REQUEST FOR PROPOSAL

Funded by:
Heifer International

<table>
<thead>
<tr>
<th>Name of Signature Program:</th>
<th>Naija Unlock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agresso Work order:</td>
<td>NG1001</td>
</tr>
<tr>
<td>Country:</td>
<td>Nigeria</td>
</tr>
<tr>
<td>RFP No.</td>
<td>20250108NG</td>
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</tbody>
</table>

RFP Release Date: **July 8, 2024**
Question/Inquiry Submission Deadline: **July 19, 2024**
Proposal Submission Deadline: **July 25, 2024**
Performance Period: **August 14th – 30th August, 2024**
Electronic submission to the attention of: procurement-ng@heifer.org
Contact information for inquiries about this RFP: procurement-ng@heifer.org

**Terms of Reference**

**I. General Information**
This document is being issued to solicit applications from a firm with substantial experience in the design and production of information, education, communication and print materials for capacity building and development programs. More specifically, the firm should have a proven track record in the implementation of innovative designs that are highly adaptive and illustrative to fit target audiences and programs. The bidder is free to seek any clarification on the expected deliverables prior to the preparation and submission of the proposal. The award agreement will include a payment schedule with specific deliverables; all payments require 15 business days for processing after approval of deliverables.

**II. Background**
**About Heifer International**
Heifer International is a global non-profit organization on a mission to end hunger and poverty in a sustainable way. Since 1944, Heifer International through its work in 21 countries (in Africa, Asia, and the Americas) has supported more than 39 million people around the world to end hunger and poverty in a sustainable way, and millions more now on a pathway to living incomes. Working with rural communities across Africa for 48 years, Heifer International supports farmers and local food producers to strengthen local economies and build secure livelihoods that provide a living income. Heifer’s foundation was built on the belief that ending hunger begins with giving people the means to feed themselves, generate income and achieve sustainable livelihoods for their households. Heifer’s global vision for 2020 - 2030 is to close the living income gap for additional 10 million families. This vision is a focused approach for the African continent to support at least 6 million smallholder farmers in Africa reach sustainable living income. As a part of this commitment, Heifer has expanded its presence in Africa to include Nigeria, with a goal of supporting at least two million households to achieve sustainable living income, through (a) strategic private and public sector partnerships, (b) unlocking demand and market opportunities, (c) investing in
priority value chains, and (d) leveraging innovation and emerging agricultural technologies to reach transformational scale. More information about Heifer is available at: www.heifer.org

Heifer Nigeria Country Program
Heifer International established its Nigeria Country Program in 2021, and its Signature Program for Nigeria, named “Naija Unlock”, was designed and launched. Naija Unlock program’s aim is to support the unlocking of the potential in Nigeria’s agricultural sector to achieve food self-sufficiency by working with smallholder farmers and local value chain actors to increase their productivity to meet local demand for food and raw material while closing the living income gap for families in the rice, tomato, and poultry value chains, with plans to add cattle, and small ruminant value chains. Naija Unlock is an evidence-based Signature Program designed to close the living income gap of smallholder farmers at scale with permanence of impact. The goal is to assist more than one million households to achieve sustainable living income by 2025, and scale to two million households by 2030, through strategic private and public sector partnerships to (a) build the social capital of smallholder farmers, (b) unlock farmers’ access to innovative financing, (c) unlock demand and market opportunities, (d) increase farmers access to mechanization and emerging agricultural innovations, and (e) increase farmers knowledge and adoption of climate-smart agricultural practices. Naija Unlock program activities are being implemented currently in five (5) states in Nigeria (Ogun, Edo, Nasarawa, Benue, and Lagos States) with plans to scale to other states with the potential to make impact at a transformational scale.

Values Based Holistic Community Development (VBHCD) Materials

The VBHCD model is a structured social capital development process that is directed at rural farming communities. It involves the provision of capacity building, and behavioral change-facilitation to help smallholder farmers and their communities identify and solve their problems, in a sustainable way. The objective of the VBHCD model is to increase the efficiency of the farm and increase production and productivity for sustainable household incomes for improving the standard of living of rural farmers and their households. The VBHCD has at its core, the objective of changing farmers attitudes towards their challenges. The model helps smallholder farmers to aggregate and be organized for increased ability to transact with businesses and agricultural value chain actors. It motivates farmers and rural communities and help them to build their self-confidence. This ultimately supports their ability to advocate for themselves and transact with other actors in the agricultural and food value chains.

The VBHCD materials to be produced include but are not limited to:

- Pull Up Banners (for 12 Heifer Cornerstones Values)
- Pull Up Banners for Participatory Self Review and Planning (PSRP)
- Flex Banner
- 12 Heifer Cornerstones Ropes/Banners
- 12 Heifer Cornerstones Cards
- Trees Icon
- Pull Ups Banners of Naija Unlock Signature Program messages.

III. Description of Expected Professional Services

a. Purpose
The purpose is to identify and contract a firm to design and produce the print materials needed for VBHCD training activities targeting Naija Unlock smallholder farmers in Nigeria.

b. Objectives: this assignment is designed to enable Heifer Nigeria:
- Design IEC materials for VBHCD training activities.
- Produce/print the IEC materials for VBHCD training activities.

c. **Deliverables:** The expected deliverables of this assignment are as follows:

<table>
<thead>
<tr>
<th>S/No.</th>
<th>ITEM</th>
<th>OTHER DETAILS</th>
<th>SIZING</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pull Up Banner (for 12 Heifer Cornerstones Values)</td>
<td>Solite material</td>
<td>Standard size</td>
<td>50 pieces</td>
</tr>
<tr>
<td>2</td>
<td>Pull Up Banner for PRSP</td>
<td>Solite material</td>
<td>Standard size</td>
<td>50 pieces</td>
</tr>
<tr>
<td>3</td>
<td>Flex Banner</td>
<td>PVC</td>
<td>4 by 6ft</td>
<td>50 pieces</td>
</tr>
<tr>
<td>4</td>
<td>12 Heifer Cornerstones Fabric Banners (with connecting rope)</td>
<td>Fabric printing, plain white silky crepe cloth trimmed on one end for rope to pass through</td>
<td>2ft by 2ft per flag (12 flags per set)</td>
<td>50 sets</td>
</tr>
<tr>
<td>5</td>
<td>12 Heifer Cornerstones Cards</td>
<td>Glossy laminate finish card</td>
<td>1.5 by 1.5 inches per card (35 cards per set)</td>
<td>50 sets</td>
</tr>
<tr>
<td>6</td>
<td>Trees Icons</td>
<td>Glossy laminate finish card</td>
<td>14.2 by 3.8 inches per card (3 pieces per set)</td>
<td>50 sets</td>
</tr>
<tr>
<td>7</td>
<td>Pull Ups Banners of Naija Unlock</td>
<td>N/A</td>
<td>Standard size</td>
<td>50 pieces</td>
</tr>
<tr>
<td>8</td>
<td>Naija Unlock Branded Shirts</td>
<td>N/A</td>
<td>05 XXXL 15 XXL 30 XL 25 L 20 M 15 S</td>
<td>110 pieces</td>
</tr>
<tr>
<td>9</td>
<td>Branded Face Caps black (color Black)</td>
<td>N/A</td>
<td>One size</td>
<td>110 pieces</td>
</tr>
<tr>
<td>10</td>
<td>Quality customized Safari Khaki Multipocketed Field Photography Vest/Jackets – embroidery branding with Heifer Nigeria Logo</td>
<td>N/A</td>
<td>2 XXXXL 3 XXXL 15 XXL 25 XL 45 L 20 M</td>
<td>(110 Pieces) <strong>Bidders are advised to share size chart and pictures of samples</strong></td>
</tr>
</tbody>
</table>
### Duration

The implementation period for the design and production of the print materials is from **August 14th – 30th August 2024**

### IV. Expected Roles of Heifer Nigeria

- Finalize and sign the contract with the firm.
- Participate in assignment inception meeting with firm.
- Provide technical guidance and support.
- Review and validate all resources that will be proposed by the contractor before production.
- Ensure that all payments are done as stated in the contract.

### V. Expertise

Heifer Nigeria is looking for a firm with substantial experience in the design and production of information, education, communication and print materials for capacity building and development programs. More specifically, the firm should have a proven track record in the implementation of innovative designs that are highly adaptive and illustrative to fit target audiences and programs.

(a) **Experience**

- Experience in designing and printing of posters, pamphlets, brochures, information booklets in various sizes and in different major languages spoken in Nigeria.
- Ability to print.
- Reliability in delivering printed materials through various channels to Heifer’s program locations within Nigeria.
- Design and creation of social media assets (content) and image editing.
- Demonstration of good understanding of technical details and guidelines relating to design and prints
- Ability to analyze information quickly and simply for target audiences.
- Evidence of having undertaken similar assignments; and demonstration of excellent service delivery
- Ability to work efficiently and deliver committed outputs under the assignment within agreed timelines and deadlines.
- Eligible to work or operate in Nigeria.
VI. Application Process

Submission Requirements: All interested firms will submit their organization’s profile with the following information:

Technical Proposal (not to exceed 3 pages)
- General information (not to exceed 1 pages)
  - Organization overview highlighting related assignments completed with client name, contact person and mobile number.
  - Capacity statement
  - Legal registration to work in Nigeria.
- Technical Approach (not exceeding 2 pages)
  - A clear and comprehensive work plan (draft), outlining the major activities, and timelines to complete the assignment.
  - Highlight range of capabilities and versatility, length of time in business, level of customer service. Include past printing services rendered and related activities.
  - Highlight expertise in off-set printing to digital printing.
  - At least three references of top or largest clients during the last 3 years indicating the scope of work, size/volume of print and value.
- Financial Proposal (in Naira)
  - Itemized budget in line with specifications
  - Narrative explanations of budget line items
- Annexes
  - Documents in favor of previous relevant contracts or projects completed.
  - Organization’s/Firm’s Certificate, PIN and VAT registration
  - A summary of previous similar assignments undertaken within the last 3 years.

Interested firms legally eligible to implement this assignment in Nigeria are requested to submit a proposal. Please include the name of the person in your organization who will be involved in negotiating the contract as well as your telephone and email contact information. Submissions must be in English and typed single-spaced using Times New Roman font size 12, with a complete set of appendices/attachments as applicable. All pages must be numbered and include the RFP reference number in the cover page, and name of the organization at the bottom of each page.

The successful contractor or offeror will be required to produce the following documents before entering into Independent Contractor Agreement (ICA) with Heifer:
- Certificate of Incorporation or Business Registration Certificate.
- A Partnership Deed if you are running a partnership business.
- Audited financial statements for the last 3 years.
- Tax Compliance Certificate.
- Physical location including town, building, room number and postal address.
- Directors’/Partners’ personal guarantee.
- Trade reference and clientele list including their respective contacts.

The technical and financial proposals should be submitted by 25th July 2024 at 5:00 pm WAT through to the Procurement portal via procurement-ng@heifer.org Please quote “VBHCD Training"
Materials” in the subject line. Written inquiries may be made and should be directed to the following email: procurement-ng@heifer.org on or before 19th July 2024.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors. Please note that all final soft copy designs will be submitted to Heifer Nigeria after contract execution.

VIII. Selection Criteria
Submitted proposals must clearly demonstrate alignment with the scope of work outlined above and with the appropriate level of detail. Heifer’s goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost-effective. Proposals will be evaluated according to the following criteria:

<table>
<thead>
<tr>
<th>Proposal evaluation focus</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completeness of proposal according to the RFP (business profile, activity plan, budget, team expertise, etc.)</td>
<td>20%</td>
</tr>
<tr>
<td>Accuracy and relevance of the proposed technical delivery approach</td>
<td>20%</td>
</tr>
<tr>
<td>Financial proposal (detailed and reasonable budget)</td>
<td>20%</td>
</tr>
<tr>
<td>Proposed Delivery Schedule (timely delivery)</td>
<td>20%</td>
</tr>
<tr>
<td>Evidence of Similar Work Done</td>
<td>20%</td>
</tr>
</tbody>
</table>

The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

IX. Validity of Proposals
Proposals submitted shall remain open for acceptance for 14 days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

X. Award Process and Contract Mechanism

<table>
<thead>
<tr>
<th>No.</th>
<th>Activity</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Proposal reception</td>
<td>July 25th 2024</td>
</tr>
<tr>
<td>2.</td>
<td>Selection Committee review</td>
<td>July 29th 2024</td>
</tr>
<tr>
<td>3.</td>
<td>Notification of award</td>
<td>July 31st 2024</td>
</tr>
<tr>
<td>4.</td>
<td>Award agreement negotiation</td>
<td>July 31st 2024</td>
</tr>
<tr>
<td>5.</td>
<td>Signing award</td>
<td>August 14th 2024</td>
</tr>
</tbody>
</table>

Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.
XI. Limitations

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received in response to the RFP.

XII. Intellectual Property

a. Ownership Generally.

Any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of Heifer International. Upon request, the Contractor shall sign all documents and take any and all actions necessary to confirm or perfect Heifer’s exclusive ownership of the Work Product.


Any intellectual property owned by a Party prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. Regarding any of Contractor’s Prior-Owned IP included in the Work Product, the Contractor shall retain ownership, and hereby grants Heifer a permanent, nonexclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.