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## RFQ (Request for Quotation) Promotion Materials

**Issue Date:** Mar/24<sup>th</sup>/2024  
**Closing Date:** Apr/02<sup>nd</sup>/2024  
**Ref #:** ASMO-2024-012

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### 1. About ASMO:

The Afghan Social Marketing Organization (ASMO) is a social marketing and behavioral change communication organization established in July 2008. ASMO as a free-standing, not-for-profit Afghan organization aims to create positive health outcomes by giving Afghan households the information they need to make informed and healthy choices and expanding access to high quality health products through commercial markets.

### 2. Purpose/Intent:

ASMO is seeking for quotation from qualified suppliers specialized in provision of promotion and printing materials to provide materials specified under the statement of work (6.2) in the RFQ.

Interested companies qualified to meet all of the criteria are encouraged to apply for and are required to complete and submit their quotation as per instructions given and within the timeline set.

### 3. Contents:

The RFQ has set the minimum submission requirements as follows and therefore, offeror should read the RFQ carefully and ensure that requirements are fully met in order to be responsive. Advisably quotation should be accompanied by the following documents:

- a) Company's profile- to disclose foundation, registration, size and number of employees
- b) Record of past experience- to describe years of experiences and expertise in provision of similar services
- c) Color scanned copy of company's valid registration document (license)
- d) References- Offeror should provide at least three references that ASMO may contact them to verify the contractual relationships or obtain additional information.

Quotation must contain reliable, reasonable and verifiable cost measurements.

ASMO is flexible to accept quotation in USD or AFN. USD rate, if provided, will be converted into AFN at daily rate of exchange determined by Da Afghanistan Bank on the day of evaluation. The purchase order (PO) can be signed in either USD or Afghan currencies.

To be clear and simple, ASMO will accept quotation prepared and submitted using a separate worksheet or just by completing and confirming the cost schedule of the RFQ (see cost schedule below 6.3).

### 4. Submission Guideline:

All documents and support information must be printed and written in English or in Dari/Pashto and sealed in envelop. The envelop should contain the RFQ number and date of submission along with the company name of sender.

**Entire quotation documents MUST be properly dated, stamped, confirmed /signed by the Company's authorized official.**

Quotation should be addressed to the ASMO's Procurement and Warehouse Manager and delivered no later than 01:00pm on Apr/02<sup>nd</sup>/2024 to ASMO office at the address given below.

House # 8, Between 2nd & 3rd Street, Close to Daudzai Plaza, Taimani Project, Behind Afghan Khyber Wedding Hall, District 4, Kabul, Afghanistan.

## **5. Questions Clarifications/Pre Bid Submission:**

- 1. To ensure good understandings of the work and specification of materials, ASMO requests interested bidding company willing to bid is required to submit samples of their available items required by ASMO along with their quotations.**
- 2. Question(s) on the statement of work can be sent in written to technical person and cc the person identified below. Deadline for making request for clarifications is Thursday Mar/28<sup>th</sup>/2024 before 01:00pm. No phone contact for the purpose will be attended.**

### **Prime contact:**

Name: Ahmad Samim Andari

Email: [asandari@asmo.org.af](mailto:asandari@asmo.org.af)

### **Cc persons**

Name: Mr. Khalid Ahmadzai

Email: [kahmadzai@asmo.org.af](mailto:kahmadzai@asmo.org.af)

## **6. Statement of Work (Scope):**

### **6.1. Primary Terms and Condition:**

Key terms and condition of the PO may include but not limited to:

- Products quality: Should be 100% according to the sample
- Guarantee: Offeror must guarantee the quoted price for 1 month.
- Tax: Purchase Order is taxable
- Delivery time: Should be not more than 30 working days after execution of the PO.
- Payment/Currency: Payment will be made in AFN, cash on the basis of approved invoice.
- Liability: ASMO will not be responsible to pay any other costs associated with the materials, losses due to theft, damages, insurance, repairs and maintenances before handover to ASMO.
- Compliance: The contract will contain donor's compliances.

## 6.2. Statement of work (Specifications of Materials):

ASMO needs Promotion and Print Materials as per following specifications:

#	Order Description	Quality & Sizes Descriptions			Unit	Projected Quantity
		Color	Size	Quality		
1	Pen (ASMO Branded)	According to the sample*	According to the sample*	According to the sample*	Piece	5500
2	Clock	According to the sample*	According to the sample*	According to the sample*	Piece	1000
3	Calendar for 1403	According to the sample*	According to the sample*	According to the sample*	Piece	1000
4	Roll up stand banner	According to the sample*	According to the sample*	According to the sample*	Piece	5

### 6.3. Price (Cost) Schedules:

Offeror has the option to quote prices/cost through Excel sheet or simply complete the price schedule below. Only one currency AFN or USD should be selected, not both.

SN	Items Name	Description	UM	QTY	Currency	Unit Price	Total Price
1	Pen (ASMO Branded)	According to the sample*	PCS	5500			
2	Clock	According to the sample*	PCS	1000			
3	Calendar for 1403	According to the sample*	PCS	1000			
4	Roll up stand banner	According to the sample*	PCS	5			

## **7. Evaluation/Selection Process:**

Responses (submission) received will be reviewed to determine responsiveness with respect to the requirements. Responses that have not met the requirements or determined to be non-responsive to the requirements will be considered ineligible. In other words, any response failed to be prepared in accordance with the instructions of this RFQ and failed to have required documents will be considered as non-responsive and is regarded as disqualified submissions.

### **7.1. Markings:**

Quotations will be marked as per number of points achieved that comprises of cost and past experience.

### **7.2. Costs: 70 mark**

A total 70 points allocated for cost criteria. Costs will be considered reasonable if it is competitive (lower), easily comparable line by line (For each item). Discounts if any will be totally ignored and will not achieve marks. Full/partial marking will be based in the order of reasonableness (the lowest against highest).

### **7.3. Past Experience: 30 mark**

A total 30 points allocated for relevant past experience. This criteria will be considered satisfied when offeror has fully submit documents requested in section 3.

## **8. Compliances**

Certain compliances and terms will be incorporated in the contract or PO (purchase order) as per donor requirements.

### **8.1. Payment/Tax Responsibilities:**

ASMO's term/condition for payment is in Afghani. Payment will be wire transferred to the service provider bank account or paid in cash after the full delivery of all materials. Appropriate tax will be deducted at source for deposit to the Government Tax Authority.

### **8.2. Anti-Human Trafficking**

ASMO is committed to a work environment that is free from human trafficking, which for purposes of this policy, includes forced labor and unlawful child labor. ASMO will not tolerate or condone human trafficking in any part of organization. This policy is consistent with ASMO's Code of Ethics and Business Conduct and our core values to protect and advance human dignity and human rights in our business practices.

ASMO employees, contractors, subcontractors, vendors, suppliers, partners and others through whom ASMO conducts business must avoid complicity in any practice that constitutes trafficking in persons. Action involving, suspension and termination will be taken if vendor or contractor evidenced for non-compliant.

Trafficking for this purpose includes but not limited to the following:

Trafficking in persons" shall mean the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs.