

Request for Proposals

To develop Dairy Sector Relationship Management Database using MS Access for All Island Dairy Association (AIDA)

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| Issue Date: | December 1, 2020 |
| Deadline for submitting questions: | December 4, 2020 |
| Closing Date For Proposals: | December 16, 2020 |
| Closing Time: | 5:00 p.m. Colombo |
| Anticipated Start Date: | December 25, 2020 |
| Project Title: | Market-Oriented Dairy Project |
| Bid Reference Number: | MOD-RFP-002-2020 |

1. Disclaimer

The information contained in this request for proposals (hereinafter referred to as RFP) document is provided to the Offeror(s) by the International Executive Service Corps (IESC) for the USDA funded Sri Lanka Market-Oriented Dairy (MOD) project, award number FCC-383-2017/031-00.

IESC desires to receive proposals from service providers who can provide services to develop a Dairy Sector Relationship Management Database for All Island Dairy Association (AIDA) assisted by IESC's USDA-funded Sri Lanka Food for Progress program, the Market-Oriented Dairy (MOD) project. The purpose of this RFP document is to provide Offeror(s) with information to assist them in the preparation of their proposals for the services that IESC seeks to source. This RFP document does not claim to contain all the information each Offeror may require. Each Offeror should conduct their own assessment and should check the accuracy, reliability, and completeness of the information in this RFP document, and where necessary obtain independent advice from appropriate sources.

IESC may cancel this RFP and is under no obligation to make an award as a result of this RFP, although IESC fully anticipates doing so. Note that the selected Offeror may be subject to USDA's approval. Any activities under a final award are subject to and shall be

carried out in accordance with the regulations promulgated by the USDA for foreign donation of agricultural commodities, codified at 7 CFR 1499, 2 CFR 200 and any other subsequently published rule or regulation governing the FFPr program.

IESC may, at its own discretion, but without being under any obligation to do so, update, amend, or supplement the information in this RFP document. Interested bidders are responsible for all costs associated with preparation and submission of proposals and will not be reimbursed by IESC. IESC may choose to award for part of the activities in the RFP.

2. Background

The Market-Oriented Dairy (MOD) Project is a five-year program funded by U.S. Department of Agriculture's Food for Progress program. Its objective is to support farmers and enterprises to meet the increased demand for dairy and aims to catalyze sustainable growth in Sri Lanka's dairy sector. The project will increase productivity and expand the trade of milk and milk products in Sri Lanka.

An important component of the MOD Project is to provide support to strengthen AIDA, the leading advocacy trade association, in collaboration with strategic partner Ceylon Chamber of Commerce. As an industry trade association, AIDA plays an important role in providing a collective voice for individual businesses within the industry.

As a newly formed trade association, AIDA aims to help farmers build trusting relationships with dairy processors, and to work together to address policy and other systemic issues affecting the industry in Sri Lanka. During the formulation of its first-ever industry strategy facilitated by MOD and Consultants from the Global Dairy Platform (GDP), it was deemed necessary that to be effective as a trade association it must develop the capacity to influence the business operating environment resulting in improved profitability and sustainability for their members by addressing policy, regulatory and industry challenges.

To represent not only the members but also the needs of the entire sector, AIDA wishes to develop a comprehensive dairy sector stakeholder database. The database would serve

as a tool to manage member requirements as well as a stakeholder relationship management tool. Therefore, support is required to develop such a comprehensive database using an existing database system such as MS Access which can be easily managed.

3. Objective

To develop a comprehensive dairy sector database using MS Access for All Island Dairy Association (AIDA) to manage member requirements and contact relationship with potential new members and other industry stakeholders.

4. Scope Statement

The service provider will:

- a) Identify the business needs for the proposed system through interviews with AIDA Secretariat, MOD, and any other stakeholders;

- b) Prepare a basic Software Requirement Specification (SRS) that includes the requirement as understood by the developer, proposed database solution that converts the business requirements into system requirements and finally to the development of a database product;

- c) Discuss the SRS with the AIDA secretariat, make necessary changes, highlight any limitations or constraints and finalize;

- d) Carry out the Database Analysis and Design phase, and prepare a basic design specification;

- e) Develop a prototype with sample data for pilot testing; and,

- e) Handover of final product and user guideline.

Estimated Level of Effort is 4 weeks in total.

5. Support and Maintenance

The developer will be expected to support and maintain the product, including minor changes, free of charge for a period of 1 month after which a maintenance agreement can be signed if necessary.

6. Implementation Steps and Expected Due Dates

- Interested parties to submit their technical and financial proposals separately and per the specifications listed below in Section 10: December 16, 2020
- Weekly update on progress: TBD based on timeline in proposal
- Handing over of final product: TBD based on timeline in proposal

7. Administration and Logistics:

The MOD Project Office will:

- Provide all technical direction and guidance on questions related to dairy
- Introduce AIDA and other partners

8. Subaward Type and Deliverables

The subaward will be a **fixed-priced, deliverables-based** agreement, meaning that IESC and the selected Offeror will establish a set list of milestones (deliverables) with due dates and assign a cost to each milestone. The list of deliverables for use in preparing proposals can be found below; these are subject to change upon post-award discussions between IESC and the selected Offeror. Payment will be made based on the achievement of each milestone.

Please provide all proposed costs in Sri Lankan Rupees. The award will be issued in Sri Lankan Rupee (LKR). Below table is a timeline with key actions and deliverables.

| Milestone No. | Milestone Description | Deliverable | Proposed Due Date |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|----------------------------------------|
| 1 | Identify the business needs for the proposed system through interviews with AIDA Secretariat, MOD and any other stakeholders | Identified business needs in a written report* | 3 working days from the date of award |
| 2 | Prepare a basic Software Requirement Specification (SRS) that includes the requirement as understood by the developer, proposed database solution that converts the business requirements into system | Finalized SRS* | 11 working days from the date of award |

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|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------|
| | requirements and finally to the development of a database product, and discuss the SRS with the AIDA secretariat, make necessary changes, highlight any limitations or constraints and finalize | | |
| 3 | Carry out the Database Analysis and Design phase, and prepare a basic design specification, and develop a prototype with sample data for pilot testing | Developed prototype with sample date* | 18 working days from the date of award |
| 4 | Handover of final product and user guideline | Final product and user guideline accepted by AIDA* | 21 working days from the date of award |

Instructions to Offerors

8.1. Submission

1. Offers received after the closing date may not be considered.
2. Bids must be in Sri Lankan Rupees (LKR).
3. Technical and cost proposals must be submitted as two separate documents. Cost information must not be included in the technical proposal.

Offerors must submit their proposals by the closing date and time, as listed on page one, to the following: Janet Ragel, Finance and Operations Specialist, at jragel@iesc.org.

8.2. Clarification and Amendments

Offerors may request clarifications via email to jragel@iesc.org not later than **5:00 P.M., Colombo time, on Friday, December 4, 2020**. IESC will provide answers to these questions and requests for clarification asked by all Offerors simultaneously via email and posted on the IESC website with the RFP before the close of business on **Wednesday, December 9, 2020**. IESC may not answer questions before the proposal submission deadline outside of the allotted response period for clarifications. No questions will be answered over the phone or in person.

8.3. Cover Page and Markings

In addition to the required proposal documents listed in sections 10 and 11 below, please include a cover page with your submission for the technical and the cost proposals (separate

cover pages). The cover page should be on company letterhead and should contain the following information:

- 1) Project or Title (from the front page of this RFP document)
- 2) Bid Reference Number (from the front page of this RFP document)
- 3) Company Name
- 4) Company Address
- 5) Name of Company's authorized representative
- 6) Contact person if different than Company's representative
- 7) Telephone #, Cellular/Mobile Phone #, Email address
- 8) Duration of Validity of proposal
- 9) Total Proposed Price (***cover page of cost proposal only***)
- 10) Signature, date, and time

9. Eligibility Requirements

Bidder may be required to present a business license and must have relevant experience in producing audiovisual clips and products. The bidder must be licensed in Sri Lanka. Experience in producing audiovisuals for USDA, USAID, or other donor agencies is preferred. Award may be contingent upon USDA final approval.

10. Basis for Award

IESC anticipates that award will be based on best-value principles. Accordingly, award will be made to the technically acceptable Offeror(s) whose proposal(s) provides the greatest overall value to IESC and the USDA MOD program, price and other factors considered, and whose proposal(s) conform to all solicitation requirements.

To determine best value, proposals will be evaluated on the criteria below. The number of points assigned, totaling 100 points, indicates the relative importance of each individual criterion. Offerors should note that these criteria serve to: (a) identify the significant factors which Offerors should address in their proposals, and (b) set the standard against which all proposals will be evaluated.

11. Technical Proposal Evaluation

Please read carefully, the following are instructions for preparing proposals. Proposals must be organized into sections corresponding to the sections presented in **11.1 Technical Evaluation Criteria** and numbered accordingly. Please stay in the page limits given below. Only include the requested information and avoid submitting extra content. Any pages exceeding the page limitation for each section of the proposal may not be evaluated. Proposals shall be written in English with each page numbered consecutively. Cover pages, dividers, and tables of contents are not subject to the page limit.

11.1. Technical Evaluation Criteria

Proposals will be evaluated according to the following criteria. Points will also reflect the overall presentation of the proposal, which should be clear, complete, well organized, and well written. Most importantly, proposals should address all the requirements listed in this RFP.

[1] Technical and management approach: 3-page limit; possible points 40

The Offeror must include a description of the technical and management approach that they will utilize to complete the assignment as described in **Section 4. Scope Statement**. This should include an outline of the steps that will be undertaken and a timeline for completion of each step. The technical and management approach section of the proposal will be scored on the effectiveness of the proposal to meet the requirements of MOD as outlined in **Section 4. Scope Statement**.

[2] Offeror's past performance and references: 2 pg. limit (not including samples of previous work, which may be attachments); possible points 30

The proposal must provide a detailed account of the Offeror's record in implementing similar activities to those outlined in the Scope Section. This should include sufficient information to demonstrate the Offeror's performance for the above tasks and activities.

Offerors should also provide a minimum of three (3) references for past and present clients for which the Offeror has completed a similar task. References must include contact information.

[3] Offeror's Personnel Experience and Capacities: 2 pg. limit (not including resumes or CVs, which are attachments); possible points 30

The technical proposal must include a description (biographical sketch acceptable) of at least one, but not more than two, personnel who would directly work on designing and providing oversight of the progress of Offeror's personnel to produce required final product and be engaged with IESC/MOD project team and AIDA. Resumes or CVs must be submitted as attachments for individuals submitted in this section and do not count within the page limitations of this section. This section will be marked on the extent to which the Offeror's or its personnel have experience in producing similar products.

12. Cost Proposal Evaluation

The Offeror shall submit a **separate cost proposal** that includes the project cost of performing the activities as described above. These costs shall be broken down to show the cost of each deliverable that Offeror proposes for producing audiovisual products. As noted above, IESC will pay a fixed price per approved completion of each deliverable as mentioned in **Section 8. Subaward Type and Deliverables**.

All proposed costs must be in accordance with the U.S. Government Cost Principles under 2 CFR 200.

The cost proposal must include:

1. A spreadsheet, **in the same or a similar format as the table attached to this RFP under Annex A**, that lists each deliverable per **Section 8. Subaward Type and Deliverables** and the proposed payment price for each deliverable. The deliverables that we anticipate remitting payment for once completed are marked in Section 8 with asterisks. Please propose the payment price for each. All costs should be presented in Sri Lankan Rupees (LKR).

13. Deviations

IESC reserves the right to waive any deviations by offerors from the requirements of this solicitation that in IESC's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.

14. Discrepancies

Please read the instructions carefully before submitting your proposal. Any discrepancy in following the instructions or award provisions may disqualify your proposal without recourse or an appeal for reconsideration at any stage.

15. Conflict of Interest Declaration for the MOD Project Survey Services

The following steps outline IESC's award selection process and should be understood by all Offerors to ensure the transparency of awards and avoid conflict of interest.

1. Request for Proposals (RFPs) are posted on IESC's website. The offer is open to all qualified bidders;
2. Clarifications will be emailed to all bidders submitting questions, as well as posted on IESC's website, simultaneously;
3. Once the proposals are received, an evaluation committee scores them;
4. Cost proposals are evaluated for reasonableness, accuracy, and completeness;
5. The best value proposal is selected based on a combination of the technical score and the cost;
6. No activity can be started until USDA has approved the appointment of the subawardee and both IESC and the awardee have signed a formal subaward; and,
7. IESC policy against fraud and code of business ethics exists throughout the life of the subaward and beyond. Even if the subaward is closed or has expired, if any party is found guilty of fraud, IESC will make a full report to the USDA Office of Inspector General, which may choose to investigate and prosecute guilty parties to the fullest extent of the law.

The selected offeror will be required to comply with all administrative standards and provisions required by USDA.

-END-

Annex A

| Milestone No. | Milestone Description | Deliverable | Proposed Due Date | Proposed Cost (LKR) before VAT/GST | VAT/GST (LKR) if applicable | Proposed Cost (LKR) including VAT/GST |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------------|------------------------------------|-----------------------------|---------------------------------------|
| 1 | Identify the business needs for the proposed system through interviews with AIDA Secretariat, MOD and any other stakeholders | Identified business needs in a written report | 3 working days from the date of award | | | |
| 2 | Prepare a basic Software Requirement Specification (SRS) that includes the requirement as understood by the developer, proposed database solution that converts the business requirements into system requirements and finally to the development of a database product, and discuss the SRS with the AIDA secretariat, make necessary changes, highlight any limitations or constraints and finalize | Finalized SRS | 11 working days from the date of award | | | |
| 3 | Carry out the Database Analysis and Design phase, and prepare a basic design specification, and develop a prototype with sample data for pilot testing | Developed prototype with sample data | 18 working days from the date of award | | | |
| 4 | Handover of final product and user guideline | Final product and user guideline accepted by AIDA | 21 working days from the date of award | | | |
| | | | Total | | | |