



REQUEST FOR PROPOSAL

ANNEX I

REQUEST FOR PROPOSAL

1. Scope and requirements

2. Scope of Work:

Geneva Call seeks a media monitoring company to manage and evaluate the execution of a national mass media campaign, with a particular focus on the targeted provinces of Kabul, Jalalabad, Mazar-e-Sharif, Kunduz, Bamyan, and Kandahar. The selected company will be responsible for ensuring all radio spots are aired as per the media plan, monitoring the airing of radio spots on designated radio stations, and verifying that the spots are broadcast according to the scheduled times and durations (60-90 seconds) outlined in the media plan.

The company will provide real-time updates on the airing status of radio spots, report immediately to Geneva Call if any radio station fails to air the spots as scheduled, and document and provide detailed reports of any missed or delayed spots. They will deliver comprehensive reports that evaluate the performance of each campaign, compile data and insights into a detailed analytical report at the end of each campaign and include analysis of the adherence to the media plan, audience reach, and effectiveness of the radio spots.

Additionally, the company will measure the reach and impact of the radio spots by collecting and providing quantitative data on the number of listeners reached by the campaign, using reliable measurement tools and methodologies to ensure accurate audience reach figures. They will gather qualitative feedback from the target audience by conducting interviews with radio listeners and the target audience in the specified provinces, documenting and analyzing audience feedback on the content and impact of the radio spots.

3. Proposal Guidelines:

The technical proposal should include a detailed description of how the radio station plans to meet the coverage requirements, the strategy for airing spots during peak times, the method for providing digital records, and a draft media plan. It should also include information on the radio station's reach and influence in the targeted provinces, examples of previous similar campaigns, references or testimonials from previous clients, and any other relevant technical details.

The financial proposal should include a detailed budget with a comprehensive cost breakdown for the entire campaign. This should encompass all expenses related to broadcasting the radio messages, producing digital records, and any other associated costs. The financial proposal should demonstrate cost efficiency and provide a clear rationale for the proposed budget.

Each proposal should be placed in its own sealed envelope, clearly labeled as "Technical Proposal" or "Financial Proposal," and both should then be submitted in two different email address by the given deadline. This ensures that the evaluation of the technical and financial aspects of the proposals can be conducted independently and fairly.

4. Eligibility Criteria:



Technical Proposal:

- Must include a detailed description of the coverage plan, broadcast strategy, methodology for providing digital records, and a draft media plan.
- The Vendor should submit the profile company as the attachment
- The vendor should submit the Owner CV
- Provide information on reach and influence in the targeted provinces, examples of previous similar campaigns, references or testimonials, and any other relevant technical details.

Financial Proposal:

- Must include a detailed budget with a comprehensive cost breakdown for the entire campaign.
- Demonstrate cost efficiency and provide a clear rationale for the proposed budget.
- Include complete bank details for financial transactions.
- Submit a valid tax clearance certificate.
- Submit a valid business license.

5. Evaluation and Selection Process:

The GC committee will decide the winner based on the evaluation of both the technical and financial proposals.

6. Terms and Conditions:

Payment will be made via bank transfer. The selected radio station must have legal permission from the government to operate and provide services. Additionally, the selected station must share their bank statement to verify account details and ensure transparency in the transaction process.

7. Confidentiality:

All information provided by Geneva Call and all details of the proposals submitted by bidders will be treated with strict confidentiality. The selected radio station must ensure that any proprietary or sensitive information related to the campaign, or the organization is protected and not disclosed to any unauthorized parties.

8. Specifics

9. Third Party Performance Reviews and Audit

9.1 **Performance Review.** In addition to internal measures of performance, Geneva Call retains the right to require independent evaluation of Contractor performance. Geneva Call may, contract with independent third parties to audit the contract service levels. The Contractor will cooperate fully with any third-party audit and agrees that all information shared with Geneva Call may be shared with such third-party contractor.

9.2 **Financial Audit.** Geneva Call requires the Contractor to retain all financial documents related to the costs and revenues of its account for the standard financial data retention period in the country of incorporation.

10 The Contract



10.1 **Term of Agreement:** the Contract will be valid till end of the service period.

10.2 **Termination** Geneva Call may terminate the Agreement resulting from this solicitation, or any services under such Agreement, without prejudice to any other rights or remedies, by giving ninety (30) days written notice to the Contractor.

11 **Disclaimer.**

11.1 Geneva Call reserves the right to accept or reject any or all proposals, and to cancel the bidding process at any time prior to the award of the contract, without thereby incurring any liability to the affected bidders or any obligation to inform the affected bidders of the grounds for Geneva Call's action. The decision of the GC committee will be final and binding. Submission of a proposal indicates acceptance of all the terms and conditions outlined in this RFP.