

Media Communication Services

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I. General information

1. Brief information on the project

The "Integrated Rural Development Project" (IRDP) is jointly funded by the European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ). It is part of the bilateral GIZ project "Towards Rural Inclusive Growth and Economic Resilience" (TRIGGER) in Tajikistan and the EU's Financing Decision "Rural Development Programme II" (RDP II). The RDP II aims to improve rural livelihood by supporting the climate-resilient development of rural communities and promoting sustainable agriculture and management of natural resources.

The IRDP/TRIGGER project consists of five interconnected outputs:

Output 1 aims to strengthen the capacity of public actors involved in economic policy-making. A key instrument here is the improvement of fact-based analyses and dialogue between the private and public sectors.

Output 2 aims to improve the resilience (productivity) of smallholder farmers. The key lever here is to strengthen the economic orientation of support structures at the meso level across districts.

Output 3 aims to improve the export and marketing capacities of SMEs that operate at downstream stages of selected value chains. A key instrument is the improvement of the relevant skills of stakeholders along selected agricultural value chains.

Output 4 aims to improve the range of support available to potential young entrepreneurs up to age 35, with a firm focus on female entrepreneurs.

Output 5 aims to enhance and/or consolidate an enabling environment in the water sector and the implementation of Integrated Water Resource Management in the Zarafshon and Vakhsh basins as an integral part of development planning and through a coordinated approach.

IRDP/TRIGGER tackles business environment issues affecting the value chains. The project facilitates a dialogue between the private and the public sectors by supporting conferences, working groups, etc.

Communication and Visibility activities of the Project are to ensure the awareness of target groups, implementing partners, donors and media and other stakeholders at national and sub-national level about the adoption of IRDP/TRIGGER work into government policies, namely agrarian value chain and reform policies, market and export development, entrepreneurship

promotion and water resources management. This enables the Action to share information with people living in local communities about opportunities and results of the Action impacting on their livelihoods, as well as highlighting the specific contributions of the EU and of Germany to the Project.

2. Context

The project is to conduct social media activities to promote reform, awareness of target audiences about the reasons for the Action and the support provided by the European Union Delegation (EUD) and the German Federal Ministry for Economic Cooperation and Development (BMZ) as well as the outcomes and impact of that support. In order to ensure accessible, understandable and adequate visibility, the Project will engage national and/or local communication/media company/agency for the prompt and competitive distribution services of press release, article, success stories, etc. with maximum exposure. The contractor should have up to but not limited to 200 000 followers on its Social Media (SM) platforms and cover more than 10-15 thousand audience on it's website daily.

The **overall objective** of this consultancy is to provide reliable Public Relation services with the most comprehensive publishing tools.

3. GIZ shall hire the contractor for the anticipated contract term, from **23 February 2024 to 10 October 2024**

4. The contractor shall provide the following work/service:

4.1. **Task 1:** Publishing up to 20 printed Press Releases (PR) in newspapers and up to 39 digital PRs in identified languages (Tajik, English and Russian) in minimum two national and/or local newspapers' digital platforms, such as website and SM platforms.

Description	Type	Specifications	Languages	Total
Press Releases	Printed	(Standard font, up to 800 sq.cm per PR)	Tajik, English and Russian	Up to 20
	Website	(Standard font)	Tajik, English and Russian	Up to 25*
	Facebook	(Standard font)	Tajik, English and Russian	Up to 7
	Telegram	(Standard font)	Tajik, English and Russian	Up to 7

*The 15 digital PRs should be published on the newspaper's website with the most coverage and 10 PRs on other(s) selected website(s).

Minimum requirements

Platforms	Edition/Followers	Coverage area
Newspaper	10,000	All regions of RT
SMP: Telegram	30,000	All regions of RT
SMP: Facebook	100,000	All regions of RT

The materials should be posted within 48 hrs. after provision and confirmation by the Communication officer of the project.

4.2. **Task 2:** Publishing of videos on the leading newspaper websites and social media platforms.

Description	Type	Specifications	Length	Languages	Total
Videos on website	Digital	frame size: 1920x1080	up to 5 minutes		Up to 5 videos

Video on Facebook		should be converted into frame size		English, Russian and Tajik	Up to 1 video
Video on Telegram		256x144			Up to 1 video

Minimum requirements

Platform	Followers
Website	Not less than 70% of population of RT
SMP: Telegram	30,000
SMP: Facebook	100,000

The materials should be posted within 48 hrs. after provision and confirmation by the Communication Officer of the project.

5. Deliverables/Reports

The specific deliverables and platforms are specified below:

Item	Website of the Newspaper (TJ, RU, EN)	Newspaper (TJ, RU, EN)	Facebook (TJ, RU, EN)	Telegram (TJ, RU, EN)	Deadline
Press-release	25	20	7	7	TBD with the Project
Video	5	-	1	1	

- Provide immediate report with all links to the published communication materials right after the release.
- Provide monthly comprehensive performance reports which includes number and/or percentage of covered audience of published communication materials on online platforms with corresponding media values.

6. Milestone

Milestones/partial works	Date/location	Criteria for acceptance
Publishing press releases	Monthly posting PRs from February until October 2024/ Dushanbe	Report with links
Placement of videos	7 videos in the period starting from February until October 2024/ Dushanbe	Report with links

7. Special conditions of contract

- Intellectual Property - the materials printed or published under these Terms of Reference, including but not limited to video files and PRs are the exclusive property of GIZ. This proprietary right will continue in force even after the conclusion of the contractual relationship of the parties. Their use by the company will only be possible with the formal authorization of GIZ.

- b) All output of the contractor is subject for approval of GIZ prior to release and any other form of publicity.

II. Tender requirements

1. Conceptual design

Please specify between one and five objective criteria which are to be used for an objective evaluation of the concept within the 'Assessment grid for the technical evaluation of tenders' and enter these in the second section of the grid. (2.1 – 2.4.).

- 3.1. Portfolio (at least 3 years of experience in the above mentioned sphere).
- 3.2. Provision of information about web site and SM platforms of potential newspapers.
- 3.3. Rating of the newspaper among target beneficiaries.
- 3.4. Compliance with the requirements listed under 4 of the TOR.

III. Requirements on the format of the tender

The concept (if required) should not exceed five pages. If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

Please calculate your financial tender based exactly on the parameters specified in Chapter I. Paragraph 4.

1. Submission of commercial offer

- The technical and financial offers must be submitted in separate PDF files.
- Technical proposal (Concept note and etc);
- Financial proposal in local currency (prepared in a separate PDF file).

2. Requirements for commercial offer:

- Provide full legal address, contact numbers and e-mail;
- The price proposal must be stamped, dated and signed;
- Currency: Tajik somoni;
- The VAT amount must be specified separately. VAT payers must provide a copy of the VAT payer certificate;
- Terms of payment: by transfer to the bank account.

3. Submission of commercial offer

Please send your proposal with the subject "83459120" via e-mail to TJ_Quotation@giz.de before 17:00 on **February 20th**, 2024.

4. Special conditions

- **Note:** Proposals made for the supply of goods/services which are under sanctions or whose manufacturers/Suppliers are under sanctions will not be considered. Please sign the declaration (see attachments) and send it along with your price offer.
- All questions should be submitted in writing and with the subject # **83459120** to the email address: Procurement.TJK@giz.de before **17:00 on 15th of February 2024**.
- Bidders should not contact other GIZ personnel unless directed to do so by the GIZ representative.
- The default size of e-mails is limited to 30 MB. Above that, GIZ's email servers refuse the message and its attachments. If necessary, send more than one e-mail.
- In case of bigger files, it is possible to transfer the file via GIZ's Filetransfer service: <https://filetransfer.giz.de> GIZ accepts only this specific filetransfer solution for submission of documents exceeding the default mail size of 30 MB.

- GIZ is not responsible for the failure of electronic delivery of e-mail messages to the address provided, either for technological problems on the part of GIZ or the candidate.
- This invitation to tender is in no way binding on GIZ. The GIZ's contractual obligation commences only upon signature of the contract with the successful Tenderer.
- Up to the point of signature, GIZ may either abandon the procurement or cancel the award procedure, without the candidates or tenderers being entitled to claim any compensation.
- All costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.
- All tenderers will be informed in writing on the results of this tender procedure.
- GIZ reserves the right to disqualify and reject proposals from Bidders who do not comply with these guidelines.

The successful candidate will be required to provide additional personal documents.

The contractor should provide focal point to coordinate the process of publishing PRs and videos accordingly.