

Expression of Interest (EOI)

On

Digital Media Agency Onboarding

**Nepal Digital Payments Company
Limited**

Tripureshwor, Kathmandu. Nepal

Abbreviations

| | | |
|-----|---|-------------------------------|
| CV | - | Curriculum Vitae |
| EOI | - | Expression of Interest |
| PAN | - | Permanent Account Number |
| PPA | - | Public Procurement Act |
| PPR | - | Public Procurement Regulation |
| TOR | - | Terms of Reference |
| VAT | - | Value Added Tax |

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Nepal Digital Payments Company Limited, Tripureshwor, Kathmandu, Nepal

Notice No: 2080/81/01

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Expression of Interest

1. Nepal Digital Payments Company Limited (NDPC) invites Expression of Interest (EOI) for the purpose of short listing the qualified, eligible and experienced domestic Consultants/Consulting Firm(s)/Company(ies) for **Marketing and Branding Agency Services**.
2. Consulting Firms experienced in the above works and willing to provide the services are here by invited to submit their 'Expressions of Interest (EOI)'. The EOI shall be submitted in a sealed envelope and must reach the NDPC office **no later than (7th Magh 2080) 12:00 hours on the 16th day of first publication of this notice**.
3. In case the day of submission of the EOI falls on a public holiday, the EOI shall be submitted on the following working day. Only those short-listed Consultants/Consulting Firm(s) /Company(ies) shall be invited to submit the 'Request for Proposal (RFP)' for the mentioned job. The firm(s) shall include in their Expressions of Interest following information in measurable terms and any other information that they may feel will support their application.
 - a. Financial Capacity and Annual Turnover of last 3 years.
 - b. General Experience of the Firm(s).
 - c. Work Experience in Similar Works.
 - d. Human Resources
 - e. Infrastructure and Technical Competency
 - f. Response to scope of work.
4. A Firm is permitted to submit one EOI either single or in a joint Venture.
5. NDPC reserves the right to shortlist or not to shortlist any or all of the Firms without assigning any reasons what so ever.
6. Further information or clarification on the EOI can be obtained from the NDPC office during office hours. The EOI can also be downloaded from the website: <https://ndpc.com.np/notices/>
7. The EOI documents shall be addressed to:

Procurement Division

Nepal Digital Payments Company Limited,
Tripureshwor, Kathmandu, Nepal

Phone: +977- 01-4117100

Information to the Consultant

1. General Information

Purpose of inviting the EOI: The main purpose is to shortlist suitable consultant for the overall brand building and maintenance of Namaste Pay and create visibility for the brand at a national level through various channels which the consultant has expertise over.

Minimum eligibility: Established Company, Firm or Institution having: At least 3 years of experience in the field of Marketing and Branding.

Deadline for Submission of EOI: 12:00 Noon on 16th day from the first date of publication of invitation of the invitation notice for EOI. Any proposal submitted after the deadline shall not be accepted.

Number of copies to be submitted: One

Joint Venture: A firm may apply to be shortlisted alone or in joint venture with other firms. However once shortlisted, JV partners are unchangeable.

Duration: The work shall be completed within 24 months from the date of signing of the contract.

Information from the client: The shortlist shall be published on the Client's notice board, at the web-site: <https://ndpc.com.np/notices/> **withintwo weeks from the last date of submission of the EOI.** The Client shall mail the Short-list to each of the firms/JV submitting the EOI and initiate the process of RFP without waiting for the receipt from the firms that they have received the shortlist.

2. General Mandatory Requirement

- Certificate of VAT/PAN Registration, Firm Registration
- Tax Clearance of Fiscal Year 2078/79
- Firm must have at least 3 years of experience in Digital Marketing and Branding

Background:

Nowadays, social media has become the first preference of knowledge and interaction for people and the scope and importance of digital marketing have rapidly increased. It is one of the most effective and distinguished ways to create brand awareness, which helps to reach out to potential customers and helps to stay connected with the existing ones.

Objectives:

Some of the main objectives for onboarding digital agency are:

- Create an advertising strategy and advertisements by collecting information about the product or services offered by the client.
- In-depth market research about the products and survey of potential and existing customers.
- Creating a plan for product promotion through various media channels including print, mass, and social media.
- Bringing a unique objective and outlook to business needs and operations because an ad firm has a neutral yet unique perspective on business needs, brand identity, and what the customer requires. So, with keen advertising insight, they will provide the right solutions for business.
- Helping to collect the data, do the research and analysis before finalizing the advertising strategy which helps to increase market penetration and business expansion.

Scope of works:

1. General:

- Introduce and promote Namaste Pay and its new services in the market.
- Creating awareness to capture the attention of customers and make them aware about the product's services and its features, uses and benefits to the customers.
- Research and plan various advertising strategies to establish Namaste Pay as credible wallet in the market.
- Propose properly planned and well targeted digital marketing ideas to reach the right customer base as well as to retain the existing ones.
- Managing all social media content and communication which includes all advertisements, posts, messages and other content development and management on social media networks.
- The agency/ vendor/ interested partner will do the assigned job with approval from client within the specified time.

2. Specific:

- Creative design, execution, and adaptations as per needs. Creatives shall include video posts, engagement posts, winner posts, carousel posts, hygiene posts, follow up posts, festive posts, special occasion posts, instant posts, GIFs, short videos etc.
- Insights on campaign and reporting. The social media report should be submitted every 15 days, and the report should include the performance of every post, likes, comments, highest performing campaign on engagement basis etc. The report should contain the following details:
 - i. Campaign Duration

- ii. Number of posts (As per contract) vs Actual Posts and number of posts that shall be carried forward (if any)
 - iii. Breakdown of each post (type of post) with supporting document (Screenshot) with number of likes, reach and interactions compared with KPIs (in case of boosted post)
 - iv. Fans, Contents, and Interactions (Before and after)
 - v. Page Likes Details: In between the month (Before and after)
 - vi. Highest engagement posts with campaign name, likes, comments and links in the specified duration.
 - vii. Prime time (Audience involvement)
 - viii. General recommendations
 - ix. Campaign Recommendations
- Digital marketing planning and adaptations of best approach for boosting.
 - Media Planning
 - Social Media Influencer Management
 - Event and Activation (planning, execution, and reporting)
 - Production and production management (TVC, Digital Videos, Jingle etc.)
 - Customer retention campaigns development. At least one campaign per month should be planned and shared by the agency itself.
 - Creating captions and hashtags.
 - Social media management (Not limited to Scheduling, Publishing, Monitoring and Reporting) and focusing of various social media platforms (Facebook, Viber, Instagram, LinkedIn, YouTube, Twitter, TikTok, Facebook Story, Instagram Story)
 - Bulk approval of the festive and special occasion creatives should be done in the beginning of month.
 - The monthly calendar should be submitted 15 days prior to the beginning of next month.
 - The agency should submit competitors' analysis every month.
 - Additionally, the agency should also include suggestions and recommendations to increase downloads, engagements, transactions, visibility etc.
 - Agencies should provide the layout and structure of charges incurred during post promotion (social media posts/videos boosting). The charges should contain a breakdown of all the applicable government taxes and TDS.
 - For any deliverables which are not fulfilled by the Agency during the contract period shall be carried forwarded for next month without any extra charges.
 - All offline design requirements such as standee, banners, flyers, hoarding boards, vouchers, brochures, tent cards, Id cards etc. as required.
 - The agency should be flexible in redesigning, editing, the creatives, screens as requested by the client (Namaste Pay).

Requirement of Technical Proposal

- Commitment Letter
- Profile of Company/Consultant
- Qualification of technical persons including CV signed by concern staff.
- Methodology
- Timeline
- List of completed work done by the consultant
- Business Promotion, Marketing & Branding Strategic Plan

Criteria for Selection:

1. Compliance to General Mandatory Requirement.
2. Minimum Score required in technical evaluation criteria.

Expression of Interest Evaluation Criteria for Shortlisting

| S.N. | Description | Marks |
|------|---|-------|
| 1 | Industry knowledge | 15 |
| 2 | Brand Idea | 15 |
| 3 | Creative Outlook towards the brand | 20 |
| 4 | Competitor Vs our brand positioning | 15 |
| 5 | Experience and Expertise of consultant firm | 15 |
| 6 | Team Size and Experience | 10 |
| 7 | Response to Queries, in relation to above aspects | 10 |
| | Total | 100 |

Minimum score of 75 is required for being shortlisted for submitting technical and financial proposal.

(After shortlisting, for proposal evaluation and selection of the consultant, the Technical Proposal and Financial Proposal shall be evaluated with weightage of 80:20.)

EOI Forms & Formats

Form 1. Letter of Application Form 2. Applicant's information

Form 3. Experience (*General, Specific and Geographical*)

Form 4. Capacity

Form 5. Qualification of Key Experts

1. Letter of Application

(Letterhead paper of the Applicant or partner responsible for a joint venture, including full postal address, telephone no., fax and email address)

Date:

To,

Full Name of Client: _____

Full Address of Client: _____

Telephone No.: _____

Fax No.: _____

Email Address: _____

Sir/Madam,

1. Being duly authorized to represent and act on behalf of (hereinafter "the Applicant"), and having reviewed and fully understood all the short-listing information provided, the undersigned hereby apply to be short-listed by ***[Insert name of Client]*** as the Consultant for ***{Insert brief description of Work/Services}***.
2. Attached to this letter are photocopies of original documents defining:
 - a) the Applicant's legal status;
 - b) the principal place of business;
3. ***[Insert name of Client]*** and its authorized representatives are hereby authorized to verify the statements, documents, and information submitted in connection with this application. This Letter of Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by yourselves to verify statements and information provided in this application, or with regard to the resources, experience, and competence of the Applicant.
4. ***[Insert name of Client]*** and its authorized representatives are authorized to contact any of the signatories to this letter for any further information.¹
5. All further communication concerning this Application should be addressed to the following person,

[Person]

[Company]

[Address]

[Phone, Fax, Email]

6. We declare that, we have no conflict of interest in the proposed procurement proceedings and we have not been punished for an offense relating to the concerned profession or business and our Company/firm has not been declared ineligible.
7. We further confirm that, if any of our experts is engaged to prepare the TOR for any ensuing assignment resulting from our work product under this assignment, our firm, JV member or sub-consultant, and the expert(s) will be disqualified from short-listing and participation in the assignment.
8. The undersigned declares that the statements made and the information provided in the duly completed application are complete, true and correct in every detail.

Signed:

Name:

For and on behalf of (name of Applicant or partner of a joint venture):

¹ Applications by joint ventures should provide on a separate sheet, relevant information for each party to the Application.

2. Applicant's Information Form

(In case of joint venture of two or more firms to be filled separately for each constituent members)

1. Name of Firm/Company:
2. Type of Constitution (*Partnership/ Pvt. Ltd/Public Ltd/ Public Sector/ NGO*)
3. Date of Registration / Commencement of Business (*Please specify*):
4. Country of Registration:
5. Registered Office/Place of Business:
6. Telephone No; Fax No; E-Mail Address
7. Name of Authorized Contact Person / Designation/ Address/Telephone:
8. Name of Authorized Local Agent /Address/Telephone:
9. Consultant's Organization:
10. Total number of staff:
11. Number of regular professional staff:

(Provide Company Profile with description of the background and organization of the Consultant and, if applicable, for each joint venture partner for this assignment.)

3. Experience

3(A). General Work Experience

(Details of assignments undertaken. Each consultant or member of a JV must fill in this form.)

| S. N. | Name of assignment | Location | Value of Contract | Year Completed | Client | Description of work carried out |
|-------|--------------------|----------|-------------------|----------------|--------|---------------------------------|
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |
| 4. | | | | | | |
| 5. | | | | | | |
| 6. | | | | | | |
| 7. | | | | | | |

3(B). Specific Experience

Details of similar assignments undertaken in the previous seven years

(In case of joint venture of two or more firms to be filled separately for each constituent member)

| | |
|--|--|
| Assignment name: | Approx. value of the contract (in NPR): |
| Country: Location within country: | Duration of assignment (months): |
| Name of Client: | Total No. of person-months of the assignment: |
| Address: | Approx. value of the services provided by your firm under the contract (in NPR): |
| Start date (month/year): Completion date (month/year): | No. of professional person-months provided by the joint venture partners or the Sub-Consultants: |
| Name of joint venture partner or sub-Consultants, if any: | Narrative description of Project: |
| Description of actual services provided in the assignment: Note: Provide highlight on similar services provided by the consultant as required by the EOI assignment. | |

Firm's Name: _____

4. Capacity

4(A). Financial Capacity

(In case of joint venture of two or more firms to be filled separately for each constituentmember)

| Annual Turnover | |
|-----------------|--------------|
| Year | Amount (NPR) |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

- Average Annual Turnover

(Note: Supporting documents for Average Turnover should be submitted for the above.)

4(B). Infrastructure/equipment related to the proposed assignment³

| No | Infrastructure/equipment Required | Requirements Description |
|-----------|-----------------------------------|--------------------------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

³ Delete this table if infrastructure/equipment for the proposed assignment is not required.

5. Key Experts *(Include details of Key Experts only)*

(In case of joint venture of two or more firms to be filled separately for each constituent member)

| SN | Name | Position | Highest Qualification | Work Experience (in year) | Specific Work Experience (in year) | Nationality |
|----|------|----------|-----------------------|---------------------------|------------------------------------|-------------|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |

(Please insert more rows as necessary)

(CV of every member for the project should be provided with the proposal)

Form 6: General Form

[illegible]

Form 7. Qualification and Experience of Expert

| S.N. | Name | Academic Qualification (Related to proposed position) | Certification | Year of experience in the Proposed position | No. Of project in proposed position | Working organization during this project | Name of project |
|------|------|--|---------------|---|-------------------------------------|--|-----------------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |