



Date: March 23, 2026

## REQUEST FOR QUOTATION RFQ N° UNFPA/IND/RFQ/26/006

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

### **A Specialised Talent Management Agency to support the amplification of its mandate and priorities through personality-led communication and strategic media engagement**

UNFPA requires the provision of an Agency will be responsible for identifying, onboarding and managing relationships with celebrities, influencers and issue-based advocates, and for developing and executing talent-led content that drives reach, engagement and narrative resonance across digital and offline platforms.

In addition, the Agency will support media amplification of UNFPA India's campaigns and milestones through activities such as media outreach, press releases, opinion placements, television and digital media engagements, podcast coordination, and other strategic media opportunities that enhance visibility and public discourse around UNFPA's mandate.

#### **I. About UNFPA**

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person's potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](#)

#### **Service Requirements/Terms of Reference (ToR)**

##### **Background:**

UNFPA's 10th Country Programme (2023–2027) envisions an India where every woman and young person enjoys gender equality, fully realises sexual and reproductive health and reproductive rights, and contributes to sustainable development. UNFPA's Strategic Plan (2026–2029) and the UN Sustainable Development Cooperation Framework (UNSDCF) for India (2023–2027) reaffirm gender equality and human rights as foundational pathways to achieving the Sustainable Development Goals.

As UNFPA India marks 50 years in the country, amplifying advocacy through trusted, culturally resonant public voices has become a strategic priority. In parallel, strengthening media engagement and strategic visibility across traditional and digital media platforms is critical to expanding the reach and impact of UNFPA's messaging.



To this end, UNFPA India seeks to engage one specialised Talent and Media Management Agency on a rate-card / unit-cost basis to deliver end-to-end services across celebrity and influencer outreach, advocate engagement, creative concepting, scripting, workplan development and execution, as well as media amplification and content placement across print, television, digital media, podcasts and other relevant platforms.

**Purpose of the Assignment:**

UNFPA India seeks to engage one specialised Talent Management and Media Agency to support the amplification of its mandate and priorities through personality-led communication and strategic media engagement.

The Agency will be responsible for identifying, onboarding and managing relationships with celebrities, influencers and issue-based advocates, and for developing and executing talent-led content that drives reach, engagement and narrative resonance across digital and offline platforms.

In addition, the Agency will support media amplification of UNFPA India’s campaigns and milestones through activities such as media outreach, press releases, opinion placements, television and digital media engagements, podcast coordination, and other strategic media opportunities that enhance visibility and public discourse around UNFPA’s mandate.

**Part A : Celebrity, Advocate and Influencer Management**

**Objective 1:** Identify and onboard a strategic mix of celebrities, influencers and issue-based advocates (**on a PRO BONO basis**) aligned with UNFPA India’s priorities on sexual and reproductive health and rights (SRHR), gender equality, youth empowerment and positive masculinity, spanning both national and regional or state-level representation.

The Agency will manage the engagement process end-to-end, including identifying suitable talent, pitching and negotiating workplans, liaising with talent managers or representatives, and securing participation. The Agency will also ensure that all engaged talent are adequately briefed on UNFPA’s mandate, campaign priorities, policies and regulatory guidelines prior to engagement.

The following talent tiers define the engagement architecture:

Tier	Follower/Influence Range	Purpose
Nationally or internationally recognised public figures from fields such as film, sports, music, or entrepreneurship, with strong public credibility, large cross-platform following, and the ability to reach both national and diaspora audiences.	25 M+	High-visibility campaigns, flagship moments, and key observance



<p>High-reach digital creator or public personality with a strong and engaged following across social media platforms, capable of driving large-scale visibility and engagement.</p> <p>Representation across key UNFPA programme states — Bihar, Madhya Pradesh, Odisha and Rajasthan — with strong regional credibility and language connect.</p> <p>May include prominent voices such as regional creators, sports personalities including Paralympians, youth leaders or cultural figures who resonate strongly with local audiences while contributing to national conversations.</p>	<p>1 million – 10 million</p>	<p>Campaign anchors with strong thematic alignment across health, gender, and youth</p>
<p>Macro Influencer</p>	<p>500K – 1 million</p>	<p>Regional and sectoral amplification; high engagement-to-reach ratio</p>
<p>Micro Influencer</p>	<p>Up to 100K</p>	<p>Hyperlocal and community-level storytelling; grassroots authenticity</p>
<p>Corporate / Entrepreneurial / High-Net Worth Individuals / Thought Leaders</p>	<p>Demonstrated credibility and a strong public reputation, with a network of influence and visibility across relevant professional or social circles.</p> <p>Track record of philanthropy, social impact or cause-based engagement, with interests that align with UNFPA’s mandate on gender equality, youth empowerment, and sexual and reproductive health and rights (SRHR).</p>	<p>National and international amplification, fundraising initiatives, coalition building</p>



## **Objective 2: End-to-End Management of Talent and Advocacy Partnerships**

Work closely with the UNFPA India Communications Team to establish a structured process for managing the full lifecycle of celebrity, advocate and influencer partnerships. This includes onboarding, due diligence and risk assessment, development of concept notes and workplans, contract negotiation, and ensuring the timely execution of agreed deliverables, followed by documentation and reporting.

Oversee the end-to-end management of onboarded talent, including strategic planning, development of annual or campaign-based workplans, alignment with key international days and UNFPA flagship campaigns, and coordination of participation across advocacy moments, events and public engagements.

Lead the conceptualisation and development of high-impact, talent-led content, including scripting and creative direction, ensuring that content is platform-optimised, trend-aware and narrative-driven. All outputs should align with UNFPA India's communication priorities and deliver strong reach, engagement and sustained visibility across digital, media and public platforms.

## **Objective 3: Publicity and Content Execution**

Manage the publicity and visibility components of talent engagements, including the planning and execution of photoshoots, short-form video content and reels, and other creative outputs featuring onboarded celebrities, influencers and advocates.

Coordinate and facilitate field visits to UNFPA programme locations in key states, enabling talent to engage with communities and programmes on the ground and generate authentic, impact-driven storytelling that can be amplified across digital and media platforms.

## **Part B - Media Planning, Mobilization and Public Relations**

The Agency shall provide end-to-end media and public relations support to strengthen UNFPA India's visibility, expand its media footprint, and reinforce narrative positioning across print, digital and broadcast platforms.

This will include:

- Strategic media placements, including op-eds, authored articles, Q&As and expert commentaries by UNFPA leadership or designated spokespersons in national and regional media outlets.
- Dissemination of press releases in English and Hindi for key announcements, campaigns, reports and events, ensuring an agreed minimum number of media pickups.
- Proactive media outreach and mobilisation around UNFPA campaigns, report launches, flagship initiatives, events and key international observances.
- Securing broadcast opportunities, including television interviews, panel discussions and other media appearances for UNFPA leadership and subject experts.
- Coordination of media briefings and interactions, including journalist engagement and media facilitation during events or major announcements.
- Maintenance of a comprehensive media tracker, capturing placements, reach and coverage across platforms, with periodic reporting on media performance and visibility outcomes.



### **Part C - Engagement with Philanthropists, Foundations, High Net Worth Individuals and Co-Branded Partnerships**

Support UNFPA India in identifying and cultivating a network of philanthropists, High Net Worth Individuals (HNWIs), influential supporters and CSR Networks who align with and can contribute to UNFPA's mandate and resource mobilisation/fundraising efforts.

This will include:

- Identifying and mapping potential philanthropists, HNWIs and philanthropic networks whose interests align with UNFPA's priorities on gender equality, youth empowerment, and sexual and reproductive health and rights (SRHR).
- Facilitating strategic introductions and relationship-building opportunities between UNFPA leadership and potential philanthropic partners.
- Supporting the conceptualisation and organisation of curated engagements, roundtables or small convenings aimed at building interest in UNFPA's work and expanding its supporter base.
- Advising on positioning and outreach strategies that strengthen UNFPA India's appeal to philanthropic and private sector audiences interested in supporting social impact initiatives.
- Co-branded partnerships established with aligned organizations or brands to advance UNFPA's advocacy and outreach objectives.

**Timeline: April - Dec 2026**

**Deliverable Acceptable Criteria:** Per approval by the UNFPA India Team

**PART - A**

S. No.	Task	Number	Outcome and Deliverable Specifications	Timeline
1	<p>Talent Mapping, Suitability Assessment and Database</p> <p>Task - Develop and maintain a structured talent mapping database of potential celebrities, influencers and advocates, including key details such as profiles, management contacts and alignment with UNFPA's mandate.</p>	<p><b>1 structured Excel database</b></p> <p>Minimum 15 mapped personalities across tiers</p>	<p><b>1 structured Excel database</b> mapping <b>15 strategically identified celebrities, influencers and advocates</b> across defined tiers, including contact details, management agencies, social media platforms, follower base, engagement metrics and representation from key programme states (Bihar, Madhya Pradesh, Odisha and Rajasthan), aligned with UNFPA's advocacy priorities.</p>	<ol style="list-style-type: none"> <li>Inception Note and Identification Framework (A short inception note (3–4 pages) outlining methodology, criteria for tier classification and proposed categories (film, sports, digital influencers, youth voices etc.), Initial longlist of 100 potential profiles for screening : <b>Within 1 month of contract initiation</b></li> <li>Mapping, Analysis and a structured influencer of Database - <b>Within 1 month of contract initiation</b></li> </ol>
2	<p>Due Diligence Task - Conduct due diligence <b>using the UNFPA due diligence format</b> to evaluate reputational risk, audience demographics, past public statements and alignment with UNFPA's mandate prior to any outreach.</p>	<p><b>15 Due Diligence Reports</b></p>	<p>Completed due diligence reports (per UNFPA template) assessing reputational risk, audience demographics, past public statements and alignment with UNFPA's mandate</p>	<ol style="list-style-type: none"> <li>Analytical note + scoring matrix + shortlist - <b>5 per quarter</b></li> <li>Strategic engagement recommendations-suggested approaches for collaboration - <b>5 per quarter</b></li> </ol>

S. No.	Task	Number	Outcome and Deliverable Specifications	Timeline
3	<p>Onboarding of Pro Bono Celebrities / Influencers / Advocates</p> <p>Task - Facilitate the onboarding of celebrities, influencers and advocates, ensuring alignment with UNFPA's mandate and completion of all required processes and documentation including structured workplans.</p>	4 WorkPlans for Ambassador/s and Advocate/s.	Finalised Workplans	<p>Onboard 4 pro bono celebrities/ influencers / advocates, including (a) completion of due diligence, (b) onboarding documentation, briefing of the celebrities/advocates on UNFPA Ambassador/advocate policies including travel and lodging.(c ) development of advocacy engagement workplans.</p> <p><b>Q2 - Q4</b></p>
4	<p>Talent-Led Content Creation</p> <p>Task - <b>Coordinate and facilitate</b> pro-bono talent led content creation including reels, short video bytes and social media posts with onboarded celebrities, influencers and advocates to amplify UNFPA's campaigns and advocacy priorities.</p>	<p>Minimum 12 pieces of digital content.</p> <p>Platform-optimized content including reels, short-form videos, vodcast segments, photoshoots or campaign storytelling content featuring onboarded talent.</p> <p><b>Raw unedited video and photos to be obtained through pro-bono engagement with the personalities. UNFPA India will facilitate the post production.</b></p>	Links of content pieces	<b>Q2 - Q4</b>

S. No.	Task	Number	Outcome and Deliverable Specifications	Timeline
5	<p>Participation of Advocate/Influencers/ Ambassadors in Advocacy Moments</p> <p>Task - Facilitate the participation of onboarded talent in UNFPA campaigns through appearances, content creation, social media amplification and engagement during key advocacy moments and events.</p>	<p><b>27 personalities for digital campaigns</b> - (3 personalities per campaign across tiers x 3 digital campaigns per quarter x 3 quarters)</p> <p><b>1-2 personalities</b> for one in person event across tiers</p>	<p>Links/Report showcasing participation</p>	<p><b>3 personalities x 3 digital campaigns per quarter x 3 quarters = 27 personalities</b></p> <p><b>1 in person event (during the year)</b></p>
6	<p>Media Mobilization for Celebrity/ Advocate Led Events and Field Visits</p> <p>Task - Coordinate media mobilization for celebrity or advocate-led events, including outreach to targeted media, press engagement and coverage to amplify UNFPA's messaging.</p>	<p>Dissemination of press release/news across a minimum of 30 publications (print, digital, social media) each</p> <p>2 Events</p>	<p>Report of Press hits and reach tracker</p>	<p>2 Events throughout the year</p>

**Part B**

S. No	Deliverable	Number	Deliverable Specifications	Tentative Timeline
1	Press Release around UNFPA events, releases, reports - Dissemination	10 press releases through the year  (in English / Hindi / Odia) with placement in a minimum of 30 publications EACH (which includes print and digital)	An excel sheet with all press hits; links; headlines and reach.	<b>3-4 Press Releases / Per quarter</b>
2	Placement in a Vodcast/Radio (top 10 in India)	1 (English /Hindi)	Video/Audio of published vodcast	<b>Q2- Q4</b>
3	Placement of Op-ed/Print Interview/Article	2 (English /Hindi)	Published Op-ed	<b>Q2- Q4</b>
4	TV Appearance (National/State Level) in top 5 news channels (Government/private /digital) <ul style="list-style-type: none"> <li>● High delegation Visit/s</li> <li>● Major Announcement/s</li> <li>● Event/s</li> </ul>	2 (English /Hindi)	Published Interview	<b>Q2- Q4</b>

**Part C**

S. No.	Deliverable	Number	Deliverable Specifications	Tentative Timeline
1	Strategic Introductions and Relationship Facilitation	<p>Minimum 5 introductions / meetings</p> <p>Facilitation of meetings or introductions between UNFPA and identified philanthropists, CSR networks or foundations to explore collaboration opportunities.</p> <p>Facilitation of outreach and engagement (including meetings and follow-ups where feasible) with up to 5 Potential advocates/ambassadors</p>	<p>1 Pager report of the meeting and its intended outcomes</p> <p>Briefing Notes (5 nos) Including the profile, the Bios and the potential areas of partnership</p>	<b>Q2- Q4</b>
2	Curated Engagement or Convening	<p>Minimum 1 curated engagement</p> <p>Conceptualisation note, budget and intended impact of a curated roundtable, small convening or engagement event with facilitation of philanthropists, HNWI, foundations to showcase UNFPA's work and build partnerships.  <b>*Event management by UNFPA India</b></p>	1 Concept Note and Budget (10 Pages)	<b>Q2- Q4</b>



3	Pro Bono Co-Branded Partnerships	<p>Minimum 2 collaboration established.</p> <p>Securing pro bono co-branded partnerships with corporations, philanthropists or influential supporters to amplify UNFPA campaigns or initiatives.</p> <p>Documentation of collaboration scope and outputs required.</p>	Links of the Campaign	Q2- Q4
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### Compliance and Content Approvals

- All concepts, scripts, workplans and creative outputs must receive prior written approval from UNFPA India before being shared with talent, media or external partners, or before publication on any platform.
- All content and communications must comply with UNFPA India’s brand guidelines, UN communication standards, and applicable Government of India regulations.
- All partnerships, influencer engagements and public-facing content must comply with applicable disclosure requirements and platform guidelines in force at the time of publication.
- The Agency must conduct due diligence on all proposed celebrities, influencers, advocates and partners prior to outreach. Documentation of the due diligence and risk assessment must be maintained and made available to UNFPA India upon request.
- UNFPA India reserves the right to review, request revisions, or reject any proposed talent, concept, content or creative approach at any stage of the engagement without incurring additional cost.
- Any reputational risk or issue involving a talent partner must be reported to UNFPA India within **24 hours of detection**, along with a proposed mitigation and remediation plan, including the identification of alternative or backup talent where required.

## Reporting and Monitoring

- Regular progress updates outlining the status of talent identification and outreach, onboarding progress, media engagements, upcoming campaigns and key milestones.
- Media monitoring and documentation of coverage, including the compilation of all media hits across print, digital, television and other platforms arising from press releases, op-eds, interviews, campaigns or events.
- Maintenance of a comprehensive media tracker, capturing media placements, publication details, reach and visibility metrics for all coverage secured.
- Campaign and activity reports submitted after the completion of major campaigns, talent engagements or media initiatives, summarising outputs delivered, media coverage, digital reach and engagement, and key insights.
- Maintenance of operational trackers, including talent rosters, outreach pipelines, media placements and campaign deliverables, updated on an ongoing basis.
- Submission of a consolidated end-of-assignment report summarising overall performance, partnerships established, media visibility achieved, lessons learned and strategic recommendations for future engagement cycles.
- All reports, trackers, scripts, concepts and campaign assets must be maintained in a shared UNFPA India repository in accordance with filing and documentation protocols communicated at the start of the assignment.

## Intellectual Property and File Management

All materials developed under this assignment — including but not limited to scripts, talent rosters, activation calendars, campaign trackers, creative briefs, and analytics reports — are the exclusive intellectual property of UNFPA and may not be reused, repurposed, shared, or published without prior written approval from UNFPA India.

All third-party assets commissioned or procured for use in UNFPA content must be licensed for UNFPA's unlimited and perpetual use, with supporting documentation submitted to UNFPA India at the point of delivery.

## Agency Requirements

### Mandatory Qualifications and Experience

- Minimum 10 years of demonstrated experience in influencer engagement, celebrity management, and/or advocate engagement, with a strong preference for purpose-driven or social sector campaigns.
- Proven track record of conceptualising high net worth properties with clear results such as fundraising, resource mobilization and advocacy campaigns
- Proven track record of working with UN agencies or philanthropic networks



- Demonstrated ability (with examples) to secure pro bono collaborations — the capacity to pitch a cause compellingly without monetary exchange is a core and non-negotiable competency.
- Established national and regional talent network spanning health, gender, youth, and social impact verticals.
- Sensitivity to SRHR, gender equality, and human rights as communications domains, including an understanding of relevant terminology and messaging protocols.
- Familiarity with UN communication guidelines is a significant advantage.

### Required Team Composition

The Agency must assign a dedicated, named team to this engagement. At minimum, the team must include and have a minimum of 5 years of experience :

- Account / Relationship Manager — single point of contact for UNFPA India
- Talent Outreach Lead — responsible for identification, due diligence, and onboarding
- Creative / Scripting Lead — responsible for all scripts, briefs, and creative development
- Analytics Lead — responsible for tracking, reporting, and performance insights

### Technical Capabilities

- In-house scripting and creative capability with strong platform and trend awareness across Instagram, YouTube, X (formerly Twitter), and emerging formats.
- Access to influencer benchmarking and analytics tools (e.g. Sprinklr, Qoruz, Social Blade, or equivalent) for audience verification and performance tracking.
- AI tools for sentiment analysis
- Media mobilization and public relations expertise
- Established network of HNWI, Foundations, Philanthropies
- Established network of celebrities across film, music, sport, art, business, etc.

### Duration and Supervision

The engagement period runs from April 2026 to December 2026 (nine months), subject to satisfactory performance and UNFPA India's evolving programme requirements.

The Agency will report directly to the Communications and Media Specialist, UNFPA India. Regular coordination will occur via scheduled calls, email correspondence, and shared digital workspaces. UNFPA India reserves the right to conduct periodic performance reviews and to seek course corrections at any point during the assignment. **Timeline: April - Dec 2026**

**Deliverable Acceptable Criteria:** Per approval by the UNFPA India Team



## II. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	<a href="#">Yogesh Agrawal</a>
Tel N <sup>o</sup> :	
Fax N <sup>o</sup> :	
Email address of contact person:	<a href="mailto:yagarwal@unfpa.org">yagarwal@unfpa.org</a>

The deadline for submission of questions is **30th March 2026, till 23:59 Hrs.** Questions will be answered in writing and shared with parties as soon as possible after this deadline.

**Prebid Meeting: A Prebid meeting will be organized on 02/04/2026 (Virtually), timings & meeting link will be shared with the agency showing their interest in participating in the Prebid meeting. The confirmation to participate in the Prebid meeting to be shared in writing over email to the contact person along with the queries, if any, [yagarwal@unfpa.org](mailto:yagarwal@unfpa.org) by 30/03/2026**

## III. Eligible Bidders

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally-constituted company that can provide the requested services and have legal capacity to enter into a contract with UNFPA to perform in the country, or through an authorized representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the [Compendium of United Nations Security Council Sanctions Lists](#) and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any [UN Organization](#) or the [World Bank Group](#).
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).

## IV. Content of quotations

Quotations should be submitted via a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid & Declaration From **separately** from their Financial Bid containing the price information. Each envelope shall consist of a single email whenever possible, depending on file size.

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs.
- a) Signed Declaration Form, to be submitted strictly in accordance with the document.
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.



## V. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the contact person indicated

below no later than : **07/04/2026, till 23:59 Hrs IST**

Name of contact person at UNFPA:	<b>Bids India</b>
Email address of contact person:	<b>bids.india@unfpa.org</b>

Please note the following guidelines for electronic submissions:

- The following reference must be included by the Bidder in the email subject line:
  - o UNFPA/IND/RFQ/26/006 – [Company name], Technical Bid
  - o UNFPA/IND/RFQ/26/006 - [Company name], Financial Bid
  - o Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- It is the Bidder’s responsibility to assure compliance with the submission process. If the envelopes or emails are not marked / submitted per the instructions, UNFPA will neither assume responsibility for the bid’s misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect submissions might result in your Bid being declared invalid.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

## VI. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations



### Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
<b>1. Relevant Experience in ProBono Talent Management and Media Engagement</b> <ul style="list-style-type: none"> <li>Demonstrated experience in celebrity, influencer, and advocate management, as well as media planning and public relations, preferably within social impact, development, or purpose-led campaigns</li> </ul>	100		35%	
<b>2. Quality and Strength of Technical Proposal</b> <ul style="list-style-type: none"> <li>Clarity, depth and strategic coherence of the proposed approach, including understanding of the assignment, methodology for talent onboarding, content strategy, media engagement plan, and alignment with UNFPA's mandate</li> </ul>	100		10%	
<b>3. Driving High-Value Partnerships and Pro Bono Collaborations</b> <ul style="list-style-type: none"> <li>Demonstrated experience in establishing coalitions with high-net-worth individuals and leveraging a strong, diverse network spanning celebrities, influencers, media, philanthropists and foundations. Proven ability to secure pro bono collaborations and mobilise high-value partnerships through appeals, auctions and curated events, driving both visibility and resource generation.</li> </ul>	100		20%	
<b>4. Creative and Content Capability</b> <ul style="list-style-type: none"> <li>Demonstrated ability to conceptualise and deliver high-quality, innovative, and platform-optimised content (digital, media, and campaign-led), including scripting, storytelling, and trend awareness across platforms.</li> </ul>	100		20%	

<b>5. Team Composition and Operational Capacity</b> <ul style="list-style-type: none"> <li>Strength, experience, and relevance of the proposed team (Account Manager, Talent Lead, Creative Lead, Analytics Lead), along with the agency’s ability to manage end-to-end execution, reporting, and coordination at scale.</li> </ul>	100		15%	
<i>Grand Total All Criteria</i>	500		100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the specific formula indicated in the TORs. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

**Total score**

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$$



#### **VII. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract on a fixed-cost basis to the Bidder(s) that obtain the highest total score.

#### **VIII. Right to Vary Requirements at Time of Award**

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

#### **IX. Payment Terms**

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

#### **X. Fraud and Corruption**

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA's policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

#### **XI. Zero Tolerance**

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

#### **XII. RFQ Protest**

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit Andrea M. Wojnar, Representative India & Country Director, Bhutan at [adiagne@unfpa.org](mailto:adiagne@unfpa.org). Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Supply Chain management Unit at [procurement@unfpa.org](mailto:procurement@unfpa.org).



### **XIII. Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

### **XIV. Personal Data Protection**

In addition to the publishing of the contract award in accordance with the UNFPA Procurement Procedures as from time to time updated or modified by UNFPA, available at:

<https://www.unfpa.org/resources/procurement-procedures> (or such other URL as UNFPA may from time to time decide) as reflected in this document, the proposer acknowledges and agrees that UNFPA may process, collect, use, store, transfer and publish (“process”) the proposer’s information and data relating to, or in connection with this solicitation exercise (the “Information”) for purposes of evaluating all offers received in response to the solicitation exercise, including the subsequent contracting (the “Specified Purposes”).

UNFPA will not process the proposer’s Information in a form that could identify an individual (“Personal Data”) except to the extent necessary to achieve the Specified Purposes. UNFPA will process Personal Data in accordance with the UN Personal Data Protection and Privacy Principles adopted by the United Nations on 11 October 2018, available at:

[https://archives.un.org/sites/archives.un.org/files/\\_un-principles-on-personal-data-protection-privacy-hlcm-2018.pdf](https://archives.un.org/sites/archives.un.org/files/_un-principles-on-personal-data-protection-privacy-hlcm-2018.pdf) (or such other URL as the United Nations may from time to time decide), the UNFPA Policy and Procedures on Personal Data Protection (the “UNFPA DP Policy”) as from time to time updated or modified by UNFPA, available at

<https://www.unfpa.org/admin-resource/unfpa-policy-and-procedures-personal-data-protection> (or such other URL as UNFPA may from time to time decide) and any guidance notes, guidelines, procedures, directives or other documentation issued by UNFPA pursuant to or in connection with the UNFPA DP Policy. The proposer will comply with the applicable data protection laws to which the proposer is subject in the processing of personal data and will ensure an adequate level of personal data protection essentially equivalent to the standard reflected in the UNFPA DP Policy.



## PRICE QUOTATION FORM

<b>Name of Bidder:</b>	
<b>Date of the quotation:</b>	<a href="#">Click here to enter a date.</a>
<b>Request for quotation N<sup>o</sup>:</b>	UNFPA/IND/RFQ/26/006
<b>Currency of quotation :</b>	INR
<b>Delivery charges based on the following 2020 Incoterm:</b>	NA
<b>Validity of quotation:</b>	
<i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

No.	Description	Quantity	Unit Cost	Total (INR)
<b>PART A</b>				
1	Talent Mapping, Suitability Assessment and Database <ul style="list-style-type: none"> <li>• Inception Note and Identification Framework</li> <li>• Initial longlist of 100 potential profiles for screening</li> <li>• Structured excel database Minimum 15 mapped personalities across tiers</li> </ul>	1 database with 15 mapped personalities across tiers		
2	Due Diligence Report (1 each for each influencers / celebrities/ advocates) using the UNFPA due diligence format	15		
3	Onboard 4 pro bono celebrities/ influencers / advocates, including (a) completion of due diligence, (b) onboarding documentation, and (c) development of advocacy engagement workplans.	4 workplans		
4	Talent-Led Content Creation Only scripting and approval from talent (LoE for <b>coordination and Facilitation</b> ) <b>Raw footage and photos to be obtained through pro-bono engagement with the personalities. UNFPA India will facilitate the post production.</b> <ul style="list-style-type: none"> <li>• Pls refer to the ToR for details</li> </ul>	12		

No.	Description	Quantity	Unit Cost	Total (INR)
5	<p>Participation of influencers in Advocacy Campaigns (<b>LoE for facilitation/coordination</b>)</p> <p>Travel tickets or travel related logistics costs NOT to be included.</p>	<p><b>27 personalities</b> for digital campaigns - (3 personalities per campaign across tiers x 3 digital campaigns per quarter x 3 quarters)</p> <p><b>1-2 personalities</b> for one in person event across tiers</p>		
6	<ul style="list-style-type: none"> <li>Media mobilisation Celebrity/ Advocate Led Events</li> <li>Dissemination of press release/news across a minimum of 30 publications (print, digital, social media) each</li> </ul>	2 Events		
<b>PART B</b>				
1	Press Release around UNFPA events, releases, reports - Dissemination	10		
2	Placement in a Vodcast/Radio (top 10 in India) (English/Hindi)	1		
3	Placement of Op-ed/Print Interview/Article (English/Hindi)	2		
4	<p>TV Appearance (National/State Level) in top 5 news channels (Government/private/digital)</p> <ul style="list-style-type: none"> <li>High delegation Visit/s</li> <li>Major Announcement/s</li> <li>Event/s</li> <li>(English /Hindi)</li> </ul>	2		



No.	Description	Quantity	Unit Cost	Total (INR)
PART C				
1	Strategic Introductions and Relationship Facilitation	Minimum 5 introductions / meetings		
2	Curated Engagement or Convening  <b>LoE for facilitation of the partnerships</b>  <b>*Event management by UNFPA India</b>	1  Participation of minimum 5 Philanthropists / HNWI		
3	Pro Bono Co-Branded Collaborations  <b>LoE for facilitation of the partnerships</b>	Minimum 2 collaborations established for online campaigns		

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/IND/RFQ/26/006 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

	Click here to enter a date.	
Name and title	Date and place	

## DECLARATION FROM

The undersigned, being a duly authorized representative of the Company represents and declares that:

1.	The Company and its Management <sup>1</sup> have not been found guilty pursuant to a final judgement or a final administrative decision of any of the following:	YES	NO
	a. Fraud;	<input type="checkbox"/>	<input type="checkbox"/>
	b. Corruption;	<input type="checkbox"/>	<input type="checkbox"/>
	c. conduct related to a criminal organization;	<input type="checkbox"/>	<input type="checkbox"/>
	d. money laundering or terrorist financing;	<input type="checkbox"/>	<input type="checkbox"/>
	e. terrorist offences or offences linked to terrorist activities;	<input type="checkbox"/>	<input type="checkbox"/>
	f. sexual exploitation and abuse;	<input type="checkbox"/>	<input type="checkbox"/>
	g. child labour, forced labour, human trafficking; or	<input type="checkbox"/>	<input type="checkbox"/>
	h. irregularity (non-compliance with any legal or regulatory requirement applicable to the Organization or its Management).	<input type="checkbox"/>	<input type="checkbox"/>
2.	The Company and its Management have not been found guilty pursuant to a final judgment or a final administrative decision of grave professional misconduct.	<input type="checkbox"/>	<input type="checkbox"/>
3.	The Company and its Management are not: bankrupt, subject to insolvency or winding-up procedures, subject to the administration of assets by a liquidator or a court, in an arrangement with creditors, subject to a legal suspension of business activities, or in any analogous situation arising from a similar procedure provided for under applicable national law.	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1</sup> "Management" means any person having powers of representation, decision-making or control over the Organization. This may include, for example, executive management and all other persons holding downstream managerial authority, anyone on the board of directors, and controlling shareholders.



4.	The Company and its Management have not been the subject of a final judgment or a final administrative decision finding them in breach of their obligations relating to the payment of taxes or social security contributions.	<input type="checkbox"/>	<input type="checkbox"/>
5.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found they created an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations in the jurisdiction of its registered office, central administration, or principal place of business ( <i>creating a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>
6.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found the Company was created with the intent referred to in point (5) ( <i>being a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>

The UNFPA reserves the right to disqualify the Company, suspend or terminate any contract or other arrangement between the UNFPA and the Company, with immediate effect and without liability, in the event of any misrepresentation made by the Company in this Declaration.

It is the responsibility of the Company to immediately inform the UNFPA of any changes in the situations declared above.

This Declaration is in addition to, and does not replace or cancel, or operate as a waiver of, any terms of contractual arrangements between the UNFPA and the Company.

Signature:

Date:

Name and Title:

Name of the Company:

UNGM N°:

Postal Address:

Email:

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United Nations Population Fund  
UNFPA, India Office  
55, Lodi Estate, New Delhi - 110003  
Email: [yagarwal@unfpa.org](mailto:yagarwal@unfpa.org)  
Website: [www.unfpa.org](http://www.unfpa.org)

**ANNEX I:**  
**General Conditions of Contracts:**  
**De Minimis Contracts**

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)

Please note that a PDF version of the General Conditions of Contracts must be provided.