**Request for Proposal (RFP) – SS 2017 #01**

*Radio soap drama production*

**Request for Proposal Overview**

TechnoServe Inc. is currently seeking bids from organisations or companies qualified to produce a Radio Soap Drama targeting coffee farmers surrounding Yei.

**About TechnoServe**

TechnoServe is an international nonprofit organization that has been working to build business solutions to poverty since 1968. Our mission is to help enterprising people in the developing world to build competitive farms, businesses and industries.

**Background**

TechnoServe is considering a low cost continuation of its Nespresso funded coffee project aiming to develop a coffee industry in South Sudan. The project is part of a 10-year vision to re-build a coffee sector in South Sudan. Coffee has the potential to be a grassroots wealth creator and to become the first major agricultural export as an alternative export revenue to extractives and providing incomes for tens of thousands of rural households. In 2014, South Sudan exported its first fully washed coffee which was sold in Nespresso boutique shops in Paris. In 2016 South Sudan six folded its export and the world’s newest coffee origin was introduced an additional 6 other foreign markets. Since fighting broke out in Yei in July 2017, the project sadly had to suspend its field operations. Following demand from farmers, the team decided to start a weekly radio show to spread agronomic messages as well as a message of hope as it become a show for farmers by farmers (which includes phone interviews with farmers who either fled or were still at their homes). At the same time in collaboration with TechnoServe, Jay Family released a coffee song called “Jabana” which has been a number 1 hit song in South Sudan for a couple of months. After almost a year of self-made radio shows, TechnoServe is looking to professionalise the airings and make it more entertaining and sustainable for which a soap drama seems a suitable format.

**Scope of Work & Deliverables**

The expected deliverables include:

1. There should be a detailed preparation plan to asses needs, develop script, recruit actors, recording and editing etc.
2. An example of an outline of what an airing would look like would be appreciated
3. The show should ideally run from December 2017 to December 2018 (Aug-Dec 17 is product development period) though this will depend on your preparation plan timelines.
4. The key message of soap drama would be “Start growing coffee to build your family and your country’s economic future” and “agriculture is the way forward”.
5. The soap drama should somehow integrate agronomic best farming practices (not just coffee as to make it most relevant to farmers who all grow a variety of crops). The regional agronomy advisor from TechnoServe will be available to provide technical input for this. The show could also possibly include some occasional interviews with local farmers or experts.
6. The soap should at least include local actors from the greater Yei region which speak Kakwa or Baari.
7. The soap should be aired on Spirit FM (or a local radio station with coverage in rural Yei meaning Morobo, Mugwo, Otogo and Lasu area).
8. All associated costs like radio payments (monthly broadcasting charges are around $200), logistics etc. should be included in cost estimation (the project does no longer have a presence in Yei and will not be able to facilitate this)
9. Proposal should include a suggested number of farmers targeted and a way to monitor results.
10. The estimated budget for this assignment is $100k

**Proposal & Period of Performance**

Proposals should include a strategy/approach and planning for the development and production of a radio soap drama and resources needed to complete the activities outlined above. Proposals should also detail the applicant’s experience in South Sudan and the provision of similar guidance/consultations to international organizations, firms, NGOs, etc. working in that environment. All applications must include a proposed work plan, including a pilot airing period.

**Criteria for Selection**

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation and any addenda thereto. At the sole discretion of TNS, the top proposals may be selected for follow-up questions or to provide an oral presentation.

The following weighting and points will be assigned to the proposal for evaluation purposes:

|  |  |  |
| --- | --- | --- |
| Proposal  Approach/Methodology  Quality/Reasonableness of Work Plan  Project Deliverables  Qualifications/Experience |  | 70 |
| Cost Proposal – |  | 30 |
| TOTAL |  | 100 |

TechnoServe reserves the right to award the contract to the organization whose proposal is deemed to be in the best interest of TNS.

The Organization with the winning proposal will be notified in writing. Those who were not selected may or may not be notified, at the sole discretion of TNS.

**Terms and Conditions**

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding.
6. TNS reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TNS reserves the right to accept all or part of the proposal when award is provided.
8. All information provided by TNS in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TNS is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TNS reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TNS, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

**Form/Content of Response**

All proposals shall:

1. Be submitted in *English*.
2. Contain detailed cost in *US Dollars*, with applicable Tax/Charges clearly identified.
3. Provide requested payment terms and conditions.
4. Describe the qualifications, experience and capabilities of the firm in providing the type of services being request by this RFP. Resumes or CVs of “key personnel” may be submitted as an attachment.
5. Include a contact name, email address, and telephone number to facilitate communication between TNS and the submitting organization.
6. A brief outline of the organization and services offered, including:

* Full legal name, jurisdiction of incorporation and address of the company
* Full legal name and country of citizenry of company’s President and / or Chief Executive Officer
* Year business was established

1. Proposals should be no longer than five pages total, including the cost proposal.

**Schedule of Events**

1. Questions regarding this request may be addressed to [contracts@tns.org](mailto:contracts@tns.org), and must be received no later than *Friday, August 18*. Responses to questions will be distributed to all interested parties no later than *Monday, August 21.*
2. Responses to the RFP should be addressed to the attention of Janno van der Laan, Country Manager South Sudan via the [contracts@tns.org](mailto:contracts@tns.org) email and submitted **no later than *Tuesday, August 22, 2017***.