

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) - 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.	20
4	Proposed Methodology and Approach: Detailed methodology addressing all scope areas and key outputs: 15 points.	30

	- Realistic and coherent implementation timeline: 10 points. - Risk assessment and mitigation measures: 5 points.	
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.		