></tr><tr><td>Content format</td><td><ul style="list-style-type: none"><li>• Size: A4</li><li>• Report/Results findings.</li><li>• Text heavy and analysis document.</li></ul></td></tr><tr><td>Images</td><td><ul style="list-style-type: none"><li>• May need to source for stock photos (minimal 20 photos), depending on approved design concept,</li><li>• Illustrate graphs, charts, and figures</li></ul></td></tr><tr><td>Expected delivery date</td><td colspan="2">Week of 25<sup>th</sup> January 2021</td></tr><tr><td>Output files</td><td colspan="2">Online version High-res ready to print</td></tr></table> <p><b>Specific task/assignments as follows but not limited to:</b></p> <ol style="list-style-type: none"><li>1. To share options (minimum 3) for design concept of each publication based on creative briefs by project team and original authors. Iteration may require minimal of 3 drafts from selected design concept.</li><li>2. Prepare, improve and edit artwork (e.g., infographics, photos, charts and other graphic elements) as part of content design.</li></ol>		Publication/Description	PRIHATIN Social Assistance Report (PSAR)	Estimated # of pages	<b>Full report:</b> 40 – 60 pages  <b>Social media assets:</b> Fact sheets/abstract posters (less than 10)	Content format	<ul style="list-style-type: none"><li>• Size: A4</li><li>• Report/Results findings.</li><li>• Text heavy and analysis document.</li></ul>	Images	<ul style="list-style-type: none"><li>• May need to source for stock photos (minimal 20 photos), depending on approved design concept,</li><li>• Illustrate graphs, charts, and figures</li></ul>	Expected delivery date	Week of 25 <sup>th</sup> January 2021		Output files	Online version High-res ready to print	
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Output files	Online version High-res ready to print															

<sup>1</sup> A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<p>3. Be available to communicate with the project team during the concept development phase and following submission of edits, be available for consultation online or by phone for follow-up questions.</p> <p>4. Provide recommendations for printing specification. E.g.: Type of paper and grammage.</p>
Person to Supervise the Work/ Performance of the Service Provider	Head of Solutions Mapping, Accelerator Lab
Frequency of Reporting	Reporting will be done on a weekly basis from start to finish.
Progress Reporting Requirements	<p>Progress Report will include information on:</p> <ol style="list-style-type: none"> <li>1. State of progress on design and layout</li> <li>2. Current and outstanding work plans</li> <li>3. Timeline and estimated completion date</li> </ol>
Location of work	<input checked="" type="checkbox"/> At Contractor's Location, Malaysia.
Expected duration of work	2 months
Target start date	15 December 2020
Latest completion date	31 January 2021
Travels Expected	Not Applicable
Special Security Requirements	Not Applicable
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	Not Applicable
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in	<input checked="" type="checkbox"/> Required

completing the services															
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency_ Malaysia Ringgit														
Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes														
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.														
Partial Quotes	<input checked="" type="checkbox"/> Not permitted														
Payment Terms <sup>3</sup>	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td>Upon satisfactory and acceptance of first concept design mock-up</td> <td>20%</td> <td>December 2020</td> <td rowspan="2">           Within thirty (30) days from the date of meeting the following conditions:            a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and            b) Receipt of invoice from the Service Provider.         </td> </tr> <tr> <td>Upon satisfactory and acceptance of final artwork delivery</td> <td>80%</td> <td>End of January – February 2021</td> </tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release	Upon satisfactory and acceptance of first concept design mock-up	20%	December 2020	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	Upon satisfactory and acceptance of final artwork delivery	80%	End of January – February 2021
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Senior Economists, Assistant Resident Representative (Programmes) and Head of Solutions Mapping, Accelerator Lab.														
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Goods & Services														
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of														

<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p><b>Technical Proposal (70%)</b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm (45%)</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel (25%)</p> <p><b>Financial Proposal (30%)</b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions <sup>4</sup>	<p><input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</p> <p>Applicable Terms and Conditions are available at:  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p>
Annexes to this RFP <sup>5</sup>	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> Detailed TOR (Page 7-9)</p> <p><b>Note: Please separate the Financial Proposal (Section D &amp; E) and ensure that is password protected.</b></p>
Contact Person for Inquiries (Written inquiries only) <sup>6</sup>	<p>procurement.my@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. specify]	Please refer to the detailed Terms of Reference (TOR) for all other information.

<sup>4</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

## Terms of Reference

### Context

The COVID-19 pandemic has hit Malaysia, creating tremendous health and socio-economic impacts. The Government of Malaysia has implemented measures to prevent further virus spread, including a movement control order (MCO), quarantine centres, and a wide range of relief and recovery efforts.

UNDP is working with the Government of Malaysia to provide an urgent but holistic response to the socio-economic impact of COVID-19, to build back better, with more resilient systems and services. Working in partnership with the UN Country team, civil societies, the private sector and academic groups in supporting national and local government efforts.

With this, we are looking to produce three different reports as part of our response efforts, namely as follows:

- A. PRIHATIN Social Assistance Report survey findings
- Findings from the various source of findings from nationwide surveys targeting different stakeholders (U-Report Survey, Rapid Household Impact Survey, UNCDF Gig Worker Survey) in response to the COVID-19 global health crisis in Malaysia.
  - The Malaysian government have aided vulnerable groups through the Bantuan PRIHATIN Nasional (BPN) programme early this year in March following the Movement Control Order (MCO). The PRIHATIN programme was rolled out to those who are eligible for the criteria in bank transfer modality and support of mobile agent. The initiative has been largely effective, with notable improvements needed for interventions with certain groups of stakeholders eg. rural communities, informal sectors and youths.
  - The report will investigate successful working models, bottlenecks, adequacy of funds, and recommendations for different stakeholders in improving the social protection mechanism system in times of crisis.

### Scope of Work

UNDP will like to engage the creative services to produce the following publications:

Publication/ Description	PRIHATIN Social Assistance Report (PSAR)
Estimated # of pages	<b>Full report:</b> 40 – 60 pages  <b>Social media assets:</b> Fact sheets/abstract posters (less than 10)
Content format	<ul style="list-style-type: none"><li>Size: A4</li><li>Report/Results findings.</li></ul>

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Expected delivery date	Week of 25 <sup>th</sup> January 2021
Output files	Online version High-res ready to print

**Specific task/assignments as follows but not limited to:**

5. To share options (minimum 3) for design concept of each publication based on creative briefs by project team and original authors.
6. Prepare, improve and edit artwork (e.g., infographics, photos, charts and other graphic elements) as part of content design.
7. Be available to communicate with the project team during the concept development phase and following submission of edits, be available for consultation online or by phone for follow-up questions.
8. Provide recommendations for printing specification. E.g.: Type of paper and grammage.

### Payment schedule

The contract and payments will be performance-based and assessed by UNDP Malaysia. For payment in instalments, certification of satisfactory performance at each phase of key deliverable is required. Timing of specific activities will be discussed and agreed between UNDP and the contractor:

1. First concept design mock-up (20%)
2. Final artwork delivery (80%)

### Experiences and Competencies

#### Experiences

- Have at least 3 years experience in creative design and publication industry;
- Have good track record and reputation in the design and printing industry;
- Management and team members assigned to have relevant design and publishing degree or at least 2 years experience in relevant work.

#### Competencies

##### Corporate

- Demonstrates commitment to UNDP's vision, mission, and values;
- Displays cultural, gender, religion, race, nationality, age sensitivity, and adaptability;
- Demonstrates/safeguards ethics and integrity; and
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment.



#### Technical

- Capable of working efficiently, dependable, and strong attention to detail;
- Familiarity with economics and development terminology and concepts, is an advantage;
- Demonstrated commitment to the timely delivery of projects; and
- Ability to maintain high-quality of work while meeting tight deadlines and short turn-around times.
- Extensive experience in publishing high quality online and physical copies of reports and publications.

#### Functional

- Client orientation and strong communication skills;
- Capable of working in a high-pressure environment with short deadlines, managing many tasks simultaneously;
- Exercise the highest level of responsibility and be able to handle confidential.

#### **Financial Proposal**

Specify a lump sum fee that is all inclusive and takes into account various expenses the agency expects to incur during the contract.

E.g.:

- Professional fee
- Non-inclusive of printing fee

**FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>7</sup>****(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>8</sup>)**

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

**A. Qualifications of the Service Provider**

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

**B. Proposed Methodology for the Completion of Services**

<sup>7</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>8</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

**D. Cost Breakdown per Deliverable\* (To be separated with password protected)**

	Deliverables	Percentage	Price (MYR)
1	Upon satisfactory and acceptance of first concept design mock-up	20%	
2	Upon satisfactory and acceptance of final artwork delivery	80%	
	Total	100%	

*\*This shall be the basis of the payment tranches*

**E. Cost Breakdown by Cost Component [This is only an Example]: (To be separated with password protected)**

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
<b>I. Personnel Services</b>				
1. Team leader				
2. Team member				
3. Team member				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				

*[Name and Signature of the Service Provider's  
Authorized Person]  
[Designation]*

*[Date]*