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**NATIONAL AIDS, VIRAL HEPATITIS & STIS CONTROL PROGRAMME(NASCP)**

**REQUEST FOR PROPOSALS**

**FOR**

**ENGAGEMENT OF** **A MEDIA CONSULTANT**

**March, 2023**

**RFP Ref No.**: **NASCP/GF/HIV//2023/003**

**21st March, 2023**

**Letter of Invitation**

Dear Sir/Ma:

The National AIDS, Viral Hepatitis and STI Control Programme (NASCP) has worked with all 36+1 states to develop state-specific frameworks to remedy the poor PMTCT and pediatric indices. The first key action in these frameworks is the identification and mapping of health facilities that provide antenatal care. /PMTCT services. NASCP has received support from GF through FHI360 to engage a media consultant to produce and translate jingles into ten (10) different languages, the aim is to target women of child-bearing age, recipients of care, social groups, traditional and religious leaders, and gate keepers in each LGA in all states. A set of posters and radio broadcasts will be produced and disseminated using various approaches; including but not limited to radio jingles.

2. More details on the requested services are provided in the Terms of Reference in section A below

3. The National AIDS, Viral Hepatitis/STIs Control Programme will make available the necessary information concerning this assignment. You may obtain additional information at the following address:

The National AIDS, Viral Hepatitis/STIs Control Programme

Plot 75, Edo House,

Ralph Shodeinde Street, Central Business District, Abuja.

4. Th consultant will be selected on the basis of comparison of QCBS, Technical Approach, Methodology and workplan therefore you are expected to submit a details Technical Approach, Methodology and workplan on the assignment for consideration.

5. The following forms are attached:

(*a*) Terms of Reference;

(*b*) Model of Curriculum Vitae;

(c) Model of Letter for submitting the Proposal;

Yours sincerely,



**Esther Vassimu**

Procurement Officer

NASCP/PMTCT GF-Grant

**Terms of reference**

**Engagement of a Media Consultant**

**Job title:** Engagement of a Media Consultant

**Duration:** 10 days

**Starting Date:** April,2023 (10 working days)

**Location:** Abuja, Nigeria

1. **Background:**

The National AIDs and STI Control Program (NASCP) has prioritized addressing PMTCT to close the gap on the increasing number of children living with HIV. NASCP in collaboration with partners, supported states to develop State-specific strategic frameworks. The state-specific frameworks now form the basis for a National PMTCT Scale-up approach and details MTCT elimination targets to be achieved by the end of 2023 by each state.

The ANC and PMTCT performance across the country has been poor with 67% of pregnant women receiving ANC care from skilled birth attendants, 9% receive care from unskilled attendants while 24% do not receive any form of care. One of the identified challenges is suboptimal antenatal care visits during pregnancy where HIV testing services are provided. To address these challenges, NASCP is supporting states to scale up PMTCT services across the country. The PMTCT scale-plan aims to implement a minimum package of services across all states and additional demand creation services in 36+1 states that contribute the highest number of women who do not receive any form of care or receive care from informal service providers during pregnancy. The additional demand creation services are aimed at using information, education, and communication materials to drive demand for testing services for pregnant women. The aim is to target women of child-bearing age, recipients of care, social groups, traditional and religious leaders, and gate keepers in each LGA in all states. A set of posters and radio broadcasts will be produced and disseminated using various approaches; including but not limited to community mobilizers, radio jingles.

**Justification**

To expand PMTCT coverage, there is need to increase the demand for PMTCT services by improving the knowledge of the pregnant women and their support systems in the community to aid informed decision-making.

**Objective**

To increase demand creation of PMTCT services across all states.

**3.0 Task Description and responsibility**

The consultant will provide the various tasks outlined below:

* To develop a 60 second jingle for use on radio
* Produce and translate the jingles in different languages to be aired on local radios across all states
* Attend and facilitate review of the 3-day SBCC team workshop to create content for the jingles

**4.0. The key deliverable of the consultancy is:**

● 60-second jingles in ten (10) local languages (Igbo, Hausa, Yoruba, Pidgin, Etik, Ibibio, Ijaw, Kanuri, Tiv and Fulfulde)

**5.0. Qualifications/Requirements**

The requisite qualifications of the Consultant shall include the following:

* A minimum of five (5) years’ experience in Social and behavior change communication. (SBCC)
* Five (5) years of expertise in the development of communication and broadcasting communication materials
* Previous experience developing HIV-related materials will be an advantage

**6.0 Duration**: The contract should cover a period of 10 days.

**7.0. Remuneration**

The Consultant will be paid based on the agreed budget.

**8.0** **GUIDELINE FOR SUBMISSION AND OPENING OF DOCUMENTS**

A complete set of Proposal documents and Term of Reference (ToR) in the English Language

for the **“****Engagement of a Media Consultant”**

1. The detailed Proposal must be in English Language and submitted in two (2) hard copies each **(one original & one copy)** of the requested documents and financial proposal.
2. The original of the **Technical Proposal** with copies in one (1) envelope and the original of the **Financial Proposal** with copies in another envelope, duly marking the envelopes as “Technical” and “Financial.” shall be individually enclosed.
3. The two (2) envelopes shall then be enclosed and sealed in one (1) single outer envelope, and clearly marked at the topmost right corner **“Engagement of a Media Consultant’’** and the Name, Address, Email and Phone Number of the Consultant boldly written at the back of the envelope**,** with acknowledgement to NASCP office at the address below.
4. Optionally, the required document mentioned above can be submitted as soft copies through the Email address below.

The deadline for the submission of proposal should not be later than **Wednesday 29th March, 2023** by **5pm.**

**9.0. Address for Submission and Information**

***Attention:***

**Assistant Director (Procurement Unit)**

National AIDS/STIs Control Programme

Edo House,

75 Ralph Shoidende Street,

Central Business District,

Garki, Abuja.

OR

Email to: procurement.nascp@gmail.com

**10.GLOBAL FUND CODE OF CONDUCT**

You shall get acquainted with the global fund code of conduct for suppliers using this link below: <https://www.theglobalfund.org/media/3275/corporate_codeofconductforsuppliers_policy_en.pdf>

Responding to this advert shall serve as an acknowledgement and agreement to abide by the Global Fund Code of Conduct for Suppliers.

1. **NOTES/DISCLAIMER**
2. Late submissions will not be accepted.
3. NASCP shall verify any or all documents and claims made by applicants and will disqualify consultants with falsified documents and claims.

iii. If it is determined that submitted documents and claims have been falsified, the consultant may face prosecution in a court of Law.

iv. NASCP shall not be held responsible for any disqualified proposal as a result of any omission or deletion relating to the submission guidelines.

v. This advertisement shall not construed as a contract to any Consultant, nor shall it entitle any Consultant submitting documents to claim any indemnity from NASCP.

vi. NASCP is not bound to shortlist any Consultant, and reserves the right to annul the bidding process at any time without incurring any liabilities or providing a reason.

**Signed**

Management.

**B. Format of Curriculum Vitae (CV)**

Name :

Complete address :

Profession :

Date of Birth :

Years of professional experience : Nationality :

Membership in Professional Societies :

Detailed Tasks Assigned :

**Key Qualifications :**

[*Give an outline of your experience and training most pertinent to tasks on assignment. Describe degree of responsibility you held on relevant previous assignments and give dates and locations. One page should be sufficient.*]

**Education :**

[*Summarize college/university and other specialized education, giving names of schools, dates attended, and degrees obtained. A page or less should be sufficient.*]

**Employment Record :**

[*Starting with present position, list in reverse order every employment held. List all positions held since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.*]

**Languages :**

[*For each language indicate proficiency: excellent, good, fair, or poor in speaking, reading, and writing.*]

**Certification :**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

Date :

[*Signature of consultant* ]  *Day/Month/Year*

Full Name of Candidate :

**C. Proposal**

[*Location*, *Date*]

To : [*Name and address of Procuring Entity*]

Mr/Mrs. :

I, the undersigned, offer to provide the consulting services for [*Title of consulting services*] in accordance with your Letter of Invitation dated [*Date*].

My fees are [net of taxes, estimated at…, as applicable] monthly.

I hereby submit my Proposal, which includes this Technical and Financial Proposal.

I understand that you are not bound to accept any Proposal you receive.

I remain,

Yours Truly,

Name of the Consultant :

Address :

**D. observations and suggestions**

**of the consultant on the terms of reference**

1.

2.

3.

4.

5.

**List of Annexes**

Annex A : Cost Estimate of Services, and Schedule of Rates.

Annex B : Consultants Reporting Requirements.

Annex C : Evaluation Criteria.

**Annex A**

Cost Estimate of Services

(1) *Remuneration*

***Rate /day Number of Days Total* (*currency*)**

***in* (*currency*)**

(2) *Reimbursables*

TOTAL COST

**ACTIVITY SCHEDULE (Consultant to modify accordingly)**

***Activity (Work) periods***

1st 2nd 3rd 4th 5th 6th 7th 8th 9th 10th 11th 12th

**Annex B**

**Consultants Reporting Requirements**

**Reports Date**

1. Inception Report

2. Progress Reports

3. Draft Final Report

4. Final Report

**Annex C**

**EVALUATION CRITERIA**

The Criteria, sub-criteria, and point system for the evaluation of the Technical Proposals are:

Points

**Total points for criterion (I, ii & iii): 100**

Minimum cut-off point shall be \_\_70\_\_

|  |  |
| --- | --- |
| **(i) Specific experience of the Consultant/Competence to the assignment** | **Points** |
| *A minimum five (5) years’ experience in SBCC (15marks)*  *Five (5) years of expertise in development of communication and broadcasting communication materials (5marks)*  *≥ 5years in related field (10marks)*  *<5 years in related field (5marks)* | **30** |
| **Total points for criterion(i):** | **30** |
| **(ii) Adequacy of the proposed methodology and work plan in responding to the Terms of Reference.** |  |
| (a)Technical approach and methodology | 30 |
| (b) Work plan | 20 |
| **Total points for criterion (ii):** | **50** |
| **(iii) Professional qualifications.** |  |
| *≥5*years advance degree in media and communication or related art field(20mark) | 20 |
| **Total points for criterion(iii):** | **20** |
| **Total Weight (100%):** | **100** |

Using Cost Estimate of Service from Annex A above, Financial Evaluation shall be conducted using least cost selection of shortlisted candidates from Technical Evaluation above.