



## REQUEST FOR PROPOSAL (RFP) (Services)

NAME & ADDRESS OF FIRM	DATE: October 27, 2020
	REFERENCE: RFP/016/20 – Developing and promoting iOS and Android application under Technovation Girls Uzbekistan project

Dear Sir / Madam:

We kindly request you to submit your Proposal for Developing and promoting iOS and Android application under Technovation Girls Uzbekistan project (hereafter as Mobile Application) as detailed in Annex 1 to this RFP. When preparing your proposal, please be guided by the form attached hereto as Annex 2.

Proposals may be submitted on or before **18.00 p.m. (GMT+5, Tashkent local time), November 3, 2020** via *email*. Electronic version of your quotation must be sent to [bids.uz@undp.org](mailto:bids.uz@undp.org)<sup>1</sup>.

Quotations submitted by email must be limited to a maximum of **15 MB**, virus-free and no more than 3 email transmissions. They must be free from any form of virus or corrupted contents, or the quotations shall be rejected

The following must be on the subject of email with your quotation to be sent to [bids.uz@undp.org](mailto:bids.uz@undp.org):

### **Proposal for RFP/016/20**<sup>2</sup>

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your quotation by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

<sup>1</sup> Quotations submitted to other email accounts will not be accepted and will be declined.

<sup>2</sup> Email submission that will not contain this subject or without reference to subject tender will not be opened and will be declined.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 2.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. **In the event that** you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

**UNDP encourages every prospective Service Provider to** prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link: [http://www.un.org/depts/ptd/pdf/conduct\\_english.pdf](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,  
*Procurement Unit*  
*UNDP Uzbekistan*

### Description of Requirements

Context of the Requirement	<b>Developing and promoting iOS and Android application under Technovation Girls Uzbekistan project</b>
Implementing Partner of UNDP	Ministry for Mahalla and Family Support of the Republic of Uzbekistan
Brief Description of the Required Services	Please refer to the attached Terms of Reference provided in Annex 1
List and Description of Expected Outputs to be Delivered	<p><b>Phase 1: Situation analysis and Mobile Application design</b></p> <ol style="list-style-type: none"> <li>1. Conduct interviews, meetings, consultations with project stakeholders: target audience (families of kids with disabilities), government agencies, volunteer groups, NGOs, international organizations and others;</li> <li>2. Attract experts required for mobile application launch and work (legal, social, psychological and other consultants);</li> <li>3. Develop and submit the Mobile Application concept note;</li> <li>4. Collaborate with selected for this assignment Technovation Girls team (girls 10-18 years old), educate them, provide them with skills necessary for the developing, launching and promotion of their project;</li> <li>5. Progress report on Mobile Application Development.</li> </ol> <p><b>Phase 3: Launching, promotion and supporting social media accounts for created mobile apps</b></p> <ol style="list-style-type: none"> <li>6. Develop iOS and Android mobile application, Develop landing page for mobile applications;</li> <li>7. A user manual and system documentation for Mobile Application;</li> <li>8. Launch and coordinate social media campaigns for created mobile applications as per specifications;</li> <li>9. Report on launching of Mobile Application at AppStore and Google Play and transfer of source codes;</li> <li>10. Action Plan on technical support for Mobile Application within next consecutive 12 (twelve) months starting from the date of launching of Mobile Application.</li> </ol>
Person to Supervise the Work/Performance of the Service Provider	National consultant on mentoring and supporting the launch of mobile applications and social media channels, UNDP WEP and Ministry for Mahalla and Family Support of Uzbekistan Multiparter Trust Fund Joint Programme "Support to Early Recovery and Inclusive Service Delivery for Vulnerable Groups Heavily Affected by the COVID-19 Crisis" project under guidance of Team Leader of MPTF COVID-19.
Frequency of Reporting	Every two weeks
Progress Reporting Requirements	Report should indicate work progress, complications and/or deviations (if any) and expected completion dates.
Location of work	<input checked="" type="checkbox"/> This is a desk work in Tashkent City with no field trips to regions of Uzbekistan. The Price proposal shall include all other travel related costs.

Expected duration of work	Duration of contract is 35 calendar days from the contract signature date by both parties			
Target start date	Contract signature date by both parties			
Latest completion date	35 calendar days from the contract signature date			
Travels Expected	N/A			
Special Security Requirements	N/A			
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A			
Implementation Schedule indicating breakdown and timing of activities/sub activities	<input checked="" type="checkbox"/> Required			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required. Detailed CV/Resume of specialists requested as per Technical Proposal Evaluation Form 3 below. CV shall be signed by the specialists.			
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars for Foreign Suppliers; or <input checked="" type="checkbox"/> Uzbek Soums (UZS), for Local Suppliers			
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> Must be inclusive of VAT for local companies registered in Uzbekistan (if registered as VAT payer); <input checked="" type="checkbox"/> Must be exclusive of VAT for foreign companies registered outside of Uzbekistan			
Validity Period of Proposals ( <i>Counting for the last day of submission of quotes</i> )	<input checked="" type="checkbox"/> 60 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted. Partial quotes will be rejected at preliminary evaluation stage.			
Payment Terms <sup>2</sup>	Outputs	Percentage	Timing	Condition for Payment Release
	Deliverable 1	40%	upon timely submission of respective deliverables and their acceptance by the Supervisor and UNDP CO.	upon delivery and acceptance of services
	Deliverable 2	60%	upon timely submission of respective deliverables and their acceptance by the Supervisor and UNDP CO.	

Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Project Manager, UNDP and Ministry for Mahalla and Family Support “Empowering Women to Participate in Public Administration and socio-economic life” project. Team Leader, MPTF COVID-19 “Support to Early Recovery and Inclusive Service Delivery for Vulnerable Groups Heavily Affected by the COVID-19 Crisis”.
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract Face Sheet (Goods and-or Services) <input type="checkbox"/> Other Type/s of Contract
Contract General Terms and Conditions <sup>3</sup>	<input type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/howwe-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/howwe-buy.html</a>
Liquidated Damages	0,1% of total contract amount for every day of delay, up to a maximum 10% of the contract amount. The contract may be terminated thereafter or after 10 calendar days of delay.
Criteria for Contract Award	<input checked="" type="checkbox"/> 1. Proven experience on the subject not less than 3 years: <ul style="list-style-type: none"> <li>● in mobile application development, management and promotion. Experience in web-based IT Solutions development &amp; deployment.</li> <li>● be a technology company with a proven record of innovation in the mobile platforms and applications field. The company should have a proven record of applications on the market in both Android and Apple OS.</li> <li>● should provide IT- services on full cycle of mobile applications development, including, but not limited to: <ul style="list-style-type: none"> <li>○ IT Project Management services;</li> <li>○ Apps’ Features Definition;</li> <li>○ Front End (UI &amp; UX design) for mobile apps and websites;</li> <li>○ Back End (Native / Cross-Platform Development, API development);</li> <li>○ Testing (Quality Assurance);</li> <li>○ Market launch (Google Play/ App Store);</li> </ul> </li> <li>● Working experience with international organizations, NGOs, volunteer groups, youth programs and knowledge of Uzbekistan social mobile applications landscape.</li> </ul> <input checked="" type="checkbox"/> 2. Demonstration of outstanding time-management, organizational and interpersonal skills. The company to achieve the results in accordance with the terms of reference should have the following specialists as part of a team: <ol style="list-style-type: none"> <li>1. Project Manager and team leaders with relevant experience in team management, organizational skills, planning skills, analytical work and reporting.</li> </ol>

<sup>3</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

	<p>2. Specialists on development of Mobile Application for Android and iOS.</p> <p>3. Specialist (specialists) on web design/development/translator/promotion/copyright.</p> <p><input checked="" type="checkbox"/> 3. Lowest technically compatible offer (based on the at least 70% technical score and lowest price);</p> <p><input checked="" type="checkbox"/> 4. Availability of a) permanent office, b) number of specialists required as per Terms of reference, c) availability of internet and corporate email through which office personnel could be contacted.</p> <p><input checked="" type="checkbox"/> 5. Full acceptance of the UNDP Contract General Terms and Conditions (GTC); Non-acceptance of the GTC will serve as grounds for the rejection of the Proposal</p>
Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (100 points)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm (20)</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (35)</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel (45)</p> <p><b><u>At least 70 % shall be obtained to qualify technically</u></b></p> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<p><input checked="" type="checkbox"/> One and only one Service Provider</p> <p>Sub-contracting is not allowed. Service Provider must perform the entire scope of work on their own, without the involving sub-contractors or experts.</p>
Annexes to this RFP <sup>4</sup>	<p><input checked="" type="checkbox"/> Detailed Term of Reference (Annex 1)</p> <p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions<sup>5</sup></p> <p>Applied conditions is available at the following address:  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p>
Contact Person for Inquiries (Written inquiries only) <sup>6</sup>	<p><i>Procurement Unit, UNDP CO</i></p> <p><a href="mailto:pu.uz@undp.org">pu.uz@undp.org</a></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

<sup>4</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>5</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>6</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

<p>Required Documents that must be Submitted to Establish Qualification of Proposers</p>	<p>Documents to be submitted:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Form of submitting proposal (Annex 2)</li> <li><input checked="" type="checkbox"/> Company Profile paying attention to the description of the company expertise in the fields mentioned in the attached Terms of References, Annex 1 (general company profile and specific company profile sections), which should <u>not</u> exceed fifteen (15) pages;</li> <li><input checked="" type="checkbox"/> Verified copy of Certificate of Registration of the business, including Articles of Incorporation<sup>7</sup></li> <li><input checked="" type="checkbox"/> List of corporate clients for similar services as those required by UNDP (Please provide the list in Section C of the “Form for submitting service provider’s proposal” (Annex 2))</li> <li><input checked="" type="checkbox"/> Statement (official letter of email confirmation) of Satisfactory Performance from the Top 3 Clients in terms of Contract value and nature in the past 3 years;</li> <li><input checked="" type="checkbox"/> Declaration of owners’ interest in other companies using form provided in Annex 2;</li> <li><input checked="" type="checkbox"/> CV/Resume of all specialists to be involved in the project. Each CV/Resume (background, qualifications and experience in mobile applications development and promotion) must be signed by respective specialist proposed for the team</li> <li><input checked="" type="checkbox"/> Declaration from each specialist proposed for the team on willingness and availability during project implementation period.</li> <li><input checked="" type="checkbox"/> (a) Copy of Financial Reports, certified by a third party (tax agency or other authorized body), for the last 1 (one) year, OR (b) a bank statement from Offeror’s bank, issued not more than 30 days prior the bid submission or quotation date, confirming that company has available or has access to liquid assets (asset that can be readily converted into cash), to meet the construction/supply cash flow for the contract of not less than Offeror’s bid value.</li> <li><input checked="" type="checkbox"/> Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List.</li> </ul> <p>Failure to provide any of the above specified documents will serve as a ground for disqualifying the Offeror from the tender by declaring it as technically non-compliant.</p>
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<sup>7</sup> Verified by the signature of the authorized Offeror’s representative and Offeror’s company stamp/seal

Post qualification:	<p><input checked="" type="checkbox"/> Verification of accuracy, correctness and authenticity of the information provided by the bidder on the legal, technical and financial documents submitted;</p> <p><input checked="" type="checkbox"/> Inquiry and reference checking with Government entities with jurisdiction on the bidder, or any other entity that may have done business with the bidder;</p> <p><input checked="" type="checkbox"/> Inquiry and reference checking with other previous clients on the quality of performance on ongoing or previous contracts completed;</p> <p><input checked="" type="checkbox"/> Physical inspection of the bidder's plant, factory, branches or other places where business transpires, with or without notice to the bidder;</p> <p><input checked="" type="checkbox"/> UNDP keeps the right to conduct a visit to bidder's premises/office for making sure bidder's competence for successful execution of the Contract;</p>
Other requirements:	<p>Offers submitted by two (2) or more Offerers shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> <li>• they have at least one controlling partner, director or shareholder in common; or</li> <li>• any one of them receive or have received any direct or indirect subsidy from the other/s; or</li> <li>• they have the same legal representative for purposes of this RFQ;</li> <li>• they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Offer of, another Offerer regarding this RFQ process;</li> <li>• they are subcontractors to each other's Offer, or a subcontractor to one Offer also submits another Proposal under its name as lead Offerer; or</li> <li>• an expert proposed to be in the team of one Offerer participates in more than one Offer received for this RFQ process. This condition does not apply to subcontractors being included in more than one Offer.</li> </ul>



## Evaluation of Proposals

UNDP shall examine the Proposal to confirm that all terms and conditions under the UNDP General Terms and Conditions and Special Conditions have been accepted by the Proposer without any deviation or reservation.

The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified in the **RFP**. Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP particularly the demands of the Terms of Reference, which also means that it fails to achieve the minimum technical score indicated in the **RFP**. Absolutely no changes may be made by UNDP in the criteria; sub-criteria and point system indicated in the **RFP** after all Proposals have been received.

Evaluation forms for technical proposals are given below. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The Technical Proposal Evaluation Forms are:

**Form 1:** Expertise of the Company

**Form 2:** Methodology -Proposed Work Plan and Approach

**Form 3:** Management Structure and Key Personnel

Technical Proposal Evaluation Form 1		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Expertise of the Company							
1.1	Reputation of Organization and Staff (Competence / Reliability):	max: 10					
	- demonstrated experience in developing successful social media strategies and campaigns, ideally in a non-profit context (with portfolio provided). In depth knowledge and understanding of different social media platforms (Facebook, Instagram, Telegram and others), not less than 3 recommendation letters	5					
	- More than 3 contracts in required area executed during the last 3 years	3					
	- Availability of recommendation letters from						
	- International Organization (s)/	2					
1.2	Technical capacity:	max: 10					
	- Structure and size of the company	2					

- At least 10 qualified staff (technology experts and coders, social media experts, mobile platform innovation experts) with a good knowledge of Design Thinking, Lean Startup, Customer Development, Agile methodologies, to actively participate in all Ideation sessions with stakeholders, described at TOR;	5					
- Description of assigned roles to qualified staff, indicating who does what as: <ul style="list-style-type: none"> <li>o Project manager and team leaders.</li> <li>o UX/ UI Designers for mobile applications and for the landing page</li> <li>o Graphic Designer for social media activities</li> <li>o Software and system engineers, at least 4: mobile apps developer (iOS and Android), web system development expert &amp; database expert, web-developer for apps' landing page</li> <li>o Social Media Marketing manager (with strong background in online marketing and communication);</li> <li>o Content Manager / Copywriter;</li> <li>o Translator (from Russian to Uzbek and vice versa).</li> </ul>	3					
<b>Total Part 1</b>		<b>20</b>				

Technical Proposal Evaluation <u>Form 2</u>		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Methodology – Proposed Work Plan and Approach							
2.1	Is the scope of task well defined and does it correspond to the TOR?	10					
2.2	To what degree does the Proposer understand the task?	15					
2.3	Is the conceptual framework adopted appropriate for the task?	10					
Total Part 2		35					

Technical Proposal Evaluation Form 3	Points Obtainable	Company / Other Entity				
		A	B	C	D	E

Management Structure and Key Personnel (experts on mobile App development with qualification on Android and iOS and web design/development)							
3.1	<b>Project manager</b> on coordination of development of Mobile Application						
	University degree (or equivalent), preferably in the social, health, marketing, sustainable development, information technology or business administration or related field (copy of diploma, certificate and other documents which ensure of high education degree)	2					
	Not less than 7 years of relevant technology and innovations experience, have a proven ability of innovation in social issues and sustainable development goals (SDGs). Good planning skills, analytical work and reporting abilities and proficiency in English, Uzbeks and Russian languages.	3					
	Sub Total	5					
3.2	<b>Two Team Leaders</b> ( <u>one</u> for mobile apps development and <u>one</u> for social media activities)						
	At least 10 years of relevant experience in leading teams in App development, which emphasis on social issues (physical disability, health, gender, etc) and social media activities. Good planning skills, analytical work and reporting abilities and proficiency in English, Uzbeks and Russian languages.	6					
	A list of Apps developed /Social media activities conducted by each Team Leader and clients' contact telephone number	4					
	Sub Total	10					
3.3	<b>Consultants on social issues, psychology, gender</b> ( <u>at least 3 consultants</u> )						
	At least 3 experts with more than 5 years of relevant experience working with families, women, children, youth. Experience of working with NGOS, volunteering groups, international organizations providing support in times of COVID-19 pandemic will be a plus.	5					
	University degree (or equivalent), preferably in the social, health, gender (copy of diploma, certificate and other documents which ensure of high education degree)	2					

	List of social / educational / support projects conducted by each consultant in the past 3 years.	3					
	Sub Total	10					
3.4	<b>Designers for mobile applications and for the landing page</b> (at least 2 designers)						
	At least two designers with not less than 3 years of relevant experience: <ul style="list-style-type: none"> <li>– as UX/ UI Designers for mobile applications and for the landing page. Should have good knowledge of wireframing platforms, such as Axure, Balsamiq Mockups, Sketch, Figma and others;</li> <li>– as a Graphic Designer for social media activities. Good creativity skills, client centric approach and proficiency in Uzbeks/English or Russian/English languages.</li> </ul>	2					
	A list of Apps developed by each specialist and clients' contact telephone number	1					
	Sub Total	5					
3.5	<b>Software and system engineers</b> (at least 3 specialists)						
	Mobile apps developers (iOS and Android), Web system development expert & database expert, Web-developer for apps' landing page with at least 3 years of relevant experience with a good knowledge of mobile platforms (Trello, Asana, Jira, etc).	5					
	A list of Apps developed by specialist and clients' contact telephone number	2					
	Sub Total	7					
3.6	<b>Translator</b>						
	More than 5 years of practical experience translating content from Russian into Uzbek and vice versa.	1					
3.7	<b>Social Media Marketing manager</b>						
	More than 3 years of practical experience and strong background in online marketing and communication. Demonstrated experience developing successful social media strategies and campaigns, ideally in a non-profit context	4					
	Portfolio of projects provided	1					
	Sub Total	5					

3.8	<b>Content Manager / Copywriter</b>						
	More than 3 years of considerable experience as a content manager/copywriter in ICT field.	1					
	A list of relevant projects	1					
	Sub Total	2					
	<b>Total Part 3</b>	<b>45</b>					
	<b>Total Parts 1, 2, 3</b>	<b>100</b>					

In the second stage, only the Financial Proposals of those Proposers who achieve the minimum technical score (minimum 70 points of obtainable maximum technical score of 100) will be considered for further price assessment. In this stage, lowest price, technically qualified offer is selected for contract award.

## Terms of Reference

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for Developing and promoting iOS and Android application under Technovation Girls Uzbekistan project.

### Project Title

Multiparter Trust Fund Joint Programme “Support to Early Recovery and Inclusive Service Delivery for Vulnerable Groups Heavily Affected by the COVID-19 Crisis” project under guidance of Team Leader of MPTF COVID-19.

### Project Description

The Women Empowerment project is aimed at facilitating the implementation of the National Action Plans to implement the recommendations of the Statutory and Treaty Bodies (hereinafter referred to as the "National Action Plans"), focused on concrete results in implementing the recommendations, in particular in such areas as the rule of law, judicial and legal reform, economic and social rights, with emphasis on vulnerable groups. In addition, the project will support activities aimed at implementing the recommendations of the CEDAW Committee.

The project will contribute to the following tasks set out in the Uzbekistan Development Action Strategy for 2017-2021: (1) Increase of social and political activeness of women, strengthening of their role in public administration, (2) Ensuring the employment of women, graduates of professional colleges, broad involvement of them in entrepreneurship, further strengthening the foundations of the family.

The COVID-19 affected employees in low-paid jobs and in informal, temporary, or other precarious forms of employment, especially in the absence of social protection. As part of the **immediate response to alleviate COVID-19's** impact on the most vulnerable groups of the population, UNDP (lead agency), UNICEF, UNFPA and IOM through UN COVID-19 Response and Recovery Multi-Partner Trust Fund (UN COVID-19 MPTF) will provide among other tasks, inclusive legal, psychological, and direct support to women and girls as well as gender-based violence (GBV) survivors through mobile applications and social media.

Among the partnering organization there will be the Ministry of Employment and Labour Relations of Uzbekistan and the Ministry of Mahalla and Family Support.

The project aims to be transformative, evidence based and inclusive in its goal of catalysing and strengthening a multi-sectoral and people-centred response to mitigate the consequences of the COVID-19 in Uzbekistan, and build back for a more resilient, people-centred and inclusive development. In this regard **implementing several successful innovative ideas / projects such as mobile applications** are crucial for vulnerable groups to access consultancy.

“Support to Early Recovery and Inclusive Service Delivery for Vulnerable Groups Heavily Affected by the COVID-19 Crisis” funded by the United Nations Multi-Partner Trust Fund, it is planned to launch mobile applications and social media channels providing consultancy for young mothers and pregnant women, promoting fitness and healthy lifestyles for women, providing art therapy to children with disabilities, who have been isolated due to the pandemic.

**Technovation Girls** — is the largest and most popular technology program for girls in the world, running in Uzbekistan since 2016. Technovation participants, girls 10-18 years old, under guidance of mentors solve problems and create innovative mobile applications in areas related to Sustainable Development Goals.

Among all Technovation Girls Uzbekistan-2020 teams and projects on a competitive basis was selected a **team with a mobile app project idea of providing support to single mothers and single mothers of kids with disabilities** in Uzbekistan.

**Assignment goal:** The task of the provider will be to develop, design and assist in the launch of iOS & Android mobile application in Uzbek and Russian languages as well as create, promote and support social media accounts for above mentioned selected Technovation Girls Uzbekistan-2020 project. Selected company should work cross functionally with Technovation consultants and selected team mentors and participants (students) to plan, develop and promote mobile applications.

## Scope of Work

**Phase 1: Situation analysis and Mobile Application design:** the following basic requirements and tasks for the app have been identified (the list of features will be expanded based on the findings resulting from the Ideation phase):

- Develop native Android & iOS mobile applications for smartphones and tablets based on the specification created in cooperation with Technovation project team;
- Application must provide all features and content in Uzbek and Russian languages equally in terms of quality, content and user experience
- In close collaboration with the Technovation team interact with various users and stakeholders (target audience, mothers of kids with disabilities, NGOs, government agencies, UNDP project consultants and experts, volunteers etc), conduct problem, solution and expert interviews, meetings, consultations
- Design and plan project work in accordance with Customer Development, Lean Startup and Design Thinking methodologies
- Gather requirements, specifications and define features and functions of mobile app, produce prototypes and design interfaces (enriching user experiences), according to UI/UX requirements
- Participate in various activities of defining target audience' problems, testing hypotheses, creating customers' personas, journey maps, use cases and scenarios, minimal working models, testing the prototype model, receiving and analyzing feedback
- Hire experts (psychologists, doctors, legal advisers and other consultants) needed to develop instructions and guidelines or any relevant information, including laws and regulations, list of hot-line telephone numbers, government agencies in charge of support, NGOs, volunteer groups etc;
- Present the wireframes, flow diagrams and prototypes, and explain the visually designed prototypes, applications feature and user interface to Technovation Project stakeholders. Must adhere to platform

specific UI standards provided by Apple and Google respectively;

- Development of the design (at least 2 options to be submitted for review);
- Provide details of tools and technologies stack to be used and why the chosen combination is best suited for this project. Provide specification for infrastructure technology (present pros and cons for development options: native, hybrid, web-app). Company must consider platform' security and usability while proposing a solution.
- Develop API and build mobile applications interactions dynamically with various web applications, collaboration with the server, protocols, and data
- The data displayed on the app from existing sources (such as open data portals, website of statistics committee of Uzbekistan and others) should update automatically;
- Develop administration panel: a web admin panel and Content Management System with options to manage the application' content and data (including multimedia content), also managing all app users
- Features such as notification system, specification for target devices and localization (Geo tagging);
- Develop a landing page (responsive web-site) for mobile applications;
- Provide clean coding standards and procedures compliance to UNDP and Technovation Girls standards;
- Provide data caching and offline access to applications;
- Provide social media integration;
- Security features of highest standard for the application and its users should be considered and included;
- Development and configuration of an Alpha version of the App focusing on key features (to be defined during project ideation);
- Review and approval of the Alpha App design and functionalities by Technovation and UNDP App teams;
- Quality, security and performance testing and fix. Debug and improve applications optimization for better performance. Provide good performance and loading speed for the apps;



- Full implementation and delivery of the features and design of the app (Beta version); Finalization, including final quality testing and approval;
- Assist in publishing application on Google Play and Apple App Store;
- Provide support for minimum twelve months after the launch of the mobile apps on both Google PlayStore and AppStore;
- Connect apps to professional mobile apps' analytics systems;
- Monitor application performance after release, analyses, gather feedback, benchmark, re-design, release and manage the life cycle of the mobile applications;
- Produce monthly reports for mobile application performance and recommendations for improvements and updates. Generate and analyze reports on mobile applications usage, landing page traffic and KPIs using Google Analytics
- Follow the UNDP and Technovation Girls code of conduct, design standards, technology process, security principles and change management process to produce the apps

**Phase II: Launching, promotion, technical support and supporting social media accounts for created mobile apps:**

- Develop and implement a social media strategy for Technovation Girls mobile application for single mothers and mothers of kids with disabilities. The ultimate goal of the social media strategy is to strengthen abovementioned Technovation mobile app online community, mobilize members' engagement, increase collaboration, usage and sharing of the Technovation mobile application project and its resources. The strategy must align with the existing Technovation Girls and UNDP Uzbekistan project communications strategy and branding guidelines
- Discuss with the Project team the goals and expected results of social media engagement. Brief the team on existing possibilities, technical features, approaches, etc. Based on the goals agreed develop a social media / social networking strategy and an action plan to guide its implementation.
- Promote and support project' activities on social media platforms relevant for target audience in Uzbekistan (Facebook, Instagram, Telegram)
- Create brand awareness for the newly launched mobile application
- Ideate growth hacks for promoting the app and engaging audience
- Actively engage with online audiences through social media channels. Create a safe community where the target audience (single mothers of kids with disabilities) can exchange experiences and

knowledge, learn from each other, offer and receive support.

- Inform target audience, partners and stakeholders of all project' news and activities via social media
- Proactively create and regularly publish relevant content in 2 languages (Russian, Uzbek) with news, multimedia materials, stories, photos, advocacy images, infographics, etc.
- Maintain a social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar
- Define and monitor targets and benchmarks to measure the success of the social media
- Provide monthly reports on levels of engagement and report with stories, social media posts, videos, images, infographics, photos posted to social media channels
- Rendering technical support services for at least 12 (twelve) consecutive months starting from the launch of the apps in accordance with Action Plan on technical support agreed with Project Team.

#### ***Work planning and progress reporting***

- Prepare (and consult with the project team) detailed plan of actions on development, installation and implementation of Mobile Application.
- Prepare be-weekly workplans based on the detailed plan of actions.
- Provide reports on results within an agreeable template and timeframe based on the weekly workplan and other inputs as may be required by the project for reporting.
- Maintain regular and adequate communication with the project team, as required

#### **Duty Station**

This is a desk work with field trips to Tashkent city of Uzbekistan.

#### **Scope of bid price and schedule of outputs**

The total duration of contract is 35 calendar days. Following are the deliverables and timeframe:

#	Deliverables	Value in per cent	Timeframe
1	1. Detailed report on interviews, meetings, consultations with project stakeholders conducted: target audience (families of kids with disabilities), government agencies, volunteer groups, NGOs, international organizations and others	20%	Three weeks
	2. Detailed report on attracted experts required for mobile application launch and work (legal, social, psychological and other consultants)	20%	
	3. Concept proposal for the application (action plan with estimated timeline and stages)	20%	

	4. Detailed report on collaboration with selected for this assignment Technovation Girls team (girls 10-18 years old), describing exercises completed on educate them, providing them with skills necessary for the developing, launching and promotion of their project	20%	
	5. Progress report on Mobile Application Development	20%	
2	6. Report on developing iOS and Android mobile application, Develop landing page for mobile applications	20%	Two weeks
	7. A user manual and system documentation for Mobile Application and Social Media Network	20%	
	8. Report on launching and coordinating of the social media campaigns for created mobile applications as per specifications	20%	
	9. Report confirming that Mobile Application is launched and available at AppStore and Google Play and Transfer of Source Codes	20%	
	10. Action Plan on technical support for Mobile Application within next consecutive 12 (twelve) months starting from the date of launching of Mobile Application at AppStore and Google Play	20%	

#### **Payment Conditions**

Payment will be released in two (2) installments below upon timely submission of respective deliverables and their acceptance by the Supervisor and UNDP CO.

1<sup>st</sup> (40% of the total contract amount) to be made upon achievement of Deliverable 1

2<sup>nd</sup> (60% of the total contract amount) to be made upon achievement of Deliverable 2

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>8</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>9</sup>)*

[insert: Location]

[insert: Date]

To: *[insert: Name and Address of UNDP focal point]* Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP/016/20 and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations, paying particular attention to the description of the company's expertise in the fields mentioned in the attached Terms of References, Annex 1 (general company profile and specific company profile sections).*
- b) Business Licenses – Registration Papers, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc., if applicable;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references; at least 3 recommendation letters*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Information about the company office and availability of office and communication equipment*
- g) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*
- h) Written acceptance of the UNDP Contract General Terms and Conditions (GTC). Non-acceptance of the GTC may be grounds for the rejection of the Proposal.*
- i) Profile of the specialists to be involved in the project (services) and their availability during project (contract) implementation period.*

### B. Proposed Methodology for the Completion of Services

*The Service Provider must describe (on 5 pages, font size 12) how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

### C. Qualifications of Key Personnel

*Provide:*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.*
- b) CVs demonstrating qualifications must be submitted required by the RFP including reference contact details of current and previous workplaces; and*
- c) Copy of Diploma and specialized training certificates, if applicable*
- d) Written confirmation from each personnel that they are available for the entire duration of the contract.*

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>9</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive), currency</i> _____
1	Deliverable 1 as per TOR	40%	
2	Deliverable 2 as per TOR	60%	
	Total	100%	
	Must be inclusive of VAT for local companies registered in Uzbekistan (if registered as VAT payer)		

*\*This shall be the basis of the payment tranches, whether there are discrepancies between the total amount specified in tables D and E, in that case the price rate indicated in table (E) will be prevalent*

**E. Cost Breakdown by Cost Component:**

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices (if required)				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas (if required)				
a. Expertise 1				
b. Expertise 2				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				
<b>IV. VAT (for companies registered as VAT payers in Uzbekistan)</b>				

*[Name and Signature of the Service Provider's Authorized Person]*

*[Designation]*

*[Date]*

## Part 2: DECLARATION OF INTEREST

Dear Sir/Madam,

We/I, \_\_\_\_\_ (Name and Title), as shareholder(s)/owner(s) of \_\_\_\_\_ Company, declare that:

- a) Have no financial and other interests in, association or relationship with, are not employed and do not have relatives (i.e. spouse, parents, children or siblings) employed by the United Nations Development Programme (UNDP) or the Government of Uzbekistan that announced the RFQ; and do not have access to information about, or influence on the selection process for this RFQ
- b) Have no common controlling partner, director, shareholder, legal representative for the purposes of this RFQ with any other entity submitting its Quotation under this RFQ; are not subcontracting or are subcontractors to other entities for the purposes of this RFQ; and that the experts proposed in the team do not participate in more than one Quotation for this RFQ
- c) Are not involved in activities that could have an impact on the objectivity and independence of the Contractor's team in carrying out its duties under the contract or can affect the image of the United Nations and the Government of Uzbekistan.

We certify that the information stated is true, correct and complete to the best of our knowledge and belief. We are obliged to comply with all requests for additional information, documentation, clarification and/or verification concerning the Declaration of Interest statement.

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the RFQ.

*[Name and Signature of the Supplier's Authorized Person]*

*[Designation]*

*[Date]*

### Part 3: COMPANY PROFILE

<b>Part 3: COMPANY PROFILE</b> 1. Offeror's Legal Name [insert Offeror's legal name]		
2. In case of Joint Venture (JV), legal name of each party: [insert legal name of each party in JV]		
3. Actual or intended Country/ies of Registration/Operation: [insert actual or intended Country of Registration]		
4. Year of Registration in its Location: [insert Offeror's year of registration]		
5. Countries of Operation	6. No. of permanent staff in each Country	7. Years of Operation in each Country
8. Legal Address/es in Country/ies of Registration/Operation: [insert Offeror's legal address in country of registration]		
9. Value and Description of 3 (three) Biggest Contracts for the past five (5) years		
10. Latest Credit Rating (Score and Source, if any)		
11. Brief description of litigation history (disputes, arbitration, claims, etc.), indicating current status and outcomes, if already resolved.		
12. Offeror's Authorized Representative Information Name: [insert Authorized Representative's name] Address: [insert Authorized Representative's Address] Telephone/Fax numbers: [insert Authorized Representative's telephone/fax numbers] Email Address: [insert Authorized Representative's email address]		
13. Are you in the UNPD List 1267.1989 or UN Ineligibility List? <input type="checkbox"/> YES or <input type="checkbox"/> NO		

*Name and signature of authorized person]*

*[Position]*

*[Date]*

*[Stamp of the company]*

**PART 4: PERFORMANCE OF SIMILAR CONTRACTS. \***

Name of delivered goods	Terms of the contract (year, month)	Cost of work	Customer (Company name, full name of the contact person, telephone)

\*Requires at least three similar contracts during last 3 years

*[Name and signature of authorized person]*

*[Position]*

*[Date]*

*[Stamp of the company]*

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