



Date: 12 May 2022
To: Interested Qualified Bidders
From: Swedish Committee for Afghanistan, Kabul Management Office
No. of Pages: Fourteen (14) with three sections (Sections 1-3)
Subject: External Communication Survey 2022
RFP #: KMO- RFP – 2022 - 02

Dear Sir/Madam:

The Swedish Committee for Afghanistan, Kabul Management Office (hereinafter called “the SCA”) invites you to submit your technical and financial proposal for External Communication Survey 2022 (hereinafter called “the Service”) as specified in the Request for Proposal and attachments hereto (hereinafter called “the RFP Documents”).

Tender Instructions

1. You must submit your technical and financial proposal in separate sealed envelope in case of hard submission. And in separate file in case of online submission for all service in respect to this RFP.
2. Your quotation shall be addressed and submitted at the below specified address or email address no later than 29 may 2022:

Swedish Committee for Afghanistan
Jalalabad Main Road, Paktia Kot
PO Box 5017
Kabul Afghanistan

Email for Electronic submissions: bids@sca.org.af>

3. Any quotation received by the SCA after the deadline will be rejected.
4. All questions will be responded through tenders@sca.org.af> from May 12, to 20.
5. Your quotation and all correspondence shall be made in the English language.
6. Your quotation shall be according to these instructions:
 - 6.1 It shall contain the completed forms in Sections 2 and 3. Failure to complete these forms may result to rejection of your quotation
 - 6.2 All prices quoted shall be made on the terms specified in the RFP documents
 - 6.3 All prices shall be quoted in AFN.
 - 6.4 All prices shall be quoted including taxes reference to Article 72 of Afghanistan Tax Law. International companies 7%
 - 6.5 Your quotation shall be valid for a period of 90 days past deadline for receipt of quotation
 - 6.6 Your quotation shall bear the RFP Reference Number and Title indicated above.



7. SCA will examine the received quotations to determine its completeness and whether there are computational or arithmetical errors, whether documents are properly signed, & whether the quotations are general in order. Arithmetical errors will be rectified as follows:
 - 7.1 If there is a discrepancy between the unit price and the line-item total, the unit price shall prevail and the line item total shall be corrected, unless there is an obvious misplacement of the decimal point in the unit price, in which case, the line item total as quoted shall govern and the unit price shall be corrected.
 - 7.2 If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotal shall prevail, and the total shall be corrected.
8. Prior to the price evaluation, SCA will determine the substantial responsiveness of each quotation. A substantially responsive quotation is one, which conforms to all the terms and conditions of the RFP documents without material deviations. Deviations from, or objections or reservations to critical provisions will be deemed to be material deviation. The SCA may waive any minor informality, or irregularity in a quotation, which does not constitute a material deviation, reservation, or omission.
9. During evaluation of the quotations, the SCA, at its discretion, may ask you for a clarification of your quotation. The request for clarification and the response shall be in writing, and no change in the prices or substance of the quotation shall be sought, offered, or permitted. Failure to respond timely to a request for clarification may result in the rejection of your quotation.
10. If a quotation is not substantially responsive, it will be rejected by the SCA and may not subsequently be made responsive by correction of the nonconformity.
11. The SCA shall compare all substantially responsive quotations to determine the quotation containing the best Quality and Cost.
12. Award will be made to the company whose quotation is determined substantially responsive to the requirements of the SCA and whose quotation contains the best-evaluated price, based on Quality and Cost Selection.
13. The SCA reserves the right to accept or reject any quotation, and to annul, in whole or in part or to suspend the process and reject all quotations at any time prior to the award, without thereby incurring any liability to the affected company or companies or any obligation to inform the affected company or companies of the reasons for the SCA's action.
14. Nothing in or relating to this RFP shall be deemed a waiver, expressed or implied, of any of the privileges and immunities of the SCA.
15. Please note that the SCA will notify unsuccessful companies.

Requirements of the Company

The firm must provide evidence for the following criteria and submit it along with the technical and financial proposal.

1. Valid Certificate of Registration (For example: From AISA or Ministry of Commerce)
2. Bank Account in the name of the company. Individual/personal bank accounts will not be accepted.
3. Company must have Tax Identification Number (TIN).
4. **Bid Security:** all interested bidders are required to submit a bid security of (AFN. 50,000) Bidder must deposit the amount from their company bank account to the designated SCA Bank account, which is attached, and **a copy of deposit receipt must be attached with their offer while submitting, bids which not accompanied with bid security, will not be accepted.**



SCA has the right to not refund the bid security, if the bidder:

1. Provide fake documents/information.
2. Do not accept correction of any arithmetic error.
3. Do not submit required performance guarantee or do not agree to sign the contract
4. Modifies or withdraw its offer after the deadline for bid submission.

Firms who do not submit evidence for the above-mentioned requirements will be disqualified.

Terms of Reference

External Communication Survey 2022

1. Introduction

The Swedish Committee for Afghanistan (SCA) was founded in Stockholm, Sweden in 1980 and is working in Afghanistan since 1982.

The work encompasses programs for education, health, support to persons with disabilities and rural development. SCA has more than 6.000 employees, of whom more than 99 % are Afghans. SCA's main target group is the rural population, specifically women and girls. SCA's work is always conducted in close cooperation with the local population. The management office is situated in Kabul, while operations are carried out in 18 provinces from five regional management offices and one liaison office.

For 40 years we have been present among those in Afghanistan who need us most; despite war and conflict. We have decided to stay as long as we are needed.

2. Background Information and Rationale

SCA conducted a baseline communication survey in 2018 internally through the Monitoring and Evaluation Unit. The purpose of the survey was to find the level of knowledge about SCA vision, mission, values, and model for development among the communication target groups. Now, the Communication Unit/COMA plans to conduct a second round or midline survey to find the percentage of increase in the level of awareness and knowledge among the communication target groups in comparison to the baseline and also study the changes on the channels and trends of access to information with an aim to learn on the usefulness of the current channels and the appropriate changed communications channels based on the contextual changes on the ground. Additionally, this survey is also intended to include the current authorities related officials at local and national levels as well as SCA contracted project staff (both target groups were not part of the baseline survey) to find the level of their knowledge and awareness about SCA vision, mission, values, and model for development.

Now that the former government has collapsed and the Taliban has taken control of the country as well as there is an entire political change, it seems to have affected the communications models and access to information agenda in the country. The findings of this survey will be used for efficient awareness raising and improvement through the most demanded channels in order to maintain and strengthen SCA's brand



and its credibility among the target groups for their increased knowledge and support for SCA's vision, mission and model for development.

The survey is demanded by Communications Unit/COMA of SCA. This survey was part of the strategic plan 2018-2021 and in support of the upcoming strategic plan that will pave the way for the Communication Unit/COMA in setting realistic indicators, communications objectives, communication channels, target groups and messages for its communication activities in the coming years.

3. Objectives of the Survey

- 3.1 The objective of this survey is to understand the percentage of increase in the level of the target groups' knowledge about SCA as an organization and its activities, and also the support for SCA among the Afghan public in the communities that SCA works as well as the media outlets (journalist in TV, Radio, print and online media) at the local and national level in comparison to the baseline survey.
- 3.2 This survey is also designed to study the level of knowledge and awareness among the decision makers at national level (Minister, Head of Department and Managers in MoPH, MRRD, MoLSMAD, MoEc, MoF, Custom House, MoE, MoFA.), provincial (DoPH, DoLSMAD, DoE, DoF, DoE, DoFA, , Governor Office) and local levels (District Governor, Religious Leaders), as well as the SCA project contracted staff e.g. in health and education sectors in the communities such as the teachers, health workers, disability project workers, volunteers and so on.
- 3.3 Considering the contextual changes and its possible effect on the channels and trends of access to information, this survey must give the Communications Unit/COMA a clear idea of the information that the target groups are interested to know about SCA and also identify the most useful communication channel(s) for each of the target groups.
- 3.4 The survey should provide description of the lessons learned and recommendations on usefulness of the current communications channels and messaging, concrete recommendation for the improvements on communication activities, channels, and types of information as per each target audience groups based on the current context and trends.

4. Scope of the Survey

The geographical scope of this survey is the areas where SCA implements its operations. SCA works in a large number of districts within 18 provinces. SCA manages its operations in these provinces by offices in Kabul and Parwan, five Regional Management Offices (RMOs) and three liaison offices each namely: Kabul Management Office (KMO), Parwan Management Office (PMO), Jalalabad Regional Management Office (JRMO), Mazar Regional Management Office (MRMO), Wardak Regional Management Office (WRMO), Ghazni Regional Management Office (GRMO), Kunduz Liaison Office (KLO), Aybak Liaison



Office (ALO) and Mehterlam Liaison Office (MLO). An adequate number of districts need to be sampled in order to cover different population profiles and different activities from SCA. SCA/COMA will provide input to the consultancy firm, who will work out a proposal to SCA/COMA on what districts to select. The consultancy firm also needs to provide a proposal for how to reach an adequate selection of the population in each district to SCA/COMA.

4.1 The sample size will be selected from the below target groups for the survey:

- The population of Afghanistan living in rural communities
- Decision makers at the local, provincial and national levels
- Journalists at local, provincial, and national levels.
- Project contracted staff at SCA run facilities

5. Approach and Methodology

The consultancy firm should clearly explain and clarify their approach and methodology for performing this survey. The consultancy should explain how they ensure the reliability of the survey data and that the survey is conducted on the ground. The study requires a mixed data collection methodology including both quantitative and qualitative data analysis.

6. Guiding Principles and Core Values

- a) Full respect of the Afghan people's rights to sovereignty, cultural heritage, and religious integrity.
- b) Full neutrality and impartiality vis-à-vis people of different religion, gender, and ethnic origin
- c) Equal access to all services for the Afghan people, including women's rights to survival,
- d) protection and development
- e) Seek audience with the relevant staff in matters of data collection, taking photos, interacting with women and men staff, children, and communities at large. This includes seeking formal consent or assent as applicable among all respondents.
- f) Maintain absolute confidentiality with all sorts of information gathered.
- g) Seek and maintain SCA's levels of good relationship with partners e.g., local education authorities, local NGOs, INGOs, UN Agencies, security personnel, and SCA staff in general.
- h) Report most professionally, areas of concern that might affect the assessment and then make follow-ups to seeking solutions to those concerns.
- i) Use language that is acceptable with all persons.
- j) Maintain high respect of human rights, neutrality, cultural values and religious values.
- k) Avoid discussions on religious matters as they are held very closely to the hearts of Afghans.

7. Management of Task

A panel consisting of staff from the Planning, Monitoring, Evaluation and Reporting Unit (PMERU) and the Communications Afghanistan Unit at the Kabul Management Office will review the proposal and assign the job. PMERU will take care of the administrative issues of the consultation.

SCA will offer information on security issues, housing or accommodation issues, travel within the project sites, accompaniment to project sites and assisting in helping get staff who will be engaged throughout the survey. SCA will, upon satisfaction of the consulting firm's experience, inception report, field work and data collection, data analysis, development, and successful submission of the final report from the field, pay the consulting firm its dues in accordance with the agreed and signed contractual agreements. SCA will also hold the right to contact the consulting firm to clarify issues that may have not been noticed earlier.

Swedish Committee for Afghanistan's (SCA) Commitment towards the Consulting firm

- SCA is the contracting agency for the proposed survey. SCA through its PMERU and COMa team based at the Kabul Management Office (KMO) and Regional Management Offices are the main stakeholders in this survey.
- SCA through the PMERU will provide the following support and undertake the following roles and responsibilities to the consulting firm:
 - Provide relevant project-related information, reports and documents
 - Provide any other liaison and costs associated with the contract
 - SCA will provide only the necessary updates and directions on security and transportation within Afghanistan during the duration of the consultancy if required.
 - Process consultancy fees as per the agreement. The payment will be deposited into the bank account of the consulting firm

Duties and responsibilities of the consulting firm

The role of the consulting firm will include:

- Review of key documents necessary for the survey
- Development of workplan and conformity to scheduled timeframes
- Determine samples and sample sizes
- Lead consultant to conduct field visits, data collection and analysis



- Conduct a debriefing session at Kabul Management Office (KMO) by highlighting the main findings prior to further review, incorporation of feedback from SCA and submission of the 1st draft of the final report
- Submission of inception, draft, final report and any other required reports or documents as reflected in the deliverables

While the above outline provides the minimum of what SCA expects to be done and covered by this evaluation, the consulting firm will propose additional approaches and strategies for undertaking this survey.

8. Professional Qualifications

The consultancy firm must have that relevant experience of evaluating communication activities of INGOs and working in the area of developing and improving communication function of organizations. The consulting firm must meet the following minimum requirements.

- a) At least a post graduate degree in communications, or social sciences from a recognized university for the lead consultant (Curriculum Vita of team members to be attached).
- b) At least 5 years practical experience in conducting similar surveys for the lead consultant.
- c) Proven experience in evaluations for NGOs and private firms by the lead consultant and other consultants who will be members of the survey (Attach any two consultancies conducted).
- d) Have a good understanding of the aspirations and challenges of rural communities in Afghanistan is desirable.
- e) Results-oriented and committed to complete assignments within an agreed timeframe

Language Required for the Consultancy:

- f) Demonstrated proficiency in oral and written English. Good knowledge of spoken Pashto and Dari for lead local/Afghanistan applicants is desired

9. Deliverables and Timelines

A survey report on the knowledge of survey respondents about SCA's vision, mission and model for development, the usefulness of current communication tools and recommendation on the new targeted communication channels/mediums based on the current contextual requirements. The report should mainly carry out the lessons learned and recommendations to improve SCA's external communication and to improve awareness among the target audience.

The consulting firm will be hired for 28 working days starting from early June 2022 as shown below:



Expected outputs and payment schedule			
	Deliverables	Days	Payment
1	<p>Inception report:</p> <p><i>To be submitted within 5 days by the consulting firm after signing of the contract. The inception report will cover a summary of consultancy, the methodology to be used, sample and sampling and a draft work plan to guide implementation. The inception report will be preceded by:</i></p> <p><i>A briefing from SCA and receipt of key programme documents; Desk review of key documents by the consulting firm and development of data collection tools and schedules. (5 days)</i></p>	5	20%
2	<p>Field visit, data collection and analysis</p> <p><i>Based on agreed sample size in regional management offices, the consulting firm particularly the lead consultant must visit sites and collect data from the respondents mentioned in section 3.1. (15 days)</i></p>	15	-
3	<p>Presentation of findings:</p> <p><i>The consulting firm will conduct a debriefing session at the Kabul Management Office (KMO) by highlighting the key findings at the end of the survey period prior to submission of the 1st draft of the final report (1 day).</i></p>	1	
4	<p>Draft report:</p> <p><i>The draft report (soft, hardcopies and summary power-point presentation) will be submitted to the PMER unit for discussion. The feedback of the draft will be given to the consulting firm after receipt of the draft report for review.</i></p> <p><i>Writing draft report (3 days)</i></p>	3	40%
5	<p>Final report:</p> <p><i>The final report (soft, hardcopies, summary power-point presentation and summary of the final report) shall be submitted by the consulting firm to SCA not later than one week after getting SCA's feedback on first draft based on an agreed format.</i></p> <p><i>Writing final report (3 days)</i></p>	3	40%
Total		28	100%

Mode of payment: Payments will be done upon submission and approval by SCA of deliverables 1, 4 and 5 as indicated above, Invoice and payment will be in AFN currency. Payment will be made through bank cheque or bank transfer to the company bank account.



10. Proposal Submissions

- Interested consultancy firms are required to submit a technical proposal clearly outlining: a) Their understanding of the terms of reference b) Company profile c) Methodology for conducting the survey with details on which methods will be used for which kind of target population d) Data Quality Control and Analysis Plan
- Financial Proposal detailing the consultant(s) professional fees, travel costs and any other costs related to this consultancy
- 2 samples of previous evaluations or surveys of communications activities conducted by the consulting company

11. Confidentiality

All information in the contract between the two parties shall be considered as confidential and not be shared with anyone unless legally obliged to do so.

12. Evaluation

The evaluation is quality and cost-based selection, 70% for quality and 30% for the cost. SCA will provide the contract to only one service provider/consulting firm.

Quality Evaluation (technical)

Technical and Quality Evaluation Plus Oral interview (100 points)

1. Institutional capacity/credentials (*Maximum 30 points*)

- a) Company profile, relevant to the ToR
- b) Organization's previous experience in conducting similar related / evaluations
- c) Technical capacity of the lead consultant (CV to be attached)
- d) Technical capacity of the organization's technical team (CVs of the technical team members to be attached)
- e) Demonstrated likelihood to complete the evaluation within the stipulated period

(Each sub theme will be rated between 0-6 points)

2. Technical proposal (*Maximum 40 points*)

- g) Completeness and comprehensiveness of the proposal
- h) Demonstration of understanding of the TOR
- i) Methodology/approach to the evaluation
- j) Detailed Implementation Plan indicating the start and end dates
- k) Previous experience in conducting similar evaluations

(Each sub theme will be rated between 0-8 points)



3. Oral Interview (*Maximum 30 points*)

Firms that score a minimum of 60/100 in the Technical and Quality Evaluation qualify for a financial evaluation.

The total score out of 100 on the technical part (section 1,2,3 above) will be weighted by 70%.

4. Financial evaluation (*Maximum 100 points*)

Based on all the price quotations. The lowest price will be given the maximum financial score of 100. The financial scores of other qualified quotations will be computed as follows: Financial score = 100 x Lowest price/price of relevant quotation.

Final evaluation score

The quotations will be ranked according to the combined Technical and Quality Evaluation plus oral interview, and Financial Evaluation scores using the following weights: T = Technical and Quality evaluation weight, 70%; F = Financial evaluation weight, 30%

Final Score= 0.7 x T + 0.3 x F

Award of contract

Award will be made to the consulting firm whose quotation achieved the highest combined technical and financial score. If the final score is equal between two bidders, the score of quality will prevail.



Section 2 – Quotation Forms

(Complete and sign the Quotation Forms and Section 2 Additional Requirements)

Section 2 – A

QUOTATION SUBMISSION FORM

Date: (Bidder to insert the date)

RFP No. KMO- RFP – 2022 – 02

Subject: External Communication Survey 2022

To: Swedish Committee for Afghanistan
Kabul Management Office

Dear Sir/Madam:

We acknowledge receiving your RFP Documents and its accompanying attachments. We, the undersigned, have examined the same and offer to provide External Communication Survey 2022 that conforms with your RFP No. KMO- RFP – 2022 – 02

We agree to abide by this quotation for a period of 90 calendar days past the deadline for the receipt of quotation as specified in RFP. Our quotation shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept the lowest or any quotation that you may receive.

(Bidder to insert name and signature of duly authorized representative)



Section 2 – B

QUALIFICATION INFORMATION FORM

General Information

1. Name of Bidder:
2. Street Address: Postal Code:
3. P.O. Box and Mailing Address:
4. Telephone Number:
5. Fax Number:
6. E-mail address:
7. www Address:
- 8a. Contact Name:
- 8b. Contact Title:
9. Type of Business:
10. Year Established:
11. Registration or License Number:
12. Tax Identification Number (TIN):
13. Number of staff employed:



Section 3

CONSULTANCY COST/PRICE SHEET

Items	Unit	Qty	Unit Price (AFN)	Sub-total (AFN)
Consultancy Fees	Lump sum	1		
Total Amount (AFN)				
Comments				

Note: SCA will deduct applicable tax as per Afghan government tax law while making payments.



Swedish Committee
for Afghanistan

Kabul Management Office (KMO)
Kabul, Afghanistan



عزیزی بانک

Azizi Bank

MAIN BRANCH



Name : S.C.A GENERAL FUND RESI
Account No : 000101101831122
Customer ID : 483184
Type of Account : CA. AFN 01130

Corres Bank: COMMERZ BANK AG. FRANKFURT

Account No: 4008701062 00 USD

Correspondent Bank SWIFT: COBA DE FF



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