



Content Development Services

Request for Proposal (RFP)

Reference Number: RFP-2018-03_CDS

Key deadline	Date
Any questions to Learning Links Foundation	01-April-2018
Response to questions	05-April-2018
Deadline for bidding proposal submission	15-April-2018

Content & Communications, Learning Links Foundation

1. INTRODUCTION

1.1 Objective of the RFP

The purpose of this Request for Proposal (RFP) is to solicit proposals from experienced content development organisations/writers to enter into a non-exclusive long term agreement (LTA) to research and write outcome-focused content which will be used for various education programs of Learning Links Foundation.

Learning Links Foundation is a non-profit organisation dedicated to enhancing quality, promoting innovation and developing future ready citizens. We believe that the best possible way to achieve our goal is by delivering measurable and sustainable change in the education and innovation ecosystem.

For more information please consult our website www.learninglinksindia.org

1.2 Characteristics of the bidder

1.2.1 Status

- The provider shall be an organisation/individual with experience in developing professional development content for school leaders, teachers and educators; academic, remedial learning, and skill-building content for students/community children/youth. Additionally, there must be fluency in writing of reports and other program communication content such as concept notes, newsletter articles and white papers with emphasis on strong editing and proofreading skills.
- Excellent knowledge of spoken and written English (mother tongue or equivalent working level)

1.2.2 Accreditations

A university degree in communication, media, journalism, literature, or a combination of academic preparation and experience.

1.2.3 Previous experience

- Previous experience in developing content for education programs.
- At least 3 to 5 years of experience in writing reports and communication content.

1.2.4 Logistic capacity

The provider will work remotely and is expected to have his/her own computer/laptop, telephone, and internet connection. In terms of software, the provider is required to have the MS-Office suite.

1.3 Work to be performed

1.3.1 Key requirements

- Learning Links Foundation (Content & Communications Department) will ask providers to create professional development content for school leaders, teachers and educators; academic, remedial learning, and skill-building content for students/community children/youth. In addition, from time to time as per needs and requirements, the provider will be asked to research, write and edit reports, success stories or articles highlighting Learning Links Foundation's education projects, activities, and events.
- Learning Links Foundation will provide successful bidders with the available information or program details for them to carry out each assignment, including a communication focal point (SPOC), if necessary.
- Based on the background information submitted, providers will further research, write and submit the requested content item.
- Turnaround time required for content deliverables is usually very quick. Therefore, providers are required to respond in a timely manner to requests.
- All content developed will be the property of Learning Links Foundation and will not be credited when published.

Each assignment under the long-term agreement (LTA) will be guided by a specific content assignment document clearly stipulating the nature and scope of works, detailed list of specific deliverables, and required activities. The successful bidders holding LTA contracts will be requested to provide availability at the time of the request and quote, based on agreed rates, the total cost for the deliverables and timeframe for delivery. Learning Links Foundation will select the best offer among LTA contract holders available and send a confirmation for the provider to start the work.

The final deliverables of each content assignment must:

- Be cleared by the nominated SPOC, if one was assigned.
- Adhere to template, structure and requirements provided by Learning Links Foundation.

1.3.2 Reporting requirements

For contract monitoring purposes, every six months the provider must report the list of assignments and the total cost invoiced to Learning Links Foundation in the period.

1.3.3 Finance and accounting requirements

- The provider must submit a monthly invoice detailing the number of content items developed/created and the total cost invoiced, if applicable.

1.3.4 Performance monitoring

- Performance will be measured against a content development/writing check list, if applicable, which will have been given to the provider at the time of assigning the task.

2. INSTRUCTIONS TO BIDDERS

Bidders should follow the instructions set forth below in the submission of their proposal.

2.1 Language of the Proposal and other Documents

The proposal prepared by the bidder, and all correspondence and documents relating to the proposal exchanged between the bidder and Learning Links Foundation shall be written in the English language.

2.2 Cost of Proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with Learning Links Foundation, making a presentation, negotiating a contract and any related travel.

Learning Links Foundation will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

2.3 Contents of the Proposal

Proposals must offer services for the requirements specified in section 1.3.1. Proposals offering any other requirement may be rejected.

The bidder is expected to examine all corresponding instructions, terms and specifications contained in this RFP.

2.4 Communications during the RFP Period

A prospective bidder requiring any clarification on technical, contractual or financial matters may notify Learning Links Foundation not later than 1st April, 2018, via email at the following address:

Email for submissions of all queries: puja.ahuja@learninglinksindia.org

Subject: Bid Ref. **RFP-2018-03_CDS**

There shall be no individual presentation by or meeting with bidders until after the closing date of 15th April 2018. From the date of issue of this RFP to the final selection, contact with Learning Links Foundation concerning the RFP process shall not be permitted, other than through the submission of queries at the indicated email address above.

2.5 Proposal structure

2.5.1 Information of providers submitting Proposal

A brief summary of qualifications and expertise is requested to be attached as part of the Technical Proposal as indicated in the following section.

2.5.2 Technical Proposal

The bidder should include in this section all relevant information for Learning Links Foundation to evaluate the proposal, including information relating to coverage of Learning Links Foundation's needs and requirements, as specified in section 1, proposed timeline, resources dedicated partially or fully to the project.

IMPORTANT: The Technical Proposal shall contain no price or cost information.

The Technical Proposal must include the following:

- a) **Cover letter**
- b) **Understanding of the Requirements for Services, including Assumptions:** Include any assumptions as well as comments on the services as indicated in the Section 1.3.1, or as the bidder may otherwise believe to be necessary.
- c) **Curriculum Vitae**
The curriculum vitae should include relevant experience and qualifications.
- d) **Writing samples**
The bidder should include a writing sample (1 for professional development content; 1 for learning enhancement content; 1 for communication content) in the areas specified in section 1.3.1.

2.5.3 Financial Proposal

The bidder's **separate** price component must contain an overall quotation.

The Financial Proposal must contain a summary of:

- (1) **standard cost per content item (workshop session on professional development; remedial learning or learning enhancement session; report; success story)**
- (2) **an all-inclusive average standard DAILY rate**, in case other tasks are requested and are different from the standard request.

Both must be expressed and will be made in the currency of the proposal (INR).

2.6 Format and Signing of Proposals

ELECTRONIC SUBMISSION ONLY:

The technical proposal and financial proposal shall be forwarded to

puja.ahuja@learninglinksindia.org

There will be no automatic confirmation of receipt as the proposals are only opened after the closing date. The email subject must include the bid reference number available on the first page of this RFP. Due to email size limitation, multiple emails can be sent as the bidder submission.

2.7 Closing Date for Submission of Proposals

Proposals must be received by Learning Links Foundation at the email address specified in section 2.6 no later than 15th April 2018.

Learning Links Foundation may, at its own discretion, extend this closing date for the submission of proposals by notifying all bidders thereof in writing. Any proposal received by Learning Links Foundation after the closing date for submission of proposals may be rejected.

2.8 Amendments of the RFP

At any time prior to the closing date for submission of proposals, Learning Links Foundation may, for any reason, whether on its own initiative or in response to a clarification requested by a bidder, modify the RFP by amendment. Amendments could include modification of project scope or requirements, project timeline expectations or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP.

3. OPENING AND EVALUATION OF PROPOSALS

3.1 Opening of Proposals

Learning Links Foundation will review the technical proposals in the presence of a Committee formed for the purpose on a date fixed after the closing of the tendering period. Each technical proposal will be reviewed followed by the same for Financial proposals.

Financial proposals will be opened only after the technical evaluation of the proposals.

3.2 Technical Evaluation of Proposals

A two-stage procedure will be utilised in evaluating the proposals, with technical evaluation of the proposal being completed prior to any evaluation of the Financial Proposal.

The technical evaluation of proposals will be accomplished by a selection panel. The selection panel will evaluate all proposals which have passed the preliminary examination of proposals according to:

- the proposed work methodology, service level proposed and quality assurance mechanisms
- the experience of the organisation/individual in carrying out related assignment(s)
- the qualifications and competence of the personnel proposed for the assignment(s)
- the quality of the writing samples submitted

3.3 Financial Proposal Evaluation

The financial proposal will only be evaluated if the technical proposal clears the two-stage procedure for technical evaluation of proposals.

4. AWARD OF CONTRACT

4.1 Award Criteria, Award of Contract

Learning Links Foundation reserves the right to:

- a) Award the contract to a bidder of its choice, even if its bid is not the lowest;
- b) Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;
- c) Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for the stated action;
- d) Award the contract on the basis of particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the organisation and the activity concerned;
- e) Not award any contract at all.

Learning Links Foundation has the right to eliminate bids on technical or other reasons throughout the evaluation/selection process. Learning Links Foundation shall not in any way be obligated to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relative to the evaluation/selection process or to state the reasons for elimination to any bidder

4.2 Right to enter into Contract Price Negotiations

Learning Links Foundation reserves the right to enter into negotiations, with one or more bidders that have not been eliminated during the evaluation process, including but not limited to negotiations of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.