



# REQUEST FOR PROPOSAL

## **MULTI-CHANNEL DIGITAL PLATFORM FOR FARMER FIELD BUSINESS SCHOOL**

**RFP ISSUE DATE: MAY 24, 2024**

**PROPOSAL SUBMISSION DEADLINE: JUNE 21, 2024**

**CARE USA  
151 ELLIS STREET NE  
ATLANTA, GA 30303-2440**

**CONFIDENTIAL DOCUMENT**

*PREPARED BY  
CARE®*



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## **1. ABOUT CARE**

At CARE, we seek a world of hope, inclusion, and social justice, where poverty has been overcome and people live with dignity and security.

This has been our vision since 1945, when we were founded to send lifesaving CARE Packages® to survivors of World War II. Today, CARE is a leader in the global movement to end poverty. We put women and girls in the center because we know we cannot overcome poverty until all people have equal rights and opportunities. In 2019, CARE worked in 100 countries and reached 70 million people with an incredible range of life-saving programs.

To know more about CARE, visit: <https://www.care.org/our-work/>

## **2. GENERAL CONDITIONS AND CLAUSES**

### **2.1. CARE'S GENERAL CONDITIONS**

The enclosed document is not an offer to contract, but a solicitation of a vendor's proposed intent. Acceptance of a proposal in no way commits CARE to award a contract for any or all products and services to any vendor.

CARE reserves the right to make the following decisions and actions based on its business interests and for reasons known only to CARE:

- To determine whether the information provided does or does not substantially comply with the requirements of the RFP.
- To contact any bidder after proposal submittal for clarification of any information provided.
- To waive any or all formalities of bidding.
- To accept or reject a proposal in whole or part without justification to the bidder.
- To not accept the lowest bid.
- To negotiate with one or more bidders in respect to any aspect of submitted proposal.
- To award another type of contract other than that described herein, or to award no contract.
- To enter into a contract or agreement for purchase with parties not responding to this RFP.
- To request, at its sole discretion, selected Vendors to provide a more detailed presentation of the proposal.
- To not share the results of the bids with other bidders and to award contracts based on whatever is in the best interest of CARE.



Any material statements made orally or in writing in response to this RFP or in response to requests for additional information will be considered offers to contract and should be included by vendor in any final contract.

## **2.2. CONFIDENTIALITY/ NON-DISCLOSURE**

All information gained by any vendor concerning CARE work practices is not to be disclosed to anyone outside those responsible for the preparation of this proposal. Any discussion by the vendor of CARE's business practices could be reason for disqualification. CARE, at their discretion, reserves the right to require a non-disclosure agreement.

Reciprocally, CARE commits that information received in response to this RFP will be held in strict confidence and not disclosed to any party, other than those persons directly responsible for the evaluation of the responses, without the express consent of the responding vendor.

Finally, the information contained within this RFP is confidential and is not to be disclosed or used for any other purpose by the vendor.

## **2.3. PUBLICITY**

Any publicity referring to this project, whether in the form of press releases, brochures, or photographic coverage will not be permitted without prior written approval from CARE.

## **2.4. LIABILITY**

The selected vendor(s) will be required to show proof of adequate insurance at such time as CARE is prepared to procure the services. The participating vendor will also be required to indemnify and hold harmless CARE for, among other things, any third-party claims arising from the selected vendor's acts or omissions, and will be liable for any damage caused by its employees, agents or subcontractors.

## **2.5. FORCE MAJEURE**

- a. Neither Party shall be responsible for a performance that is delayed, hindered, or is rendered inadvisable, commercially impracticable, illegal, or impossible by a "Force Majeure Event." A Force Majeure event includes, without limitation, an act of nature, a pandemic, emergency, civil unrest or disorder, actual or threatened terrorism, war, fire, governmental action or interference of any kind, power or utility failures, strikes or other labor disturbances, a health warning issued by the Center for Disease Control (or similar agency), any other civil or governmental emergency and/or any other similar event beyond a Party's reasonable control.
- b. The Party that seeks to invoke this Force Majeure provision (the "Affected Party") shall provide the other Party (the "Unaffected Party") with a written notice within ten (10) days of the date the Affected Party determines a Force Majeure Event has occurred.



**2.6. ERRORS AND OMISSIONS**

CARE expects the vendor will provide all labor, coordination, support, and resources required based on the vendor's proposal and corresponding final SOW. No additional compensation will be available to the vendor for any error or omission from the proposal made to CARE. The only exclusions are add-ons, deletions, and/or optional services for which the vendor has received written authorization from CARE.

**2.7. OWNERSHIP OF WORK**

All work created during this evaluation must be original work, and no third party should hold any rights in or to the work. All rights, title and interest in the work shall be vested in CARE.

**2.8. CONFLICT OF INTEREST**

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



### 3. COMPANY PROFILE & BIDDER'S DECLARATION

Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of your proposal. No alterations to its format shall be permitted and no substitutions shall be accepted.

#### 3.1. COMPANY PROFILE

**Table 4.1.A Previous Work with CARE**

Have you already had previous transactions with CARE?	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
If marked "Yes", please provide the year of the latest transaction with CARE and the requirement that was delivered. (This is to inform everyone that this information is for system checking only. This will not be part of any evaluation process.)		
If you marked, "No" on the table above, please answer the Table 4.1.A. below:		

**Table 4.1.B Other Information**

Item Description	Detail(s)
Legal name of bidder	
Legal Address, City, Country	
Website	
Year of Registration	
Company Expertise	
<b>Bank Information (Please answer below)</b>	
Bank Name:	
Bank Address:	
IBAN:	
SWIFT/BIC:	
Account Currency:	
Bank Account Number:	

Previous relevant experience: 3 contracts				
Name of previous contracts	Client & Reference Contact Details	Contract Value	Period of activity	Types of activities undertaken



**3.2. BIDDER'S DECLARATION**

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> By submitting this Proposal/Quote, I/we guarantee that the bidder has not engaged in any improper, illegal, collusive, or anti-competitive arrangements with any competitors; has not directly or indirectly contacted any buyer representative (aside from the point of contact) or gather information regarding the RFP; and has not attempted to influence or offer any type of personal inducement, reward, or benefit to any buyer representative.
<input type="checkbox"/>	<input type="checkbox"/>	I/We affirm that we will not engage in prohibited behavior or any other unethical behavior with CARE or any other party. We also affirm that we have read the general clause and conditions included in this RFP and that we will conduct business in a way that avoids any financial, operational, reputational, or other undue risk to CARE.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Conflict of interest:</b> I/We warrant that the bidder has no actual, potential or perceived Conflict of Interest in submitting this Proposal/Quote; or entering into a Contract to deliver the Requirements. CARE Procurement's Point of Contact will be notified right away by the bidder if a conflict of interest occurs during the RFP process.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Bankruptcy:</b> I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal issues that could hinder the ability to conduct business.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Offer Validity Period:</b> I/We confirm that this Proposal/Quote, including the price, remains open for acceptance for the Offer Validity.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any proposal you receive, and we certify that the goods offered in our Quotation are new and unused.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorized by the Organization/s to make this declaration on its/their behalf

Bidder Name:	
Title/Designation:	
Company Name:	
Date:	
Signature	



## 4. CONDITIONS AND GUIDELINES FOR SUBMISSION OF PROPOSAL

### 4.1. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process.

All vendors must provide written notification via email to Sun Young Lee, Senior Procurement Officer, at: [sunyoung.lee@care.org](mailto:sunyoung.lee@care.org) of their intent to participate, or not to participate in the bidding process by 1:00 PM EST on June 3, 2024.

Proposals will be accepted until **1:00 PM EST on June 21, 2024, delivered via email solely to Sun Young Lee ([sunyoung.lee@care.org](mailto:sunyoung.lee@care.org))**, no later than the above specified date.

Any proposals received after this date and time will not be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in the proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include the name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the CARE legal department, and will include scope, budget, schedule, and other necessary items pertaining to the project.

You must respond to every subsection including statement, question, and/or instruction without exception.

Any verbal information obtained from, or statements made by representatives of CARE shall not be construed as in any way amending this RFP. Only such corrections or addenda as are issued in writing by CARE to all RFP participants shall be official. CARE will not be responsible for verbal instructions.

### 4.2. PROJECT PURPOSE AND DESCRIPTION

CARE is issuing this RFP (Request for Proposal) soliciting qualified bidders to submit proposals intended for the development or adaptation of a digital multi-channel Farmer Field Business School (hereinafter referred to as "FFBS") platform and piloting in at least two countries with a possibility of expanding to more countries later.

This RFP is an invitation to bid, not an offer of contract. Bidders must submit a response that complies with the minimum requirements contained herein.



### **4.3. PROJECT OVERVIEW**

CARE is seeking a provider to submit proposals intended for the development or adaptation of a digital multi-channel FFBS platform, FFBS content digitization in different formats as video, audio and text-based delivery channels with interactive and gamified elements. The scope involves pilot testing the developed platform and contents in two countries - **Ethiopia, Kenya/Tanzania** targeting 1500 users in each country to assess its feasibility, effectiveness, and scalability that will inform a broader global rollout.

The following are the objectives of the assignment:

- A. Developing or adapting an inclusive open-source multi-channel platform for FFBS, including a user-friendly interface accessible across various platforms (mobile, web, desktop), enabling small scale farmers, academia, and government extensions to access agricultural knowledge and entrepreneurial resources.
- B. Changing current crop FFBS tool kits into multiple interactive digital formats that work with the platform, such as interactive text (SMS & WhatsApp), audio, and video formats and deploying on the developed digital FFBS multi-channel platform.
- C. Testing the delivery of the different digital content formats with 2 countries.

#### **The following is the scope of work:**

1. **Platform Development or Adaptation:** Adapt a dedicated branded platform for FFBS that can host its expanding FFBS agricultural extension content in different formats deliverable to diverse user profiles including last mile farmers, academia, and government extensions. It involves creating a database to store FFBS tools and resources in different formats as audio, text & videos, participant information and feedback from users. Where additional external hosting is required, assist in the selection of an effective hosting platform and support the migration of the database to the selected platform while ensuring smooth and seamless data flow between the systems.
2. **Content Management and Delivery:** Reviewing existing FFBS materials to understand their structure and content and converting the extension tool kits into interactive digital formats that work with the developed FFBS platform, such as interactive text (SMS & WhatsApp), audio, and video formats tailored to different devices as mobile, web and desktop. This should allow for offline accessibility and content availability (via an app) for situations with limited internet connectivity.
3. **Platform Interface and User Experience:** Creating a user-friendly interface for accessing and managing the FFBS tools and resources and catering to different needs and preferences of user profiles. This should include an intuitive welcoming and inviting user friendly interface with a clear purpose statement and clear navigation and search capabilities.
4. **User Management and Access:** User registration and login functionality, including integration with existing accounts like Google for partners and with different access levels for Care focal staff based on roles within the platform.



- 5. **Personalization and Engagement:** Personalized recommendations for training materials based on user interests, preferences, and needs and an engagement feature for user interactions, such as chat functions. Feedback mechanisms should be incorporated for users to provide suggestions and input.
- 6. **Integration and Interoperability:** Open APIs for interoperability and seamless data exchange with other systems including third-party systems for content sharing across platforms.
- 7. **Language and Accessibility Support:** Making sure the platform is accessible in different languages and contexts and ensuring the platform is accessible and with assistance chatbot for users who need help. The ability to transmit short FFBS content to users through short codes or USSD.
- 8. **Analytics, Reporting, and Tracking:** Building a dashboard for monitoring performance of the FFBS platform including user log-in rates, completion rates of courses, direct farmer data inputs, etc. The dashboard should have automated analytics and visualization but should also be able to allow for random analysis based on needs. The platform should also allow for integration with other data visualization systems and allow for notifications and alerts for important updates and events.
- 9. **Security, Support, and Maintenance:** Implementing search options within the database and ensuring data protection and user privacy. The vendor should provide guides for using the platform and database. Conducting training sessions for staff on using the new system is critical including continuous Support and Maintenance, system improvements including during the testing phase and for at least 12 months post-launch.

**4.4. RFP TIMELINE**

All bidders are advised to strictly follow the below timeline as noted.

Any technical questions arising during the preparation of your response to this RFP should be submitted in writing via email to Sun Young Lee ([sunyoung.lee@care.org](mailto:sunyoung.lee@care.org)) no later than **1:00 PM EST on June 7, 2024.**

RFP Issued	<b>May 24, 2024</b>
Vendor to notify CARE of intention to participate in bidding	<b>June 3, 2024</b>
Deadline for submission of clarification questions to CARE	<b>June 7, 2024</b>
CARE to answer all clarifications	<b>June 12, 2024</b>
<b>Deadline of Submission of Proposal</b>	<b>1:00 PM EST on June 21, 2024</b>
Evaluation of Proposal	<b>Week of June 24, 2024</b>
Vendor presentation (if required)	<b>Week of June 24, 2024</b>
Finalists selected	<b>July 10, 2024</b>



**4.5. PROJECT REQUIREMENTS**

**a. Technical Requirements**  
***a.1 Technical Proposal of the Product***

<b>REQUIREMENTS</b>		<b>Provide the necessary details. Attach document or provide separate sheet if needed.</b>
<b>A. Overall Proposal Suitability</b>		
	<b>Proposed technical approach and methodology</b>	
1	Platform development approach where possible including the software development strategy to be applied. This section should also include hosting platforms to be used, its capacity, scalability, API integration and if there will be any need for a separate cloud-based hosting and which one.	
2	Farmer field business school (FFBS) Content digitization approach to be applied	
3	Content management system description including content delivery approaches	
4	User Experience (UX) and User Interface (UI) Design approaches	
5	Measures for ensuring data security and user privacy including compliance with relevant regulations	
6	Optimization approaches to be applied	

<b>REQUIREMENTS</b>		<b>Provide the necessary details. Attach document or provide separate sheet if needed.</b>
<b>B. Previous Works and Awards</b>		
1	Provide 3 or more client experiences or testimonials (References whose environment, size, and scope are most similar to CARE. Include a summary of the work completed for each account. Include reference contact names, with telephone numbers and email addresses.)	
2	Provide previous records of performance and service	
3	Provide citations and awards if any. This encompasses reviewing the citations and awards	



	a vendor has received from other clients and award-giving bodies.	
4	Provide any testimonials, survey response/s from previous clients and/or partners	

REQUIREMENTS		Provide the necessary details. Attach document or provide separate sheet if needed.
<b>C. Technical Expertise and Organizational Experience</b>		
1	Relevant experience of the organization/firm. Any proof that the vendor has the capacity and capability to render satisfactory service in this instance.	
2	Staff technical expertise of the key personnel and their experience	
3	Any additional partnership or collaboration expected	
4	Provide the latest audited Financial Statement	

REQUIREMENTS		Provide the necessary details. Attach document or provide separate sheet if needed.
<b>D. Other requirements</b>		
1	Project management and communication plan	
2	Detailed Plan to deliver the Minimum Viable Product (MVP) within 120 days	
3	Compliance and Regulatory Adherence	
4	Relevant ICT Authority Certifications:	
5	Quality assurance measures to be applied	

**b. VALUE & COST (Financial Requirements)**

**Cost Model Breakdown**

To facilitate a successful implementation of the FFBS Multi delivery digital platform, each of the key cost components needs to be factored and actioned accordingly. Furthermore, while the cost of the model is broken down into its components, the model doesn't serve as an a la carte menu of possible implementation activities; all the activities on the Business Requirement list are vital components to a successful implementation and piloting of the FFBS multi-channel digital platform.



<b>FFBS Multi channel platform development with a database capability</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
Costs related to Development and Configuration of the multi-channel platform as per the FFBS data flow diagram presented on the Business Requirement			
Instructional design and digital content development for Crop FFBS covering video, audio, and text formats			
Deploying the existing livestock FFBS videos on the FFBS multi-channel platform			
Development of the different delivery interfaces including mobile, web, desktop and integrating with voice & messaging platforms as WhatsApp, text.			
Data Dashboard (data modelling, design, and integration with the platform data sources			
Open API development for interoperability and integration with necessary security & authentication mechanism.			
Security architecture design and integration			

<b>Recurring Costs:</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
Annual platform license Fees			
On going technical support			
Cloud Services: Compute instances, storage, databases, networking (e.g., AWS, Azure, Google Cloud).			
Localization & Pilot testing in 2 countries- <b>Ethiopia, Kenya/Tanzania</b> targeting 1500 last mile farmers in each country and integrating the digitized content on 1 academic institution's learning management system through API.			
Field related costs associated with the pilot			
Any other related cost			
Maintenance, updates, and enhancements			
API maintenance, updates, and support			
Security monitoring and incidence response			

<b>Performance Optimization</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>
User Experience (UX) Optimization			
Content Optimization			
Integration and Interoperability Optimization			



Optimization for content caching and offline access			
Data and Analytics Optimization			
Security and Compliance Optimization			

Change Management Costs	Unit	Unit Cost	Total
<b>Knowledge Transfer:</b> Training and Documentation including mentoring CARE platform administrators.			
<b>User Adoption:</b> working closely with the FFBS focal persons to drive user engagement and usage of the platform during the pilot.			

**Overall Total Costs**

**Document all cost components, assumptions, and calculations for transparency and future reference.**

**Payment terms**

Propose a payment schedule, including milestones and installments, aligned with the project timeline and deliverables.


**4.6. EVALUATION CRITERIA**

CARE will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- **Overall Proposal Suitability:** proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner.
- **Previous Work and Awards:** Bidders will be evaluated on examples of their work pertaining to the requirement as well as client testimonials and references.
- **Technical Expertise and Organizational Experience:** Bidders must provide descriptions and documentation of staff technical expertise and experience. Bidders also need to provide their experiences as an organization which include but not limited to years of experiences, financial stability, expertise, and edge to other competitors.
- **Other requirements:** A Comprehensive project management and communication plan, detailed roadmap to deliver MVP within 120 days, ensuring compliance with



regulations & relevant ICT certifications. Bidders should demonstrate quality assurance measures to be applied through the development and implementation process.

- **Value and Cost:** Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.

Evaluation Criteria	Weight (%)
Overall Proposal Suitability	30%
Previous Work and Awards	20%
Technical Expertise and Organizational Experience	20%
Other Requirements	10%
Value and Cost	20%