

**Main Office**

Golayee Wazirabad  
PO Box 208  
Kabul, Afghanistan  
Phone: +93 202230752  
Mobile: +93 700288232  
E-mail: [dacaar@dacaar.org](mailto:dacaar@dacaar.org)  
Website: [www.dacaar.org](http://www.dacaar.org)

**REQUEST FOR PROPOSAL****DACAAR RFP 05 PRF-772 EU 1713DTVET VET5.6 0 09.2020****Date: September 30, 2020****Request Proposal for Advance Marketing Training for DACAAR Staff**

دفتر مرکزی  
ګولایې وزیرآباد  
پست بکس ۲۰۸  
کابل، افغانستان  
تېلېفون: +۹۳۲۰۲۲۳۰۷۵۲  
موبایل: +۹۳۷۰۰۲۸۸۲۳۲  
ایمیل: [dacaar@dacaar.org](mailto:dacaar@dacaar.org)  
وبسایت: [www.dacaar.org](http://www.dacaar.org)

DACAAR invites interested parties to submit their sealed proposals from consultancies/firms for conducting Advance Marketing Training for DACAAR Staff. Details are as follows;

The final offer submission deadline is October 05, 2020 before 04:00pm local time to DACAAR Main Office located in Street No. 12, Taimani Project, Qala-e-Fathullah, Kabul Province.

**1. Background**

The Danish Committee for Aid to Afghan Refugees (DACAAR) is an apolitical, non-governmental, non-profit development organization that has been working for over 30 years with an aim to contribute to equitable and sustainable livelihoods of rural Afghans with a particular emphasis on vulnerable groups.

DACAAR employs a holistic approach to its activities in order to ensure long-term viability of projects. Its focus is on addressing fundamental poverty problems, such as food insecurity, low incomes, lack of clean drinking water and poor sanitary conditions.

Under TAALIM-TVET project, DACAAR needs consultancy services of qualified and experienced domestic consultant to train and build the capacity of 25 relevant field staff of DACAAR in Kabul in (Advance Marketing Training), The training should use adult learning and participatory methods delivered by qualified and experienced training consultants.

The applying candidates/ organizations will be ensuring start of hands on training and compilation of technical report in English language, prior 20th Oct.2020, The anticipated start date of the assignment is the 11th of Oct.2020.

The interested candidates are here by invited to submit their technical proposal and financial proposal (consultancy charges for the 5 days training and its cost breakdown sheet, training manuals in (Dari, Pashto and English languages), clear methodology of the training, clear outlines for the training, the detailed schedule/ agenda of the concerned training along with qualified trainers' CVs'.

**2. Purpose and objective of the Training:**

Conceptualization of advance marketing and equip the relevant staff with sufficient knowledge to use it for their daily business management in their business areas.

**The overall objectives of the training are to:**

- To help the relevant field staff of DACAAR, understand the role of efficient marketing within the broader context of rural development;
- Build understanding of the relevant staff of DACAAR with regard to conceptual framework of efficient marketing skills.

### 3. Expected Outputs and Deliverables

- DACAAR is expecting the high quality of the advance marketing training to be managed by the domestic consultant.
- The consultant must assign the relevant field / subjects' instructors, during training days, whom are really experienced in the indicated subject to train and build capacity of DACAAR staff as it's required.
- The Advance Marketing training must be conducted in a very comprehensive way, to be easy for all participants well understanding and obtain sufficient knowledge about it, at the end of the workshop.
- The participants should know how to do marketing for an established or new business to become more effective and efficient for an entrepreneur.
- Submission of draft and final comprehensive training report both in soft and in hard color copies after the training completion / tentative deadlines 20<sup>th</sup> Oct.20.
- Certificates to be provided by the consultant for all participants at the end of the training/means last day of the training, no later on and be well prepared for the session closing.
- Training Handouts must be in Dari and Pashto languages, both in hard and soft copies.

### 4. Minimum Qualification Requirements for the Master Trainers:

- At least master degree in Economics / specialty in advance marketing topics will be preferred.
- At least five years' experience of conducting advance marketing trainings.
- Excellent facilitation and presentation skills (experience in facilitating workshops, participatory trainings and delivering presentations).
- Quality training facilitation and presentations skills.
- All facilitation and presentation should be only in Dari and Pashto languages.

#### Note:

1. The total number of participants for the training of Advance marketing training will be **25 participants.**
2. The total number of training days should be **5 regular working days and full day.**

### 5. Tentative duration and timeframe

The assignment is expected to be commenced as soon as possible (Oct 11, 2020 and to be completed by (Oct 20, 2020). The consultancy is required to submit a technical and financial proposals, training materials (in Dari, Pashto and English languages) in both soft and hard, outlines for the training and the detailed schedule/ agenda of the concerned training along with qualified trainers' CVs'.

### 6. Budget

The budget should include consultancy fees and other associated costs for the total duration of the assignment.

### 7. Proposals

The proposal must contain: a) a motivation letter, b) a brief technical proposal detailing approach and methodology the consultant intends to use, c) a budget, d) CV of the consultant and a copy of his/ her education documents.

**Taxes:**

2% Tax will be levied on the companies that has valid business license and 7% Tax will be levied on the companies that have invalid business license, on individuals who do not have business license and on the companies from aboard, will be deducted from the contractor as a withholding tax and DACAAR will pay that amount to Ministry of Finance of Afghanistan, the amount starts from (1 AFN).

**Child Labour:**

DACAAR (Logistics Unit) adheres to National and International laws on child labour. DACAAR makes sure all its vendors abide by such laws preventing child labour in all DACAAR activities countrywide.

**Humanitarian Organizations:**

The Humanitarian Organizations (HO) may conduct on- site visit in the contractor's premises (or may take similar measures) to ensure compliance.

**Award of the contract:**

Award of contract will be based on the price, capacity & potentiality of the bidders that will be decided after evaluation of the consultancy. DACAAR reserves the right to make the decision of awarding contract.

**Penalty:**

In case of delay without logical reasons in Performance of Contract 0.5% of total cost will be charged as penalty for each official day of delay.

**Inquiry:**

For more details, please visit DACAAR Logistics Unit Main Office Kabul, Sunday through Thursday, from 8:00am to 03:00pm. Or contact on below Email Address;

[jamal@dacaar.org](mailto:jamal@dacaar.org) or [faizullah@dacaar.org](mailto:faizullah@dacaar.org)

**Submission Procedures:**

Consultancies/firms are required to submit the sealed hard copies of their bids/proposals to DACAAR Main Office located in House No. 273, Street No. 12, Qala-e-Fathullah, Kabul, Afghanistan.

Please note that the subject line of your emails must be (DACAAR RFP 05 PRF-772 EU 1713DTVET VET5.6 0 09.2020).

Sincerely Yours,

Manager - Logistics

Date: September 30, 2020

