



**TITLE: REQUEST FOR PROPOSAL FOR PROVISION OF PROFESSIONAL
WRITING AND LOCAL MEDIA COORDINATION SERVICES TO THE
FINANCIAL SECTOR DEEPENING TRUST (FSDT)**

TERMS OF REFERENCE

1. INTRODUCTION

The Financial Sector Deepening Trust (FSDT) was incorporated in Tanzania on 1st July 2004. The FSDT's overall aim is to make a contribution to All Tanzanians to (derive value) from regular use of financial services which are delivered with dignity and fairness. FSDT's objective are:

1. Advocating for an improved policy, institutional, legal and regulatory framework at national and sub-national levels of financial services
2. Promoting more relevant market infrastructure and ways to reduce transaction costs between FSPs and potential clients
3. Stimulating improved access to financial products and services that respond to the needs of MSMEs
4. Stimulating improved access to financial products and services that respond to the needs of households and individual.

2. OBJECTIVES OF THE ASSIGNMENT

Financial Sector Deepening Trust intends to acquire reasonable but competitive professional writing services from reputed writer(s) and local media coordinator. This service will assist our organization with technical writing of the content that will be used to engage our stakeholders through our communication channels (website, social media, publications, press releases, etc.). The position also requires local media coordination for FSDT content and events as per FSDT's request. Therefore, the same individual/company that will be selected is required to take on both responsibilities. Proposals are invited from the interested writers and local media coordinators, as per the scope of work described hereafter. These Terms of References aim to prequalify consultants so as to facilitate procurements for specific assignments that are anticipated in the future.

3. SCOPE OF WORK

Writing

- Transforming research and data into insights and information that is easily

understood and useable to stakeholders.

- Writing, copyediting and proofreading of case studies, success stories, human interest stories, articles, focus notes, blogs, press releases, annual reports and development angle stories for various target audiences.
- Copyediting and proofreading of content written by the FSDT staff, to be displayed on various communication channels, and specific audiences.
- Participating in the gathering of data required to generate written content i.e. interviewing targeted stakeholders, using available content shared by FSDT, and reaching out to external stakeholders for information.
- Participating at FSDT events to write outputs for social media and sharing via mass media.

Media Coordination

- Sharing FSDT content with various media houses; including print, Radio, Television.
- Organizing and coordinating media engagement for FSDT events.
- Sharing TV clips, newspaper cut-outs, and sound bites after each media engagement.

4. CONTENT OF BID PROPOSAL

- Written assurance that the above contract requirements can be fulfilled.
- A brief outline of the methodology/ approach used to identify the relevant content for a client.
- Details of a dedicated contact point for the day-to-day management of the contract.
- Details of any contingency (relating to staff illness or holiday leave) and out- of-hours cover arrangements.
- A brief description of how content will be written (in social media, website, publications, press releases) and issued to the FSDT, upon request.

5. CONTRACT PERIOD

The contract will be for two years upon signing of the contract.

6. COST

Service providers must provide daily charge for the provision of this service.

7. EVALUATION AND SELECTION

Overall, the preferred bidder will be selected on the basis of presenting the most economically advantageous tender. This means that bidders will be

evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

The technical component of each proposal will be scored first using a grid that assesses a number of key attributes. This is set out below.

8.1 TECHNICAL PROPOSAL SCORING GRID

Criteria	Sub-Criteria Score	Max Marks
Understanding of the scope of work and soundness of the proposal		25%
<ul style="list-style-type: none">Clearly outline the methodology/approach that will be used to meet all tasks mentioned in the scope of work.	25%	
Experience and professional competence		75%
<ul style="list-style-type: none">Relevant professional qualifications-a Bachelor's degree in writing or relevant field, or demonstrated real-world work experience.	20%	
<ul style="list-style-type: none">Experience with minimum of three (3) years of writing for corporate institutions. Prior work with the financial sector is a plus. (References and samples of such work should be attached)	20%	
<ul style="list-style-type: none">Portfolio and writing samples of human interest stories that pay attention to style, tone, and voice in writing.	20%	
<ul style="list-style-type: none">Good working relationship with various media houses-Print (Newspapers), Radio, and Television.	15%	
<ul style="list-style-type: none">		
Total marks		100

To be considered further, a minimum total technical score of 70% is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in TZS will be weighted according to the formula:

- $(\text{Lowest total financial cost} / \text{Bidder's total financial cost}) \times 0.2$
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

8.2 FINANCIAL PROPOSAL

This will be a reimbursable fee contract up to a maximum financial limit. Financial proposals should be quoted in Tanzanian Shillings. The FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.

Financial proposals should be in TZS and must be submitted electronically separately from the technical proposal.

Financial proposals should be in this format:

<i>Phases</i>	Rate (TZS)	Total (TZS)
Daily Fees		
Total Fees		
Other expenses (if any)		
Total Cost		

Daily rates for hotels and subsistence are fixed by FSDT policies. The FSDT's daily subsistence rates for Dar es Salaam and other parts of Tanzania are shown in Appendix A. If the writer is international, then FSDT international rates shall apply.

Financial proposals should be denominated in TZS. This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

The deadline for submission of the tender documents is 4pm on Wednesday 14th November 2018.

Any queries relating to this TORs should be submitted in writing to FSDT under the following address, all questions and the answers will be shared with all short-listed candidates. The deadline for any queries is 2 days before the tender submission deadline date.

Procurement Manager,
The Financial Sector Deepening Trust,
2nd Floor De Ocean Plaza,
Plot 400 Toure Drive,
P.O. Box 1559 Oyster Bay, Dar es Salaam, Tanzania
+255 222 602 873/5/6
procurement@fsdt.or.tz

9. OTHER MATTERS

9.1. CONFIDENTIALITY

All information contained in the terms of reference and attachments is provided on a strictly confidential basis solely for the use of Tenderers in connection with a competition for the supply of services for the above contract. It is a condition of this competition that Tenderers (and any sub-contractors) shall:

- take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;
- not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- Not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

9.2. CONFLICT OF INTEREST

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract. Where Tenderers identify any potential conflicts they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

9.3. TAXATION MATTERS

The winning bidder will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant

APPENDIX A - FSDT LOCAL HOTEL & PER DIEM RATES

S/N	City	New Hotel Rates (TZS)	Meal Allowances	New Zone
1	Dar es Salaam	450,000.00	50,000	A
2	Arusha	337,500.00	50,000	B
3	Zanzibar	337,500.00	50,000	
4	Bagamoyo	270,000.00	50,000	C
5	Mwanza	225,000.00	50,000	D
6	Dodoma	225,000.00	50,000	
7	Geita	225,000.00	50,000	
8	Kahama	225,000.00	50,000	
9	Mtwara	180,000.00	50,000	E
10	Tanga	180,000.00	50,000	
11	Mbeya	180,000.00	50,000	
12	Kigoma	180,000.00	50,000	
13	Iringa	180,000.00	50,000	
14	Moshi	180,000.00	50,000	
15	Morogoro	180,000.00	50,000	
16	Lindi	180,000.00	50,000	
17	Bukoba	180,000.00	50,000	
18	Singida	180,000.00	50,000	
19	Shinyanga	180,000.00	50,000	
20	Musoma	180,000.00	50,000	
21	Bariadi	180,000.00	50,000	
22	Songea	180,000.00	50,000	
23	All other Regions	180,000.00	50,000	