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Institutional Contract Development of Meena Cartoon Series on Immunization and Child and Adolescent Mental Health

1. BACKGROUND AND JUSTIFICATION

1.1 UNICEF in Nepal

The United Nations Children’s Fund (UNICEF) works in over 190 countries and territories to save children’s lives, defend their rights, and help them fulfil their potential from early childhood through adolescence. In Nepal, UNICEF has maintained an active country presence for over six decades, partnering with the Government of Nepal, civil society, and communities to advance the rights and well-being of every child. UNICEF Nepal’s work spans health, nutrition, education, water and sanitation, child protection, and social policy, with a strong emphasis on reaching the most vulnerable and marginalized populations across all seven provinces.

As part of its broader Social and Behaviour Change strategy, UNICEF Nepal employs a range of demand generation communication tools, including community and media engagement to promote child survival and development outcomes. A cornerstone of UNICEF’s communication and community mobilization work in South Asia has been the Meena Communication Initiative, which continues to offer a proven, culturally resonant platform for delivering health and development messages to children, families, and communities.

1.2 The Meena Communication Initiative

After several years of limited use of the Meena character in Nepal’s social and behaviour change messaging, there is a timely need to reintroduce and refresh this trusted platform for a new generation of children, adolescents, parents, caregivers, and communities. Nepal’s communication environment has changed significantly, with families increasingly exposed to fragmented digital content, misinformation, and competing sources of advice. In this context, Meena offers a familiar, culturally resonant, and child-centred storytelling platform that can translate priority public health messages into relatable everyday situations and support renewed community engagement across generations.

The Meena cartoon series is a pan-South Asian animated initiative developed by UNICEF as part of its communication strategy to advance children’s rights and development across the region. Conceptualized during the UN-declared Decade of the Girl Child (1990–2000), the series centres on a young girl, Meena, who navigates everyday life challenges with her brother Raju and her pet parrot Mithu, making complex development messages accessible to children, families, and communities.

Broadcast in several South Asian languages, including Nepali, the Meena initiative has addressed issues such as girls’ education, child marriage, dowry, hygiene, and sanitation, and remains one of UNICEF’s most recognized edutainment interventions in the region.

Nepal was a key contributor to the development of the original Meena series, with Nepalese communicators, researchers, and artists helping shape characters, storylines, and settings that resonated across South Asia. Repositioning Meena for contemporary Nepal provides a strategic opportunity to use a trusted and adaptable character platform for priority social and behaviour change communication, while the specific public health rationale for immunization and child and adolescent mental health is presented in Sections 1.3 and 1.4.

1.3 Rationale: Immunization

Despite substantial progress in Nepal’s national immunization programme, the Nepal Multiple Indicator Cluster Survey (NMICS) 2024–25 — conducted by the National Statistics Office (NSO) in partnership with UNICEF — reveals persistent gaps in immunization coverage that warrant urgent attention.

The NMICS 2024–25 found that 1.7% of children aged 12–23 months had received no childhood vaccine whatsoever under routine immunization programmes, indicating that significant numbers of children remain completely unvaccinated. Eleven percent of children in the same age group did not complete all basic antigens, representing a notable deterioration from previous survey rounds: the Nepal Demographic and Health Survey (NDHS) 2022 reported this figure at 4%, and it stood at 1% in 2016. Striking urban-rural disparities exist: 2.8%

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of children in rural areas received no vaccine, compared to 1.1% in urban areas. Provincial variation is significant, with Karnali (3%) and Lumbini (3%) provinces showing higher rates of zero-dose children, while rural Bagmati records 4.6% of children receiving no vaccines. Recurring outbreaks of vaccine-preventable diseases, such as measles, underscore the real-world consequence of these coverage gaps and the need for sustained community-level demand generation.

While supply-side barriers remain relevant, low community demand and insufficient awareness among parents, guardians, and caregivers are key contributors to sub-optimal immunization coverage in Nepal. The Meena cartoon format, with its proven appeal to children, adolescents and families, offers an effective and engaging medium for reinforcing immunization messages.

1.4 Context: Child and Adolescent Mental Health

Adolescent mental health has emerged as a significant and growing public health concern in Nepal. Multiple studies and national-level surveys point to a high and increasing burden of mental health conditions among young people, yet awareness, help-seeking behaviour, and access to services remain critically limited. The NMICS 2024–25 survey reveals that 9.9% of adolescents aged 15 to 19 years experience anxiety and depression, with females twice as likely as males to experience these symptoms. Twenty out of 1,000 adolescents and young people had suicidal thoughts in the past two weeks, and 30 out of 1,000 attempted suicide in the last 12 months. Suicidal ideation is twice as high among females as among males. In addition, 50.6% of adolescents and young people never talk to anyone about difficult feelings and experiences. Among adolescents and young people who experienced symptoms of anxiety and depression, 64% sought care from non-professionals, with friends being the most common source of support (45%).

The National Mental Health Survey Nepal 2020 found that 5.2% of adolescents experienced mental disorders, with neurotic and stress-related conditions accounting for 2.8%. Suicidal ideation was reported by approximately 4% of adolescents, with 0.7% having attempted suicide. Community-based studies across Nepal report significantly higher figures: depressive symptoms were found in 27% to 42.8% of secondary school adolescents across different settings. Among school-going adolescents in Nepal, approximately 13.6% reported suicidal ideation and 10.3% reported having attempted suicide, with anxiety and loneliness identified as key risk factors. Nepal Police data for the fiscal year 2023–24 recorded 7,223 deaths by suicide, with students comprising the second-largest group at 15.4% of all suicide victims.

Despite this burden, mental health remains heavily stigmatized, poorly understood, and chronically underserved in Nepal. Engaging adolescents, parents, and teachers through the relatable, entertaining format of the Meena cartoon series represents a strategic opportunity to reduce stigma, normalize help-seeking, and strengthen protective social environments for children, adolescents and young people in Nepal.

2. OBJECTIVES OF THE ASSIGNMENT

The primary objective of this assignment is to engage a qualified institutional service provider to conceptualize, develop and produce a high-quality, contextually relevant, and pedagogically sound Meena Cartoon Series addressing two critical public health priorities in Nepal: childhood immunization and child and adolescent mental health.

- a. To produce a set of Meena cartoon episodes on childhood immunization that promote vaccine acceptance, address common myths, misconceptions, misinformation, perceived risks and benefits, emotional drivers including fear, care and pride, social norms, and motivate parents, guardians and community influencers including FCHVs, religious leaders and teachers to ensure children and adolescents receive complete, timely immunization in accordance with Nepal's National Immunization Schedule.
- b. To produce a set of Meena cartoon episodes on child and adolescent mental health that increase awareness and understanding of common mental health conditions among adolescents, reduce stigma, manage peer pressure, promote positive coping mechanisms, emotional well-being, family decision-making and help-seeking behaviours, and encourage supportive and empathetic responses from parents, teachers, peers and communities.

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The assignment shall result in delivery of production-ready, broadcast-quality animated cartoon episodes in Nepali, English, two regional languages, including Maithali and Tamang, and disability-inclusive language, including sign language interpretation, accompanied by supporting communication materials such as graffiti, infographics and promotional reels, ready for dissemination through television, digital and social media platforms, schools/community engagement toolkits and community-level communication channels across Nepal.

3. SCOPE OF WORK

3.1 Pre-Production Phase

- Hold an inception meeting with respective government partners, primarily the National Health, Education, Information and Communication Centre - NHEICC, Family Welfare Division - FWD and Epidemiology and Disease Control Division - EDCD, and UNICEF to gain conceptual clarity of the assignment.
- Conduct a comprehensive desk review of existing evidence, including findings from the Nepal Multiple Indicator Cluster Survey (NMICS) 2024–25, National Immunization Programme data, Nepal Mental Health Survey 2020, and related literature, to inform episode scripts and key messages.
- Carry out formative research and audience analysis on the effectiveness of cartoon creatives across target audiences—parents, guardians, teachers, children and adolescents—globally as well as across diverse geographic and socioeconomic settings in Nepal, including remote and hard-to-reach communities.
- Develop culturally sensitive, evidence-based scripts for each episode, ensuring alignment with established Meena character standards, UNICEF branding guidelines, and Government of Nepal health communication priorities.
- Engage in continuous participatory co-creation processes with marginalized groups to refine outputs, including participating in field testing of revised drafts through focus group discussions with relevant demographic audiences.
- Prepare storyboards, character adaptations in current Nepali context, including landscape, attire and settings, and audio scripts for review and approval by UNICEF Nepal and relevant government counterparts.
- Conduct script testing and pre-testing of storyboards with target audiences and technical experts in immunization and mental health.

3.2 Production Phase

- Produce twenty-six (26) high-quality 3-D animated Meena cartoon episodes: thirteen (13) on immunization themes and thirteen (13) on adolescent mental health themes, each approximately 4–5 minutes in duration.
- Ensure high visual quality, age-appropriate and audience-appropriate content, and voice acting in standard Nepali with the option for dubbing in at least two regional languages, such as Maithili and Tamang or as agreed with UNICEF Nepal. Integrate key messages validated by UNICEF.
- Produce companion audio versions suitable for community radio broadcast, particularly for remote areas with limited television or internet access.
- Develop supplementary communication materials, including graffiti, infographics, promotional reels, posters and leaflets.
- Develop two media-ready short clips, one banner and one infographic for each episode for deployment on relevant social media platforms.
- Develop a brief dissemination strategy with recommendations for platform prioritization and audience engagement approaches.

3.3 Post-Production and Dissemination Support Phase

- Conduct post-production review and quality assurance, incorporating feedback from UNICEF Nepal and audiences.
- Support UNICEF Nepal in conducting structured pilot screenings with target audiences in at least two provinces, including urban and rural settings, and document feedback for final revision.

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- Prepare a final dissemination package, including broadcast-ready files, social media-optimized versions, print materials and community screening materials.
- Implement the dissemination strategy for deployment of digital content into relevant digital media.
- Hold follow-up meetings with relevant stakeholders and UNICEF until successful project completion.
- Document lessons learned and recommendations for future projects.

4. METHODOLOGY

The service provider is expected to employ a rigorous, participatory, evidence-based, human-centered and behaviorally focused methodology throughout the assignment. The proposed methodology should include, but not be limited to, the following:

- Evidence Review and Gap Analysis:** Systematic review of existing immunization and mental health communication materials, and identification of content gaps, behavioral analysis, social norms assessment, and key message priorities based on NMICS 2024–25 and other relevant data sources. The review will identify and document key behavioural barriers and enablers, information gaps, service uptake bottlenecks and social norms influencing behaviours. The findings will inform the creative development process. Likewise, audience analysis will be conducted including children, adolescents, parents, caregivers, teachers, community influencers and service providers across diverse socio-economic and geographic contexts, which will guide content development and characterization of the episodes.
- Co-Creation and Content Development:** Based on the human-centered design (HCD) approach, the content co-creation process will be carried out for the development of episode concepts, scripts, storyboards, and supporting communication materials. The process will engage children, adolescents, caregivers, teachers, community leaders, marginalized groups, and other intended audiences to ensure that storylines, characters, messages, and creative approaches are culturally relevant, inclusive, and responsive to audience needs and realities. The creative outputs are reviewed by immunization and mental health experts, child communication specialists, social and behaviour change practitioners, government counterparts, and UNICEF technical teams. Stakeholder consultation, audience feedback, and technical review will strengthen message accuracy, audience engagement, emotional resonance, comprehension, and behavioural relevance before finalization.
- Pretesting and Audience Validation:** All scripts and storyboards shall undergo structured pre-testing with target audiences before production. Testing shall assess message comprehension, attention and recall, audience interpretation, cultural appropriateness, acceptance of characters and storylines, and overall relevance to intended audiences. The process will also evaluate emotional resonance, audience engagement, credibility, and behavioural intent related to immunization and child and adolescent mental health. Findings from audience consultations and focus group discussions shall be systematically documented and incorporated into revisions to strengthen the effectiveness and relevance of final outputs.
- Quality Assurance:** Established animation quality standards, UNICEF communication guidelines, child-safe production protocols, technical review by subject matter experts throughout the production process.
- Pilot Screening and Feedback Integration:** Structured pilot screenings of selected draft episodes with target audiences, including children, adolescents, parents, caregivers, teachers, and community stakeholders in both urban and rural settings. Feedback from participants, government counterparts, subject matter experts, and UNICEF technical teams shall be systematically documented, analysed, and incorporated into revisions prior to finalization.
- Learning Agenda and Adaptive Learning:** A structured learning agenda and adaptive learning approach will be adopted throughout the assignment to generate practical evidence on the development, dissemination, reach, audience engagement, and early outcomes of the Meena Cartoon Series. In essence, this learning agenda aims to capture what works, for whom, and under what conditions, providing

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actionable insights to strengthen the current intervention and inform future communication for development programming in Nepal and across the South Asia region. Specifically, the learning agenda will document the production process — including community engagement, pre-testing methodologies, and stakeholder co-creation — as implementation evidence for replication and scale. It will also track dissemination reach and audience engagement across platforms, assess changes in knowledge, attitudes, and behavioral intent among target audiences on immunization and mental health through pre- and post-exposure assessments, and explore the role of the edutainment format in reducing mental health stigma and addressing vaccine concern in diverse geographic and socio-cultural contexts. Findings will be systematically documented through a final learning report, case studies, and at least one policy brief, and will be disseminated to the Government of Nepal, UNICEF regional and global levels, and broader development partners to contribute to the evidence base on communication for development and demand promotion in low- and middle-income country settings.

5. ACTIVITIES, DELIVERABLES AND EXPECTED TIMELINE

S.N.	Activities	Expected Deliverables	Expected Timeline
a.	Develop an inception report with evidence review; prepare a detailed plan with timelines and methodology.	Inception Report including literature review findings, formative landscape, GESI-sensitive content checklist, behavioural analysis, social norms assessment, audience analysis, social behaviour change driven approach.	Month 1
b.	Develop episode scripts and storyboards; pre-testing of scripts and storyboards with audiences and technical experts.	13 approved scripts and storyboards for immunization episodes.	Month 2–12
c.	Conduct technical review and incorporate feedback; submit to UNICEF and the government for approval on final scripts.	13 approved scripts and storyboards for mental health episodes; pre-testing report.	Month 2–12
d.	Animation production of all 26 episodes; voice recording in Nepali and selected regional languages; production of companion audio versions.	Draft animated episodes (all 26) in Nepali; audio versions for radio broadcast; one banner, one infographic, sign language interpretation and two media-ready short clips (30–60 seconds) for each episode.	Month 6–12
e.	Deploy produced content through relevant media portals, maintain quality assurance, incorporate feedback and produce supplementary communication materials.	Screening report; supplementary materials, including social media clips.	Month 7–12
f.	Finalize all episodes and materials; prepare and submit final dissemination package; present findings and products to UNICEF Nepal.	Final broadcast-ready animated episodes; complete dissemination package; final technical report and dissemination strategy. Submit versions of the videos without audio, to allow for potential adaptation into other language versions at a later stage.	Month 6–12
g.	Learning agenda activities.	Final learning agenda and outcome report.	Month 3–12

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6. DURATION

The total duration of the assignment shall be twelve (12) months from the date of signing of the contract. The service provider is expected to begin work within two (2) weeks of contract signing and to maintain a detailed work plan aligned with the deliverables and timeline.

7. WORKING LOCATIONS

The primary working location for this assignment shall be Nepal. The service provider shall be responsible for all field work, including formative landscape analysis, pre-testing, and screenings. UNICEF Nepal Country Office in Kathmandu will serve as the primary coordination point. Travel to at least two provinces for co-creation and pre-testing is expected, with specific provinces to be agreed upon with UNICEF Nepal at inception.

8. DELIVERABLES

No.	Deliverable	Estimated Days Required	Estimated Completion Date
D-1	Inception report including literature review, formative research findings, GESI-sensitive content checklist, behavioural analysis, social norms assessment, audience analysis and revised work plan.	30	End of Month 2
D-2	Approved episode scripts and storyboards of first six episodes; pre-testing of scripts and storyboards.	45	5th month
D-3	Production and deployment of first six episodes with detailed report.	15	7th month
D-4	Approved scripts and storyboards of episodes 7 to 16; pre-testing of scripts and storyboards.	90	8th–9th month
D-5	Production and deployment of episodes 7 to 16 with detailed report.	30	8th–9th month
D-6	Approved scripts and storyboards of episodes 17 to 26; pre-testing of scripts and storyboards.	30	9th month
D-7	Production and deployment of episodes 17 to 26 with detailed report.	30	10th–11th month
D-8	Detailed final project report and learning agenda.		12th month
	Total	240 days	12 months

9. PROPOSED PAYMENT SCHEDULE

Payment shall be made upon satisfactory completion and acceptance of each deliverable by the UNICEF Contract Supervisor. All payments are subject to the billing and payment terms specified in the Purchase Order (30 days net upon receipt of approved invoice).

No.	Deliverable	Percentage of Payment
1	D-1: Approval of Inception Report	10%

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2	D-2: Approved episode scripts and storyboards of first 6 episodes; pre-testing of scripts and storyboards. D-3: Production and deployment of first 6 episodes with detailed report. D-4 and D-5 partial outputs: approved scripts, storyboards, production and deployment of episodes 7–12, including associated pre-testing and deployment reports.	40%
3	D-4 and D-5 remaining outputs: approved episode scripts and storyboards with completion of production and deployment of episodes 13–16, including pre-testing. D-6: Approved scripts and storyboards of episodes 17–26. D-7: Production and deployment of episodes 17–26 with detailed report.	30%
4	D-8: Submission of detailed final report of the project and learning agenda with final feedback incorporated.	20%

Note: The payment schedule is based on completed deliverables accepted by the Contract Supervisor. Billing and payment terms are specified in the Purchase Order.

11. CONTRACT SUPERVISION

The contract shall be supervised by UNICEF Nepal Country Office, in close coordination with the Health Section. The service provider shall be required to submit progress updates to the Contract Supervisor at least monthly and to maintain regular communication throughout the assignment period.

12. QUALIFICATIONS AND EXPERIENCE REQUIRED

The institutional service provider must demonstrate the following qualifications and experience:

12.1 Institutional Capacity

- Legally registered company, organization, or consortium with a demonstrated track record in animation production, health communication, or edutainment in Nepal and/or the South Asia region.
- Minimum ten years of organizational experience in producing health communication or digital edutainment communication materials, including animated content or multimedia productions, preferably including child health, immunization, or mental health.
- Minimum of five years of experience working with international organizations, UN agencies, or government counterparts.
- Financial audit reports for the past two fiscal years certified by a reputable audit organization.

12.2 Key Personnel

The service provider shall propose a core team including but not limited to the following:

- Team Leader / Project Director:** Advanced degree in communication, public health, social sciences, or a related field; minimum 10 years of experience managing complex multimedia or communication projects; demonstrated experience in health communication or Social and Behaviour Change in Nepal or South Asia.
- Animation Director / Creative Lead:** Bachelor's Degree in Graphic Design, Animation, Communications or related field; minimum 7 years of experience directing animated productions; portfolio of completed animated series or episodes; experience in child-focused or social impact content.
- Creative Script Writers and Content Specialists:** Advanced degree in journalism, communication, public health, or social sciences; minimum 5 years of experience in scriptwriting for animation, television, or health communication; documented experience in immunization communication and/or mental health communication.
- Implementation Research / Audience Engagement Specialist:** At least 5 years of professional experience in implementation research, research methodologies, and landscape analysis; demonstrated experience in documenting lessons learned and preparing evidence-based research reports, with at least 3 completed assignments or publications; experience conducting audience research for communication or social and behaviour change campaigns in Nepal, including at least 2 relevant projects.

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13. APPLICATION AND EVALUATION PROCESS

In making the final decision, UNICEF considers both technical and financial aspects. Screening will be done by UNICEF and then the Evaluation Team first reviews the technical aspects of the offer, followed by review of the financial offers of the technically compliant vendors.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. The weight allocated to the technical proposal is **70%** (i.e., 70 out of 100 points). To be further considered for the financial evaluation, a minimum score of 49 points is required. i.e., only proposals with a score of 49 or more points in the technical evaluation will be financially evaluated (i.e., the financial proposal will be opened). Further details and the distribution of points are clearly mentioned in section 14. Evaluation Weighting Criteria of this ToR.

The weight allocated to the financial proposal is **30%** as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) obtaining the highest score overall after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

Pre-screening/Responsiveness Evaluation:

Please submit your Technical and Financial proposals by **sending two separate emails.**

Each email must clearly indicate the tender number and specify whether it contains the Technical or Financial proposal. e.g.:

UNICEF TENDER NO. LRFP-2026-XXXXXXX (Technical Proposal) _ bidder company name

Submitting both proposals in a single email will result in disqualification of your candidacy during the evaluation stage.

The proposals will be reviewed on the basis of completion for following **mandatory** documents:

1. Submission of Proposal (Technical & financial) in two separate file/ attachment. And to assure that Vendors have not including any financial price in their technical proposal.
2. Legal Company Registration / Business Registration
3. VAT registration (company/NGO/INGO (legally authorized to provide business services)
4. Tax clearance certificate of last Fiscal Year or extension of timeline for VAT clearance certificate
5. Power of Attorney to submit proposal-(applies when joint partner)
6. Vendor Registration form (for new vendor)
7. Declaration Form (page 3 -5 in the bid form) filled in. (all boxes must be ticked / answered)
8. Financial Audit Report for last 2 years.
9. Validity of Proposal is provided as per UNICEF Solicitation requirement.

All the required legal documents as mentioned above **SHOULD** be attached with technical proposal.

Proposals who have passed the pre-screening process will be forwarded for Technical Evaluation.

The Technical Proposal should include but not be limited to the following: (Refer to Annex D)

- a) ALL the above-mentioned document (#1 – 9)

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b) Methodology

Detailed Methodology / approach to requirement detailing how to meet or exceed UNICEF requirements for this assignment. If there is Joint Venture or Consortium, please clearly state the role of each partner.

c) Company Profile

Ensure to include information related to the experience of the company as required (Copy of the company registration)

d) References

Details of similar assignments undertaken in last 10 years including the following information:

- a. Title of Project
- b. Year and duration of project
- c. Scope of Project
- d. Outcome of Project
- e. Reference / Contact persons

e) Work Plan

Proposed work plan showing detailed sequence and timeline for each activity and person days of each proposed team member. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. **(see attached Annex for sample of template)**

f) Team Composition

Title and role of each team member. It is estimated that a team of 3-5 core members as mentioned in section 12 and additional non-key staffs to complete this assignment within stipulated timeline as mentioned above.

g) CV's

CV of each core team member (including qualifications and experience). Ensure to include information related to the qualifications and experience of each proposed team member as mentioned in section-12 **QUALIFICATIONS AND EXPERIENCE REQUIRED.**

h) Recent Financial Audit Report

Report should have been carried out in the past 2 years and be certified by a reputable audit organization.

i) Any project dependencies or assumptions

The Financial Proposal should include but not be limited to the following:

Bidders are expected to submit a lump sum financial proposal to complete the entire (as per instruction given under **Annex C**). In order to arrive at the lump sum, offer for a given sample size, the firm may work out the budget detail as below:

- Resource costs

Daily rate multiplied by number of days of the experts involved in the project.

- Conference or workshop costs

Indicate nature and breakdown if possible.

Federal, Province and local level consultation/ validation workshops approximately 50-60 participants in each workshop.

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- **Travel Costs**

All travel costs should be included as a *lump sum fixed cost*.

For all travel costs, UNICEF will pay as per the lump sum fixed costs provided in the proposal.

A breakdown of the lump sum travel costs should be provided in the financial proposal. Please note that i) travel costs shall be calculated based on economy class fare regardless of the length of travel and ii) costs for accommodation, meals, and incidentals.

- **Any other costs (if any)**

Indicate nature and breakdown.

Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price. Bidders are requested to provide a detailed cost proposal – Financial Proposal, factoring in all cost implications for the required services. A special discount or lower rates can be offered for this specific assignment, if applicable. Please provide detailed costs in the spreadsheet. UNICEF reserves the right to conduct interviews or ask for presentation or request clarifications during the evaluation process.

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14. EVALUATION WEIGHTING CRITERIA

Cumulative Analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial as follows:

Weightage for Technical Proposal = 70 %

Weightage for Financial Proposal = 30 %

Total Score = 100%

a. Technical Proposal:

The technical proposal should address all aspects and criteria outlined in this Request for Proposal.

Ref.	Category and Criteria	Points
1	Overall response: - Completeness of response- mandatory (failure of submitting required documentation mentioned in the ToR lead to incompleteness) - Overall concord between Request for Proposal requirements and proposal	Pass/Fail Pass/Fail
2	Institutional Capacity: - Legally registered company with experience in animation/health communication: 3 points for 5 years plus 0.5 point per additional year, maximum 5 points. - Similar completed assignments in the last 10 years: 2 points each, maximum 10 points. - Minimum 5 years working with UN, Government, or international partners: 1 point per agency, maximum 5 points.	20
3	Key Personnel Qualifications and Experience: Team Leader / Project Director (5 points) - Advanced degree in communication, public health, social sciences, or a related field: 1 point. - Minimum 10 years of experience managing complex multimedia or communication projects: 3 points. - Demonstrated experience in health communication or Social Behaviour Change in Nepal or South Asia: 1 point. Animation Director / Creative Lead (5 points) - Bachelor's degree in graphic design, animation, communications or related field: 1 point. - Minimum 7 years of experience directing animated productions: 3 points. - Portfolio of completed animated series or episodes and experience in child-focused or social impact content: 1 point. Creative Script Writers and Content Specialists (5 points) - Advanced degree in journalism, communication, public health, or social sciences: 1 point. - Minimum 5 years of experience in scriptwriting for animation, television, or health communication: 3 points. - Documented experience in immunization communication and/or mental health communication: 1 point. Implementation Research / Audience Engagement Specialist (5 points)	20

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	- At least 5 years of professional experience in implementation research, research methodologies, and landscape analysis: 1 point. - Demonstrated experience documenting lessons learned and preparing evidence-based research reports, with at least 3 completed assignments or publications: 1 point. - Experience conducting audience research for communication or social and behaviour change campaigns in Nepal, including at least 2 relevant projects: 3 points.	
4	Proposed Methodology and Approach: - Detailed methodology addressing all scope areas and key outputs: 15 points. - Realistic and coherent implementation timeline: 10 points. - Risk assessment and mitigation measures: 5 points.	30
5	Service Provider's accountability towards Sustainable Procurement - Confirmation of membership of the UN Global Compact Nepal Chapter. (Yes/No) 0.5 - Copies of relevant ISO certification or any other relevant certification related to "Environment Management Framework" or Copies of policy related to "Environment / Waste Management". (Yes/No) 1.0 - Copies of existing organizational policies on Gender Equity, Prevention of sexual harassment, Disability inclusion and any other policies discouraging any other forms of discrimination. (Yes/No) 1.0 - Copies of existing organizational policies on Labor rights. (Yes/No) 1.0 - Representation of Gender, Marginalized community in beneficial ownership and proposed staff for this assignment. (Yes/No) 1.0 - Inclusion of recruitment strategy to recruit team members from local communities within the relevant district / province in which they will be assigned to work. (Yes/No) 0.5 - Bidder has to provide supporting documents for specific initiatives that they have undertaken in the above areas.	5
Total Technical Score		70 (+ Bonus 5 points)
Only proposals which receive a minimum of 49 points (70% of technical scores) will be considered further. The bidders who achieve a score of 70 or higher, inclusive of the bonus score, during the technical evaluation, will be treated as having achieved 100% scores in Technical Evaluation.		

b. Financial Proposal

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price, e.g.:

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$$\text{Score for price proposal X} = \frac{\text{Max. Score for price proposal} * \text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

Instructions for Financial Quote (Proposal)

Please prepare table of expected costing, below is an example of price tables

Annex C Financial Proposal

Table 1: Summary of Financial Proposal

Summary of Financial Proposal				
Deliverable No#	Description	Amount of Renumeration Costs, NPR	Amount of Other Expenses, NPR	Total Cost, NPR
D-1	Inception Report: literature/evidence review, formative research findings, GESI-sensitive content checklist, behavioural analysis, social norms assessment, audience analysis, social behaviour change driven approach and revised work plan			
D-2	Approved episode scripts and storyboards of first 6 episodes; pre-testing of scripts and storyboards			
D-3	Production and deployment of first 6 episodes with detail report			
D-4	Approved episode scripts and storyboards of episode 7 th to 16 th episodes; pre-testing of scripts and storyboards			
D-5	Production and deployment of 7 th to 16 th episodes with detail report			
D-6	Approved episode scripts and storyboards of episode 17 th to 26 th episodes; pre-testing of scripts and storyboards			
D-7	Production and deployment of 17 th to 26 th episodes with detail report			
D-8	Detail report of the project and learning agenda			
			Sub-Total	
			VAT	
			Total	

Table 2: Budget Breakdown of Financial Proposal:

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Budget Breakdown							
Description of Activity/Item	Proposed Person	Unit	Quantity /Number	All-inclusive rate (Personnel)	No. of days proposed	Total Cost in NRs/ USD	Units
	(Job title/function)						
1. Personnel Fees							
	Team Leader	Person					
	Animation Director / Creative Lead	Person					
	Creative Script Writers and Content Specialists	Person					
	Implementation Research / Audience Engagement Specialist	Person					
Subtotal Expenses#1:							
2. Transportation							
	Air Travel	Person					Trip
	Vehicle	Unit					Days
	Field visit staff (Per diem, accommodation)	Person					Trip
Subtotal Expenses#2:							
3. Workshop/ Training/ Mentoring/ Meeting Cost							
	Validation workshop / meeting	Times					Please refer to the deliverable section
Subtotal Expenses#3:							
Administrative Overhead							
Grand Total							

Annex D

List of mandatory documents / forms for Technical Proposal

A. Proposed Methodology

Detailed Methodology/approach to requirement detailing how to meet or exceed UNICEF requirements for the stages indicated under methodology section of this TOR.

B. Company Profile (please attach copy) and Bidder's General Information (please fill in the table below)

1. Bidder General Information		
Description	Information	Remarks
	(to be filled by the Potential Bidder)	

TERMS OF REFERENCE

Registration number		
Grade		
Specialty		
Expiry Date		
Legal Status		Provide certified copies of Registration
Written power of attorney of the signatory to the Bid	Provide original or certified copy of the power of Attorney attested by a Notary	
VAT Registration Nr.		
UNGM Registration Nr.		

2. Potential Bidder's Contact Details

Name and Title of Contact Person	
Address of Contact Person	
Telephone/Cell number of Contact Person	
Email of Contact Person	

C. References

1. List of Completed Similar Services Undertaken the Last 10 Years

Please provide copies of signed Contracts and Certificates of final completion for each completed service.

Description of Services	Start date	End date	Value

2. List of Similar Services in Hand

Please provide copies of signed Contracts for each service in hand.

Completed Services				
Employer name & contact details	Description of Services	Start date	Expected end date	Value

D1. Template of Work Plan / Schedule for each deliverable

SN	Activity	Months											
		1	2	3	4	5	6	7	8	9		n	TOTAL

TERMS OF REFERENCE

[illegible]

D2. Template for Team Composition, Assignment, and Key Experts' inputs

[illegible]

Note: D1 (Deliverable #1, etc)

E. Team Composition

Qualifications and experience of personnel proposed for the required services. A detailed organization chart of the company, including the location and staffing of existing offices, must also be attached to the offer.

Proposed Personnel		
A. Key Professionals for xxxxxxxx (indicate the position title)		
Name	Position	Task
B. Key Professionals for xxxxxx (indicate the position title)		
Name	Position	Task
C. Key Professionals for xxxxxxxx (indicate the position title)		
Name	Position	Task
D. Key Professionals for xxxxxxxx (indicate the position title)		

F. CVs

Signed CVs (Max. two (2) pages) and education degree certificate of all proposed key staff must accompany the submission, and it should be noted that substitution of staff during Project implementation shall be subject to the approval of UNICEF. CV for each category of services bidding for.

Position Title and No.	[e.g., Team Leader (TL)]
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TERMS OF REFERENCE

Name of Expert:	[Insert full name]
Date of Birth:	[day/month/year]

Education:

List in reverse order starting with highest degree obtained up to Graduate Degree, the university/ institution or other specialized education, giving the following details:

S. No.	Degree/Diploma/Certificate obtained	Name of University/ Institution	Duration (mm-yyyy)	
			From	To

Employment record relevant to the services:

Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the service, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the service does not need to be included.

Period	Employing organization and your title/position.	Contact information for references	Summary of activities performed relevant to the Assignment
[e.g., May 2005-present]	[e.g., Ministry of, staff/advisor/consultant to...]	Tel...../e-mail.....; Mr. xxxxx, [deputy director]	

G. Recent Financial Audit Report

Please attach the financial audit report for the past 2 years and the report must be certified by a reputable audit firm/organization.

H. Potential Bidder's Financial Information/ Adequacy of Working Capital

Adequacy of Working Capital			
Source of Credit lines		Amount	Remarks
			Provide documentary evidence
Total:			

I. Summary of Project Dependencies / Assumption Undertaken the Last 5 Years

Project for the Last 5 Years

TERMS OF REFERENCE

Employer name & contact details	Description of Services	Duration	Value
Total:			

J. List of Current Litigations

Please provide information on any current litigation in which the Firm(s) is involved.

Other Party(ies)	Cause of Dispute	Amount Involved

K. Supporting Document related to Sustainable Procurement

Please attach relevant documentation when the answer of the following indicators is YES:

- a. Confirmation of membership of the UN Global Compact. (Yes/No)
- b. Copies of relevant ISO certification or any other relevant certification related to “Environment Management Framework” or Copies of policy related to “Environment / Waste Management”. (Yes/No)
- c. Copies of existing organizational policies on Gender Equity, Prevention of sexual harassment, Disability inclusion and any other policies discouraging any other forms of discrimination. (Yes/No)
- d. Copies of existing organizational policies on Labor rights. (Yes/No)
- e. Representation of Gender, Marginalized community in beneficial ownership and proposed staff for this assignment. (Yes/No)
- f. Inclusion of recruitment strategy to recruit team members from local communities within the relevant district / province in which they will be assigned to work. (Yes/No)