

Alive & Thrive
Request for Proposals (RFP)

Issued on: November 22, 2022

For: Request for submission of proposals to create a mobile app for collection of phone numbers to create a database of beneficiaries

Anticipated Period of Performance: December 2022 - January 2023

Proposal Submission Date: November 28, 2022

Background

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009–2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is scaling up improved maternal, infant, and young child nutrition (MIYCN) through large-scale programs in several countries in Asia and Africa and through strategic technical support and the dissemination of innovations, tools, and lessons worldwide. The A&T initiative is managed by FHI Solutions with funding from the Bill & Melinda Gates Foundation, the Irish Government, The Agency Fund and other donors.

Purpose

In Uttar Pradesh India, A&T works closely with Department of Women & Child Development (DWCD) for strengthening nutrition service delivery at the state level through system strengthening approach and coordinated collaboration between partners. Under one of its projects A&T aims to introduce and pilot Artificial Intelligence-powered intervention to provide personalized communication services on breastfeeding and nutrition for mothers and families in selected district of Uttar Pradesh.

Alive & Thrive is developing a voice-based artificial intelligence (AI) solution to provide families with health and nutrition support during the first 1,000 days of life from conception. The information will be provided to families by phone. It is therefore critical that the system can collect and update phone numbers from families on a regular basis.

The objective of this project is to develop and manage a simple app to be provided to Anganwadi Workers (AWW) for them to collect and validate phone numbers and share those phone numbers with the AI service provider.

Scope of Work

The contractor will develop an android mobile-based application for Anganwadi workers to collect phone information from pregnant and lactating women and from women with children under 2 years of age to create a database of beneficiaries.

The information to be provided by Anganwadi worker:

1. Name of Anganwadi Worker
2. AWW Mobile phone number
3. Center name / center code
4. Village name
5. Sector name

For Beneficiary

1. Name
2. Beneficiary Mobile phone number
3. Husband's name
4. Husband's Mobile phone number
5. If Pregnant, segregation based on trimester
6. If Lactating, age of child in months
7. Has children below 2, age of child in months

The contractor to propose methodology to validate phone numbers provided by Anganwadi worker, for authenticity.

Timeline 5 weeks

Anticipated Key Deliverables

1	Proposed plan with timelines
2	Wireframes of the app
3	UI-UX of the app with details of all features
4	Prototype of app for field testing
5	Final app with all necessary certifications and hosting
6	Access to data

Submission Requirements

To be considered, agency must submit a Proposal, including Technical and Financial proposals, that reflect a detailed understanding of RFP requirements and bidders value proposition.

The **technical proposal** submitted should include but not necessarily be limited to the following:

1. Corporate Profile highlighting the bidder's qualifications and experience in implementing the assignment, including details of specific experience with similar assignments in the past five years.

2. Detailed Methodology/approach to project demonstrating how you meet or exceed requirements for this assignment.
3. Proposed timeline and milestones.
4. Project dependencies and assumptions.
5. Details of the Proposed Team for the assignment including the following information:
 - o Title/Designation of each team member on the project.
 - o Educational qualifications and professional experiences.
 - o Past experience in working on similar project and assignment.
6. Project implementation and work plan showing the detailed sequence and timeline.
7. Quality assurance mechanism and risk mitigation measures put in place.

Bidders are requested to back up their submissions by providing:

8. Evidence in the form of job completion certificate, contracts and/or references.
 - o Three examples/case studies of relevant and similar past performance containing the following information:
 - o Name of Client.
 - o Title of the Project.
 - o Year and duration of the project.
 - o Scope of the Projects/Requirements.
 - o Proposed Solutions and Outcome – include visuals, web-links, etc.
 - o Team members on each of the project and their specific roles.
 - o Project timelines (start and end date year, and any other information necessary).
 - o Reference /Contact person details.

The cost proposal submitted should include the following:

9. Detailed Budget **in the format provided by A&T**
Detailed Budget **in the format provided by A&T**
 - o Budget for the above scope(s) of work should be broken down to unit rates organized by the budget categories provided in the template with an explanation/narrative explaining how the unit costs were reached.
 - o Should be submitted in MS Excel
 - o Please include VAT, GST and any applicable taxes into the cost proposal as FHI SOLUTIONS is not VAT or tax exempt.
 - o **Budget must be in USD. This activity is being managed and funded by a US organization, and all payments will be made via wire from the US in USD. If you do not have a corporate bank account (in the same name as your company) that can accept USD, you cannot be awarded this work.**
10. **Contact details:** The email address where Alive & Thrive may send a confirmation of receipt of your submission.

Anticipated Contractual Mechanism:

A&T anticipates issuing a fixed-price purchase order to the offeror(s) whose proposal is scored the highest based on the evaluation criteria. A fixed price contract calls for one firm price, not subject to any adjustment based on the contractor's cost experience in performance of the contract. This fixed-price is established at the outset, when the contract is negotiated and signed and a fixed price payment schedule is negotiated, with all payments linked to timely completion and approval of deliverables.

I. CRITERIA FOR EVALUATION

Bids from agencies will be evaluated and ranked by a committee on a best-value basis according to the criteria below. Only offerors able to provide all of requirements listed above may be considered.

Technical Evaluation Criteria

1. Overall response – 15 points
2. Proposed Methodology and technical approach, including workplan, timeline and milestones, project dependencies and assumptions and quality assurance and risk mitigation measures – 30 points
3. Key Personnel, references/Past Performance, Similar Experience - 30 points
4. Cost effectiveness and completeness of the budget –25 points

NOTE: FHI SOLUTIONS will not compensate the company for its preparation of response to this RFP nor is the issuing of this RFP a guarantee that FHI SOLUTIONS will award a contract.

II. ANTICIPATED PERIOD OF PERFORMANCE:

December 2022 – January 2023

III. REQUEST FOR PROPOSALS RESPONSE INFORMATION

Interested parties should submit their application via email to dpadamwar@fhi360.org, with a copy to vmathur@fhi360.org by **November 28, 2022 by 5 PM IST. Submissions received after this date and time may not be accepted.** A&T will acknowledge receipt of your submission by email.

Any questions or requests for clarification need to be submitted via email to vmathur@fhi360.org, with a copy to dpadamwar@fhi360.org by **November 25, 2022**; answers will be shared with all parties that have submitted questions or expressed interest, as well as posted on the website. No telephone inquiries will be answered.

IV. WITHDRAWAL OF PROPOSALS

Agencies may withdraw applications by written notice via email received at any time before award.

V. OFFER VERIFICATION

FHI Solutions may contact applicants to confirm contact person, address, information to confirm that the proposal was submitted for this solicitation.

VI. FALSE STATEMENT IN OFFER

Applicants must provide full, accurate and complete information as required by this Request for Application and its attachments. If at any time FHI Solutions determines that an applicant has provided false statements in the response, FHI Solutions may reject the response without further consideration.

VII. DISCLAIMERS AND PROTECTION CLAUSES

1. FHI Solutions may cancel the solicitation and not make an award.
2. FHI Solutions may reject any or all responses received.
3. Issuance of a solicitation does not constitute an award commitment by FHI Solutions.
4. FHI Solutions reserves the right to disqualify any offer based on the applicant's failure to follow solicitation instructions.
5. FHI Solutions will not compensate offers for response to solicitation.
6. FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion.
7. FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities.
8. FHI Solutions may request from short-listed applicants a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original Request for Proposals.
9. FHI Solutions has the right to rescind a Request for Application or rescind an award prior to the signing of a consultancy agreement or subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic.
10. FHI Solutions reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
11. FHI Solutions may be contacting applicants to confirm contact person, address and that the application was submitted for this solicitation.

- END OF REQUEST FOR PROPOSALS -

ATTACHMENTS:

- **Annex A: Budget Template**