



USAID's Trade Central Asia Activity (TCA)

Request For Proposals (RFP)

No. RFP-TCA-KYR-22-0001

Portfolio of Handicraft Products of Central Asian women-artisans

Issue Date: May 16, 2022

WARNING: Prospective Offerors who have received this document from a source other than the TCA Project, should immediately contact TCA_procurement@dai.com and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted via email.

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. DAI does not tolerate corruption, bribery, collusion, or conflicts of interest. Any requests for payment or favors by DAI employees should be reported as soon as possible to ethics@dai.com or by visiting www.dai.ethicspoint.com. Further, any attempts by an offeror or subcontractor to offer inducements to a DAI employee to influence a decision will not be tolerated and will be grounds for disqualification, termination, and possible debarment. See provision No. 9 for more details.

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Synopsis of the RFP

RFP No.	RFP-TCA-KYR-22-0001
Issue Date	May 16, 2022
Title	Portfolio of Handicraft Products of Central Asian women-artisans
Issuing Office & Email/Physical Address for Submission of Proposals	Attn: Procurement Department, TCA Project TCA_procurementinbox@dai.com
Deadline for Receipt of Questions	June 1, 2022 5 pm local Almaty, Kazakhstan time.
Deadline for Receipt of Proposals	June 10, 2022 5 pm local Almaty, Kazakhstan time.
Point of Contact	TCA_procurement@dai.com – Procurement Manager
Anticipated Award Type	Firm Fixed Price Purchase Order
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors.

1. Introduction and Purpose

1.1 Purpose

DAI, the implementer of the USAID's Trade Central Asia Activity (TCA), invites qualified offerors to submit proposals for the creation of a Portfolio of Handicraft Products of Central Asian Women-Artisans.

1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI anticipates awarding a Firm Fixed Price Purchase Order. This subcontract type is subject to change during the course of negotiations. The award may be divided among multiple parties willing to co-sponsor the activity, if required.

A Firm Fixed Price Purchase Order is: An award for a total firm fixed price, for values less than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

2. General Instructions to Offerors

2.1 General Instructions

"Offeror", "Subcontractor", and/or "Bidder" means a firm proposing the work under this RFP. "Offer" and/or "Proposal" means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror's risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

Proposals are due no later than June 10, 2022, 5 pm, local Almaty, Kazakhstan time, to be submitted via procurement email to TCA_procurementinbox@dai.com with the RFP number in the subject line. Proposals should include all costs and technical proposals in the same email. Late offers will be rejected except under extraordinary circumstances at DAI's discretion. All proposals submitted in hardcopy shall be sealed and labeled with the RFP Number.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of 60 days for the prices provided.

- Acknowledge the solicitation amendments received.

2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or (insert Project Acronym) employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall be in a separate PDF document sealed in a separate file from cost/price proposals and shall be clearly labeled with title “VOLUME I: TECHNICAL PROPOSAL”.

Technical proposals shall include the following contents

1. Technical Approach - Description of the proposed services which meets or exceeds the stated technical requirements outlined in the Scope of Work (**Attachment A**). The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
2. Management approach – Description of the Offeror’s staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to serve the customer. **The proposal should also include the CV of each proposed staff member who will be implementing this assignment.**
3. Corporate Capabilities and Past Performance
 - Company profile information – include company organizational chart, number of staffs, main business activities.
 - Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment F.

3.1 Services Specified

For this RFP, DAI is in need of the services described in Attachment A.

3.2 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered significantly more important than cost/price factors.

Criteria	Sub-criteria	Maximum Points
Technical Approach		32 points

	Does the proposal clearly explain, understand, and respond to the requirements of the project as stated in the Scope of Work?	8 points
	Did the bidder explain how they plan to provide services?	8 points
	Did the bidders propose the best way to address designing and implementing market-driven approaches to the preservation of cultural heritage through: <ul style="list-style-type: none"> ○ the sustained production and marketing of handicrafts; ○ a focus on crafts produced by women artisans; ○ the promotion of artisans and their products through high quality Portfolios similar to that described herein. 	8 points
	Did the bidder provide list of established in-house and/or independent network(s) of media outlets that can be used to host promotional links, stories, and other promotional items featuring the Portfolio, the Artisans, and their Representative Bodies and not cost to the Artisans, their Representative Bodies, and/or TCA.	8 points
Management Approach		40 points
	Does the offeror have sufficient staff who are qualified and available to complete the work as proposed?	15 points
	Do the proposed team members have necessary experience and capabilities to fulfill the Scope of Work?	15 points
	Does the offeror provide a realistic and comprehensive management approach to be able to complete the proposed technical work?	10 points
Corporate Capabilities and Past Performance		28 points
	Does the organization have a good track record in conducting similar work and magnitude as the scope of work?	20 points
	Did the bidder provide information that proves its capabilities in the preservation of cultural heritage?	8 points
Total Points		100 points

4. Instructions for the Preparation of Cost/Price Proposals

4.1 Cost/Price Proposals

Cost/Price proposals shall be sealed in a separate PDF envelope from technical proposals and shall be clearly labeled as "VOLUME II: COST/PRICE PROPOSAL".

Provided in Attachment C is a template for the Price Schedule, for firm-fixed price awards. For cost-reimbursable or time & material awards, the offeror shall provide a fully detailed budget. Offerors shall complete the template including as much detailed information as possible.

It is important to note that Value Added Tax (VAT) shall be included on a separate line. These services are eligible for VAT exemption under the DAI prime contract. The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

5. Basis of Award

5.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions; therefore, the initial offer **must contain the Offeror's best price and technical terms.**

5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence of the required business licenses to operate in the host country.
2. Evidence of a Unique Entity ID (SAM) number (explained below and instructions contained in Attachment D).
3. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary organization, experience, accounting, and operational controls and technical skills.
9. Have the necessary production, construction, and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

6. Anticipated post-award Deliverables

Upon award of a subcontract, the deliverables and deadlines detailed in the Attachment A will be submitted to DAI. The Offeror should detail proposed costs per deliverable in the Price Schedule. All of the deliverables must be submitted to and approved by DAI before payment will be processed.

7. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

8. Compliance with Terms and Conditions

8.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

8.2 Prohibited Technology

Bidders MUST NOT provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof, in compliance with FAR 52.204-25.

8.3 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at:

<http://www.usaid.gov/policy/ads/300/310maa.pdf> and

<http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

Geographic Code 110: Goods and services from the United States, the independent states of the former Soviet Union, or a developing country, but excluding Prohibited Countries.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

8.4 Unique Entity ID (SAM)

There is a **mandatory** requirement for your organization to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a Unique Entity ID (SAM) to DAI. Offerors who fail to provide Unique Entity ID (SAM) will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above **are required** to obtain a Unique Entity ID (SAM) prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the

previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a Unique Entity ID (SAM), see Attachment D - Instructions for Obtaining a Unique Entity ID (SAM)- DAI'S Vendors, Subcontractors

For those not required to obtain a Unique Entity ID (SAM), see Attachment E: Self Certification for Exemption from Unique Entity ID (SAM) Requirement

9. Anti-Corruption and Anti-Bribery Policy and Reporting Responsibilities

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. **DAI does not tolerate the following acts of corruption:**

- Any requests for a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by a DAI employee, Government official, or their representatives, to influence an award or approval decision.
- Any offer of a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by an offeror or subcontractor to influence an award or approval decision.
- Any fraud, such as mis-stating or withholding information to benefit the offeror or subcontractor.
- Any collusion or conflicts of interest in which a DAI employee, consultant, or representative has a business or personal relationship with a principal or owner of the offeror or subcontractor that may appear to unfairly favor the offeror or subcontractor. Subcontractors must also avoid collusion or conflicts of interest in their procurements from vendors. Any such relationship must be disclosed immediately to DAI management for review and appropriate action, including possible exclusion from award.

These acts of corruption are not tolerated and may result in serious consequences, including termination of the award and possible suspension and debarment by the U.S. Government, excluding the offeror or subcontractor from participating in future U.S. Government business.

Any attempted or actual corruption should be reported immediately by either the offeror, subcontractor, or DAI staff to:

- Toll-free Ethics and Compliance Anonymous Hotline at (U.S.) +1-503-597-4328
- Hotline website – www.DAI.ethicspoint.com, or
- Email to Ethics@DAI.com
- USAID's Office of the Inspector General Hotline at hotline@usaid.gov.

By signing this proposal, the offeror confirms adherence to this standard and ensures that no attempts shall be made to influence DAI or Government staff through bribes, gratuities, facilitation payments, kickbacks, or fraud. The offeror also acknowledges that violation of this policy may result in termination,

repayment of funds disallowed by the corrupt actions and possible suspension and debarment by the U.S. Government.

10. Attachments

10.1 Attachment A: Scope of Work for Services or Technical Specifications

BACKGROUND

Greater economic participation of women has been shown by myriad studies to have broad positive social impacts, particularly in the health and education of children. Central Asian countries have a long way to go to reach gender parity in their labor forces. Women have relatively low participation in these economies and receive lower wages than men. In the past 18 months, COVID-related disruptions have disproportionately impacted women employees and entrepreneurs, particularly in rural areas.

The UN Gender Inequality Index (GII; 0 = fully equal) indicates the potential human development lost due to gender inequality. The world average GII score in 2019 was 0.436, which indicates a 43.6% loss in potential human development due to inequality. GII varies greatly in this SOW's Target Countries - Kazakhstan (.190; 44th of 178 countries), Uzbekistan (.288; 62nd), Tajikistan (0.314; 70th), Kyrgyz Republic (0.369; 82nd), Turkmenistan (NA). In 2015, McKinsey Global Institute reported that in a "full potential" scenario in which women play an identical role in labor markets to that of men, as much as \$28 trillion, or 26 percent, could be added to global annual GDP by 2025."

In rural areas, in addition to generating some income, women and their families also serve as guardians of the local, national, and regional history and cultural heritage. They are the custodians of centuries-old traditions in carpet and textile weaving, embroidery, silk making, wood carving, metal working, ceramics, and jewelry making and other handicrafts. For generations, these products have been a source of beauty, history, pride, identity, heritage, and tradition. Crafts create employment directly and through their important linkage to tourism, fairs, festivals, and other events. If managed properly and exposed to wider markets, they can drive greater income, education, and better the lives of rural families, particularly for women and girls.

USAID remains committed to reducing the gender gap in Central Asia. This scope of work focuses on improving female economic participation and income generation by enhancing the marketing of female craft artisans in the Target Countries. It also promotes greater connectivity between Central Asia. It is an outgrowth of a two-day webinar in 2021 entitled Women in Crafts: Opportunities for Connectivity and Digital Trade, which was co-sponsored by USAID CTJ, the Commercial Law Development Program (CLDP) of the U.S. Department of Commerce, and the regional office of the UN's Food and Agriculture Organization (FAO). The webinar was well attended by leading women artisans, businesswomen's associations, relevant NGOs, B2C e-commerce platforms, other USAID projects. Participants highlighted the need to improve their domestic and international marketing.

The [Central Asia Trade Forum \(CATF\) website](#) is a unique platform for the introduction of new regional and international market opportunities for Central Asia's growing business community. This unique platform plays its decade-long role in stimulating and accelerating sustainable economic growth in Central Asia through regional collaboration and cooperation.

OBJECTIVE

The objective of this scope of work is to select a Vendor that will be responsible for the creation of a Portfolio of handicraft products (hereinafter referred to as the "Portfolio") to improve the marketability of the products of a representative sample of woman-run private small- and medium-size handicraft businesses operating in the target countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan).

OVERALL APPROACH

To accomplish the objective above, the competitively selected vendor (hereinafter referred to as the "Vendor") will take the 5-step approach described below. To minimize the risks associated with COVID-19, international travel has been eliminated from this scope:

1. Propose, cost, and if selected, implement a detailed design, creation, and public dissemination of the Portfolio in one or more electronic formats, which will enable: a) to print the Portfolio in its entirety and/or in part, both on paper or via other promotional media by the featured artisans themselves, organizations representing female artisans, and other identified stakeholders; b) TCA to post the Portfolio on the permanent website of the Central Asia Trade Forum; and c) placement of multiple internet links to the Portfolio, including but not limited to promulgation of the Portfolio worldwide through media/website controlled by the Vendor or accessible by the Vendor at no additional charge to the Artisans or TCA.

2. Contact and collaborate closely with one or more organizations representing female artisans and businesswomen in the handicrafts sector (hereinafter referred to as “Representative Bodies;” an indicative list will be provided to the selected vendor) and select **up to 10 women artisans** representing a variety of craft genres **in each of the Target Countries (total up to 50)**. These women artisans will be featured along with their products and their workshops in the Portfolio.

3. Propose and engage an expert with hands-on handicraft experience in Central Asia and/or neighboring regions in a) developing a marketing strategy for Central Asian artisan enterprises in order to increase sales/export; b) facilitating a 3-day virtual coaching program for up to 50 women artisans to increase awareness of handmade products in global market. The coaching program should focus on current world handicraft trends and markets, handicraft product development and benefits of e-commerce platforms and include case studies relevant to Central Asian region. Duration of the group coaching session shall be not less than 2 hours. Requested marketing strategy for Central Asian artisans is expected to be part of a coaching program. This expert will remotely facilitate requested coaching work. The Russian interpreter/s for the coaching program and translation of program materials to be provided by TCA.

4. Oversee design, photographing, writing, and otherwise documenting the story of crafts artisans, their businesses, and their products to enable inclusion of this key information in the Portfolio. The photography supporting the story shall produce three high quality (resolution 300 dots per inch) photographs in .JPEG format for each of the following categories: a) the artisan; b) the artisan’s workshop; c) three different artisan products in the process of creation, preferably together with the hands of artisan at various stages of the process of creation; and d) a range of finished products of the artisan. Vendor should develop Terms of Reference and propose a professional photographer per Target Country with prior experience photographing artisans at work. The photographer(s) will be hired by TCA upon the recommendation of the Vendor.

5. Develop and virtually deliver **Awareness Workshop** of the developed Portfolio to selected 10 women artisans per Target Country. These **Awareness Workshop** will consist of step-by-step instructions on the use of the Portfolio for promotion, including a) on how to edit/update the content of the Portfolio; b) post links to the Portfolio’s URL on the Central Asia Trade Forum (CATF) website and on various websites, blogs, and other forms of social media; c) various newsletters and similar promotional materials. The Russian interpreter/s for Awareness Workshop to be provided by TCA.

The Portfolio will be uploaded to the CATF website and will be globally accessible by linking online advertising to the Portfolio’s URL on that website.

The Portfolio should be properly branded in line with USAID branding requirements, as directed by TCA. These directions will be provided by TCA following award.

PARTIES’ ROLES AND RESPONSIBILITIES

While implementing the Activity, TCA shall take responsibility for the following:

- a. Provide a list with the names and contact information of Representative Bodies to the Vendor;
- b. Connect the Vendor with other organizations co-sponsoring the Activity, as necessary;
- c. Contract the identified photographers in each of the Target Countries;
- d. Provide the Vendor with USAID branding and marking requirements and necessary logos and disclaimers;
- e. Upload the Portfolio to and maintain page on Central Asia Trade Forum (CATF) website;

The Vendor shall be responsible for overall management and implementation of the activity as outlined above. Also, Vendor's responsibilities shall include the following:

- a. Manage the Portfolio development and regularly provide updates to TCA;
- b. Identify 10 women-artisans in each of the Target Countries;
- c. Instruct the photographers on the requirements for the photographs by developing technical specifications for the quality and content of photos;
- d. Collect the photographs and key information on artisans (e.g., contact information and stories on the artisans and their businesses, and design, develop, and deliver in electronic format a high-quality Portfolio that incorporates the photographs and key information. The Portfolio should be editable and printable to enable updates of the information on artisans in its first edition and to enable the addition of new artisans in subsequent updated editions;
- e. Develop the Portfolio's content (a story/description of artisans' business and their products, including their supply chain) in English and Russian languages;
- f. Link the Portfolio to Vendor's website, Central Asian Representative Bodies' websites and at least two (2) international websites negotiated/accessible by the Vendor to promote artisans' business;
- g. Prepare and deliver Awareness Workshop and group and individual coaching sessions for selected women-artisans.

DELIVERABLES

Following selection, the Vendor shall submit the deliverables described in the following deliverables table on or before the dates specified in that table. The dates below are illustrative, with the final due dates to be determined with the successful Offeror based on their technical proposal.

No.	Deliverables Table		
	Deliverable	Due Date	Payment
1	Bi-weekly progress reports (PDF format) beginning one week after signing of PO, the format will be provided by TCA	multiple	
2	A list of selected 10 women-artisans (PDF format) per country (names, email addresses, cellphone numbers) as a result of collaboration with the Representative Bodies. Artisan selections to be approved by TCA; List of potential professional photographers per Target Country; Development of Terms of Reference for photographer/s.	July, 2022	20%
3	Engagement of an Expert to develop a) marketing strategy to increase sales of artisans in CA; b) group coaching for selected artisans; Developed written Marketing Strategy and Coaching Program materials in PDF format; Summary of Coaching Program with recommendations and a list of participants;	July, 2022	20%
4	Draft Portfolio in electronic format for review and the draft Awareness Workshop for review. The Draft Portfolio should include 10 women artisans in a variety of craft genres from each of the 5 Target Countries along with the profile content;	August, 2022	30%
5	Final approved Portfolio in electronic format linked to Vendor's website, CA Representative Bodies, and other international websites at no cost for artisans; Final Awareness Workshop virtually delivered to artisans;	September, 2022	20%

6	Final Report documenting implementation of sub-activities 1 through 5 of the Overall Approach above, including published posts/stories and other promotional publication featuring the Portfolio.	September-October, 2022	10%
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* The photographer will be hired by TCA upon the recommendation of the Vendor.

DESIRED VENDOR QUALIFICATIONS

The selected Vendor is expected to have the following characteristics and qualifications:

- A recognized reputation for excellence in the preservation of cultural heritage;
- Documented experience in designing and implementing market-driven approaches to the preservation of cultural heritage through:
 - the sustained production and marketing of handicrafts;
 - a focus on crafts produced by women artisans preferred;
 - the promotion of artisans and their products through high quality Portfolios similar to that described herein.
- An established in-house and/or independent network(s) of media outlets that can be used to host promotional links, stories, and other promotional items featuring the Portfolio.
- Prior experience collaborating with handicraft organizations/Representative Bodies in Central Asia and/or neighboring regions.

REPORTING

The selected Vendor shall report to TCA Kyrgyzstan Country Director.

Note that the contract might be divided between several parties willing to co-sponsor the activity.

10.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.
DAI Global, LLC.

We, the undersigned, provide the attached proposal in accordance with **RFP**-Click here to enter text.-Click here to enter text. issued on Click here to enter text.. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >. I certify a validity period of Click here to enter text. days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

Company Seal/Stamp:

10.3 Attachment C: Price Schedule

Labor (including fringe, indirect, and fee for all five countries)					
Item No.	Labor Type/Position	Unit	Level of Effort	Rate per Hour, USD	Total, USD
Deliverable 1: Biweekly reporting about the implementation progress.					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
Deliverable 1 Sub-Total					
Deliverable 2					
2.1 A list of identified artisans (10 per each country)					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
2.2 A list of potential professional photographers for each of the Target Countries					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
2.3 Terms of Reference for photographer/s					
1	Activity Manager	Hours			
2	Designer	Hours			
3	Other – please, specify				
Deliverable 2 Sub-Total					
Deliverable 3					
3.1 Marketing strategy to increase sales of artisans in CA					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
3.2 Group coaching for selected artisans and training materials in PDF					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
Deliverable 3 Sub-Total					
Deliverable 4: Draft Portfolio in electronic format and the draft Awareness Workshop materials					
1	Activity Manager	Hours			
2	Designer	Hours			
3	Other – please, specify				
Deliverable 4 Sub-Total					
Deliverable 5					
5.1 Final approved Portfolio in electronic format with links					
1	Activity Manager	Hours			
2	Designer	Hours			
3	Other – please, specify				

5.2 Delivering Awareness workshop (online)					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
Deliverable 5 Sub-Total					
Deliverable 6: Final report					
1	Activity Manager	Hours			
2	Other – please, specify	Hours			
3	Other – please, specify				
Deliverable 6 Sub-Total					
Total Labor					

10.4 Attachment D: Instructions for Obtaining a Unique Entity ID (SAM)Number - DAI'S Vendors, Subcontractors

10.5 Attachment E: Self Certification for Exemption from Unique Entity ID (SAM)Requirement

10.6 Attachment F: Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in US\$	Start-End Dates	Complete d on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

10.7 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

10.8 Attachment J: Proposal Checklist

Offeror: _____

Have you?

Submitted your proposal to DAI in a sealed envelope to the address (electronic) as specified in General Instructions above?

Does your proposal include the following?

Signed Cover Letter (*use template in Attachment B*)

Separate PDF documents Technical and Cost proposals individually labeled as Volume I and Volume II respectfully

Proposal of the Product or Service that meets the technical requirements as per Attachment A

Response to each of the requirements in the SOW with description and explanation of **HOW** it will be fulfilled. Confirmation that each requirement can be fulfilled.

Documents used to determine Responsibility

Evidence of a Unique Entity ID (SAM)OR Self Certification for Exemption from Unique Entity ID (SAM)Requirement

Past Performance (*use template in Attachment F*)

CVs of proposed key staff that would be assigned to the project