

TECHNICAL PROPOSAL - CONTENT & FORMAT

Please note that the format presented in Annex B is a guiding format. Bidders are allowed to use their own format during proposal preparation and are not limited to with this format.

The Technical Proposal

The technical proposal of the bidders should contain the following minimum information.

The Technical proposal comprises of four (4) key components background, technical approach, methodology and business plan /work plan and economic capacity. Bidders are urged to present their proposals using the suggested subtitles. UNICEF welcomes new ideas and innovative approaches therefore Bidders are also free to provide, any other information that they deem fit and relevant in support of their bid or solution.

1. Background

1.1 Contractor's company/firm

In this section the contractor should highlight about their company, how it is organised (organisation structure), its capability and a brief about its key personnel.

1.2 Contractor's Experience

a) In this section, list maximum 10 names of the clients for whom the contractor has undertaken similar assignments along with the name of the contact person and contact details of its clients.

b) Out of the above list, provide information of 3-5 assignments for which your company and your company's personnel were legally contracted as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment. You can either use the format specified in **Annex-C** or provide all the information in your own format with accompanying CD for sample work.

2. Description of the Approach, Methodology and Work Plan

2.1 Technical Approach and Methodology.

In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

2.2 Quality Assurance.

The proposal should include the bidder's plan or program for the systematic monitoring and evaluation of the various aspects of the project to ensure that standards of quality are being met.

3. Business Plan or Work plan

3.1 Business Plan or Work plan

In this chapter the bidder produce a comprehensive Business Plan /Work plan to deliver the overall requirement (ToR). This will include the main activities of the assignment, their content and duration, phasing and interrelations, milestones, key performance indicators (including interim approvals by the Client), and a list of deliverables (reports, drawings, activities) with the estimated delivery dates.

The proposed business plan or work plan should be consistent with the technical approach and methodology, showing understanding of the ToR. This should also be inclusive of the level of effort for each team member and explicitly lay out staff input throughout various stages/components.

The plan MUST identify and present specific steps, components activities in a chronological manner ensuring that quantity is presented clearly, and MUST have attached, a flow chart/ Critical Path Analysis/, Activity Plans etc.

3.2 Organization and staffing of the team for this assignment.

In this chapter you should propose the structure and composition of your team which will be deployed for this assignment. You should list the main disciplines of the assignment, the key expert responsible and proposed technical and support staff along with their curriculum vitae (CVs). It is desirable that the majority of the key professional staff are permanent employees of the bidder or have an extended and stable working relationship with the bidder. You should also list all the main equipment to be used in the production and post production stages of an assignment located in your organization.

Team composition and tasks assigned. Please provide the details as per the following:

Name of Expert	Area of expertise / Qualification	Position Assigned	No. of days of Input	Firm	Task Assigned

4. Economic and Financial Capacity

Bidders must also provide proof of their economic and financial capacity by enclosing with their bid the one or more of the following documents:-

- i) Appropriate statements from banks;
- ii) Most recent audited financial statement;
- iii) Balance sheets or extracts from balance sheets for at least the last two years for which accounts have been closed;
- iv) A statement of overall turnover concerning the services covered by the contract during the last three financial years.

The Technical Proposal should not contain any price / cost information