

**TITLE: REQUEST FOR PROPOSAL FOR PROVISION OF MEDIA
CONSULTANCY 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 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 Deepening Trust Fund intends to acquire a media consultant to support with communication of projects funded by FSDT

3. SCOPE OF WORK

1. Content production for digital and traditional media, publications, online
2. Development of content for the website
3. Social media drive to selected target audiences
4. Printing of media collateral (fliers, banners, public communication, etc)
5. Development of audio-visual, animations, TV clips etc
6. Content gathering and preparation of presentations and any other media outlet
7. Ability to develop content for various segments e.g. FSP's, MNO's, Regulator

4. CONTENT OF BID PROPOSAL

1. Details on all perceived strengths of the consultant detailing his proven experience in:
 - a. content generation for different media
 - b. writing, editing and photography for development
 - c. grant-writing, graphics design is a plus.
 - d. digital media and digital engagement
 - e. working with multiple teams in both digital and face to face modes
 - f. project management
2. A portfolio that demonstrates the experience in dealing with Media Communication in the Tanzanian market
3. The consultant must provide details of a dedicated contact point for the management of the contract. This individual must be available by telephone on a daily basis to

facilitate briefings on matters of interest to the BoT (Contingency arrangements must also be in place in the advent that this individual is unavailable).

4. A list of references of previous and current companies served or currently servicing including a detailed CV
5. A list of the proposed value-added services to be provided to FSDT

5. CONTRACT PERIOD

Initial contract period - twelve (12) months
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6. COST

Service provider should provide their daily fees for this arrangement. All fees and charges should be in Tanzanian Shillings (TZS) including all taxes.

7. EVALUATION AND SELECTION

Overall, the preferred consultant will be selected on the basis of presenting the most economically advantageous proposal. This means that bidders will be evaluated on a combination of technical and financial submission. 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.

7.1 TECHNICAL PROPOSAL SCORING GRID

Criteria	Sub-Criteria Score	Max Marks
Understanding of the scope of work and soundness of the ToR		40%
<ul style="list-style-type: none"> • Thorough understanding of the scope of work and good demonstration of the approach to the assignment. 	40%	
Experience and professional competence		60%
<ul style="list-style-type: none"> • Details on all perceived strengths of the consultant detailing his local experience to deal with various media platform/houses, graphics designers, and writers that will ensure delivery of the scope of work. 	20%	
<ul style="list-style-type: none"> • Proven ability to generate, engage and disseminate content for various media and content for various segments 	20%	
<ul style="list-style-type: none"> • The consultant must also demonstrate the ability to work in a complex environment often under tight deadlines with a widely varied team and stakeholders 	5%	
<ul style="list-style-type: none"> • Strong references of previous and current companies served or currently servicing including a detailed CV 	15%	
Total Marks		100%

To be considered further, a minimum total technical score of 70% is required.

The weighted technical and financial scores for the proposal will have to pass the minimum technical threshold for the consultant to be offered the work.

The consultant will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold.

7.2 FINANCIAL PROPOSAL

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

Financial proposals should be in this format:

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

Daily rates for hotels and subsistence are fixed by FSDT policies.

The 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 proposal should include all fees and applicable taxes.

The deadline for submission of the proposal documents is 10 August 2019.

Any queries relating to this TOR should be submitted in writing to FSDT under the following address. The deadline for any queries is 2 days before the proposal 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 in connection with a provision of consultancy services for the above contract. It is a condition of this competition that consultant (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

Consultant must disclose in the proposal details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if he/she was awarded this contract. Where Consultant identify any potential conflicts he/she should state how they intend to avoid such conflicts. FSDT reserves the right to reject any proposal which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

9.3. TAXATION MATTERS

The Consultant 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