



REQUEST FOR QUOTATION (RFQ)

FOR COMPLEX SERVICES

SECTION 1: REQUEST FOR QUOTATION (RFQ) - REQUEST LETTER

UNFPA kindly requests your Quotation for the provision of services as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

- Annex 1: Description of Requirements
- Annex 2: Quotation Submission Form
- Annex 3: Technical Offer
- Annex 4: Financial Offer
- Annex 5: Bidder Declaration Form

When preparing your offer, please be guided by the RFQ Instructions and Data. Please note that offers must be submitted using Annex 2: Quotation Submission Form, Annex 3: Technical Offer, Annex 4: Financial Offer and Annex 5: Bidder Declaration Form, by the method and by the date and time indicated in Section 2. It is your responsibility to ensure that your offer is submitted on or before the deadline. Offers received after the submission deadline, for whatever reason, will not be considered for evaluation.

Offers must be submitted directly in NextGenERP supplier portal following this link: <http://supplier.quantum.partneragencies.org> using the profile you may have in the portal. Follow the instructions in the user guide to search for the tender using Negotiation ID in this document.



UNFPA is using **Quantum**, an ERP platform based Oracle Cloud, which supports the United Nations procurement processes. To access the Solicitation Documents and/or submit a response, please log in to the Quantum and subscribe to the subject tender following the instructions below:

(I) Suppliers with an Existing Profile in Quantum:

- If you already have a profile in Quantum, please use the following link to access the system: <http://supplier.quantum.partneragencies.org/>
- To locate the tender and submit a response, please refer to the [Quantum Negotiation Module Supplier User Guide](#).

Note: Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember the password or the username from the previous registration.

(II) Suppliers without an Existing Profile in Quantum:

- If you have not previously registered in Quantum, you can register a profile using the [Quantum Supplier Registration link](#).
- For guidance on creating your profile, locating the tender and submitting a response, please refer to the [Quantum Negotiation Module Supplier User Guide](#).
- For additional instructions on managing documents such as Purchase Orders, Invoices, Contracts in the Supplier Portal, please consult with the following link: [Quantum Supplier Portal User Guide](#).

(III) Notifications from UNFPA regarding the tender:

To ensure you receive any updates or Amendments related to the tender, kindly create a draft response without submitting. This will activate notifications from the system regarding the changes to the tender requirements, if any.

(IV) Clarification Requests:

Should you require any clarifications, please use the "Messages" functionality directly in the system.

Thank you and we look forward to receiving your quotation.



UNFPA, India Office



Tender Overview

A Specialized 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.



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1 Overview

1.1 General Information

Title	Hiring of a specialised talent management agency
Contact Point	Yogesh Agrawal
Outcome	Purchase Order
Two Stage	Yes
Evaluation	
E-Mail	yagarwal@unfpa.org
Reference Number	UNFPA-IND-00004
Beneficiary Country	IND

Introduction A Specialized 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.

This is a two stage negotiation and all responses will be evaluated in two stages.

1.2 Tender Timeline

Preview Date	
Open Date	04/06/2026 10.40
Close Date	18/06/2026 23.59
Time Zone	India Standard Time

1.3 Response Rules

This negotiation is governed by all the rules displayed below.

	Rule
<input checked="" type="checkbox"/>	Suppliers are required to respond with full quantity on each line



	Rule
<input checked="" type="checkbox"/>	Suppliers are allowed to revise their submitted response

1.4 Terms

Negotiation Currency INR (Indian Rupee)



2 Requirements

**Response is required*

Kindly upload financial offer documents in financial section (Financial Evaluation - Commercial) only. If your financial offer is visible in any part of the technical section, your submission will be disqualified.

Please read the questions carefully and answer the questions by selecting an appropriate response. Kindly also upload relevant documents where necessary.

2.1 Section 1. General Provisions (Technical)

1. Introduction

Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNFPA. This RFQ is conducted in accordance with the [UNFPA Procurement Procedures](#).

Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNFPA. UNFPA is under no obligation to award a contract to any Bidder as a result of this RFQ.

UNFPA reserves the right to cancel the procurement process at any stage without any liability of any kind for UNFPA, upon notice to the proposers or publication of cancellation notice on UNGM.

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.

2. General Instructions

Please carefully read the attached SECTION 2 - GENERAL INSTRUCTIONS and Annex 1 describing main scope of the requirements and other provisions to this process.

Attachments:

File Name or URL	Type	Description
Annex 1 - TOR.docx	File	TOR



Section 2 - EN RFQ Complex Ser	File	RFQ GENERAL INSTRUCTIONS
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3. Special Instructions

Please read and follow the specific instructions included in Specific Instructions document herewith attached.

Attachments:

File Name or URL	Type	Description
PR and Influencer EN Section 2.	File	RFQ SPECIFIC INSTRUCTIONS

***4. General Conditions of Contract**

Do you confirm acceptance of UNFPA General Conditions of Contract herewith attached?

Applicable GCCs

- [UNFPA General Conditions of the Contract - Provision of Services](#)

Attachments:

File Name or URL	Type	Description
General Conditions of Contract	File	General Conditions of Contract

Target: Confirm acceptance of GCCs

Select one of the following:-

- a. Confirm acceptance of GCCs
- b. Deviations from GCCs proposed (*Response attachments are required*)

5. Criteria for Evaluation and Contract Award

Highest Combined Score (based on the 70% technical offer and 30% financial offer weight distribution)

Technical Offer (70%)

- 1. Relevant Experience in ProBono Talent Management and Media Engagement - 35%**
- 2. Quality and Strength of Technical Proposal - 10%**
- 3. Driving High-Value Partnerships and Pro Bono Collaborations - 20%**
- 4. Creative and Content Capability - 20%**



5. Team Composition and Operational Capacity - 15%

Financial Offer (30%)

To be computed as a ratio of the Bidder's offer to the lowest price among the offers received by UNFPA.

2.2 Section 2. Documents to be submitted (Technical)

*1. Company Profile

Have you provided company profile? It should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured.

Target: Company profile provided

Select one of the following:-

a. Company profile provided (*Response attachments are required*)

*2. Registration Certificate

Have you provided a copy of your company registration certificates?

Target: Yes

Select one of the following:-

a. Yes (*Response attachments are required*)

*3. Financial Statements

Have you provided latest audited financial statements - income statement and balance sheet to indicate financial stability, liquidity, credit standing, and market reputation?

Select one of the following:-

a. Financial statements provided (*Response attachments are required*)

*4. List of Recent Projects

Have you provided a list of recent projects for the last **Three** years and their value, indicating client's contact details who may be contracted for further information on those contracts?

Target: Yes

Select one of the following:-

a. Yes (*Response attachments are required*)

*5. List of ongoing projects with UNFPA and other national/multi-national organizations

Have you provided a list of ongoing projects, and their values, with UNFPA and other national or multi-national organizations, including contact details of clients and current completion ratio of each project?

Select one of the following:-

a. Yes (*Response attachments are required*)

b. No (*Response attachments are optional*)

*6. CVs of Key personnels



Have you provided completed and signed CVs for the proposed key Personnel as required by UNFPA?

Target: Yes

Select one of the following:-

a. Yes (Response attachments are required)

***7. Annex 2 - Quotation Submission Form**

Have you uploaded the completed Annex 2 - Quotation Submission Form?

Attachments:

File Name or URL	Type	Description
Annex 2 - EN RFQ Complex Servi	File	QUOTATION SUBMISSION FORM

Select one of the following:-

a. Annex 2 - Quotation Submission Form uploaded (Response attachments are required)

2.3 Section 3. Bidders' Declaration (Technical)

***1. Requirements and Terms and Conditions**

I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.

Select one of the following:-

a. Yes

b. No

***2. Capacity and capability**

I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.

Select one of the following:-

a. Yes

b. No

***3. Ethics**

In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ ;has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.

Select one of the following:-

a. Yes

b. No

***4. Code of Conduct**

I/We confirm to undertake not to engage in proscribed practices, or any other unethical practice, with the UN



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or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we have read the United Nations Supplier Code of Conduct: <https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct> and acknowledge that it provides the minimum standards expected of suppliers to the UN.

Select one of the following:-

- a. Yes
- b. No

***5. Conflict of Interest**

I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation's Point of Contact.

Select one of the following:-

- a. Yes
- b. No

***6. Prohibitions, Sanctions**

I/We hereby declare that our firm, ultimate beneficial owners, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization.

Select one of the following:-

- a. Yes
- b. No

***7. Bankruptcy**

I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.

Select one of the following:-

- a. Yes
- b. No

***8. Offer Validity Period**

I/We confirm that this Quote, including the price, remains open for acceptance for the Offer Validity.

Select one of the following:-

- a. Yes
- b. No

***9. Acceptance of contract**

I/We understand and recognize that you are not bound to accept any Proposal you receive, and we certify that the goods offered in our Proposal are new and unused.



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Select one of the following:-

- a. Yes
- b. No

***10. Signatory person**

I/We hereby confirm that this offer in the system is submitted by an authorized person from the company and it warrants and agrees that he/she been authorized by the Organization/s to make this declaration on its/their behalf.

Select one of the following:-

- a. Yes
- b. No

***11. Annex 5 - Bidder Declaration Form**

Have you signed the attached the Bidder Declaration Form, as per attachment?

Attachments:

File Name or URL	Type	Description
Annex 5 - EN RFQ Complex Servi	File	Bid Declaration Form

Select one of the following:-

- a. Yes *(Response attachments are required)*

2.4 Section 4. Technical evaluation (Technical)

***1. Annex 3 - Technical Offer**

Please provide a completed Technical Offer submission as per the Annex 3 herewith attached.

Attachments:

File Name or URL	Type	Description
Annex 3 - EN RFQ Complex Servi	File	Technical Proposal Format

Select one of the following:-

- a. Technical Offer submitted *(Response attachments are required)*

***2. Relevant Experience in ProBono Talent Management and Media Engagement - 35% Weightage**

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

Select one of the following:-

- a. Relevant Experience in ProBono Talent Management and Media Engagement *(Response attachments are required)*

***3. Quality and Strength of Technical Proposal - 10% Weightage**



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

Select one of the following:-

- a. Quality and Strength of Technical Proposal *(Response attachments are required)*

***4. Driving High-Value Partnerships and Pro Bono Collaborations - 20% Weightage**

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.

Select one of the following:-

- a. Driving High-Value Partnerships and Pro Bono Collaborations *(Response attachments are required)*

***5. Creative and Content Capability - 20% Weightage**

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

Select one of the following:-

- a. Creative and Content Capability *(Response attachments are required)*

***6. Team Composition and Operational Capacity - 15% Weightage**

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.

Select one of the following:-

- a. Team Composition and Operational Capacity *(Response attachments are required)*

2.5 Section 5. Financial Evaluation (Commercial)

*1. Financial Offer Please provide the cost breakdown of your financial offer as per the template Annex 4 - Financial Offer form.

Attachments:

File Name or URL	Type	Description
Annex 4 - Financial Offer	File	FINANCIAL OFFER

Select one of the following:-

- a. Annex 4 - Financial Offer *(Response attachments are required)*



3 Lines

3.1 Line Information

Line	Category Name	Item	Target Quantity	Unit Price	Total Price	Additional Attributes
1-Press Release around UNFPA events, releases, reports - Dissemination 10 press releases	Events management					
2- Placement in a Vodcast/ Radio (top 10 in India)- 1 QTY	Events management					
3- Placement of Op-ed/Print Interview/ Article-2 QTY	Events management					



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Line	Category Name	Item	Target Quantity	Unit Price	Total Price	Additional Attributes
4-TV Appearance (National/ State Level) in top 5 news channels (Government/private/digital) High delegation Visit/s, Major Announcement/s , Event/s 2 QTY	Events management					
5- Strategic Introductions and Relationship Facilitation 3 introductions / meetings	Events management					
6- Curated Engagement or Convening - QTY 1	Events management					
7-Pro Bono Co-Branded Partnerships - 1QTY	Events management					
8-GST	Value added tax VAT					

