

**REQUEST FOR PROPOSAL**

**RFP-005-COMMS-2023**

**CONSULTANCY FOR EDITING, FORMATTING, PROOFREADING, AND DESIGNING OF REPORTS ON A FRAMEWORK AGREEMENT**

**Disclaimer:** AGRA reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party

**Synopsis of the Request for Proposal**

|  |  |
| --- | --- |
| Solicitation Reference No. | **RFP-005-COMMS-2023** |
| Title of Solicitation | Consultancy for editing, formatting, proofreading, and designing of reports on a framework agreement |
| Issuing Office & Address | AGRA  Website: [www.agra.org](http://www.agra.org/) |
| Location of the Assignment | KENYA |
| Point of contact for clarifications & questions | AGRA General Procurement,  [Procurement@agra.org](mailto:Procurement@agra.org) |
| Email Address for submission of Proposals/Quotes | AGRA General Procurement,  [Procurement@agra.org](mailto:Procurement@agra.org) |
| Solicitation Issue Date | January 24th, 2023 |
| Confirmation of interest in this consultancy | Interested consultants/bidders are requested to register on the link below by close of business January 30th, 2023. Any additional communication will be shared with those that will have registered on the link below.  For Registration Link click: [**HERE**](https://forms.office.com/r/vksmZR0XFZ)  For Registration Link click: [**HERE**](https://forms.office.com/r/vksmZR0XFZ) |
| Deadline for submission of questions and clarifications | January 30th, 2023,1700 hours, East African Time |
| Deadline for Answering questions and clarifications | February 1st, 2023,1700 hours, East African Time |
| Deadline for Submission of Proposals | February 7th, 2023, 5:00PM, East African Time.  **Please include the subject line “RFP-005-COMMS-2023” of the email.** |
| Type of Consultant | Consultancy Firms Only |
| Anticipated Award Type | **Consultancy Agreement** |
| Selection Method | **Quality Based Selection** |
| Submission and Evaluation Criteria | **Mandatory Eligibility Requirement:**   1. Company profile. 2. Trading license or Certificate of incorporation or Certificate of Registration 3. Tax clearance certificate (Applicable to firms originating from Kenya, Rwanda, Ghana, Tanzania and Mozambique). 4. Three reference letters of similar work carried out. 5. CVs of key personnel.   **Evaluation Criteria summary:**   1. Organizational Capacity …...............................................10% 2. Experience in similar assignments………………………25% 3. Proposed approach, methodology and workplan…...........25% 4. Experience and qualifications of key personnel …...........40%   **Total: …...........................................................................100%**  **NB.**   1. **Minimum technical pass mark is 75%** 2. **AGRA will negotiate with the best two firms that attain a score above 75%.** |

1. **BACKGROUND**

Established in 2006, AGRA is an African-led and Africa-based institution that puts smallholder farmers at the center of the continent’s growing economy by transforming agriculture from a solitary struggle to survive into farming as a business that thrives. Together with our partners, we are working to sustainably grow Africa’s food systems.

AGRA strengthens seed systems, develops, and promotes sustainable farming practices, helps unlock trade and markets, and supports governments who lead their countries’ development. We work with farmers to adapt to climate change, increase soil health, and protect the environment. AGRA believes deeply in the urgency of reducing the inequality that women face in agriculture, and to unlocking the power and innovation of youth.

More information: <https://agra.org/>

1. **OBJECTIVES OF THE CONSULTANCY**

We are looking for 2 agencies to be given framework agreements for editing, formatting, proofreading, designing of reports and other technical products that will complement our in-house capabilities and capacity to deliver a world class communication function to support the delivery of our mandate.

1. **DUTIES AND RESPONSIBILITIES**

Under the supervision of the Senior Communications Officer, the consultant will edit, develop layout, and design various AGRA reports and present/describe all the data and achievements of the documents in such a way that external audience can easily understand.

Furthermore, the service provider will make the documents as much as possible self-explanatory through different creative methods using graphics, and illustrations, so that the wider audience will get more information about the work of the AGRA.

Accordingly, this TOR outlines the request of a highly professional editing and graphic designing service provider to deliver the following tasks:

1. Edit and revise various forms of communications products
2. Edit and proof-read written documents prepared by the organization, including checking spelling, acronyms, and other abbreviations, etc. The drafting and editing work may require some additional research and coordination with relevant staff.
3. Ensure all written work is authentic, original, and appropriately cited and/or referenced
4. Develop documents specific layout and graphic design mockup to be used in the designing and layout of the report for AGRA staff to review
5. Propose innovative ideas and present the layout idea to AGRA, discuss on the proposed layout, and incorporate feedback, then
6. Design and layout the documents based on the agreed mockup.
7. **COMPANY QUALIFICATIONS AND EXPERIENCE**
8. Companies shall possess 5 years of experience in editing, formatting, proofreading, designing of reports and other technical products.
9. Companies shall demonstrate experience in carrying out similar assignments for similar organisations. Please share list of similar assignments carried out.
10. Share client list including assignments carried out and contact person
11. Share any available company accreditations.
    1. **Qualification of the key personnel**

**The key personnel shall possess the following qualification and experience:**

1. Post graduate degree in media and communications, creative arts, design and related fields
2. University degree in communication, journalism, public relations, international relations, or related disciplines
3. Proven professional experience of at least five years in writing and content development for international organizations or media
4. Five years of experience in the field of editing, graphics designing and publication work.
5. Proven experience in producing publications with innovative graphic designs with the use of software such as Adobe Design Premium, In-Design, Illustrator, CorelDraw, web design tools such as Dreamweaver and Flash, etc.
6. Experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management.
7. Knowledge of standard software packages, including MS Office– MS Access–MS Visio –Adobe Acrobat.
8. Good understanding of new and evolving technologies and digital platforms.
9. Basic knowledge on technical terms used in agriculture
10. **DURATION**

The assignment will last for a period of Twelve (12) months subject to renewal based on performance and availability of funds. AGRA will sign a framework contract with successful firms and work will be assigned on a need basis.

1. **INSTITUTIONAL ARRANGEMENT AND REPORTING**

In carrying out this assignment, the consultant will be supervised directly by AGRA represented by the Head of Communication or his/her designate.

1. **EVALUATION CRITERIA**

Interested firms shall be evaluated against the following technical criteria:

* 1. **Organizational Capacity ….................................................................................10%**

Company profile, company accreditations and certifications.

* 1. **Experience in similar assignments ……............................................................25%**
* Companies shall possess 5 years of experience in editing and designing of reports.
* Companies shall demonstrate experience in carrying out similar assignments for similar organisations. Please share list of similar assignments carried out.
* Share client list including assignments carried out and contact person
  1. **Proposed approach, methodology and work plan.............................................25%**

Understanding of the project/assignment requirements, practicality of the proposed methodology relative to the context of the assignment, proposed work plan, staffing schedule, risk assessment and mitigation strategies integrated into the assignment, planning, appropriateness of the implementation schedule to the project timelines and project quality assurance measures.

* 1. **Experience and Qualification of key personnel…...........................................40%**

The team leader and other key personnel shall possess the qualifications and experience as required under chapter 4.5**.**

**Total Score….........................................................................................................100%**

**NB:**

1. **Type of Consultant: Consultancy Firm**
2. **Selection Method: Quality Based Selection (QBS)**
3. **Minimum technical pass mark is 75%**
4. **AGRA will negotiate with the best two firms that attain a score above 75%.**
5. **APPLICATION SUBMISSION REQUIREMENTS**

Interested and qualified firms are invited to submit their proposal(s) comprising of the following:

1. **Technical Proposal**
   * 1. Company profile, Certifications and accreditations.
     2. Proposed Methodology, approach and workplan with clear timelines.
     3. Detailed reference list indicating the scope and magnitude of similar assignments carried out.
     4. Proposed key staff, their roles including their CVs, academic and professional certificates.
     5. The technical proposal **shall not exceed 20 pages.** CVs, copies of academic certificates and other support documents may be attached as annexes.
2. **Financial Proposal**
3. The firm shall provide a financial proposal for carrying out the assignment. Use the templates provided under Annexes A, for the financial proposal. You may modify them where necessary or share other pricing models for review and consideration
4. Financial proposal rates shall include the applicable withholding tax.
5. VAT shall be quoted separately and is only applicable to firms registered in the following countries (Kenya, Tanzania, Rwanda, Ghana and Mozambique).
6. If the financial proposal is silent on taxes, AGRA shall assume that these are inclusive.
7. Prices **must** be quoted in **USD ($).** Contracting will be in USD and bidders are encouraged to have a USD bank account.
8. Rates will be applicable throughout the term of the contract
9. The financial proposal shall be sent as a separate attachment and **MUST be password protected.**
10. **Guidelines for Preparations and Submission of Proposals**
11. The proposals SHALL be submitted to [**procurement@agra.org**](mailto:procurement@agra.org) **by deadline indicated in the synopsis**
12. The proposal and ALL Attachments submitted via email **SHALL NOT exceed 10MB**
13. VALIDITY of the proposal shall be for a period of 90 days from the date of bid closure.
14. Financial proposal shall be sent as a separate attachment and **MUST be password protected. The password shall be requested from the best technically qualified firm.**

**ANNEX A: FINANCIAL PROPOSAL[[1]](#footnote-1)**

1. Provide an all-inclusive rate for editing services in accordance with the following table:

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Service: Editing** | **Editing**  **Rate per Hour** | **Editing**  **Rate per Day** | **Editing Rate per 1000 Words** |
| **English Text** |  |  |  |
| Add lines for additional languages, if applicable able. |  |  |  |
|  |  |  |  |
| **VAT (Only applicable to firms registered in Kenya, Tanzania, Rwanda, Ghana, Mozambique)** |  |  |  |
| **Grand Total (inclusive of VAT)** |  |  |  |

1. Provide an all-inclusive rate for formatting services in accordance with the following table:

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Service: Formatting** | **Formatting Rate per Hour** | **Formatting Rate per Day** | **Formatting Rate per 1000 Words** |
| **English Text** |  |  |  |
| Add lines for additional languages, if applicable able. |  |  |  |
|  |  |  |  |
| **VAT (Only applicable to firms registered in Kenya, Tanzania, Rwanda, Ghana, Mozambique)** |  |  |  |
| **Grand Total (inclusive of VAT** |  |  |  |

1. Provide an all-inclusive rate for proofreading services in accordance with the following table:

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Service: Proofreading** | **Proofreading Rate per Hour** | **Proofreading**  **Rate per Day** | **Proofreading**  **Rate per 1000 Words** |
| **English Text** |  |  |  |
| Add lines for additional languages, if applicable able. |  |  |  |
|  |  |  |  |
| VAT (Only applicable to firms registered in Kenya, Tanzania, Rwanda, Ghana, Mozambique) |  |  |  |
| **Grand Total (inclusive of VAT)** |  |  |  |

1. Provide an all-inclusive rate for editing, formatting, and proofreading services in accordance with the following table

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Service: editing, formatting, and proofreading** | **Rate per Hour** | **Rate per Day** | **Rate per 1000 Words** |
| English Text |  |  |  |
| Add lines for additional languages, if applicable able. |  |  |  |
|  |  |  |  |
| VAT (Only applicable to firms registered in Kenya, Tanzania, Rwanda, Ghana, Mozambique) |  |  |  |
| **Grand Total (inclusive of VAT)** |  |  |  |

1. Provide an all-inclusive rate for designing services in accordance with the following table

|  |  |  |
| --- | --- | --- |
| **Type of Service: Designing** | **Designing Rate per Hour** | **Designing Rate per Day** |
| Designing |  |  |
| VAT (Only applicable to firms registered in Kenya, Tanzania, Rwanda, Ghana, Mozambique) |  |  |
| **Grand Total (inclusive of VAT)** |  |  |

1. Provide an all-inclusive rate for editing, formatting, proofreading, and designing services in accordance with the following table:

|  |  |  |
| --- | --- | --- |
| **Type of Service: editing, formatting, proofreading, and designing** | **Rate per Hour** | **Rate per Day** |
| **English Text** |  |  |
| Add lines for additional languages, if applicable able. |  |  |
|  |  |  |
| VAT (Only applicable to firms registered in Kenya, Tanzania, Rwanda, Ghana, Mozambique) |  |  |
| **Grand Total (inclusive of VAT)** |  |  |

1. **Note: Payments and contracting will be made in USD**  [↑](#footnote-ref-1)