



REQUEST FOR QUOTATIONS (RFQ)

RFQ Number: RFQ-FHM-IND-001

Issuance Date: January 2, 2024

Deadline for Quotes: January 19, 2024

Description: Communications and PR Services for FHM Engage India's Women's Health & Livelihood Alliance (WOHLA) activities

For: Frontier Health Markets (FHM) Engage

Funded By: USAID Contract No. 7200AA21CA00027

Implemented By: Chemonics International Inc.

Point of Contact: FHM Engage India Project Management Unit: pmu-ind-fhm-engage@chemonics.com

***** ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *****

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <https://www.chemonics.com/our-approach/standards-business-conduct/>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value, or compensation to obtain business.

Offerors responding to this RFQ must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact pmu-ind-fhm-engage@chemonics.com with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to BusinessConduct@chemonics.com or by phone/Skype at 888.955.6881.

Section 1: Instructions to Offerors

1. **Introduction:** Frontier Health Markets (FHM) Engage is a USAID-funded project implemented by Chemonics International. The goal of the FHM Engage Project is to provide technical assistance (TA) supporting local actors to improve the ability of health markets to contribute to equitable provision of and access to high-quality family planning (FP) and other health services. As part of project activities, FHM Engage requires communications/PR services (i.e. collateral development, communications strategy, digital outreach, media outreach, branding, etc.) to support its India-based Women's Health & Livelihood Alliance (WOHLA). The purpose of this RFQ is to solicit quotations for these services.

Offerors are responsible for ensuring that their offers are received by Chemonics in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

2. **Offer Deadline and Protocol:** Offers must be received no later than 20:00 New Delhi time on January 19, 2024 by email to: pmu-ind-fhm-engage@chemonics.com

Please reference the RFQ number in any response to this RFQ. Offers received after the specified time and date will be considered late and will be considered only at the discretion of Chemonics.

3. **Questions:** Questions regarding the technical or administrative requirements of this RFQ may be submitted no later than 20:00 New Delhi time on January 15, 2024 by email to pmu-ind-fhm-engage@chemonics.com. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that Chemonics believes may be of interest to other offerors will be circulated to all RFQ recipients who have indicated an interest in bidding.

Only the written answers issued by Chemonics will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Chemonics or any other entity should not be considered as an official response to any questions regarding this RFQ.

4. **Scope of Work:** Section 3 contains the Scope of Work for the required services.
5. **Quotations:** Quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis. Prices must be presented in INR. Prices must be inclusive of all costs (including worker's compensation insurance mandated by U.S. Defense Base Act (DBA insurance)). Offers must remain valid for not less than thirty (30) calendar days after the offer deadline. Offerors are requested to provide quotations on their official quotation format or letterhead; in the event this is not possible, offerors may complete the table in Section 3.

In addition to the technical submission details noted in Section 3 responding to evaluation criteria cited in Section 1.11, offerors responding to this RFQ are requested to submit the following:

- Cover letter signed by an authorized representative
- A copy of their official registration or business license;
- Company profile or 2-3 pages introduction to company's areas of expertise and practice, and description of the team and main clients;
- Federal Funding Accountability and Transparency Act (FFATA) Subaward Reporting Questionnaire, signed by an authorized representative of the offeror (see Section 5 for questionnaire). This form shall be completed only if the value is over \$30,000.
- Copy of the DBA coverage policy that covers each of its employees

The price quotation be submitted separately from above documents. All other parts of this quotation must not make reference to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit.

- 6. **Delivery:** As part of its response to this RFQ, each offeror is expected to provide an estimate (in calendar days) of the delivery timeframe (after receipt of order). The delivery estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.

7. **Source and Authorized Geographic Code:**

All services offered in response to this RFQ or supplied under any resulting award must meet USAID Geographic Code 937 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228. The cooperating country for this RFQ is India.

Offerors may not offer or supply services or any commodities that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.

Any and all items that are made by Huawei Technology Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, Dahua Technology Company will not be accepted. If quotes include items from these entities please note that they will be deemed not technically responsive and excluded from competition.

8. **Taxes and VAT:**

The agreement under which this procurement is financed is not exempt from the payment of taxes, VAT, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. Therefore, offerors must include taxes, VAT, charges, tariffs, duties and levies in accordance with the laws of the Cooperating Country.

- 9. **UEI Number:** Companies or organizations, whether for-profit or non-profit, shall be requested to provide a Unique Entity Identifier (UEI) number if selected to receive an award in response to this RFQ valued greater than or equal to USD\$30,000 (or equivalent in other currency). If the Offeror does not have a UEI number and is unable to obtain one before the submission deadline, Offeror shall include a statement noting their intention to obtain a UEI number should it be selected as the successful offeror or explaining why registration for a UEI number is not possible. Contact sam.gov to obtain a number. Further guidance on obtaining a UEI number is available from Chemonics upon request.

- 10. **Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Chemonics will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

- 11. **Evaluation and Basis for Award:** The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements. The relative importance of each individual criterion is indicated by the number of points below:

<i>Merit Review Category</i>	<i>Rating (Points)</i>
Feasibility of Design & Technical Approach –	30

<p><i>Chemonics will assess whether the proposal explains, understands and responds to the objectives of the project as stated in the Scope of Work.</i></p> <p><i>The quality and feasibility of the application in terms of the viability of the proposed technical approach, (i.e., the proposed technical approach can be expected to achieve outputs around the PR & Comms strategy for project & alliance playing a stewardship role for improving women’s health and livelihood), appropriateness of the proposed methodology, innovativeness within areas of interest (as cited in technical approach guidance), coordination with national and state government departments and think tanks, corporate media teams, industry alliance media teams, and the work plan for achieving project objectives for an industry led effort to improve the health outcomes of the most vulnerable women populations in India. The technical approach must directly contribute to the achievement of the expected results and performance.</i></p>	
<p style="text-align: center;">Impact on Target Group –</p> <p><i>The extent to which the proposed activity corresponds to the needs of target group(s), i.e. Advocacy of FHM Engage & the WOHLA with key stakeholders which include the Government of India, the Ministry of Health, Niti Aayog, Pharma and consumer goods companies who are in the women’s health and livelihood space, Financial institutions in the space, Technocrats and bureaucrats, Global org and agencies , Public health experts and Investors, Companies, foundations and HNIs, strategic and program partners, social media segments.</i></p>	20
<p style="text-align: center;">Management & Programmatic Capacity –</p> <p><i>Chemonics will assess whether the proposed program approach and detailed activities and suggested timeline fulfill the requirements of executing the Scope of Work effectively and efficiently?</i></p> <p><i>Evidence of the capability to undertake and accomplish the proposed activities and positively strengthen the environment for gender equity and equality, including bringing attention to similar issues for multi-actor alliances. The application should demonstrate the organization’s effectiveness in terms of internal structure, technical capacity, and key personnel. Proposed mechanisms for monitoring and evaluation will also be appraised. The evaluation will be based principally on the background, qualifications, reputation, appropriateness, and skills of its key personnel; and the “history,” reputation, and achievements (including development of self-sufficient, sustainable activities) of the organization.</i></p>	30
<p style="text-align: center;">Past Performance</p> <p><i>Offerors must include [3] past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. Contact information must include at a minimum: name of point of contact who can speak to the offeror’s performance, name and address of the company for which the work was performed, and email and phone number of the point of contact. Chemonics will assess the past performance of the Offerors by contacting three references who may indicate the Offeror’s past performance for projects of similar size and scope.</i></p>	20
Overall Rating (out of 100 points)	100

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFQ, an offer may be deemed “non-responsive” and thereby disqualified from consideration. Chemonics reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotations. However, Chemonics reserves the right to conduct any of the following:

- Chemonics may conduct negotiations with and/or request clarifications from any offeror prior to award.
- While preference will be given to offerors who can address the full technical requirements of this RFQ, Chemonics may issue a partial award or split the award among various Vendors, if in the best interest of the FHM Engage Project.
- Chemonics may cancel this RFQ at any time.
- Chemonics may reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Please note that in submitting a response to this RFQ, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the FHM Engage Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. Chemonics, at its sole discretion, will make a final decision on the protest for this procurement.

12. **Terms and Conditions**: This is a Request for Quotations only. Issuance of this RFQ does not in any way obligate Chemonics, the FHM Engage Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to Chemonics’ standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

- (a) Chemonics’ standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this RFQ and identified in the resulting award; payment will not be issued to a third party.
- (b) Any award resulting from this RFQ will be firm fixed price, in the form of a purchase order or a fixed price contract.
- (c) No services or commodities may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
- (d) Any international air or ocean transportation or shipping carried out under any award resulting from this RFQ must take place on U.S.-flag carriers/vessels.
- (e) United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The Vendor under any award resulting from this RFQ must ensure compliance with these laws.
- (f) The title to any goods supplied under any award resulting from this RFQ shall pass to Chemonics following delivery and acceptance of the goods by Chemonics. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to Chemonics.
- (g) DEFENSE BASE ACT (DBA) INSURANCE

- 1) FAR 52.228-3 WORKER’S COMPENSATION INSURANCE (DEFENSE BASE ACT INSURANCE) (Jul 2014) [Updated by AAPD 22-01- 6-10-22]

The Subcontractor shall (a) provide, before commencing performance under this Subcontract, such workers' compensation or security as the Defense Base Act (DBA) (42 U.S.C. 1651, et seq.) requires and (b) continue to maintain it until performance is completed. The Subcontractor shall insert, in all lower-tier subcontracts authorized by Chemonics under this Subcontract to which the Defense Base Act applies, a clause similar to this clause imposing upon those lower-tier subcontractors this requirement to comply with the Defense Base Act. DBA insurance provides critical protection and limits on liability. The Subcontractor shall provide a proof of DBA insurance coverage to Chemonics upon request. Chemonics will verify coverage for, at least, projects in high-risk environments and where Chemonics may be providing security.

2) AIDAR 752.228-3 WORKERS' COMPENSATION (DEFENSE BASE ACT) [Updated by AAPD 22-01- 6-10-22] As prescribed in AIDAR 728.308, the following supplemental coverage is to be added to the clause specified in FAR 52.228-3.

(1) The Subcontractor agrees to procure DBA insurance pursuant to the terms of the contract between USAID and USAID's DBA insurance carrier unless the Subcontractor has a DBA self-insurance program approved by the U.S. Department of Labor or has an approved retrospective rating agreement for DBA.

(2) If USAID or Subcontractor has secured a waiver of DBA coverage (See AIDAR 728.305-70(a)) for Subcontractor's employees who are not citizens of, residents of, or hired in the United States, the Subcontractor agrees to provide such employees with worker's compensation benefits as required by the laws of the country in which the employees are working, or by the laws of the employee's native country, whichever offers greater benefits.

(3) The Subcontractor further agrees to insert in all lower-tier subcontracts hereunder to which the DBA is applicable a clause similar to this clause, including the sentence, imposing on all lower-tier subcontractors authorized by Chemonics a like requirement to provide overseas workmen's compensation insurance coverage and obtain DBA coverage under the USAID requirements contract.

(4) Contractors must apply for coverage directly to Starr Indemnity & Liability Company through its agent, Marsh McLennan Agency (MMA), using any of the following methods:

1. **Website.** There is a website with the option to print a PDF application form and submit it or complete an online application. The link to the website is: <https://www.starr.com/Insurance/Casualty/Defense-Base-Act/USAID---Defense-Base-Act>

2. **Email.** An application form can be emailed to: USAID@marshmma.com

3. **Additional Contacts.** Contacts for Starr Indemnity & Liability Company and its agent, Marsh MMA are available for guidance and question regarding the required application form and submission requirements:

- Tyler Hlawati (Starr) tyler.hlawati@Starrcompanies.com Telephone: 646-227-6556
- Bryan Cessna (Starr) bryan.cessna@starrcompanies.com Telephone: 302-249-6780
- Mike Dower (Marsh MMA) mike.dower@marshmma.com Telephone: 703-813-6513
- Diane Proctor (Marsh MMA) diane.proctor@marshmma.com Telephone: 703-813-6506

For instructions on the required application form and submission requirements, please refer to [AAPD 22-01](#). Pursuant to AIDAR 752.228-70, medical evacuation is a separate insurance requirement for overseas performance of USAID funded subcontracts; the Defense Base Act insurance does not provide coverage for medical evacuation. The costs of DBA insurance are allowable and reimbursable as a direct cost to this Subcontract.

Before starting work, the offeror must provide Chemonics with a copy of the DBA coverage policy that covers each of its employees.

Section 2: Offer Checklist

To assist offerors in preparation of the quote, the following checklist summarizes the documentation to include an offer in response to this RFQ:

- Cover letter, signed by an authorized representative of the offeror (see Section 4 for template)
- Copy of offeror's registration or business license (see Section 1.5 for more details);
- Company profile or 2-3 pages introduction to company's areas of expertise and practice, and description of the team and main clients;
- Official quotation, including proof of technical qualifications, (see Section 3 for scope of work, required technical qualifications, and the template/table to provide quotations on page 8);
- Technical Approach: 2-page proposal (see Section 1.11 for merit criteria)
- Impact on Target Group: 1 page (see Section 1.11 for merit criteria)
- Management and Programmatic Capacity: 1 page (see Section 1.11 for merit criteria)
- Past Performance References (see Section 1.11 for merit criteria)
- Federal Funding Accountability and Transparency Act (FFATA) Subaward Reporting Questionnaire, signed by an authorized representative of the offeror (see Section 5 for questionnaire). This form shall be completed only if the value is over \$30,000
- Copy of the DBA coverage policy that covers each of its employees

Section 3: Scope of Work and Technical Qualifications

The purpose of this RFQ is to engage the firm to provide communications and PR services to design, plan and manage communications and building the brand of FHM Engage and WOHLA as a flagship private sector alliance/collaboration platform and create marketing materials for both stakeholders and public outreach (target audience is: companies, foundations and HNIs, strategic and program partners, social media segments).

Technical Qualifications Selected Offeror Must Possess:

- Minimum 5 of years of experience and proven track of record providing the services outlined in Scope of Work.
- Experience with USAID or other donor-funded projects in India specially those implemented by for-profit international firms like Chemonics, is highly preferred.
- Offerors are requested to submit a 2-page Technical Approach, 1- page narrative on Impact on Target Group, 1-page narrative on the Offeror’s Management and Programmatic Capacity, 3 Past Performance References.
- The table below contains the list of services under this RFQ.
- Offerors are requested to provide quotations containing the information in the table below on official letterhead or official quotation format. In the event this is not possible, offerors may complete this Section 3 and submit a signed/stamped version to Chemonics.

Line Item	Description of Services Offered	Additional Details	Cost in INR	Cost Notes (explanation of elements included in cost)
1	PR and Communications Strategy - Duration: o/a January – September 2024			
2	Branding - Developing WOHLA logo in adherence with brand guidelines (subject to approval by USAID/India)			
3	Collateral & Content Development - Develop themes and content for social/digital media campaigns, blogs, articles in national and local publications, spotlight interviews, articles, webinars, etc. - Adhere to workplan objectives and compliance with USAID Communications guidelines.			
4	Media Outreach - Develop list of media outlets - Publish 1 op-ed in a daily, national newspaper - Publish 1-2 articles in regional media outlet			
5	Digital Outreach - Develop website map, finalize content and launch new website - Develop social media			

	platforms/channels (Twitter/LinkedIn) for project			
6	Account Management <ul style="list-style-type: none"> - Monthly calls and meeting minutes - Monthly tracker of activities - Quarterly tracker and deliverables reporting - Budget tracker - Quarterly workplan and updates 			
7	WOHLA Launch Event <ul style="list-style-type: none"> - Writing Event Brief (3 pages) - Organizing event panels and sessions (plenary) - Supporting venue selection and preparation - Developing and sending invitations for dignitaries and participants for the event - Promotion of event (pre-event, during event, and post-event) on various media platforms - Developing talking points and media collateral 	Event brief to be developed in consultation with FHM Engage Core Team, partners, and USAID		

The delivery estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.

The prices quoted above remain fixed for the next 6 months:

Yes *No*

Section 4: Offer Cover Letter

The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:

To: FHM Engage in India

Reference: RFQ No. FHM-IND-001

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFQ. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFQ. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any Chemonics or FHM Engage project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting quotes in response to the above-referenced RFQ; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our quote and all supporting documentation is authentic and accurate.
- We understand and agree to Chemonics’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____

Company Name: _____

Company Address: _____

Company Telephone and Website: _____

Company Registration or Taxpayer ID Number: _____

Company UEI Number: _____

Does the company have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____

Section 5: Federal Funding Accountability and Transparency Act (FFATA) Subaward Reporting Questionnaire

If the offeror is selected for an award valued at \$30,000 or above and is not exempted based on a negative response to Section 3(a) below, any first-tier subaward to the organization may be reported and made public through FSRs.gov in accordance with The Transparency Acts of 2006 and 2008. Therefore, in accordance with FAR 52.240-10 and 2CFR Part170, if the offeror positively certifies below in Sections 3.a and 3.b and negatively certifies in Sections 3.c and 3.d, the offeror will be required to disclose to Chemonics for reporting in accordance with the regulations, the names and total compensation of the organization's five most highly compensated executives. By submitting this quotation, the offeror agrees to comply with this requirement as applicable if selected for a subaward.

In accordance with those Acts and to determine applicable reporting requirements, [Company Name] certifies as follows:

- a) In the previous tax year, was your company's gross income from all sources above \$300,000?

Yes No

- b) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the UEI number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and** (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:

Yes No

- c) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986? (FFATA § 2(b)(1)):

Yes No

- d) Does your business or organization maintain an active registration in the System for Award Management (www.SAM.gov)?

Yes No

I hereby certify that the above statements are true and accurate, to the best of my knowledge.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____