**RFP (Request for Proposal)**

**Purpose: Grand Proposal Writing Services**

**RFP #: ASMO-KAB-19-04**

**Issue Date: June 13, 2019**

**Closing Date: June 30, 2019**

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### **About ASMO**

The Afghan Social Marketing Organization (ASMO) is a social marketing and behavioral change communication organization established in August 2008. ASMO as a free-standing, not-for-profit Afghan organization aims to create positive health outcomes by giving Afghan households the information they need to make informed and healthy choices and expanding access to high quality health products through commercial markets.

The Sustaining Health Outcomes through the Private Sector Plus (SHOPS Plus) project led by Abt Associates awarded Afghan Social Marketing Organization (ASMO) a project that improves the delivery of high quality family planning and maternal and child health products to target populations in Afghanistan through the private sector.

SHOPS Plus will provide technical assistance to ASMO in designing and implementing high quality social marketing interventions which leads to increased access to affordable priority health products and increased demand for priority health products and services. In addition, SHOPS Plus will collaborate with ASMO in developing a vision and roadmap for ASMO sustainability.

### **Purpose/Intent:**

ASMO is soliciting proposals from qualified consulting service company/firm interested to provide ongoing grant writing services and proposal/application support to the organization on a contractual basis. Statement of Work in section # 6 of this RFP contains more details.

All companies/ firms interested to respond to this RFP should include in their proposal all required information and documents as per the clauses 3.1-3.4 & 10.1-10.4 in this RFP.

### **Proposal Contents:**

In order to simplify the evaluation process and obtain maximum comparability, ASMO requires that all responses to the RFP be organized in the manner and format described below:

### **Executive Summary:**

Interested company should include in the proposal one page Executive Summary to state how and why the company is best and qualified to fulfill the requirement of the job. Description should include the intention of the company in submitting the proposal and the capability to perform the job. Also, Executive Summary should include company name, business address, company email and contact details.

### **Company profile:**

Profile should include brief information about the company, incorporation, ownership, affiliation, partnership and other related details. Information should include list of key personnel, technical staff working with the company and its physical presence in the country.

### **Professional Experience/Staff:**

Proposal should include description for how and why the company is different from other companies applied. It should include an explanation of the company’s field based experiences, size, structure, and qualifications of the staff engaged in the business of the company. This section should include winning proposal(s) written, size of project, and amount of funding and technical area of the project. Copy of the previously won proposals might be requested and verified during the evaluation process. The company can attach a copy of contractual arrangements with the entity on behalf of which the proposal was written. CV for key personnel of the company as well as for individual(s) expected to be engaged in the assignment should be attached as appendix.

### **Cost/Budget:**

Responding company should include as appendix in the proposal the detailed cost sheet to show charging basis in the form of hourly basis for the work of individual(s) directly/indirectly involved in providing the service. Cost sheet should include description about the basis of preparation and to state that such practices for job costing used in this proposal is commonly used. This RFP requests cost in AFN. However, if cost is proposed in USD, for evaluation purpose it will be converted to AFN according daily exchange rate DAB (Da Afghanistan Bank).

### **Submission Guideline:**

Proposal must be printed in three copies written in English in an envelope with proper sealing and marking. Envelop should include RFP reference number, name and contact number of the submitting company. Proposal should be sent to the attention of Mr. Khalid Ahmadzai, Procurement and Warehouse Manager, at ASMO’s main office and at the below given address. After being registered at the gate, proposal will be directed to the RFQ box located at the entrance hall on the ground floor. Proposal should be sent/submitted at or before closing date. It should reach us no later than 13:00pm Wed, Jun 19, 2019.

**Office address:** House # 101, Qala-E- Fathullah Street, Lane 1 on the right, District 10, Kabul.

### **Evaluation/Selection Process:**

All proposals will be reviewed to determine responsiveness with respect to the requirements. Proposal who have not met the requirement or determined to be non-responsive to the requirement will be considered ineligible. So, any proposal failed to be prepared in accordance with instruction as per clauses 3.1-3.4 & 4 and failed to include minimum submittal requirement as per clause 10 in this RFP will be regarded as non-responsive and will be disqualified for the purpose of review.

**Eligibility criteria are mentioned below:**

1. Full compliance with the submission guideline (part 4)
2. Copy of company valid business license
3. Brief executive summary as per the requirement sub-part 3.1
4. Detailed cost sheet as per the requirements sub-part 3.4

Responsive proposal will be reviewed and scored by the ASMO evaluation committee pursuant to the grading scale it creates. The criteria to evaluate and score responsive proposal shall include but not limited to experience, capacity and cost and will be scored as follow:

* **30** mark for price: Provided that prices are detailed as necessary. Full mark will be achieved if cost sheet is well detailed for basis of charging and practices followed by the company is consistent with other companies.
* **50** mark for experience: For past and related experiences, all relevant support documents along with concluded contracts will be examined/tested.
* **20** mark for competency: Based on the significance of the previous assignments(past experience)

### **Statement of Work (Scope of Service):**

The successful respondent(s) shall provide, on an as-requested basis, grant writing, and related services required for the development, completion, and submission of grant proposals through award. Such services shall include, but not be limited to the following:

1. Develop Grand Proposal: Work with ASMO Executive Director and Senior Business Development Advisor to gather information, develop and prepare grant proposals. Develop individual grant proposals in accordance with each grant’s preferences and follow exactly the grant guidelines.

**C.** Write grants: Perform professional grant writing service to include: prepare concept paper; complete applications; draft cover letters and attachments; submit drafts for approval; ensure deadlines are met and that all information is submitted in accordance with the specifications of funders.

1. Post-submission management: Maintain contact with ASMO during the review of a submitted grant application in order to supply additional supportive material or information promptly.
2. The contract term will begin upon the award of the contract initially for the period of one year and then will be extended for a new period of twelve months based on the performance.

**Job Summary**

ASMO’s grand portfolio currently includes grant funds from USAID through subcontracting with the primer awardees of USAID health projects primarily on family planning, maternal and child health.

ASMO is seeking a grant writing professional consultancy with a proven track record in writing successful proposals from diverse funding sources; and skills in demographic data collection and analysis. Previous experience working with healthcare entities where experience with USAID Health projects is preferred. Furthermore, previous experience on writing grand proposals on Family planning, maternal and child health areas is a plus.

The Grant Writing Consultancy will work closely with the ASMO Executive Director and Senior Business Development Advisor.

Key responsibilities of the consultant may include but not limited to the followings:

1. Thoroughly understand the history, programs, and services of ASMO.
2. Be knowledgeable about potential community resources for grant collaboration/partnership.
3. Work with ASMO management team to identify community partners as necessary.
4. Attend applicable pre-proposal workshops/webinars and provide ASMO management team with information from workshops/webinars.
5. Provide specific RFP guideline interpretation to ASMO for successful and timely proposal development.
6. Research all required and suggested background documents, information, assessments, and studies.
7. Demonstrate resourcefulness, creative thinking, and innovation in order to generate high quality plans for program and proposal development.
8. Prepare budgets and budget narratives to sufficiently fund the activities of the project in compliance with all existing regulations with direct consultation of ASMO management team.
9. Design graphs, charts and visuals that illustrate and explain key processes, programmatic concepts and cycles of work/timelines.
10. Secure all required supplemental documentation, including drafting and collecting signed copies of letters of support, and other documents including memoranda of understanding or articulation agreements that correspond to the project description in the proposal.
11. At the beginning of the proposal process, develop a timeline that is agreeable to ASMO management team for submission of proposal drafts and review.
12. Write well-organized, compelling proposal drafts that follow the requirements of the RFP and submit for review to ASMO, and if applicable, to partners, adhering strictly to timelines/deadlines throughout the process.
13. Make edits or revisions to drafts as required in a timely manner.
14. Submit final version of the proposal ASMO in soft to be submitted within the deadline.

### **Requirement:**

Responding company to submit proposal must meet minimum requirement specified below.

* Be a registered Consultancy with a valid business license.
* Respondent should have proven track record of a minimum of five years of successful grant writing experience including sourcing, developing, writing, and submitting successful grant proposals – preferably in one to five million dollars range – documented by summary of funding source, date, amount.
* Have sufficient number of technical staff to respond to the needs of ASMO when required. CVs of key technical and proposal writers should be included
* List of client served for the past five years with detailed client information
* Provide three references of the potential clients served
* Respondent should have ability to do multiple assignments at the same time.
* Respondent should have excellent writing skills and ability to write persuasive proposals aligned with RFP requirements.
* Respondent should have excellent budget preparation skills and be able to prepare budgets and budget narratives to sufficiently fund the activities of the project.
* Respondent should have expert computer skills in Microsoft Office Word, Excel and online grant submission systems.
* Respondent should be able to effectively work – and maintain superb interpersonal skills - under pressure, use excellent judgment, and produce a high quality work product within tight time constraints.
* The company/firm will be required to sign a confidentiality agreement and any other legal documents required during the duration of engagement. ASMO reserves the right to request additional information or certification/presentation of the proposal and or request interview necessary for conclusion and assessment.

### **Post Evaluation Meeting:**

Post evaluation meeting with shortlisted companies may be conducted to ascertain capabilities and expected assurance. If interview is deemed necessary, invitation will be sent to all of the shortlisted companies via email.

### **Prior Proposal Questions:**

Proposing company/firm intends to respond but has question or needs clarification on this RFP, should sent its written request via email to Mr. Atiqullah Rahimi at email address of [arahimi@asmo.org.af](mailto:arahimi@asmo.org.af) and Mr. Ebrahim Heidar at [eheidar@asmo.org.af](mailto:eheidar@asmo.org.af) at or before June 10 2019. ASMO will respond to the request email to answers questions.

### **Minimum Submission Requirements:**

Proposing company will be required to include all of the followings in the proposal:

### **Proposal Content:**

Includes [1] Executive Summary [2] Company Profile [3] Professional Experience/Staff [4] detailed Cost sheet

### **Business license**

A clear copy of valid business license should be included.

### **Proposed budget/Cost**

As per 3.4 in the RFP, proposing company should prepare a detailed budget in Word/Excel format describing the cost elements, unit cost, subtotals and total cost.

### **Past Performance:**

This section should include information about the applicant’s previous work details during the last five years for similar assignment. The information should be populated in the table below. Contact details and other details must be verifiable as independent cross check will be performed.

# **Figure 1: Previously Served Client details**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **#** | **Clients Responsible Name** | **Client’s Business Name** | **Client’s Business/Formal Email Address AND mobile number** | **\* Description of service provided (attached copy of the contract)** | **Duration of Service Contract (start – end dates)** |
| **1** |  |  |  |  |  |
| **2** |  |  |  |  |  |
| **3** |  |  |  |  |  |
| **4** |  |  |  |  |  |

### 

### **Compliances**

This RFP sets out certain donors procumbent and other regulations requirements. ASMO will not issue award to or will not engage in any contract the individuals or companies that are either involved in or are non-compliant with all of the following.

# **Executive Order on Terrorism Financing**

Contracting company expected to be engaged in contractual relationship with ASMO should be aware that U.S. Executive Orders and U.S. law prohibits transactions with and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the company representative to ensure strict and full compliance with these Executive Order and laws.

# **Prohibited Source Countries**

For the purpose of this work, no goods/resources to be procured/supplied from countries that are classified by USAID as ‘prohibited sources’ such as Cuba, Iran, Laos, North Korea, Sudan and Syria.

# **Anti-Human Trafficking**

ASMO is committed to a work environment that is free from human trafficking, which for purposes of this policy, includes forced labor and unlawful child labor. ASMO will not tolerate or condone human trafficking in any part of organization. This policy is consistent with ASMO’s Code of Ethics and Business Conduct and our core values to protect and advance human dignity and human rights in our business practices.

ASMO employees, contractors, subcontractors, vendors, suppliers, partners and others through whom ASMO conducts business must avoid complicity in any practice that constitutes trafficking in persons. Action involving, suspension and termination will be taken if vendor or contractor evidenced for non-compliant.

Trafficking for this purpose includes but not limited to the following:

Trafficking in persons” shall mean the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs.

Certain compliances and terms that include but not limited to the following will be incorporated in the contract or PO (purchase order).

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### **Payment/Tax Responsibilities:**

ASMO’s term/condition for payment is in Afghani at predefined installments. Appropriate tax will be deducted for deposit to the Government Tax Authority.