



Date: [09/05/2025]

REQUEST FOR QUOTATION RFQ N° UNFPA/IND/RFQ/25/003

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“Hiring of a Digital, Creative, Content and Performance Marketing Agency”

UNFPA requires the services of a qualified Digital, Creative, Content, and Performance Marketing Agency to undertake various tasks as detailed in the Terms of Reference (ToR). The agency will support UNFPA India in enhancing its digital presence, executing high-impact campaigns, producing engaging content, managing social media platforms, and driving performance marketing initiatives. Please note that the quantities mentioned for deliverables are indicative and may be adjusted based on project needs and evolving priorities over the course of implementation.

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](#)

Terms of Reference (ToR)

UNFPA is seeking services from a qualified digital media and communications agency to strengthen UNFPA's online presence and its brand through innovative social media strategies, content management and influencer engagement.

A) Objective of the assignment

The objective of this assignment is to strengthen UNFPA India's digital presence by enhancing visibility, increasing followership, driving engagement and virality, and fostering a strong online community across Instagram, X, Facebook, YouTube, and Josh. This includes implementing UNFPA India's digital refresh strategy to establish the organization as a thought leader and a go-to platform for Sexual and Reproductive Health and Rights (SRHR), Youth and Adolescent issues, Maternal Health, Gender Equality, Population Trends and Healthy Ageing.



Objective 1: Strengthen UNFPA India's Digital Engagement and Social Media Footprint

- Enhance digital presence and grow community engagement across UNFPA India's social media platforms.
- Keep pace with evolving digital trends by leveraging specialized external expertise and vendor support.
- Develop and implement data-driven social media strategies and integrated campaign plans.
- Create engaging, creative, and impactful content tailored for various social media platforms.
- Conduct regular social media research and trend analysis to inform strategy and content development.
- Design and deploy interactive tools such as custom social media filters to boost audience participation.
- Facilitate strategic collaborations with purpose-led influencers to amplify advocacy messaging.
- Implement performance marketing strategies to drive reach, engagement, and measurable KPIs.

Objective 2: Establish UNFPA India as a Digital Thought Leader and Communicator of Impact

- Position UNFPA as a leader in the sexual and reproductive health and rights (SRHR) space through strategic digital storytelling.
- Simplify and unpack complex mandates, data, and programmes into platform-specific, audience-friendly content.
- Highlight initiatives and impact stories from UNFPA's focus states to showcase on-ground work and success.
- Enhance organizational visibility and demonstrate measurable impact across digital and social channels.
- Strengthen awareness and understanding among target audiences, including donors and partners, about the value of UNFPA's work in India.
- Drive engagement by making data and programme results relatable, accessible, and share-worthy on social media.

B) Scope of Work

1. Digital Strategy and Social Media Management

- Conceptualise, Create and Execute UNFPA India's social media strategy, ensuring a unified brand voice across Instagram, Facebook, X, YouTube, and Josh.
- End-to-end management of UNFPA India's social media accounts, including content scheduling, campaign specific calendar creation, posting, community engagement, and monthly hygiene checks and analysis.
- Conduct platform-specific data analysis to generate insights and optimize content performance.
- Implement FAQs for community management to handle audience queries effectively. Prepare a risk mitigation plan for social media platforms.

2. Campaign Strategy, Execution and Performance Marketing

For each UNFPA-specific campaign, the agency will:

- Develop a campaign-specific strategy (complete with objectives, TG, success metrics, creative routes) , ensuring alignment with UNFPA's messaging and thematic priorities.



- Create content plans with multiple formats (reels, carousels, static posts, stories, long-form videos, UGC activations, polls, quizzes, Q&A sessions).
- Execute and coordinate influencer collaborations to maximize campaign reach and engagement. (Support in scripting, editing content and final production)

3. Performance Marketing Strategy and Execution:

- Develop and implement campaign-specific paid media strategies for targeted reach, engagement and followership as per the shared KPI of 2025.
- Leverage data-backed audience segmentation to optimize ads for maximum impact.
- Execute A/B testing on creatives and messaging to refine performance.
- Monitor, analyze, and optimize ad performance in real-time to ensure cost-effective results.
- Provide detailed post-campaign paid media reports, analyzing ROI, audience insights, engagement metrics, recommendations and gaps/learnings.
- Monitor emerging social media trends and recommend innovative content approaches, integrations, and new technology adoption.

4. Content Production and Creative Development

- Conceptualize and produce engaging and platform-optimized content for each campaign.
- Ensure high-quality multimedia production, including graphics, animations, short films, and video explainers.
- Capture event highlights, testimonials, and video bytes from key stakeholders, partners, and community members and edit.
- Edit and package event-based content for social media and long-term repository use.

5. Live Event Coverage & Real-Time Engagement

For all major UNFPA campaigns and observances, the agency will:

- Provide on-ground coverage for key events, including photography, videography, and live social media updates.
- Live stream major sessions, panel discussions, and keynote speeches on relevant social media platforms.
- Capture and edit short-form video content (reels, soundbites, interviews) from speakers and attendees.
- Conduct real-time engagement on social media, including live tweeting, responding to comments, and amplifying key moments.

6. Knowledge Management

- Develop a consolidated spreadsheet that houses all campaign strategies, creative assets, KPIs, performance reports, and links to digital resources—serving as a single knowledge hub for UNFPA.
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C) KEY DELIVERABLES:

Timeline: June to December 2025

Deliverable	Description	Quantity Required
Campaign Strategy and Calendar	Develop a comprehensive campaign plan outlining objectives, key messaging,	4-7



Deliverable	Description	Quantity Required
	content roadmap, influencer collaborations, and performance metrics. Prepare a structured campaign timeline, mapping out content rollout, major activations, and key events for seamless execution.	
Static Posts	Design and publish visually engaging static posts optimized for each platform, ensuring alignment with UNFPA's branding and messaging.	100-180
Carousel Posts (3-10 slides)	Develop multi-slide carousel posts for storytelling, education, and engagement, leveraging high-impact visuals and text.	40-70
Reels (Up till 90 seconds)	Create high-quality, engaging short-form video content optimized for virality, trends, and audience engagement on Instagram and other platforms. (Shoot + Edit) - If required	40-70
Short Video Bytes (Up till 2.5 minutes)	Capture, edit, and publish quick video snippets from events, interviews, and key moments for instant social media engagement.	6-10
GIFs	Design and animate visually appealing GIFs to enhance engagement and reinforce key campaign messages in a dynamic format.	6-10
Event Coverage On-ground	Provide real-time, high-quality event coverage, including photography, videography (record, edit and produce - highlight reels, interviews, and key moments.), live updates, and key highlights capture.	2-4 coverages with 3 video documentation and edit (Minimum 3 minutes and maximum 10 minutes for each) and 100 photos
Live Streaming	Execute professional live streaming of key events, discussions, and campaign activations, ensuring high-quality production and engagement.	1-2
Social Media Analysis and Reporting post Campaigns	1) Conduct in-depth performance analysis of campaigns, providing insights, engagement metrics, and strategic recommendations for optimization along with learnings.	4-7



Deliverable	Description	Quantity Required
	2) Monthly social media analysis reports	Monthly
Viral Marketing Campaign	Develop and execute innovative, trend-driven campaigns designed to maximize organic reach, engagement, and audience participation. With a minimum follower organic growth of 10% on existing social media followers and impressions	1
Influencer Marketing Campaign for Organic Growth with pro bono influencers	Identify, onboard pro bono influencers, and manage influencers to drive campaign awareness, community engagement, and authentic storytelling	1
Social Media Posting & Community Management (FAQs)	Handle daily content publishing, audience interaction, and proactive response management, including setting up FAQs for effective engagement.	Daily
AI short videos (Reels + Live Action + Animated) Up to 90 seconds	Produce creative animated videos that simplify complex topics, enhance storytelling, and drive engagement through visual appeal.	2-5
Campaign Films Up to 3 minutes (with shoot based film or without shoot based film - with existing and stock footage)	Develop high-impact campaign films, from conceptualization to production, delivering compelling narratives that align with UNFPA's objectives including voiceover and subtitles.	1-2
Performance Marketing	Plan, execute, and optimize data-driven paid media campaigns across platforms to enhance reach, engagement, and conversions for key campaigns.	Monthly

D) Key Requirements / Key Skills / Technical Expertise

- Agencies must have a **minimum of 10-15 years** of proven experience in digital marketing, content development, social media management, copywriting, editing, proofreading, translation, graphic design, animation, performance marketing, data analysis and video production.
- Demonstrated experience in planning and executing high-impact **social media campaigns** that leverage user-generated content (UGC) to drive engagement and awareness. Agencies that have won industry-recognized **awards** for social media campaigns will have an added advantage.
- Strong creative and storytelling capabilities, with a deep understanding of youth-oriented content tailored for **Tier 1, Tier 2 and Tier 3 cities**. Proven ability to produce viral, innovative, and culturally relevant content.
- Proficiency in using advanced **social media analytics and reporting tools** to monitor sentiment analysis, track engagement trends, and extract actionable insights for campaign optimization.
- Agencies must demonstrate expertise in producing **high-quality video content**, including editing, animation, GIFs, and dynamic storytelling. Proficiency in Adobe Creative Suite (Photoshop, After Effects, Premiere Pro, Lightroom) is essential. Use of Gen AI and new age AI tools is a must.
- A strong **thematic understanding** of gender equality, human rights, public health, and **sexual and reproductive health and rights (SRHR)** is required. Agencies must be able to craft impactful messaging aligned with UNFPA's mandate and core issues.
- Prior experience working with **UN agencies, international organizations, and NGOs** is desirable. Agencies should have the ability to integrate **programmatic goals into compelling digital narratives**.
- Familiarity with emerging **technological advancements** and digital tools to enhance social media engagement. Teams with experience integrating **AI-driven chatbots, AR/VR, and interactive storytelling** will be preferred.
- Ability to plan, execute, and optimize **performance marketing campaigns** using data-driven targeting strategies across platforms (Meta Ads, YouTube Ads, Google Ads). Agencies must demonstrate expertise in **A/B testing, conversion tracking, and audience segmentation**.
- Agencies should have the capacity to provide **on-ground event coverage**, including professional **photography, videography, live streaming, and live posting** for high-profile UNFPA events.
- Ownership or access to **high-end videography and photography equipment**, including professional cameras, lenses, filters, tripods, microphones, and lights.
- Agencies with substantial contracts and partnerships with **national and international media houses** will have an added advantage.
- Access to a diverse range of **stock photos and videos** for use in campaign content is preferred.
- An **agency located in Delhi-NCR** will be preferred to facilitate seamless coordination, event coverage, and real-time collaboration with UNFPA India's team. But this does not act as a limitation.



E) Duration:

- 8 Months (June, 2025 – December 2025)

F) Instructions for Bidders

Bidders are required to submit both a **Technical Proposal** and a **Financial Proposal** as part of their submission. Please follow the detailed instructions below:

a) Technical Proposal:

The Technical Proposal should clearly demonstrate the bidder's understanding of the requirements and their ability to meet them. It must include the following information:

- **Agency Profile:**
 - Brief overview of the agency, including history, ownership, structure, and areas of expertise.
- **Relevant Experience:**
 - Summary of previous work relevant to the scope of services described.
 - Details of experience working with international organizations, UN agencies, or similar institutions (if any).
- **List of Clients:**
 - A list of past and current clients, highlighting those similar in nature to this assignment.
- **Samples of Previous Work:**
 - Provide links or attachments to case studies, awards won, sample campaigns, creatives, or materials from similar assignments.
- **Proposed Team Composition:**
 - Names, roles, and brief bios of key personnel who would be assigned to this project.
- **Approach and Methodology:**
 - Description of the proposed strategy, process, approach, and timeline to carry out the assignment.
- **Certificates and Accreditations** (if any):
 - Any relevant industry certifications or awards.

Note: The Technical Proposal should not contain any pricing information.



b) Financial Proposal:

The Financial Proposal must be submitted separately from the Technical Proposal. It should follow the prescribed format provided in the Price Quotation Template (attached).

The Financial Proposal should include:

- **Detailed cost breakdown** as per the categories mentioned in the Price Quotation Template.
- **Currency:** All prices must be quoted in [Currency, e.g., INR].
- **Validity:** Prices should remain valid for a minimum of 90 days from the submission deadline.
- **Taxation:** Prices should be exclusive of taxes.
- **Terms of Payment:** Payments to be made on submission of invoice and as per the approved deliverable.
- **Important:** Any financial information included in the Technical Proposal may result in disqualification

II. Questions

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

Name of contact person at UNFPA:	<i>Bids India</i>
Tel N ^o :	
Fax N ^o :	
Email address of contact person:	<i>bids.india@unfpa.org</i>

The deadline for submission of questions is **Wednesday, 14/05/2025, 23:59 Hrs, IST**. Questions will be answered in writing and will be shared with the parties as soon as possible after this deadline.

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 / works and have legal capacity to enter into a contract with UNFPA to deliver 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 Form **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 : **[23/05/2025, 23:59 – i.e. Friday, May 23rd 2025, 23:59 Hrs IST]**

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

Please note the following guidelines for electronic submissions:

- The following reference must be included by the Bidder in the email subject line:
 - UNFPA/IND/RFQ/25/003 – [Company name], Technical Bid
 - UNFPA/IND/RFQ/25/003 - [Company name], Financial Bid
 - 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.
- Please do **NOT** send the emails containing your offer to any other email address (not even as a copy (CC) or blind copy (BCC)); otherwise UNFPA will not be able to guarantee confidentiality and fair and transparent handling of your bid. UNFPA reserves the right to reject bids sent via the appropriate channel but copied or blind copied to other email addresses.
- 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.
- It is the Bidder's responsibility to ensure that Bids sent by email are received by the submission deadline. Should your offer require you to submit more than one email, in the body of this first email, bidders are requested to list the number of messages that make up their technical offer and the number of messages that make up their financial offer.



- 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
Agency Profile and Relevant Experience Demonstrated organizational capacity; years of experience in digital marketing and performance campaigns; experience working with international organizations, non-profits, or development sector clients.	20			
Quality of Past Work Assessment based on submitted samples or case studies demonstrating creativity, effectiveness, measurable impact, and relevance to the scope of work.	25			
Proposed Strategy, Process and Approach Relevance, innovation, and feasibility of the proposed approach for executing the campaign; understanding of the objectives, target audience insights, and proposed media mix.	30			



Team Composition and Expertise Qualifications, relevant experience, and roles of key personnel proposed for this assignment.	15			
Work Plan and Timeline Realism, detail, and practicality of the proposed work plan, including timelines for key deliverables and performance tracking mechanisms.	10			
<i>Grand Total All Criteria</i>	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. 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.



Total score = 70% Technical score + 30% 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 (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

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N°:	UNFPA/IND/RFQ/25/003
Currency of quotation :	INR
Delivery charges based on the following 2020 Incoterm:	Choose an item.
Validity of quotation:	
<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.

Deliverable	Description	Quantity Required	Rates
Campaign Strategy and Calendar	Develop a comprehensive campaign plan outlining objectives, key messaging, content roadmap, influencer collaborations, and performance metrics. Prepare a structured campaign timeline, mapping out content rollout, major activations, and key events for seamless execution.	4-7 (Minimum 4 Maximum 7)	
Static Posts	Design and publish visually engaging static posts optimized for each platform, ensuring alignment with UNFPA's branding and messaging.	100-180 (Minimum 100 Maximum 180)	
Carousel Posts (3-10 slides)	Develop multi-slide carousel posts for storytelling, education, and engagement, leveraging high-impact visuals and text.	40-70 (Minimum 40 Maximum 70)	
Reels (Up till 90 seconds)	Create high-quality, engaging short-form video content optimized for virality, trends, and audience engagement on Instagram and other platforms. (Shoot + Edit) - If required	40-70 (Minimum 40 Maximum 70)	
Short Video Bytes (Up till 2.5 minutes)	Capture, edit, and publish quick video snippets from events, interviews, and key moments for	6-10 (Minimum 6 Maximum 10)	

Deliverable	Description	Quantity Required	Rates
	instant social media engagement.		
GIFs	Design and animate visually appealing GIFs to enhance engagement and reinforce key campaign messages in a dynamic format.	6 10 (Minimum 6 Maximum 10)	
Event Coverage On-ground	Provide real-time, high-quality event coverage, including photography, videography (record, edit and produce - highlight reels, interviews, and key moments.), live updates, and key highlights capture.	2-4 coverages with 3 video documentation and edit (Minimum 3 minutes and maximum 10 minutes for each) and 100 photos	
Live Streaming	Execute professional live streaming of key events, discussions, and campaign activations, ensuring high-quality production and engagement.	1-2 (Minimum 1 Maximum 2)	
Social Media Analysis and Reporting post Campaigns	1) Conduct in-depth performance analysis of campaigns, providing insights, engagement metrics, and strategic recommendations for optimization along with learnings. 2) Monthly social media analysis reports	4-7 (Minimum 4 Maximum 7) Monthly	
Viral Marketing Campaign	Develop and execute innovative, trend-driven campaigns designed to maximize organic reach, engagement, and audience participation. With a minimum follower organic growth of 10% on existing social media followers and impressions	1	
Influencer Marketing Campaign for Organic Growth with pro bono influencers	Identify, onboard, and manage influencers to drive campaign awareness, community engagement, and authentic storytelling.	1	



Deliverable	Description	Quantity Required	Rates
Social Media Posting & Community Management (FAQs)	Handle daily content publishing, audience interaction, and proactive response management, including setting up FAQs for effective engagement.	Daily	
AI short videos (Reels + Live Action + Animated) Up to 90 seconds	Produce creative animated videos that simplify complex topics, enhance storytelling, and drive engagement through visual appeal.	2-5 (Minimum 2 Maximum 5)	
Campaign Films Up to 3 minutes (Give cost break up for every 1 minute and with shoot based film or without shoot based film - with existing and stock footage)	Develop high-impact campaign films, from conceptualization to production, delivering compelling narratives that align with UNFPA's objectives including voiceover and subtitles.	1-2 (Minimum 1 Maximum 2)	
Performance Marketing Budget	Payments to Meta platforms (Instagram and Facebook) and YouTube will be made directly by the selected agency. For campaigns on X (formerly Twitter), the selected agency is required to utilize available credits during execution.		INR 6 Lakhs to INR 9 Lakhs
Performance Marketing Fees (%)	Plan, execute, and optimize data-driven paid media campaigns across platforms to enhance reach, engagement, and conversions for key campaigns.	Monthly	



Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/IND/RFQ/25/003 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 ¹ 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"/>

¹ "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.



	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"/>
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:



United Nations Population Fund
55, Lodi Estate
New Delhi - 110003
Email: bids.india@unfpa.org
Website: www.unfpa.org

Name and Title:

Name of the Company:

UNGM N°:

Postal Address:

Email:



United Nations Population Fund
55, Lodi Estate
New Delhi - 110003
Email: bids.india@unfpa.org
Website: 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.