



**USAID**  
FROM THE AMERICAN PEOPLE

**SRI LANKA**

**SOLICITATION NUMBER:** 72038324Q00001

**ISSUANCE DATE:** May 31, 2024

**QUESTIONS SUBMISSION DUE DATE:** June 14 , 2024 at 17:00 (Colombo time)

**PROPOSALS SUBMISSION DUE DATE:** June 21 , 2024 at 17:00 (Colombo time)

**Request for Proposals**

**SUBJECT: Request for Proposals (RFP) for USAID Sri Lanka-Maldives Outreach and Media Services Support Activity**

Dear Prospective Proposers:

The United States Government, represented by the U.S. Agency for International Development (USAID)/Sri Lanka and Maldives, is seeking proposals from Sri Lanka & Maldives based organizations to provide Outreach Support to USAID/Sri Lanka and Maldives Staff.

In accordance with FAR Part 12 , under the acquisition of Commercial Products and Commercial Services, USAID intends to award one Firm-Fixed Price (FFP) purchase order for the services described in Attachment 1 according to the terms and conditions in Attachment 2. Proposals must be in accordance with Attachment 1, section 10 of this solicitation. Incomplete proposals will not be considered. Proposers should retain copies of all proposal materials for their records.

USAID will evaluate all proposals based on the stated evaluation criteria.

This RFQ in no way obligates USAID to award a contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offers. Further, the U.S. Government reserves the right to reject any or all proposals received if such action is considered to be in the best interest of the Government. The award is subject to availability of funds.

Any questions must be directed in writing to the Point of Contact specified in Attachment 1.

Sincerely  
Ann Bacon  
Contracting Officer

## **Attachment 1**

### **USAID Sri Lanka-Maldives Outreach and Media Services Support Activity**

#### **STATEMENT OF WORK**

##### **1. OVERVIEW**

The USAID Sri Lanka-Maldives Outreach and Media Services Support Activity ("the Activity") will strengthen the Mission's strategic communications and outreach to achieve our development objectives for Sri Lanka and Maldives. USAID requests the professional services of a full-service public relations/marketing firm to provide a wide range of high-quality communications and outreach services to the Mission, including but not limited to, photography, videography, infographics, event planning and staging, social media content, publications, translations as needed, and media outreach and analysis.

The services mentioned aim to enhance awareness, understanding, and appreciation of the Mission's impact among various stakeholders, including the Sri Lankan people, governments, development community, civil society, private sector, and U.S. audiences. USAID will identify audiences aligned with its development goals at different levels. The successful bidder will provide services during the duration of this contract according to the list of deliverables enumerated below in this solicitation.

##### **2. BACKGROUND**

The USAID Sri Lanka and Maldives DOC office is responsible for creating and disseminating public communication extolling the results of USAID's work in the countries to a variety of audiences. Chief among them is the public, but messaging also targets governments, regional neighbors, the development community, and relevant USG stakeholders locally and in the United States. Our primary messaging platforms are Facebook and Twitter/X for social media, live audiences for events and speeches, traditional media for press releases and occasional electronic media interviews, and branded materials including signboards, banners, stickers at sites and USAID-supported events. During the course of this engagement, the Mission is likely to launch an Instagram account as well. Our implementing partners and stakeholders also promote our work through various channels/platforms.

The broad communications goal is to boost and assess public engagement with and understanding of USAID activities in Sri Lanka, as well as public perception of democratic development and in line with the findings to promote awareness, understanding, and engagement with our multiple audiences in support of the Mission's development goals. The Mission has a portfolio of more than 30 programs working across sectors including economic

growth, governance and vulnerable populations, environment, energy, disaster risk reduction, humanitarian assistance, and civil society.

### **3. APPROACH**

The objective of the Activity is to support strategic communications efforts of the USAID Mission in Sri Lanka and Maldives by providing high quality professional technical services, such as photography, videography and other services as noted in the list of deliverables.

### **4. CORE THEMES:**

The scope of this engagement is limited to the creation and implementation of the Activity as outlined and the delivery of services as specified.

To meet the goals of USAID's development outreach communications strategy, the activity will support USAID Sri Lanka and Maldives outreach efforts by providing a range of outreach communications services. Below is a detailed list of deliverables during the term of this engagement:

### **5. DELIVERABLES:**

The contracted firm shall undertake the following tasks for the first six (6) months:

- 1) Deliverable 1 - Preparatory Tasks and Work Plan
  - Develop an implementation work plan in coordination with the Development Outreach Communications (DOC) team
  - Due Date: 20 days from award
- 2) Production of a minimum of twelve (12) videos of up to two minutes each in English with subtitled versions in Sinhala and Tamil. Storyboards and scripts will be developed in consultation with the Development Outreach Communication team. Package must include all videos, including outtakes, and the final video product.
- 3) Production of a minimum of two (2) videos in English with Dhivehi subtitles. Storyboards and scripts will be developed in consultation with the DOC team. Package must include all videos, including outtakes, and the final video product.
- 4) Production of digital HD photos with captions from a minimum of twelve (12) photoshoots. Photoshoots will highlight USAID activities in various locations in Sri Lanka and Maldives as directed by DOC and will feature action shots of everyday Sri Lankans and Maldivians whose lives and communities are impacted by USAID. Vendor will produce an edited package of photos from each shoot and final package will include both the edited package and outtakes.

- 5) Design of six (6) infographics in Sinhala and Tamil for USAID social media in Sri Lanka and three (3) infographics in Dhivehi for USAID social media in Maldives to engage Sri Lankans and Maldivians to comment, share, and interact, in order to build public awareness and engagement with USAID's work.
- 6) Translation as indicated:
  - 24 social media posts in Sinhala and Tamil for USAID/Sri Lanka social media and 12 social media posts in Dhivehi for USAID/Maldives social media.
  - Six (6) speeches/remarks in Sinhala and Tamil for USAID/Sri Lanka and two (2) speeches/remarks for USAID/Maldives.
  - Two (2) press releases in Dhivehi for USAID/Maldives.
- 7) Development and execution of at least two (2) media tours in Sri Lanka. Develop media tour concept and key messages and budget in collaboration with USAID/Sri Lanka-Maldives DOC team; consult with DOC on appropriate media invitees; arrange and execute the logistics of each tour. A member of the DOC team will accompany each tour. Note that media tours could encompass more than one site.
- 8) Monthly media monitoring and reporting
  - A monthly report with analysis on USAID coverage across Sri Lankan and Maldivian media outlets, including newspaper, television, and online coverage.
  - Due date: Monthly following acceptance of Deliverable 1
- 9) Monthly social media reporting
  - Monthly reporting and analysis on USAID social media platforms, including standard audience metrics and post performance metrics along with analysis of the performance and recommendations for improved social media audience growth and post production.
    - i) USAID Media Platforms:
    - ii) Facebook and X in Sri Lanka
    - iii) Facebook and X in Maldives
  - Due date: Monthly following acceptance of Deliverable 1
- 10) Boost twenty-four (24) key social media posts each for USAID/Sri Lanka and USAID/Maldives Facebook sites, in consultation with the DOC team to determine specific posts to boost and target audiences to address.

## **7. PERIOD OF PERFORMANCE**

Six (6) months with an option to extend at no cost to accommodate deliverables not fulfilled in the initial six-month period. Options may be exercised based upon satisfactory contractor performance, mutual agreement between contractor and US Government, continued mission requirement and continued availability of funds.

## 8. PLACE OF PERFORMANCE

Place of Performance: Sri Lanka and Maldives

## 9. CONTRACT TYPE AND PRICE

This contract will be a Firm-Fixed Price Purchase Order. For the consideration set forth in the contract, the Contractor shall comply with all contract requirements. Payment of fixed fee will be made upon receipt of a proper invoice on monthly basis and shall directly correspond to the percentage of allowable costs being paid.

## 10. SUBMISSION REQUIREMENTS

### 1. Cost Proposal

The cost proposal shall include the total cost to perform the Outreach Support Activity, including the pre and post assessment activities.

### 2. Technical Proposal

The extent to which the Offeror demonstrates they understand the requirements and how they would execute it. The proposal should include of the following:

- a. A profile of the offeror (e.g., a company profile) which contains: a brief history of the entity, and a summary of previous clients and highlights of similar outreach campaigns. Previous experience of collaboration with the USG or other international or multilateral donors, similar to USAID, should be included. This section should be 1-2 pages.
- b. Provide examples of no more than three to five visual deliverables of the types listed in Section 5, including at least one photo, one video, and one infographic as applicable to your past work.
- c. Select list of organizations that the offeror has successfully provided similar services within the past two (2) years. This section must include a short description of the similar service provided, as well as point of contact information at the customer organization that USAID may use to evaluate past performance (e.g. conduct reference checks). This section should not be more than 5 pages.

### 4. Proposal Instructions

Be sure to consider all costs associated with the delivery of these Outreach Support Activities, including but not limited to pre and post assessment activities, travel & accommodation.

**Complete Proposal should be submitted to [colombousaidexogen-services@usaid.gov](mailto:colombousaidexogen-services@usaid.gov)**

## **11. EVALUATION CRITERIA**

The USAID Contracting Officer will determine the “Best Value to the Government” based on prices that are realistic, fair and reasonable in relation to the Independent Government Cost Estimate. The Contracting Officer may enter into negotiations with the offeror to discuss areas where the proposal could be improved and costs reduced. Upon successful negotiations with the offeror, a fixed-price Purchase Order will be used to procure the services.

- a. Ability to provide the required service as outlined in the solicitation. This will be based on the technical proposal and oral presentation (see section 10).
- b. Past performance in successfully providing similar services in Sri Lanka and Maldives.

## **12. PAYMENT SCHEDULE**

Partial payment may be authorized upon request and approval from the Contracting Officer. Otherwise, the contractor shall be paid a lump sum upon acceptance of all deliverables and within 30 days of receipt of invoice.

## **13. INVOICES**

The contractor shall be paid in accordance with the payment schedule/deliverables upon receipt of a valid invoice within 30 days after the successful completion and acceptance of the purchased services. No other benefits are offered.

One (1) original of each invoice shall be submitted electronically to [jomorris@usaid.gov](mailto:jomorris@usaid.gov) and to the Activity Manager with any other documentation in PDF adobe format.

## **14. ACTIVITY MANAGER:**

The Activity Manager of this Purchase Order is:

Passanna Gunasekera  
DOC Office  
USAID/Sri Lanka

## **Attachment 2 Contract Terms and Conditions—Commercial Products and Commercial Services**

(a) Inspection/Acceptance. The Contractor shall only tender for acceptance those items that

conform to the requirements of this contract. The Government reserves the right to inspect or test any supplies or services that have been tendered for acceptance. The Government may require repair or replacement of nonconforming supplies or reperformance of nonconforming services at no increase in contract price. If repair/replacement or reperformance will not correct the defects or is not possible, the Government may seek an equitable price reduction or adequate consideration for acceptance of nonconforming supplies or services. The Government must exercise its post acceptance rights-

(1) Within a reasonable time after the defect was discovered or should have been discovered;

And

(2) Before any substantial change occurs in the condition of the item, unless the change is due to the defect in the item.

(b) Assignment. The Contractor or its assignee may assign its rights to receive payment due as a result of performance of this contract to a bank, trust company, or other financing institution, including any Federal lending agency in accordance with the Assignment of Claims Act (31 U.S.C. 3727). However, when a third party makes payment (e.g., use of the Governmentwide commercial purchase card), the Contractor may not assign its rights to receive payment under this contract.

(c) Changes. Changes in the terms and conditions of this contract may be made only by written agreement of the parties.

(d) Disputes. This contract is subject to 41 U.S.C. chapter 71, Contract Disputes. Failure of the parties to this contract to reach agreement on any request for equitable adjustment, claim, appeal or action arising under or relating to this contract shall be a dispute to be resolved in accordance with the clause at Federal Acquisition Regulation (FAR) 52.233-1, Disputes, which is incorporated herein by reference. The Contractor shall proceed diligently with performance of this contract, pending final resolution of any dispute arising under the contract.

(e) Definitions. The clause at FAR 52.202-1, Definitions, is incorporated herein by reference.

(f) Excusable delays. The Contractor shall be liable for default unless nonperformance is caused by an occurrence beyond the reasonable control of the Contractor and without its fault or negligence such as, acts of God or the public enemy, acts of the Government in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, unusually severe weather, and delays of common carriers. The Contractor shall notify the Contracting Officer in writing as soon as it is reasonably possible after the commencement of any excusable delay, setting forth the full particulars in connection therewith, shall remedy such occurrence with all reasonable dispatch, and shall promptly give written notice to the Contracting Officer of the cessation of such occurrence.

(g) Invoice.

(1) The Contractor shall submit an original invoice and three copies (or electronic invoice, if authorized) to the address designated in the contract to receive invoices. An invoice must include-

- (i) Name and address of the Contractor;
- (ii) Invoice date and number;
- (iii) Contract number, line item number and, if applicable, the order number;
- (iv) Description, quantity, unit of measure, unit price and extended price of the items Delivered;
- (v) Shipping number and date of shipment, including the bill of lading number and weight of shipment if shipped on Government bill of lading;
- (vi) Terms of any discount for prompt payment offered;
- (vii) Name and address of official to whom payment is to be sent;
- (viii) Name, title, and phone number of person to notify in event of defective invoice; and
- (ix) Taxpayer Identification Number (TIN). The Contractor shall include its TIN on the invoice only if required elsewhere in this contract.
- (x) Electronic funds transfer (EFT) banking information.

(A) The Contractor shall include EFT banking information on the invoice only if required elsewhere in this contract.

(B) If EFT banking information is not required to be on the invoice, in order for the invoice to be a proper invoice, the Contractor shall have submitted correct EFT banking information in accordance with the applicable solicitation provision, contract clause (e.g., 52.232-33, Payment by Electronic Funds Transfer-System for Award Management, or 52.232-34, Payment by Electronic Funds Transfer-Other Than System for Award Management), or applicable agency procedures.

(C) EFT banking information is not required if the Government waived the requirement to pay by EFT.

(2) Invoices will be handled in accordance with the Prompt Payment Act (31 U.S.C.3903) and Office of Management and Budget (OMB) prompt payment regulations at 5 CFR Part 1315.

(h) Patent indemnity. The Contractor shall indemnify the Government and its officers, employees and agents against liability, including costs, for actual or alleged direct or contributory infringement of, or inducement to infringe, any United States or foreign patent, trademark or copyright, arising out of the performance of this contract, provided the Contractor is reasonably notified of such claims and proceedings.

(i) Payment.-



(1) Items accepted. Payment shall be made for items accepted by the Government that have been delivered to the delivery destinations set forth in this contract.

(2) Prompt payment. The Government will make payment in accordance with the Prompt Payment Act (31 U.S.C.3903) and prompt payment regulations at 5 CFR Part 1315.

(3) Electronic Funds Transfer (EFT). If the Government makes payment by EFT, see 52.212-5(b) for the appropriate EFT clause.

(4) Discount. In connection with any discount offered for early payment, time shall be computed from the date of the invoice. For the purpose of computing the discount earned, payment shall be considered to have been made on the date which appears on the payment check or the specified payment date if an electronic funds transfer payment is made.

(5) Overpayments. If the Contractor becomes aware of a duplicate contract financing or invoice payment or that the Government has otherwise overpaid on a contract financing or invoice payment, the Contractor shall-

(i) Remit the overpayment amount to the payment office cited in the contract along with a

description of the overpayment including the-

(A) Circumstances of the overpayment (e.g., duplicate payment, erroneous payment,

liquidation errors, date(s) of overpayment);

(B) Affected contract number and delivery order number, if applicable;

(C) Affected line item or subline item, if applicable; and

(D) Contractor point of contact.

(ii) Provide a copy of the remittance and supporting documentation to the Contracting Officer.

(6) Interest.

(i) All amounts that become payable by the Contractor to the Government under this contract shall bear simple interest from the date due until paid unless paid within 30 days of becoming due. The interest rate shall be the interest rate established by the Secretary of the Treasury as provided in 41 U.S.C. 7109, which is applicable to the period in which the amount becomes due, as provided in (i)(6)(v) of this clause, and then at the rate applicable for each six-month period as fixed by the Secretary until the amount is paid.

(ii) The Government may issue a demand for payment to the Contractor upon finding a

debt is due under the contract.

(iii) Final decisions. The Contracting Officer will issue a final decision as required by 33.211 if-

(A) The Contracting Officer and the Contractor are unable to reach agreement on the

existence or amount of a debt within 30 days;

(B) The Contractor fails to liquidate a debt previously demanded by the Contracting Officer within the timeline specified in the demand for payment unless the amounts were not repaid because the Contractor has requested an installment payment agreement; or  
(C) The Contractor requests a deferment of collection on a debt previously demanded by the Contracting Officer (see 32.607-2).

(iv) If a demand for payment was previously issued for the debt, the demand for payment included in the final decision shall identify the same due date as the original demand for payment.

(v) Amounts shall be due at the earliest of the following dates:

(A) The date fixed under this contract.

(B) The date of the first written demand for payment, including any demand for payment resulting from a default termination.

(vi) The interest charge shall be computed for the actual number of calendar days involved

beginning on the due date and ending on-

(A) The date on which the designated office receives payment from the Contractor;

(B) The date of issuance of a Government check to the Contractor from which an amount otherwise payable has been withheld as a credit against the contract debt; or

(C) The date on which an amount withheld and applied to the contract debt would otherwise have become payable to the Contractor.

(vii) The interest charge made under this clause may be reduced under the procedures

prescribed in FAR 32.608-2 in effect on the date of this contract.

(j) Risk of loss. Unless the contract specifically provides otherwise, risk of loss or damage to the supplies provided under this contract shall remain with the Contractor until, and shall pass to the Government upon:

(1) Delivery of the supplies to a carrier, if transportation is f.o.b. origin; or

(2) Delivery of the supplies to the Government at the destination specified in the contract, if

transportation is f.o.b. destination.

(k) Taxes. The contract price includes all applicable Federal, State, and local taxes and duties.

(l) Termination for the Government's convenience. The Government reserves the right to

terminate this contract, or any part hereof, for its sole convenience. In the event of such termination, the Contractor shall immediately stop all work hereunder and shall immediately cause any and all of its suppliers and subcontractors to cease work. Subject to the terms of this contract, the Contractor shall be paid a percentage of the contract price reflecting the percentage of the work performed prior to the notice of termination, plus reasonable charges the Contractor can demonstrate to the satisfaction of the Government using its standard record keeping system, have resulted from the termination. The Contractor shall not be required to comply with the cost accounting standards or contract cost principles for this purpose. This paragraph does not give the Government any right to audit the Contractor's records. The Contractor shall not be paid for any work performed or costs incurred which reasonably could have been avoided.

(m) Termination for cause. The Government may terminate this contract, or any part hereof, for cause in the event of any default by the Contractor, or if the Contractor fails to comply with any contract terms and conditions, or fails to provide the Government, upon request, with adequate assurances of future performance. In the event of termination for cause, the Government shall not be liable to the Contractor for any amount for supplies or services not accepted, and the Contractor shall be liable to the Government for any and all rights and remedies provided by law. If it is determined that the Government improperly terminated this contract for default, such termination shall be deemed a termination for convenience.

(n) Title. Unless specified elsewhere in this contract, title to items furnished under this contract shall pass to the Government upon acceptance, regardless of when or where the Government takes physical possession.

(o) Warranty. The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in this contract.

(p) Limitation of liability. Except as otherwise provided by an express warranty, the Contractor will not be liable to the Government for consequential damages resulting from any defect or deficiencies in accepted items.

(q) Other compliances. The Contractor shall comply with all applicable Federal, State and local laws, executive orders, rules and regulations applicable to its performance under this contract.

(r) Compliance with laws unique to Government contracts. The Contractor agrees to comply with 31 U.S.C. 1352 relating to limitations on the use of appropriated funds to influence certain Federal contracts; 18 U.S.C. 431 relating to officials not to benefit; 40 U.S.C. chapter 37, Contract Work Hours and Safety Standards; 41 U.S.C. chapter 87, Kickbacks; 41 U.S.C. 4712 and 10 U.S.C. 2409 relating to whistleblower protections; 49 U.S.C. 40118, Fly American; and 41 U.S.C. chapter 21 relating to procurement integrity.

(s) Order of precedence. Any inconsistencies in this solicitation or contract shall be resolved by giving precedence in the following order:

- (1) The schedule of supplies/services.
- (2) The Assignments, Disputes, Payments, Invoice, Other Compliances, Compliance with Laws Unique to Government Contracts, and Unauthorized Obligations paragraphs of this clause;
- (3) The clause at 52.212-5.
- (4) Addenda to this solicitation or contract, including any license agreements for computer software.
- (5) Solicitation provisions if this is a solicitation.
- (6) Other paragraphs of this clause.
- (7) The Standard Form 1449.
- (8) Other documents, exhibits, and attachments.
- (9) The specification.

(t) Unauthorized Obligations.

- (1) Except as stated in paragraph (u)(2) of this clause, when any supply or service acquired under this contract is subject to any End User License Agreement (EULA), Terms of Service (TOS), or similar legal instrument or agreement, that includes any clause requiring the Government to indemnify the Contractor or any person or entity for damages, costs, fees, or any other loss or liability that would create an Anti-Deficiency Act violation (31 U.S.C. 1341), the following shall govern:
  - (i) Any such clause is unenforceable against the Government.
  - (ii) Neither the Government nor any Government authorized end user shall be deemed to have agreed to such clause by virtue of it appearing in the EULA, TOS, or similar legal instrument or agreement. If the EULA, TOS, or similar legal instrument or agreement is invoked through an "I agree" click box or other comparable mechanism (e.g., "click-wrap" or "browse-wrap" agreements), execution does not bind the Government or any Government authorized end user to such clause.
  - (iii) Any such clause is deemed to be stricken from the EULA, TOS, or similar legal instrument or agreement.
- (2) Paragraph (u)(1) of this clause does not apply to indemnification by the Government that is expressly authorized by statute and specifically authorized under applicable agency regulations and procedures.

