



Strong Hubs for Afghan Hope and Resilience

Request for Proposal (RFP)

No. RFP-SHAHAR-KBL-021

Development and Production of Phase Four of the National “Shir Sultan” Media Campaign

Issue Date: September 25, 2019

WARNING: Prospective Offerors, who have received this document from a source other than the SHAHAR project, should immediately contact SHAHAR and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued to offerors via email.

Table of Contents

1. Introduction and Purpos.....	4
1.1 Purpose	4
1.2 Issuing Office.....	4
1.3 Type of Award Anticipated	5
2. General Instructions to Offerors.....	5
2.1 General Instructions.....	5
2.2 Proposal Cover Letter	5
2.3 Questions regarding the RFP.....	5
2.4 Instructions for the Preparation of Technical Proposals	6
2.5 Technical Evaluation Criteria.....	7
3. Instructions for the Preparation of Cost/Price Proposals.....	7
3.1 Cost/Price Proposals	7
4. Basis of Award.....	8
4.1 Best Value Determination	8
4.2 Responsibility Determination	8
5. Anticipated post-award Deliverables.....	9
2.) Broadcasting of 4 New Animated Episodes.....	10
6.) Inspection & Acceptance.....	10
7.) Compliance with Terms and Conditions.....	10
a) General Terms and Conditions.....	10
b) Source and Nationality.....	11
5.1 Data Universal Numbering System (DUNS)	11
8.) Procurement Ethics.....	11
Attachment A: Scope of Work for Services or Technical Specifications	12
Attachment B: Proposal Cover Letter	12
Attachment C: Price Schedule.....	15
Attachment D: Past Performance Form	19
Attachment E: Representations and Certifications of Compliance	20
Attachment F: Proposal Checklist	25

Synopsis of the RFP

RFP No.	RFP-SHAHAR-KBL-021
Issue Date	September 25, 2019
Title	Development and Production of Phase Four of the National “Shir Sultan” Media Campaign
Issuing Office	SHAHAR Procurement Department
Deadline for Receipt of Questions	October 02, 2019 at 4:00 pm local time All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted via email to ProcurementSHAHAR@shaharaf.org .
Deadline for Receipt of Proposals	Proposals are due in Kabul no later than 4:00 PM local time on October 07, 2019 . Submit Soft copy of your quotation via email to ProcurementSHAHAR@shaharaf.org . <i>Note: Samples of previous media campaign products (i.e. copies of animated TV advertisements) may be submitted to the SHAHAR Kabul office via email to: ProcurementSHAHAR@shaharaf.org.</i>
Point of Contact	ProcurementSHAHAR@shaharaf.org
Anticipated Award Type	Firm Fixed Price Purchase Order (FFPPO)
Basis for Award	An award will be made based on the best value method. The award will be issued to the responsible and reasonable offeror, who provides the best value to DAI and its client using a combination of technical and cost/price factors.

1. Introduction and Purpose

1.1 Purpose

The objective of this public awareness campaign is to educate Afghan children and youth about clean cities and urban culture. Phase 1 of the media campaign re-introduced and extended the “Shir Sultan” campaign implemented by the USAID funded Kabul City Initiative (KCI) program. “Shir Sultan” (Kabul’s “Lion King” cartoon character) is the children’s mascot introduced in 2012 for the “Cleaning and Greening Campaign” in Kabul.

The vendor will support SHAHAR by extending the “Shir Sultan” clean cities national media campaign launched by SHAHAR in 2016. The vendor will produce and broadcast a total of 8 episodes (4 in Dari and 4 in Pashto) of the Shir Sultan video series and organize community theater groups to raise the profile of Shir Sultan to something akin to Smokey the Bear, a mascot indelibly linked to natural resource protection in the United States. Among 8 episodes, the vendor will allocate one episode to a municipal mobile application, which will be showcasing the Mobile Application itself developed for Municipalities, aiming to encourage the target audience to use the mobile application, by understanding the application first. The vendor will produce the bi-lingual allocated episode in animated motion graphics, using it as a tool to ease access to information in visual manner and making sure it’s promoted within local community.

The cartoon character Shir Sultan/Lion King is the children’s mascot introduced in 2012 for cleaning and Greening Campaign in Kabul. Based on this creative concept, SHAHAR implemented Phase II in 2017 and Phase III 2018. The idea of ‘Shir Sultan’ is to persuade children, students and other elements of the society to adopt hygienic habits and help civic authorities to keep the city clean and green. The scope of the project will include production of four (4) new distinct episodes in Dari and four (4) in Pashto for a total of eight (8) episodes. The vendor will broadcast these eight (8) animated episodes for Phase 4 on five popular TV channels. The vendor will also organize 54 mobile theater events in SHAHAR’s partner municipalities.

Using the creative concept developed for Phase 3 of the “Shir Sultan” National Media campaign, launched by SHAHAR in 2018, the Vendor will develop draft scripts, characters, mock-ups, indicative scenarios, brand elements and draft storyboards for review and approval by SHAHAR, Kabul Municipality, DMM and USAID. Storyboards will be finalized based on the feedback from SHAHAR, Kabul Municipality, DMM and USAID. All scripts and storyboards will be produced in English and translated to Dari and Pashto for further production. Animated videos will mix live action with animation and will be developed with and without English subtitles.

1.2 Issuing Office

The Issuing Office is the Kabul SHAHAR office noted in the synopsis, and the email is ProcurementSHAHAR@shaharaf.org, which the sole point of contact at DAI for the purposes of this RFP. Any prospective Offeror who fails to register their interest in submitting a proposal to this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI anticipates awarding a Firm Fixed Price Purchase Order. The type of award is subject to change during the course of negotiations.

A Firm Fixed Price Purchase Order is an award for a total firm fixed price, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

2. General Instructions to Offerors

2.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

- **Proposals are due in Kabul no later than 4:00 pm local time on October 07, 2019.** Submit one (1) Soft copy of your quotation via email to ProcurementSHAHAR@shaharaf.org.
- Samples of previous media campaign products (i.e., copies of animated TV advertisements) may be submitted to the SHAHAR Kabul office. Email ProcurementSHAHAR@shaharaf.org for directions to the office, and to make arrangements for delivery.
- Late offers will be rejected except under extraordinary circumstances at DAI’s discretion.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of ninety (90) calendar days for the prices provided.
- Acknowledge the solicitation amendments received.
- Acceptance of SHAHAR standard payment terms upon submission and acceptance of an invoice.
- Provide DUNS number

2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email to ProcurementSHAHAR@shaharaf.org No questions will be answered by phone. Any verbal information

received from a SHAHAR employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having registered their interest in submitting a proposal in response to this RFP.

2.4 Instructions for the Preparation of Technical Proposals

Technical proposals shall be sealed in a separate envelope from cost/price proposals, and shall be clearly labeled as "VOLUME I: TECHNICAL PROPOSAL".

The Technical proposal shall be comprised of the following sections:

Section 1: Technical Approach, Methodology & Work Plan

- a) The proposal must describe how the Offeror plans to complete the design and implementation of the Phase four of Shir Sultan media campaign. Offeror's should describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
- b) Work Plan - The proposal must include a work plan/time line that clearly defines how the Offeror plans to implement the media campaign within the required period of **4 months**. The specific positions/personnel and estimated level of effort (LOE) shall be included as part of the Work Plan.

Section 2: Personnel Qualifications & Staffing Plan

Offerors shall propose staff necessary for implementation of the media campaign, along with a brief scope of work for each key position. CVs for the proposed personnel (key positions) shall be included in an appendix to the technical proposal. Key staff should possess relevant degrees and at least bachelor's degree in the field of communication/media/outreach. The Offeror's proposed Media Campaign or Creative Director should possess at least 3 years' experience managing media campaigns.

Examples of key positions include: **Media Campaign Director, Creative Director, Script Writer, Research Manager, Media Planner, and Story Board Artist.**

Section 3: Corporate Capabilities & Past Performance

- a) Offerors must provide a list of previous media campaigns of similar scope implemented in Afghanistan over the last 3 years. Offerors with experience managing campaigns aimed at improving public awareness, which were conducted in collaboration with the Afghan government, will be assigned higher past performance scores.

This information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, and a current contact phone number and email of a contact person at the organization who is familiar with the Offeror's performance. See Attachment F.

- b) Copies of Previous Contracts – Provide copies of the cover page of three (3) previous awards for media campaigns of similar scope as verification of relevant experience.
- c) In addition, Offerors must provide at least three (3) past performance references letters for design and implementation of similar media campaigns which verify successful completion.
- d) Finally, a description of the Offeror’s corporate capabilities must be included in the proposal, which outlines management capacity and experience to design and implement the media campaign.

Under no circumstances may cost information or prices for deliverables be included in the technical proposal (Volume I). Cost/price information may be shown only in Volume II: Cost/Price proposal.

2.5 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered approximately equal to cost/price factors.

Evaluation Criteria	Maximum Points
Technical Approach, Methodology & Work Plan	35 points
Personnel Qualifications & Staffing Plan	35 points
Corporate Capabilities & Past Performance	30 points
Total Points	100 points

3. Instructions for the Preparation of Cost/Price Proposals

3.1 Cost/Price Proposals

Cost/Price proposals shall be sealed in a separate envelope from technical proposals, and shall be clearly labeled as “VOLUME II: COST/PRICE PROPOSAL”. Local organizations should submit their cost proposal in Afghani currency (AFN) and international organizations should submit in US Dollars (USD).

The purchase order will be awarded on a fixed price basis, with payments based on completion and DAI/USAID acceptance of deliverables.

- a) Detailed Budget Although the purchase order will be fixed price, for the purposes of determining cost reasonableness and realism, Offerors must provide a detailed budget showing major line items, e.g. salaries, local and international travel costs and per diem, cost for broadcasting airtime, other direct costs, indirect rates and fees. Individual line items such as salaries or rates for proposed staff, types of allowances, etc. Offerors must show unit prices, quantities and total price as outlined in Attachment C, Price Schedule.
- b) Budget Narrative The budget shall be accompanied by a narrative that explains the basis for every cost element or line item, and how the amount is reasonable. Supporting information shall be provided in sufficient detail to allow for a cost reasonableness review for each element/item.

Indirect rates, e.g. overhead, fringe, G&A must be explained and the rates' basis of application included in the budget narrative.

It is important to note that Value Added Tax (VAT) shall be included on a separate line; these services are eligible for VAT exemption under the DAI prime contract. The Subcontractor is responsible for all other applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

4. Basis of Award

4.1 Best Value Determination

An award will be made based on the best value method. The award will be issued to the responsible and reasonable offeror, who provides the best value to DAI and its client using a combination of technical and cost/price factors.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced Offeror if a determination is made that the higher technical evaluation of that Offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

4.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. DAI may exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

When assessing an Offeror's responsibility, the following factors are taken into consideration:

- Does the Offeror possess adequate financial resources to finance and perform the work or the ability to obtain financial resources without receiving advance funds from DAI?
- Does the firm have the ability to comply with required or proposed delivery or performance schedules?
- Does the Offeror have a satisfactory past performance record?
- Does the Offeror have a satisfactory record of integrity and business ethics?
- Does the vendor possess the necessary organization, experience, accounting and operational controls and technical skills?
- Does the Offeror possess a current business license to operate in Afghanistan -AISA license or Ministry of Commerce and Industries?
- Since the award will exceed \$25,000 USD, does the Offeror possess a DUNS number, and if not, is the vendor willing to obtain one prior to award?
- The source, origin and nationality of the products or services are not from or transmit through a Prohibited Country such as Iran.
- The company or any of its key individual's do not appear on any of the debarred or excluded parties lists in the following databases: SAM, OFAC, and UN.
- The Offeror receives a positive determination from the USAID Vetting Support Unit.

To assist DAI-SHAHAR in making a responsibility determination, the following documents must be included in the proposal:

1. A copy of your firm's current AISA license or Ministry of Commerce and Industries.
2. Your organization's DUNS number. If you do not yet have a number, request Attachment D from DAI which includes instructions on how to obtain DUNS.

5. Anticipated post-award Deliverables

Upon award of a Firm Fixed Price Purchase Order, the Vendor will provide the following deliverables:

Development and Production of Phase Four of National "Shir Sultan" Media Campaign

Deliverables	Description	Due Date
Televised Animated Episodes		
1)- Deliverable 1: Production and Provision of Eight (8) New Distinct Animated	Using the creative concept developed for Phase 3 of the Shir Sultan national media campaign, launched by SHAHAR in 2018, develop draft scripts, characters, mock-ups, indicative scenarios, brand elements and draft storyboards for review by SHAHAR, Kabul Municipality, DMM and USAID. Storyboards will be finalized based on feedback from SHAHAR, Kabul Municipality, DMM and USAID. All scripts and storyboards will be produced in English and translated to Dari and Pashto for production. Animated videos will mix live action with animation and will be produced both with and without English subtitles with high quality. The length of each animated video should be in between one minute 30 seconds to two minutes.	TBD
2) - Deliverable 2: Broadcasting of Eight (8) New Animated Episodes from Phase 4	The first three episodes are to be broadcast during off-peak hours, and episode four to be broadcast during peak hours on five national television stations, namely on Tolo, Yak, Ariana, Lemar and Shamshad TV channels. Three episodes will be broadcast during two different time slots that coincide with the traditional times of the day that Afghan children watch their favorite cartoon shows – between 3:00 PM and 4:40 PM and during the morning shows between 8:00 AM and 9:30 AM, and episode four will be broadcast during peak hours between 6:00 PM – 10:00 PM. Each episode should be broadcasted two times a day once during the morning shows between 7:00 AM to 8:30 AM and again between 3:00 PM to 4:40 PM for a total	TBD

	of 30 days	
Additional Public Awareness Activities		
3)- Deliverable 3: Mobile Theater Events:	Mobile theater troupes will perform a total of 54 (30-minute) interactive comedic shows in each of SHAHAR's 15 partner municipalities. The events will be aimed at the audience of children between the ages of 6 and 16 and their parents, as well as other residents. The events are to complement the animated series and focus on themes related to clean cities and environmental stewardship, such as the consequences of large amounts of solid waste in cities; the negative health effects of pollution; clean water; elements contributing to air pollution, good hygiene, and citizens' responsibilities for keeping their cities clean. The events will teach children and their families about simple strategies they can adopt to promote clean and green cities. A member of each mobile theater troupe will play the part of the Shir Sultan mascot. Scripts for the theater events are to be approved by SHAHAR, Kabul Municipality, DMM and USAID prior to production and performance.	TBD
Final Evaluation and Report		
4)- Deliverable No.4 Final Evaluation and Report	Conduct a final impact evaluation of the animated series and community engagement activities and, based on that evaluation, develop a report that documents lessons learned and recommendations for expanding and sustaining the Shir Sultan campaign. Attachment B: Proposal Cover Letter	TBD

1.) Inspection & Acceptance

The designated DAI Project Manager will inspect the services and products being provided to determine whether it is being provided in a satisfactory manner, and that all products are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

2.) Compliance with Terms and Conditions

a) General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

b) Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at: <http://www.usaid.gov/policy/ads/300/310maa.pdf> and <http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through, be routed through, or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

5.1 Data Universal Numbering System (DUNS)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations, which receive first-tier subcontracts/ purchase orders with a value of \$25,000 and above, **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, please contact SHAHAR Procurement to request instructions for obtaining a DUNS Number.

3.) Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to FPI_hotline@dai.com. DAI ensures anonymity and an unbiased, serious review and treatment of the

information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offer, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

Attachment A: Scope of Work for Services or Technical Specifications

The objective of this public awareness campaign is to educate Afghan children and youth about clean cities and urban culture. Phase 1 of the media campaign re-introduced and extended the "Shir Sultan" campaign implemented by the USAID funded Kabul City Initiative (KCI) program. "Shir Sultan" (Kabul's "Lion King" cartoon character) is the children's mascot introduced in 2012 for the "Cleaning and Greening Campaign" in Kabul.

The vendor will support SHAHAR by extending the "Shir Sultan" clean cities national media campaign launched by SHAHAR in 2016. The vendor will produce and broadcast a total of 8 episodes (4 in Dari and 4 in Pashto) of the Shir Sultan video series and organize community theater groups to raise the profile of Shir Sultan to something akin to Smokey the Bear, a mascot indelibly linked to natural resource protection in the United States. Among 8 episodes, the vendor will allocate one episode to a municipal mobile application, which will be showcasing the Mobile Application itself developed for Municipalities, aiming to encourage the target audience to use the mobile application, by understanding the application first. The vendor will produce the bi-lingual allocated episode in animated motion graphics, using it as a tool to ease access to information in visual manner and making sure it's promoted within local community.

The cartoon character Shir Sultan/Lion King is the children's mascot introduced in 2012 for cleaning and Greening Campaign in Kabul. Based on this creative concept, SHAHAR implemented Phase II in 2017 and Phase III 2018. The idea of 'Shir Sultan' is to persuade children, students and other elements of the society to adopt hygienic habits and help civic authorities to keep the city clean and green. The scope of the project will include production of four (4) new distinct episodes in Dari and four (4) in Pashto for a total of eight (8) episodes. The vendor will broadcast these eight (8) animated episodes for Phase 4 on five popular TV channels. The vendor will also organize 54 mobile theater events in SHAHAR's partner municipalities.

Using the creative concept developed for Phase 3 of the “Shir Sultan” National Media campaign, launched by SHAHAR in 2018, the Vendor will develop draft scripts, characters, mock-ups, indicative scenarios, brand elements and draft storyboards for review and approval by SHAHAR, Kabul Municipality, DMM and USAID. Storyboards will be finalized based on the feedback from SHAHAR, Kabul Municipality, DMM and USAID. All scripts and storyboards will be produced in English and translated to Dari and Pashto for further production. Animated videos will mix live action with animation and will be developed with and without English subtitles.

Deliverable 1: Production and Provision of Eight (8) New Distinct Animated Episodes (Four (4) episodes in Dari and four (4) episodes in Pashto): Using the creative concept developed for Phase 3 of the Shir Sultan national media campaign, launched by SHAHAR in 2018, develop draft scripts, characters, mock-ups, indicative scenarios, brand elements and draft storyboards for review by SHAHAR, Kabul Municipality, DMM and USAID. Storyboards will be finalized based on feedback from SHAHAR, Kabul Municipality, DMM and USAID. All scripts and storyboards will be produced in English and translated to Dari and Pashto for production. Animated videos will mix live action with animation and will be produced both with and without English subtitles with high quality. The length of each animated video should be in between one minute 30 seconds to two minutes.

Deliverable 2: Broadcasting of Eight (8) New Animated Episodes from Phase 4: The first three episodes are to be broadcast during off-peak hours, and episode four to be broadcast during peak hours on five national television stations, namely on Tolo, Yak, Ariana, Lemar and Shamshad TV channels. Three episodes will be broadcast during two different time slots that coincide with the traditional times of the day that Afghan children watch their favorite cartoon shows – between 3:00 PM and 4:40 PM and during the morning shows between 8:00 AM and 9:30 AM, and episode four will be broadcast during peak hours between 6:00 PM – 10:00 PM. Each episode should be broadcasted two times a day once during the morning shows between 7:00 AM to 8:30 AM and again between 3:00 PM to 4:40 PM for a total of 30 days.

The Broadcasting Plan should be as follows:

- During early November 2019, 4 new episodes (2 Dari and 2 Pashto) from Phase 4 will be broadcast.
- During late November 2019, the remaining 4 new episodes (2 Dari and 2 Pashto) from Phase 4 will be broadcast.

The vendor should submit a detailed broadcasting plan with dates and time of each animated episode on National TV channels. Please note that the episode #4 (the municipal mobile application) to be broadcast in peak hours between (6:00 PM – 10:00 PM) once in a week. The broadcasting plan should be prepared using on the following details.

Broadcasting Plan for December 2019

TV Channels	Time	Week (One) (Day to be proposed by Vendor)	Week (Two) (Day to be proposed by Vendor)	Week (Three) (Day to be proposed by Vendor)	Week (Four) (Day to be proposed by Vendor)
Tolo	Morning Shows: 8:00 AM to 9:30 AM	Dari Spot 1	Dari Spot 2	Dari Spot 1	Dari Spot 2
	Afternoon Shows: 3:00 PM to 4:40 PM	Dari Spot 1	Dari Spot 2	Dari Spot 1	Dari Spot 2
Lemar	Morning Shows: 8:00 AM to 9:30 AM	Pashto Spot 1	Pashto Spot 2	Pashto Spot 1	Pashto Spot 2
	Afternoon Shows: 3:00 PM to 4:40 PM	Pashto Spot 1	Pashto Spot 2	Pashto Spot 1	Pashto Spot 2
Ariana	Morning Shows: 8:00 AM to 9:30 AM	Dari Spot 1	Pashto Spot 1	Dari Spot 2	Pashto Spot 2
	Afternoon Shows: 3:00 PM to 4:40 PM	Dari Spot 1	Pashto Spot 1	Dari Spot 2	Pashto Spot 2
Shamshad	Morning Shows: 8:00 AM to 9:30 AM	Pashto Spot 1	Pashto Spot 2	Pashto Spot 1	Pashto Spot 2
	Afternoon Shows: 3:00 PM to 4:40 PM	Pashto Spot 1	Pashto Spot 2	Pashto Spot 1	Pashto Spot 2
Yak	Morning Shows: 8:00 AM to 9:30 AM	Dari Spot 1	Dari Spot 2	Dari Spot 1	Dari Spot 2
	Afternoon Shows: 3:00 PM to 4:40 PM	Dari Spot 1	Dari Spot 2	Dari Spot 1	Dari Spot 2

Broadcasting Plan for January 2019				
TV Channels	Broadcasting Time	Week (One) (Day to be proposed by Vendor)	Week (Two) (Day to be proposed by Vendor)	Week (Three) (Day to be proposed by Vendor)
Tolo	Morning Shows: 7:00 AM to 8:30 AM	Dari Spot 3	N/A	Dari Spot 3
	Afternoon Shows: 3:00 PM to 4:40 PM	Dari Spot 3	N/A	Dari Spot 3
Lemar	Morning Shows: 7:00 AM to 8:30 AM	Pashto Spot 3	N/A	Pashto Spot 3
	Afternoon Shows: 3:00 PM to 4:40 PM	Pashto Spot 3	N/A	Pashto Spot 3
Ariana	Morning Shows: 7:00 AM to 8:30 AM	Dari Spot 3	Pashto Spot 3	N/A
	Afternoon Shows: 3:00 PM to 4:40 PM	Dari Spot 3	Pashto Spot 3	N/A

Shamshad	Morning Shows: 7:00 AM to 8:30 AM	Pashto Spot 3	N/A	Pashto Spot 3
	Afternoon Shows: 3:00 PM to 4:40 PM	Pashto Spot 3	N/A	Pashto Spot 3
Yak	Morning Shows: 7:00 AM to 8:30 AM	Dari Spot 3	N/A	Dari Spot 3
	Afternoon Shows: 3:00 PM to 4:40 PM	Dari Spot 3	N/A	Dari Spot 3

The municipal mobile application spot (Episode 4) to be broadcast considering the following proposed timing.

Broadcasting Plan for Municipal Mobile Application Spot (October 2019)		
TV Channels	Broadcasting Time	Week (Two) (Day to be proposed by Vendor)
Tolo	Evening: 6:00 PM to 10:30 PM	Dari Spot 4 (Municipal App)
		Dari Spot 4 (Municipal App)
Lemar	Evening: 7:00 PM to 8:30 PM	Pashto Spot 4 (Municipal App)
		Pashto Spot 4 (Municipal App)
Ariana	Evening: 6:30 PM to 9:30 PM	Dari Spot 4 (Municipal App)
		Pashto Spot 4 (Municipal App)
Shamshad	Evening: 7:30 PM to 9:30 PM	Pashto Spot 4 (Municipal App)
		Pashto Spot 4 (Municipal App)
Yak	Evening: 6:30 PM to 10:00 PM	Dari Spot 4 (Municipal App)
		Dari Spot 4 (Municipal App)

Deliverable 3: Mobile Theater Events: Mobile theater troupes will perform a total of 54 (30-minute) interactive comedic shows in each of SHAHAR's 15 partner municipalities. The events will be aimed at the audience of children between the ages of 6 and 16 and their parents, as well as other residents. The events are to complement the animated series and focus on themes related to clean cities and environmental stewardship, such as the consequences of large amounts of solid waste in cities; the negative health effects of pollution; clean water; elements contributing to air pollution, good hygiene, and citizens' responsibilities for keeping their cities clean. The events will teach children and their families about simple strategies they can adopt to promote clean and green cities. A member of each mobile theater troupe will play the part of the Shir Sultan mascot. Scripts for the theater events are to be approved by SHAHAR, Kabul Municipality, DMM and USAID prior to production and performance. The mobile theater events breakdown is as follows:

- A total of eight (8) (30-minute) mobile theater events in different locations of Kabul city. Locations will be identified by Kabul Municipality and SHAHAR's technical team.

- A total of four (4) (30-minute) mobile theater events in each of the four large regional municipalities i.e. Herat, Mazar-e-Sharif, Kandahar and Jalalabad. The mobile theater events should be conducted in Dari in Herat and Mazar-e-Sharif, while in Pashto in Kandahar and Jalalabad. Locations will be identified by the respective Municipality and SHAHAR's technical team.
- A total of 3 (30-minute) mobile theater events in each of the 10 municipalities SHAHAR is partnering with. These municipalities are; Puli Khumri, Maymana, Aybak, Qala-i-Naw, Qalat, Lashkar Gah, Ghazni, Maydan Shahr, Chaharikar and Puli Alam. The mobile theater events should be conducted in Dari in Chaharikar, Puli Khumri, Maymana, Aybak, Ghazni and Qala-i-Naw and Pashto in Puli Alam, Maydan Shahr, Qalat, and Lashkar Gah.

Deliverable 4: Final Evaluation and Report: Conduct a final impact evaluation of the animated series and community engagement activities and, based on that evaluation, develop a report that documents lessons learned and recommendations for expanding and sustaining the Shir Sultan campaign. Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: [Click here to enter text.](#)
DAI Global LLC.

We, the undersigned, provide the attached proposal in accordance with RFP- SHAHAR-KBL-021 Development and Production of Phase four of the National "Shir Sultan" Media Campaign issued on September 25, 2019 Our attached proposal is for the total price of <Sum in Words (AFN 0.00 Sum in Figures) >.

I certify a validity period of 90 days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions. We acknowledge and accept SHAHAR payment terms upon delivery, and the submission and acceptance of an invoice.

We understand that DAI is not bound to accept any proposal it receives.
Yours sincerely,

Authorized Signature:

Name and Title of Signatory: [Click here to enter text.](#)

Name of Firm: [Click here to enter text.](#)

Address: [Click here to enter text.](#)

Telephone: [Click here to enter text.](#)

Email: [Click here to enter text.](#)

DUNS#:

Company Seal/Stamp:

Attachment C: Price Schedule

Deliverables	Description	Price AFN	Due Date
Televised Animated Episodes			
1)- Deliverable 1: Production and Provision of Eight (8) New Distinct Animated	Using the creative concept developed for Phase 3 of the Shir Sultan national media campaign, launched by SHAHAR in 2018, develop draft scripts, characters, mock-ups, indicative scenarios, brand elements and draft storyboards for review by SHAHAR, Kabul Municipality, DMM and USAID. Storyboards will be finalized based on feedback from SHAHAR, Kabul Municipality, DMM and USAID. All scripts and storyboards will be produced in English and translated to Dari and Pashto for production. Animated videos will mix live action with animation and will be produced both with and without English subtitles with high quality. The length of each animated video should be in between one minute 30 seconds to two minutes.		TBD
2) - Deliverable 2: Broadcasting of Eight (8) New Animated Episodes from Phase 4	The first three episodes are to be broadcast during off-peak hours, and episode four to be broadcast during peak hours on five national television stations, namely on Tolo, Yak, Ariana, Lemar and Shamshad TV channels. Three episodes will be broadcast during two different time slots that coincide with the traditional times of the day that Afghan children watch their favorite cartoon shows – between 3:00 PM and 4:40 PM and during the morning shows between 8:00 AM and 9:30 AM, and episode four will be broadcast during peak hours between 6:00 PM – 10:00 PM. Each episode should be broadcasted two times a day once during the morning shows between 7:00 AM to 8:30 AM and again between 3:00 PM to 4:40 PM for a total of 30 days		TBD
Complementary Public Awareness Activities			
3)- Deliverable 3: Mobile Theater Events:	Mobile theater troupes will perform a total of 54 (30-minute) interactive comedic shows in each of SHAHAR's 15 partner municipalities. The events will be aimed at the audience of children between the ages of 6 and 16 and their parents, as well as other residents. The events are to complement the animated series and focus on themes related to clean cities and environmental stewardship, such as the consequences of large amounts of solid waste in cities; the negative health effects of pollution; clean water; elements contributing to air pollution, good hygiene, and citizens' responsibilities for keeping their cities clean. The events will teach children and their families about simple strategies they can adopt to promote clean and green cities. A member of each mobile theater troupe will play the part of the Shir Sultan mascot. Scripts for the theater events are to be approved by SHAHAR, Kabul Municipality, DMM and USAID prior to production and performance.		TBD
Final Evaluation and Report			
4)- Deliverable No.4 Final Evaluation and Report	Conduct a final impact evaluation of the animated series and community engagement activities and, based on that evaluation, develop a report that documents lessons learned and recommendations for expanding and sustaining the Shir Sultan campaign. Attachment B: Proposal Cover Letter		TBD
Grand Total in AFN			

Attachment D: Past Performance Form

Include projects that best illustrate your firm's experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in US\$	Start-End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

Attachment E: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders (including E.O 13224) and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. FAR 25.701 prohibit agencies and their contractors from acquiring any supplies or services from individuals or organization, if any proclamation, Executive Order, Office of Foreign Assets Control (OFAC) regulations, or statute administered by OFAC would prohibit such a transaction. Accordingly, the Contracting Officer must check the US Department of the Treasury's OFAC List to ensure that the names of the Contractor and proposed subcontractors (and individuals from those organizations who have been made known to them), are not on the list. Mandatory FAR clause 52.225-13 Restrictions on Certain Foreign Purchases is included by reference in Section I.1 of this contract. By accepting this contract, the Contractor acknowledges and agrees that it is aware of the list as part of its compliance with the requirements of that clause. This clause must be included in all subcontracts/sub-awards issued under this contract. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Subcontracting Requirements (January 2012) – (a) Applicability: This section limits the number of tiers of sub-contracts to one tiers below the Vendor. The Vendor must not allow lower-tier subcontracts without the express written approval of DAI. Should exceptional circumstances warrant subcontracting below one tier, the Vendor shall promptly request approval in writing from DAI. The Vendor shall include this clause in all subcontracts, and shall require subcontractors to include this clause in all lower-tier subcontracts. The Vendor shall be responsible for compliance with this clause by all subcontracts and lower-tier subcontractors.
5. Combating Trafficking of Persons (Feb 2009) – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.

(a) *Definitions.* As used in this clause—

“Coercion” means—(1) Threats of serious harm to or physical restraint against any person; (2) Any scheme, plan, or pattern intended to cause a person to believe that failure to perform an act would result in serious harm to or physical restraint against any person; or (3) The abuse or threatened abuse of the legal process.

“Commercial sex act” means any sex act on account of which anything of value is given to or received by any person. “Debt bondage” means the status or condition of a debtor arising from a pledge by the debtor of his or her personal services or of those of a person under his or her control as a security for debt, if the value of those services as reasonably assessed is not applied toward the liquidation of the debt or the length and nature of those services are not respectively limited and defined.

“Employee” means an employee of the Contractor directly engaged in the performance of work under the contract who has other than a minimal impact or involvement in contract performance.

“Forced Labor” means knowingly providing or obtaining the labor or services of a person—(1) By threats of serious harm to, or physical restraint against, that person or another person; (2) By means of any scheme, plan, or pattern intended to cause the person to believe that, if the person did not perform such labor or services, that person or another person would suffer serious harm or physical restraint; or (3) By means of the abuse or threatened abuse of law or the legal process.

“Involuntary servitude” includes a condition of servitude induced by means of— (1) Any scheme, plan, or pattern intended to cause a person to believe that, if the person did not enter into or continue in such conditions, that person or another person would suffer serious harm or physical restraint; or (2) The abuse or threatened abuse of the legal process.

“Severe forms of trafficking in persons” means— (1) Sex trafficking in which a commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such act has not attained 18 years of age; or (2) The recruitment, harboring, transportation, provision, or obtaining of a person for labor or services, through the use of force, fraud, or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage, or slavery.

“Sex trafficking” means the recruitment, harboring, transportation, provision, or obtaining of a person for the purpose of a commercial sex act.

(b) *Policy.* The United States Government has adopted a zero tolerance policy regarding trafficking in persons. Contractors and contractor employees shall not— (1) Engage in severe forms of trafficking in persons during the period of performance of the contract; (2) Procure commercial sex acts during the period of performance of the contract; or (3) Use forced labor in the performance of the contract.

(c) *Contractor requirements.* The Contractor shall—

(1) Notify its employees of—

(i) The United States Government's zero tolerance policy described in paragraph (b) of this clause; and

(ii) The actions that will be taken against employees for violations of this policy. Such actions may include, but are not limited to, removal from the contract, reduction in benefits, or termination of employment; and

(2) Take appropriate action, up to and including termination, against employees or subcontractors that violate the policy in paragraph (b) of this clause.

(d) *Notification.* The Contractor shall inform the Contracting Officer immediately of—

(1) Any information it receives from any source (including host country law enforcement) that alleges a Contractor employee, subcontractor, or subcontractor employee has engaged in conduct that violates this policy; and (2) Any actions taken against Contractor employees, subcontractors, or subcontractor employees pursuant to this clause.

(e) *Remedies.* In addition to other remedies available to the Government, the Contractor's failure to comply with the requirements of paragraphs (c), (d), or (f) of this clause may result in—

(1) Requiring the Contractor to remove a Contractor employee or employees from the performance of the contract; (2) Requiring the Contractor to terminate a subcontract; (3) Suspension of contract payments; (4) Loss of award fee, consistent with the award fee plan, for the performance period in which the Government determined Contractor non-compliance; (5) Termination of the contract for default or cause, in accordance with the termination clause of this contract; or (6) Suspension or debarment.

(f) *Subcontracts.* The Contractor shall include the substance of this clause, including this paragraph (f), in all subcontracts.

(g) *Mitigating Factor.* The Contracting Officer may consider whether the Contractor had a Trafficking in Persons awareness program at the time of the violation as a mitigating factor when determining remedies. Additional information about Trafficking in Persons and examples of awareness programs can be found at the website for the Department of State's Office to Monitor and Combat Trafficking in Persons at <http://www.state.gov/g/tip>.

6. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
7. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
8. Business Size and Classification(s) – The Bidder certifies that is has accurately and completely identified its business size and classification(s) herein in accordance with the definitions and requirements set forth in FAR Part 19, Small Business Programs.
9. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
10. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
11. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
12. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
13. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.
14. National Security Screening (Non-US Party Vetting) - The Purchase Order was awarded after following the procedures in the Implementing Partner Notice No. OAA-IP-2011-004 and subsequent Notices related to this matter which incorporated Mission Order No. 201.04 entitled, "National Security Screening (Non-US Party Vetting). Copies of the Implementing Partner Notice(s) and the Mission Order can be obtained from the DAI's Representative named herein. For awards that meet the Vetting threshold, USAID had issued an Eligibility Notice to DAI for the vendor prior awarding the Purchase Order. This Eligibility Notice is valid for 12 months. If the Purchase Order's Performance Period exceeds 12 months, the Vendor shall provide an updated information used in filing the Partner Information Form (PIF) to start a new vetting process to acquire a new Eligibility Notice for the Vendor. Also, during the course of the 12 months, if the information provided by the vendor has changed, the Vendor shall notify DAI at once to update the Eligibility Notice issued for the Vendor.
15. Certification Regarding Provision of Support to Persons Engaged in Terrorism –
 - (a) By receiving this Purchase Order, the Vendor certifies, to the best of its knowledge and belief that:

(1) The Vendor, to the best of its current knowledge, did not provide, within the previous ten years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorism acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts, as that term is defined in paragraph 3.

(2) The following steps may enable the Vendor to comply with its obligations under paragraph (1):

- a. Before providing any material support or resources to an individual or entity, the Vendor will verify that the individual or entity does not (i) appear on the master list of Specially Designated nationals and Blocked Persons, which list is maintained by the U.S. Treasury's Office of Foreign Assets Control (OFAC) and is available online at OFAC's website: <http://www.treas.gov/offices/eofac/ofac/sdn/t11sdn.pdf>, or (ii) is not included in any supplementary information concerning prohibited individuals or entities that may be provided by USAID to DAI.
- b. Before providing any material support or resources to an individual or entity, the Vendor also will verify that the individual or entity has not been designated by the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee") [individuals and entities linked to the Taliban, Osama bin Laden, or the Al Qaidia Organization]. To determine whether there has been a published designation of an individual or entity by the 1267 Committee, the Subcontractor should refer to the consolidated list available online at the Committee's website: <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>.
- c. Before providing any material support or resources to an individual or entity, the Vendor will consider all information about that individual or entity of which it is aware and all public information that is reasonably available to it or of which it should be aware.
- d. The Vendor also will implement reasonable monitoring and oversight procedures to safeguard against assistance being diverted to support terrorist activity.

(3) For the purpose of this Certification.

a. "Material support and resources" means currency or monetary instruments or financial securities, financial services, lodging, training, expert advice or assistance, safehouses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials.

b. "Terrorist act" means –

- (i) an act prohibited pursuant to one of the 12 United Nations Conventions and Protocols related to terrorism (see UN terrorism conventions Internet site: <http://untreaty.un.org/English/Terrorism.asp>); or
- (ii) an act of premeditated, politically motivated violence perpetrated against noncombatant targets by sub-national groups or clandestine agents; or
- (iii) any other person not taking an active part in hostilities in situations of armed conflict, when the purpose of such act, by its nature or context, is to intimidate a population, or to compel a government or an international organization to do or to abstain from doing any act.

c. "Entity" means a partnership, association, corporation, or other organization, group or subgroups.

d. Reference in this Certification to the provision of material support and resources shall not be deemed to include the furnishing of USAID funds or USAID-financed commodities to the unlimited beneficiaries of USAID assistance, such as recipients of food, medical care, micro-enterprise loans, shelter, etc., unless the Vendor has reason to believe that one or more of these beneficiaries commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

(b) By accepting or start performing this Purchase Order, the Vendor acknowledges that it has a continuing obligation and shall notify DAI within 72 hours in writing if it has intentionally or unintentionally taken any actions that have the result and effect of being inconsistent with the certification in subsection (a).

(c) The certification in paragraph (a) of this clause and the requirement to update DAI as to a change in status as set forth in paragraph (b) are representations upon which reliance was placed when making the award. If it is later determined that the Vendor knowingly rendered an erroneous certification, or did not notify DAI in writing of a change in such certification, in addition to other remedies available to the U.S. Government and DAI, DAI may terminate this subaward for default. DAI may also cease payments due to the Vendor even if goods and services have been provided.

16. Restrictions on Certain Foreign Purchases (June 2008) –

(a) Except as authorized by the Office of Foreign Assets Control (OFAC) in the Department of the Treasury, the Contractor shall not acquire, for use in the performance of this contract, any supplies or services if any proclamation, Executive order, or statute administered by OFAC, or if OFACs implementing regulations at 31 CFR Chapter V, would prohibit such a transaction by a person subject to the jurisdiction of the United States.

(b) Except as authorized by OFAC, most transactions involving Cuba, Iran, and Sudan are prohibited, as are most imports from Burma or North Korea, into the United States or its outlying areas. Lists of entities and individuals subject to economic sanctions are included in OFAC's List of Specially Designated Nationals and Blocked Persons at [http:// www.treas.gov/offices/enforcement/ofac/sdn](http://www.treas.gov/offices/enforcement/ofac/sdn). More information about these restrictions, as well as updates, is available in the OFAC's regulations at 31 CFR Chapter V and/or on OFAC's website at [http:// www.treas.gov/offices/enforcement/ofac](http://www.treas.gov/offices/enforcement/ofac).

(c) The Contractor shall insert this clause, including this paragraph (c), in all sub-contracts.

(d) Before awarding any grant or similar instrument, the Contractor/Recipient shall obtain from the proposed sub-awardee the certification required under USAID's Acquisition and Assistance Policy Determination 04-14 (AAPD 04-14), "Certification Regarding Terrorist Financing Implementation E.O. 13224 (Revision 2).

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

SHAHAR SPECIAL CLAUSES

17. Authorized Geographic Code

THE AUTHORIZED GEOGRAPHIC CODE FOR THE PROCUREMENT OF GOODS AND SERVICE IS 937 AS SPECIFIED IN THE 22 CFR 228. CODE 937 IS THE UNITED STATES, THE RECIPIENT COUNTRY, AND DEVELOPING COUNTRIES OTHER THAN ADVANCED DEVELOPING COUNTRIES, BUT EXCLUDING ANY COUNTRY THAT IS A PROHIBITED SOURCE. FOR DETAILS RELATED TO THE RULES OF SOURCE/NATIONALITY AND GEOGRAPHIC CODES REFER TO

[HTTP://WWW.USAID.GOV/SITES/DEFAULT/FILES/DOCUMENTS/1876/310.PDF](http://www.usaid.gov/sites/default/files/documents/1876/310.pdf). A HARDCOPY MAY BE PROVIDED BY DAI UPON REQUEST.

18. Insurance

The Vendor agrees that if DAI should legally incur any reasonable cost whatsoever resulting from the lack of the insurance aforementioned in Article 16, on the part of the Vendor while engaged in work, the Vendor will, to the extent permitted by applicable law, indemnify, and hold harmless DAI and the Client Organization from any such costs which they may legally be required to pay.

19. Government Withholding Tax

Pursuant to Article 72 in the Afghanistan Tax Law effective March 21, 2009, DAI is required to withhold "contractor" taxes from the gross amounts payable to all Afghan for-profit subcontractors/vendors with aggregate amounts of \$1,000.00 US Dollars or greater and transfer this to the Ministry of Finance. In accordance with this requirement, DAI shall withhold two percent (2%) tax from all gross invoices to Afghan subcontractors/vendors under this Agreement with active AISA or Ministry of Commerce license. For subcontractors/vendors without active AISA or Ministry of Commerce license, DAI shall withhold seven percent (7%) "contractor" taxes per current Afghanistan Tax Law.

Before the signing of this Agreement, the subcontractor/vendor will provide a copy of the organization's AISA or Ministry of Commerce license and TIN (Tax Identification Number). Amounts deducted from the invoices will be forwarded to the Ministry of Finance (MOF) Tax Division credited to the firm's TIN. Records of payments to the MOF shall be maintained on file with DAI.

20. Executive Order on Terrorism Financing

The Contractor is reminded that U.S. Executive Orders (including E.O. 13224) and U.S. law prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. FAR 25.701 prohibits agencies and their contractors and subcontractors from acquiring any supplies or services from individuals or organizations, if any proclamation, Executive Order, Office of Foreign Assets Control (OFAC) regulations, or statute administered by OFAC would prohibit such a transaction. Accordingly, the Contracting Officer must check the U.S. Department of the Treasury's OFAC List to ensure that the names of the Contractor and proposed subcontractors (and individuals from those organizations who have been made known to them), are not on the list. Mandatory FAR clause 52.225-13 Restrictions on Certain Foreign Purchases is included by reference in Section I.1 of this contract.

By accepting the contract, the Contractor acknowledges and agrees that it is aware of the list as part of its compliance with the requirements of that clause. This clause must be included in all subcontracts/sub-awards issued under the contract.

21. Subcontracting Requirements (JAN 2012)

(a) Applicability: This section limits the number of tiers of sub-contracts to one tiers below the Vendor. The Vendor must not allow lower-tier subcontracts without the express written approval DAI. Should exceptional circumstances warrant subcontracting below one tier, the Vendor shall promptly request approval in writing from DAI. The Vendor shall include this clause in all subcontracts, and shall require subcontractors to include this clause in all lower-tier subcontracts. The Vendor shall be responsible for compliance with this clause by all subcontractors and lower-tier subcontractors.

22. Combating Trafficking in Persons (FEB 2009)

(a) *Definitions.* As used in this clause—

"Coercion" means—

(1) Threats of serious harm to or physical restraint against any person; (2) Any scheme, plan, or pattern intended to cause a person to believe that failure to perform an act would result in serious harm to or physical restraint against any person; or (3) The abuse or threatened abuse of the legal process.

"Commercial sex act" means any sex act on account of which anything of value is given to or received by any person. "Debt bondage" means the status or condition of a debtor arising from a pledge by the debtor of his or her personal services or of those of a person under his or her control as a security for debt, if the value of those services as reasonably assessed is not applied toward the liquidation of the debt or the length and nature of those services are not respectively limited and defined.

"Employee" means an employee of the Contractor directly engaged in the performance of work under the contract who has other than a minimal impact or involvement in contract performance.

"Forced Labor" means knowingly providing or obtaining the labor or services of a person—

(1) By threats of serious harm to, or physical restraint against, that person or another person; (2) By means of any scheme, plan, or pattern intended to cause the person to believe that, if the person did not perform such labor or services, that person or another person would suffer serious harm or physical restraint; or (3) By means of the abuse or threatened abuse of law or the legal process.

"Involuntary servitude" includes a condition of servitude induced by means of—

(1) Any scheme, plan, or pattern intended to cause a person to believe that, if the person did not enter into or continue in such conditions, that person or another person would suffer serious harm or physical restraint; or (2) The abuse or threatened abuse of the legal process. "Severe forms of trafficking in persons" means—

(1) Sex trafficking in which a commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such act has not attained 18 years of age; or (2) The recruitment, harboring, transportation, provision, or obtaining of a person for labor or services, through the use of force, fraud, or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage, or slavery.

"Sex trafficking" means the recruitment, harboring, transportation, provision, or obtaining of a person for the purpose of a commercial sex act.

(b) *Policy.* The United States Government has adopted a zero tolerance policy regarding trafficking in persons. Contractors and contractor employees shall not—

(1) Engage in severe forms of trafficking in persons during the period of performance of the contract; (2) Procure commercial sex acts during the period of performance of the contract; or (3) Use forced labor in the performance of the contract.

(c) *Contractor requirements.* The Contractor shall—

(1) Notify its employees of—

(i) The United States Government's zero tolerance policy described in paragraph (b) of this clause; and

(ii) The actions that will be taken against employees for violations of this policy. Such actions may include, but are not limited to, removal from the contract, reduction in benefits, or termination of employment; and

(2) Take appropriate action, up to and including termination, against employees or subcontractors that violate the policy in paragraph (b) of this clause.

(d) *Notification.* The Contractor shall inform the Contracting Officer immediately of—

(1) Any information it receives from any source (including host country law enforcement) that alleges a Contractor employee, subcontractor, or subcontractor employee has engaged in conduct that violates this policy; and (2) Any actions taken against Contractor employees, subcontractors, or subcontractor employees pursuant to this clause.

(e) *Remedies.* In addition to other remedies available to the Government, the Contractor's failure to comply with the requirements of paragraphs (c), (d), or (f) of this clause may result in—

(1) Requiring the Contractor to remove a Contractor employee or employees from the performance of the contract; (2) Requiring the Contractor to terminate a subcontract; (3) Suspension of contract payments; (4) Loss of award fee, consistent with the award fee plan, for the performance period in which the Government determined Contractor non-compliance; (5) Termination of the contract for default or cause, in accordance with the termination clause of this contract; or (6) Suspension or debarment.

(f) *Subcontracts.* The Contractor shall include the substance of this clause, including this paragraph (f), in all subcontracts.

(g) *Mitigating Factor.* The Contracting Officer may consider whether the Contractor had a Trafficking in Persons awareness program at the time of the violation as a mitigating factor when determining remedies. Additional information about Trafficking in Persons and examples of awareness programs can be found at the website for the Department of State's Office to Monitor and Combat Trafficking in Persons at <http://www.state.gov/g/tip>.

23. National Security Screening (Non-US Party Vetting):

The Purchase Order was awarded after following the procedures in the Implementing Partner Notice No. OAA-IP-2011-004 and subsequent Notices related to this matter which incorporated Mission Order No. 201.04 entitled, "National Security Screening (Non-US Party Vetting)". Copies of the Implementing Partner Notice(s) and the Mission Order can be obtained from the DAI's Representative named herein. For awards that meet the Vetting threshold, USAID had issued an Eligibility Notice to DAI for the vendor prior awarding the Purchase Order. This Eligibility Notice is valid for 12 months. If the Purchase Order's Performance Period exceeds 12 months, the Vendor shall provide an updated information used in filing the Partner Information Form (PIF) to start a new vetting process to acquire a new Eligibility Notice for the Vendor. Also, during the course of the 12 months, if the information provided by the vendor has changed, the Vendor shall notify DAI at once to update the Eligibility Notice issued for the Vendor.

24. Certification Regarding Provision of Support to Persons Engaged in Terrorism:

(a) By receiving this Purchase Order, the Vendor certifies, to the best of its knowledge and belief that:

(1) The Vendor, to the best of its current knowledge, did not provide, within the previous ten years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorism acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts, as that term is defined in paragraph 3.

(2) The following steps may enable the Vendor to comply with its obligations under paragraph (1):

a. Before providing any material support or resources to an individual or entity, the Vendor will verify that the individual or entity does not (i) appear on the master list of Specially Designated nationals and Blocked Persons, which list is maintained by the U.S. Treasury's Office of Foreign Assets Control (OFAC) and is available online at OFAC's website: <http://www.treas.gov/offices/eotffc/ofac/sdn/t11sdn.pdf>, or (ii) is not included in any supplementary information concerning prohibited individuals or entities that may be provided by USAID to DAI.

b. Before providing any material support or resources to an individual or entity, the Vendor also will verify that the individual or entity has not been designated by the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee") [individuals and entities linked to the Taliban, Osama bin Laden, or the Al Qaidia Organization]. To determine whether there has been a published designation of an individual or entity by the 1267 Committee, the Subcontractor should refer to the consolidated list available online at the Committee's website: <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>.

c. Before providing any material support or resources to an individual or entity, the Vendor will consider all information about that individual or entity of which it is aware and all public information that is reasonably available to it or of which it should be aware.

d. The Vendor also will implement reasonable monitoring and oversight procedures to safeguard against assistance being diverted to support terrorist activity.

(3) For the purpose of this Certification.

a. "Material support and resources" means currency or monetary instruments or financial securities, financial services, lodging, training, expert advice or assistance, safehouses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials.

b. "Terrorist act" means –

(i) an act prohibited pursuant to one of the 12 United Nations Conventions and Protocols related to terrorism (see UN terrorism conventions Internet site: <http://untreaty.un.org/English/Terrorism.asp>); or

(ii) an act of premeditated, politically motivated violence perpetrated against noncombatant targets by sub-national groups or clandestine agents; or

(iii) any other person not taking an active part in hostilities in situations of armed conflict, when the purpose of such act, by its nature or context, is to intimidate a population, or to compel a government or an international organization to do or to abstain from doing any act.

c. "Entity" means a partnership, association, corporation, or other organization, group or subgroups.

d. Reference in this Certification to the provision of material support and resources shall not be deemed to include the furnishing of USAID funds or USAID-financed commodities to the unlimited beneficiaries of USAID assistance, such as recipients of food, medical care, micro-enterprise loans, shelter, etc., unless the Vendor has reason to believe that one or more of these beneficiaries commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

(b) By accepting or start performing this Purchase Order, the Vendor acknowledges that it has a continuing obligation and shall notify DAI within 72 hours in writing if it has intentionally or unintentionally taken any actions that have the result and effect of being inconsistent with the certification in subsection (a).

(c) The certification in paragraph (a) of this clause and the requirement to update DAI as to a change in status as set forth in paragraph (b) are representations upon which reliance was placed when making the award. If it is later determined that the Vendor knowingly rendered an erroneous certification, or did not notify DAI in writing of a change in such certification, in addition to other remedies available to the U.S. Government and DAI, DAI may terminate this subaward for default. DAI may also cease payments due to the Vendor even if goods and services have been provided.

25. Restrictions on Certain Foreign Purchases (JUNE 2008)

(a) Except as authorized by the Office of Foreign Assets Control (OFAC) in the Department of the Treasury, the Contractor shall not acquire, for use in the performance of this contract, any supplies or services if any proclamation, Executive order, or statute administered by OFAC, or if OFACs implementing regulations at 31 CFR Chapter V, would prohibit such a transaction by a person subject to the jurisdiction of the United States.

(b) Except as authorized by OFAC, most transactions involving Cuba, Iran, and Sudan are prohibited, as are most imports from Burma or North Korea, into the United States or its outlying areas. Lists of entities and individuals subject to economic sanctions are included in OFAC's List of Specially Designated Nationals and Blocked Persons at <http://www.treas.gov/offices/enforcement/ofac/sdn>. More information about these restrictions, as well as updates, is available in the OFAC's regulations at 31 CFR Chapter V and/or on OFAC's website at <http://www.treas.gov/offices/enforcement/ofac>.

(c) The Contractor shall insert this clause, including this paragraph (c), in all sub-contracts.

(d) Before awarding any grant or similar instrument, the Contractor/Recipient shall obtain from the proposed sub-awardee the certification required under USAID's Acquisition and Assistance Policy Determination 04-14 (AAPD 04-14), "Certification Regarding Terrorist Financing Implementation E.O. 13224 (Revision 2)

Attachment F: Proposal Checklist

Offeror: _____

Have you?

- ☐ Submitted your electronic proposal to DAI to ProcurementSHAHAR@shaharaf.org As specified in the RFP instructions?

Does your proposal include the following?

- ☐ Signed Cover Letter (*use template in Attachment B*) which includes the DUNS number
- ☐ Separate Technical and Cost proposals submitted in 2 separate electronic documents.
- ☐ Response to each of the evaluation criteria
- ☐ **Technical Approach** – Does your proposal describe how your firm plans to complete the design and implementation of the media campaign?
- ☐ **Work Plan/Time Line** – Did you include a work plan/time line that clearly defines how the firm plans to implement the media campaign within the required time frame of XX) months. Are the specific positions/personnel and estimated level of effort (LOE) included?
- ☐ **Staffing Plan**, which outlines proposed staff for implementation of the media campaign, along with brief SOW for each key position?
- ☐ **CVs for proposed personnel (key positions)** included as an appendix to the Technical Proposal?
- ☐ Completed **Past Performance Chart** (Attachment F) with a list of previous media campaigns of similar scope implemented in Afghanistan over the last 3 years?
- ☐ Copies of the cover page of **three (3) previous awards** for media campaigns with similar scope?
- ☐ **Three (3) past performance references letters** for design and implementation of similar media campaigns?
- ☐ **Description of the Offeror's corporate capabilities** which outlines management capacity and experience to design and implement the media campaign?
- ☐ Copy of current AISA license or Ministry of Commerce and Industries.