

## **REQUEST FOR PROPOSAL (RFP)**

### **“Online Perception Survey”**

**For**

**Democracy Reporting International,  
Country Office,  
Islamabad, Pakistan**

---

Date: 04 September 2019

**Subject: Request for Proposal (RFP) – Online Perception Survey**

Dear Sir / Madam,

Democracy Reporting International (DRI) is a nonpartisan, independent, not-for-profit international organization registered in Berlin, Germany, which promotes political participation of citizens, accountability of state bodies and the development of democratic institutions worldwide. DRI's Berlin, Germany contact details are: Prinzessinnenstraße 30, 10969 Berlin, Germany, phone +49 (030) 27877300.

DRI Country Office Islamabad is located at 1st Floor, Ufone Tower, Jinnah Avenue, Blue Area, Islamabad, Pakistan. Tel: +92-51-2310575-76.

DRI is pleased to invite bids from Communication Company / Firm / Team of Independent Communication Experts to take part in the competitive bidding process according to enclosed Terms of Reference (TOR).

Please submit your proposal with cover letter and send complete technical and financial proposal document via courier or deliver in person at the given address. The deadline for submission of proposal is **Friday, 13 September by 1500 Hrs. Submitted RFP will be reviewed on a rolling basis by DRI-PK Procurement Committee and early submissions are encouraged.**

For any further information and clarification, please contact undersign,

Thank you and best regards.

Sincerely,

Touseef Ahmad Jan  
Logistic & Procurement Associate  
Democracy Reporting International  
1st Floor, Ufone Tower, Jinnah Avenue,  
Blue Area, Islamabad, Pakistan  
Tel: +92-51-8357972, 2310575, 2310576  
Email: [t.jan@democracy-reporting.org](mailto:t.jan@democracy-reporting.org)

---

## 1. Assignment Background

With support from the German Federal Foreign Office (GMFA), DRI Pakistan is currently implementing a project entitled “**Consolidating Democratic Stability in Pakistan**”. The objective of the project is to strengthen local constituencies, both on the governmental and non-governmental side, to consolidate the democratic transition process in Pakistan, specifically with a view to human rights protection and effective, decentralised governance.

DRI is looking to require the services of a communications company to conduct an online perception survey among citizens understanding and their experience with new decentralised government structures. The survey will run from October 2019 to November 2020.

## 2. Description of the services required:

The selected bidder will provide professional services as per detailed Terms of Reference (TOR) attached as Annex-I.

## 3. Contents of this RFP Document:

The document consists of the following annexes and should be read in conjunction with any Addendum that may be issued by the DRI.

Annex I:	Terms of Reference
Annex II:	Proposer Information Form
Annex III:	Technical and Financial Evaluation Form

## 4. Amendment in Document:

At any time, prior to the deadline for submission of RFP document, DRI may amend the document by issuing addenda. Any addendum issued shall be part of the RFP document and shall be communicated to the participating firms in writing by DRI. To give prospective applicants reasonable time and not less than one week to take an addendum into account in preparing their RFP document, DRI may, at its discretion, extend the deadline for the submission of proposal.

## 5. Disclaimer:

The submission for this RFP document does not entail any commitment on the part of DRI, either financial or otherwise. DRI may cancel the process, any time, without assigning any reason.

## 7. Submission of Proposal:

Completed RFP document with original signed cover letter should be submitted via courier/ hand delivered, in a sealed envelope clearly marked with “**RFP –Online Perception Survey**” to the following address:

Touseef Ahmad Jan  
Logistic & Procurement Associate, Democracy Reporting International  
1st Floor, Ufone Tower, Jinnah Avenue, Blue Area, Islamabad, Pakistan  
Tel: +92-51-2310575, 2310576, Email: [t.jan@democracy-reporting.org](mailto:t.jan@democracy-reporting.org)

## 7. Deadline for submission of RFP document:

Deadline for submission of RFP document is **Wednesday, 11 September 2019 by 1500 Hrs. Submitted RFP will be reviewed on a rolling basis by DRI-PK Procurement Committee and early submissions are**

---

**encouraged.** RFP received after the deadline shall not be considered. Documents sent by e-mail or facsimile shall not be accepted.

**8. Proposal Evaluation and Award criteria:**

Proposals will be evaluated according to Annex-III - Technical & Financial Evaluation Form and contract will be awarded on best value for money basis.

**9. Operational language**

All written communications for this proposal must be in English.

**10. Confidentiality:**

Information and procedure relating to evaluation of RFP is confidential.

**11. Notification of Award:**

The successful bidder will be informed in writing that its proposal has been accepted.

---

**Annex-I**  
**“Online Perception Survey”**  
**(Local Assignment)**

**About Democracy Reporting International**

Democracy Reporting International (DRI) is a non-partisan, independent, not-for-profit organisation registered in Berlin. DRI promotes political participation of citizens, accountability of state bodies and the development of democratic institutions world-wide. DRI helps support local ways of promoting the universal right of citizens to participate in the political life of their country, as enshrined in the Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR).

**Assignment Background**

With support from the German Federal Foreign Office (GMFA), DRI Pakistan is currently implementing a project entitled **“Consolidating Democratic Stability in Pakistan”**. The objective of the project is to strengthen local constituencies, both on the governmental and non-governmental side, to consolidate the democratic transition process in Pakistan, specifically with a view to human rights protection and effective, decentralised governance.

DRI is looking to require the services of a communications company to conduct an online perception survey among citizens understanding and their experience with new decentralised government structures. The survey will run from October 2019 to November 2020.

**Duties and responsibilities**

The selected bidder will work under the supervision of DRI’s Country Representative and Senior Human Rights & Governance Expert, and in close cooperation with DRI’s Communications Associate as per the following tasks:

- Work with the DRI team to design and develop survey questions and revise questions where needed;
- Develop infographics for survey questions (if needed);
- Run the online perception survey;
- Ensure the survey is responded to by a minimum of 3,000 respondents;
- Ensure survey is targeted among residents of the four provincial cities of Pakistan (Lahore, Quetta, Karachi, Peshawar) and of Islamabad;
- Ensure the survey is widely circulated on all online platforms including Facebook, Twitter and other online platforms;
- Develop pre, during and post-activity infographic posters for DRI social networks of Facebook and Twitter;
- Provide an analytics report on the survey respondents (collect, analyse and report survey results);
- Develop a post activity news story with infographics in collaboration with a leading newspaper in Pakistan) (if needed); All produced contents should be in English and Urdu.

**Qualification and Experience:**

- 
- Proven track record of designing, conducting and managing online surveys (large scale i.e. at least 3000 respondents);
  - Experience of working with data collection and analytics for local and/or international development agencies;
  - Experience of collecting insights and data in a Pakistani context;
  - Cognizant of country's social and political issues and sensitivities.

**Annex II – Proposer Information Form**  
**(Note: Please complete this section in full)**

**About the Communication Company/ Firm / Team of Individual Expert:**

*(In case Team of Individual Experts, please fill only relevant fields).*

Firm's Registered Name:	
Trading Name:	
National Tax Number (NTN) (attach certificate):	
Sales Tax Registration Number (STN) (attach certificate):	
Company Address with telephone / email:	
Proposer's Authorized Representative: (Name/Designation/ Address/ Tel/Cell, Fax/ Email)	
Total years of experience in relevant sector (Design and Run Online Survey):	
Official Banking Details:	

*Quoted price must be in PKR with lump sum amount inclusive of with-holding tax / sales tax cost. DRI will deduct with-holding tax at source according to Pakistan Law.*

Annex –III

Technical & Financial Evaluation Form

*“Please provide documentations for Technical Qualification”*

*(In case Team of Individual Experts, please fill only relevant fields).*

S#	Description of Technical/ Financial Evaluation	Maximum Marks	Marks Obtained
	<b>TECHNICAL EVALUATION PART (65 Marks):</b>		
1.	Organizational Profile / Submission of Details about Company’s Professional / Staff / Individual Expert Profile	10	
2.	Total years of experience in the relevant field	10	
3.	Submission of sample work relevant to the assignment(s)	10	
4.	Provide a brief narrative on approach and methodology for development and conduct of online survey	30	
5.	National Tax Number as active taxpayer <i>(Attach Certificate)</i>	2.5	
6.	Sales Tax Registration Number <i>(Attach Certificate)</i>	2.5	
	<b>FINANCIAL EVALUATION PART (35 Marks):</b>		
7.	<p>Lowest Financial Proposal/ Proposal Under Review x 35 =</p> <ul style="list-style-type: none"> <li>The lowest will get full 35 marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted;</li> <li>For Example: Bidder A, B, C has quoted PKR 25,000 / PKR 30,000 / PKR 35,000 respectively. So, calculation would be: For A: <math>25,000/25,000 \times 35 = 35.00</math> Marks For B: <math>25,000/30,000 \times 35 = 29.16</math> Marks For C: <math>25,000/35,000 \times 35 = 25.00</math> Marks</li> </ul> <p><i>Quoted price must be in PKR with lump sum amount inclusive of with-holding tax / sales tax cost. DRI will deduct with-holding tax at source according to Pakistan Law.</i></p>	35	
	<i>Total Marks:</i>	<b>100</b>	

End.