

Central Bank of Lesotho



REQUEST FOR PROPOSAL

RFP TITLE:
**ACQUISITION OF A TOOL/SYSTEM TO MONITOR, ANALYSE AND
GENERATE MULTI-MEDIA REPORTS ON THE CENTRAL BANK OF LESOTHO**

RFP No:
CBL/FNC/TC/8/04/2020

Submission Location:
Tender Box Reception area
Central Bank of Lesotho
Cnr. Moshoeshoe & Airport Roads
Maseru, Lesotho

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1. INTRODUCTION

In August 2019, the Central Bank of Lesotho approved social media as one of its formal channels of communication including Facebook, Twitter, YouTube, LinkedIn and mobile Network Platforms. This bold step by the Bank was taken with the view that social media is not only one of the most popular methods of communication socially, but considered as one of the most effective formal channels of communication by government, public and private institutions including central banks. Some of the benefits of social media are that it: reaches global target audience or reaches a maximum audience, money is spent on a target audience that is extremely receptive to the message, target audience can read messages 24 hours a day and 7 days a week; unmatched return on investment; message more appealing and creates relationships with stakeholders; allows organizations to link directly with stakeholders, which enables new relationships and interactions; cost effective; reinforce role central bank plays in the economy; monitor and gather consumer confidence data; accelerate dissemination of information; versatile; immediate; and two-way conversation.

Desirable as social media is, it also encapsulates risk and possibilities to contaminate the corporate brand image and reputation of the Bank with bad behaviour and harmful activities by some participants including security threats and unreliable demographic data. Therefore, the Bank has to be alive to these possibilities, and also able to harness the necessary resources and mitigation strategies to forestall such negative behaviours. It is against this background that the Bank wishes to invite tenders for interested service providers to assist with the necessary tools, methods and techniques to effectively monitor all social media communication about it including social media (e.g. Facebook, Twitter, YouTube, LinkedIn, mobile network platforms), broadcast media (e.g. radio and TV), Internet, Print media (e.g. newspapers).

2. TERMINOLOGY FOR THIS RFP

Throughout this RFP, the terminology is used as follows:

“Contract” means the written agreement resulting from this RFP executed by the Bank and the Consultant;

“Consultant” or “Service Provider” means the successful Proponent to this RFP who shall enter into a written Contract with the Bank;

“Must”, or “Mandatory” means a requirement that failure to meet shall result in disqualification;

“The Bank” or “CBL” means the Central Bank of Lesotho.

“Social Media” means Facebook, Twitter, YouTube, LinkedIn and mobile network platforms;

“Print Media” means newspapers, articles, magazines etc;

“Broadcast Media” means radio and television;

“Mobile Network Platforms” mean WhatsApp etc;

“Interactive Media” means Websites, reports, news articles etc.

3. PROJECT OBJECTIVES AND OUTCOMES

3.1 The main objective of the assignment is to provide a system that could effectively monitor, analyze and provide reports on all communication about the Bank through various channels of communication such as social media, print media, broadcast media and interactive media.

3.2 The following present the desired outcomes of the exercise: -

3.2.1 Detailed report on how the system will track, analyse and report on all the information, both positively and negatively, that has been said about the Bank through the above-mentioned channels.

3.2.2 Demonstration to the Department of Corporate Affairs and Tender Committee on the main features and functions of the system.

3.2.3 Provide skills to Corporate Communication Staff on how they could manage the system effectively.

4. SCOPE OF WORK AND DELIVERABLES:

4.1 Scope of Work

The Service Provider shall be expected to undertake the following specific activities: -

4.1.1. Familiarises himself/herself with the objectives, functions, programmes, activities policies, strategies, systems, processes and channels of communication by the Bank.

4.1.3. Provides a tool that can be used to effectively monitor, analyse and report on both positive and negative information which has been communicated by about the Bank through different multi-media platforms.

4.1.4. Ensure timely reports and proper maintenance of the tool.

4.2 Deliverables

4.2.1 The prospective consultant shall provide the following deliverables to ensure full coverage of the scope of work required by the Bank: -

- a) A report on the current state of communication within the Bank including risks and challenges, and detailing how the tool is going to benefit the Bank to address those risks and challenges on the corporate brand image and reputation of the Bank.
- b) Demonstration on the features and functions of the tool through pitching.
- c) Provides access rights to the system and conducts orientation for all internal stakeholders to be identified by the Department of Corporate Affairs.
- d) Develops/generates and submit quarterly reports to the Corporate Communication Office and Management on both positive and negative publicity on the Bank as follows:
 - Giving client a custom dashboard including daily alerts on any positive or negative print, broadcast and social media, as well as mobile network reports on the Bank.
 - Monthly and quarterly custom reports including channels, key messages conveyed and number of people reached.
 - Analysing engagement across all print, broadcast and social channels with metrics like listenership, viewers, clicks, comments and shares, and use the information to understand which channels perform best or pinpoint areas that need improvement.
 - Analysing risks and providing mitigation strategies including influencer identification and management.

5. PROPOSAL PREPARATION (Proposal Format)

5.1. TECHNICAL PROPOSAL

Evaluation of proposals is made easier when proponents respond in a similar manner. The following format and sequence should be followed in order to provide consistency in proponent response and to ensure that each proposal receives full consideration:

a) **One-page letter of introduction** identifying the proponent (proponent's name and physical address together with contact details; contact person, telephone number and e-mail address) and **signed** by the person or persons authorized to sign on behalf of, and bind the proponent to statements made in the proposal; **Failure to comply with this requirement will result in disqualification.**

b) The body of the proposal to include the following elements:

- **Proposed Solution**
In this part of the proposal the Proponent shall clearly provide details of the solution proposed, explain how it meets the functional requirements and summarize concisely its suitability to the CBL environment.
- **Project Plan and detailed project approach:** A detailed project plan should be mapped indicating the duration of the project. The proponents are required to detail the approach or process they propose to deliver the project and where possible indicate in stages and key deliverables to be achieved after each stage. The training offering, project implementation capabilities and Support and Maintenance offering should be clearly indicated as part of the approach.
- **Proponent Experience:** proponents should provide a brief summary of their suitability which outlines specifically the proponent track record and nature of assignments relevant to this project. The proponent's relevant experience in the last five years should be supported by a minimum of two reference letters.

Where activities were performed as a subcontract or a joint venture, this should be clearly indicated, stating extent of involvement as well as the subcontractor's track record and experience relevant to this project.

- **Project Implementation Team composition and qualifications**

The composition of proposed team for the assignment or for the implementation of the project should be clearly shown and the roles they will play.

The Curriculum Vitae of each team member should be provided and show clearly the details as follows: Curricula Vitae (CVs) for professional staff and key sub-professional staff proposed. Each Curriculum Vitae shall be limited to 3 pages and shall give the following information.

- ✓ Name, Age, Nationality and Position in Team;
- ✓ Educational Qualifications;
- ✓ Professional Qualifications (professional registration, societies, honours, publications)

5.2 Financial Proposal

The financial proposals shall be invited at the later stage from only proponents that have satisfactorily met the technical requirements. This section deals with cost estimates for the services and specifically addresses the following issues:

a) Fee and Disbursements Chargeable

The proposed fee should be broken into;

- Proposed fee for the solution,
- Professional fees for project implementation,
- Applicable licenses/ software fees;
- Any fees for the after service support for the next 12 months post implementation.

b) Costs Prior to Contract

No payment will be made for any costs incurred in the preparation or submission neither of proposals; nor in the negotiations, preparation and signature of the contract or for any other work prior to the engagement date.

5.3 Mandatory Documents (Required as part of the proposal)

The proponent should have the following documents as attachments to their proposal:

Requirement	Supported by:
Trading and Tax compliance requirements	Certified (at source) copies of the valid trader's license or registration Certificate and a copy of the tax clearance certificate.
A copy of company audited financial statements for the past two years.	Attach the financial statements

6. REQUEST FOR PROPOSAL PROCESS

6.1 Contact Persons

Enquiries arising from this RFP should be directed, in writing, to;

Name: Mrs. M. Lechela

Title: Secretary, Tender Committee

Tel: (266) 22232126

Fax: (266) 22310051

E-mail: mlechela@centralbank.org.ls

6.2 Clarification

Any queries relating to this RFP must be addressed in writing to the relevant person designated in 6.1 above. Responses will be sent to the enquirer and all the recipients of the RFP.

6.3 Eligibility

Proposals will not be evaluated if the Proponent's current or past corporate or other interests may, in the Bank's opinion, give rise to a conflict of interest in connection with this project. Only proposals that comply with all the requirements of this RFP will be considered.

6.4 Delivery of Proposals

- (a) The Technical proposal which shall not contain any financial information or rates pertaining to the services and

6.4.1 Technical proposal

Hard copy or electronic submissions will be accepted. Proponents can use either method of submitting the Technical Proposal.

- (a) Hard copy submissions of the technical proposal shall be sealed and deposited in the tender box at the reception area at the CBL building situated at Corner Moshoeshoe and Airport Roads Maseru, and should be marked **“TECHNICAL PROPOSAL FOR PROVISION OF A TOOL/SYSTEM TO MONITOR, ANALYSE AND GENERATE MULTI-MEDIA REPORTS ON THE CENTRAL BANK OF LESOTHO”**.
- (b) In the event that proposals are dispatched by courier, proponents are expected to instruct their couriers to deposit proposals in the tender box.
- (c) Electronic PDF email technical proposal submissions stating **“TECHNICAL PROPOSAL FOR PROVISION OF A TOOL/SYSTEM TO MONITOR, ANALYSE AND GENERATE MULTI-MEDIA REPORTS ON THE CENTRAL BANK OF LESOTHO”** on the email subject should be emailed to mlechela@centralbank.org.ls
- (c) All proposals must be delivered and deposited in the tender box/ emailed **on or before the 05th June 2020 no later than 14:30 hours**. Late proposals shall not be considered.

6.4.2 Financial proposal

Financial proposal shall be invited only from proponents that have satisfactorily met the technical requirements of the Bank.

6.5 Opening of proposals

Properly sealed and marked technical proposals shall be opened thereafter. **As a health measure, no bidders will be allowed to attend the opening session. All proponents will be email the record of the opening proceedings.**

6.6 Evaluation of proposals and selection

Proposals compliant with the requirements for submissions described above shall be evaluated by procedures which take into account both technical and financial considerations. Technical evaluation shall involve both submission analysis and pitch evaluation.

7. EVALUATION CRITERIA

7.1 Mandatory documents evaluation criteria

REQUIREMENT	YES	NO	REMARKS
Certified copy of a valid traders license / registration certificate (requirement only for firms)			
Certified copy of a valid tax clearance certificate			
Signed letter of introduction			
Technical and Financial proposals separated (The Technical proposal shall not contain any financial information or rates pertaining to the services)			
A copy of company audited financial statements for the past two years.			

(Proponents missing any of the above will not be considered for the next stage of evaluation.)

7.2 Technical proposal evaluation criteria:

7.2.1 Submissions evaluation criteria

Technical proposals will be opened first and evaluated on the basis of the following criteria, scored as indicated:

Evaluation Area	Allocated Score
a) Proponent Experience	15
b) Suitability of the proposed solution.	35

c) Proposed methodology and soundness of a high-level project Implementation plan/	5
d) Project Implementation team composition and qualifications	15
Total	70

(To qualify for pitch evaluation the proponents should score a minimum score of 75% under submission evaluation.)

7.2.2 Pitch evaluation criteria

Evaluation Area	Allocated score
Clarity of the presenter and ability to answer questions appropriately	5
Demonstrated knowledge and understanding of CBL requirement	5
Consistency of the RFP and the presentation (pitch)	20
Total	30

(To qualify for financial evaluation the proponents should score a total weighted score of 75% under both submission evaluation and pitch.)

7.3 Financial evaluation

For proposals that have scored **75%** and above, their financial proposals shall be opened and evaluated based on pricing for the exercise. The lowest proposal shall be selected for award.

8. TERMS AND CONDITIONS OF THE RFP

8.1 Proposal Validity & Firm Pricing

Proposals should be valid for at least 90 days after the closing date and prices are to be fixed for the entire contract period.

8.2 Currency and Taxes

8.2.1 Prices quoted are to be:

- (a) in Maloti (1 LSL = 1 ZAR);

- (b) inclusive of 15% Value Added Tax; and
- (c) In accordance to applicable Lesotho laws.

8.2.2 In effecting payment the applicable withholding taxes shall apply: 10% for foreign companies and 5% for local companies.

8.3 Ownership of Proposals

All proposals, including supporting documents, submitted to the Bank become the property of the Bank.

8.4 Confidentiality of Information

- a) All proposals submitted by proponents shall be held in strict confidence and will not be revealed to any other party.
- b) All Information pertaining to the Bank obtained by the Proponent as a result of participation in this project is confidential and must not be disclosed without written authorisation from the Bank.

8.5 Technical Facilities

The Bank will provide working space and access to its Wi-Fi environment. However, the Bank may not provide other technical facilities; hence Proponents should provide own requisite facilities.

8.6 Costs of Responding

Proponents are solely responsible for their own expenses incurred during the preparation of the proposal and for subsequent negotiations with the Bank including the “pitch” sessions.

If the Bank rejects all or any proposal, it shall not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the proposal, loss of anticipated profit in connection with any final contract, or any other matter whatsoever.

8.7 Background Check

The Bank reserves the right to check and verify the background of all or any persons (firms, directors, partners, technical staff, etc) involved in the Bid and reserves the sole right to determine whether or not to accept or reject any such Bid on any grounds.

8.8 Health and Safety

The Bank adheres to occupational health and safety requirements under the Lesotho Labour Code Order of 1992; ISO 45001 and other international best practices on OHS. As such, all its service providers shall also be required to comply with and adhere to the Bank's OHS policy.

8.9 Acceptance and/or Rejection of Proposals

- (a) The Bank is not bound to give reasons for declining any or all of the proposals.
- (b) The Bank is neither bound to accept any of the proposals nor any financial proposal either it being the highest or the lowest.