

Request for Proposal (RFP)

Subject RFP #:	RFP-CATALYZE- 217772-PSD-2023-0035
RFP Issue Date:	May 26, 2023
Terms of Reference / Specifications:	Call for services of a web development vendor to redesign, launch and maintain a Sri Lankan Women MSME focused Industry Organization Portal
Project	CATALYZE Sri Lanka Private Sector Development
The Company	Palladium International, LLC
Country of Performance	Sri Lanka
Closing Date and Time	June 16, 2023, 17:00 Colombo Time
Questions Deadline	<input checked="" type="checkbox"/> Accepted at SriLankaPSD.Procurement@thepalladiumgroup.com by May 31, 2023, 17:00 Colombo Time <input type="checkbox"/> N/A
Bidders' Conference	<input checked="" type="checkbox"/> June 2, 2023, 11.00 Colombo Time, Bidder's conference thru MS teams <input type="checkbox"/> N/A
Details for Submission	Submissions will be accepted: <input checked="" type="checkbox"/> Electronically: email to SriLankaPSD.Procurement@thepalladiumgroup.com <input type="checkbox"/> In hard copy (sealed bids)- N/A
Offer Validity Period	90 Days

Thank you for your interest in the above procurement. As implementer for the CATALYZE Innovative Blended Finance Project funded by United States Agency for International Development (USAID), Palladium invites you to submit a proposal for the scope of work attached in Annex A. Your proposal must be valid for the Validity Period.

Please email your notice of intention to submit a proposal by the Questions Deadline. Answers to questions shall be distributed to all offerors that have indicated an intention to submit a proposal by the deadline.

Please submit your proposal in accordance with the Details for Submission above by the Closing Date and Time. This RFP in no way obligates Palladium to award a contract nor does it commit Palladium to pay any cost incurred in the preparation and submission of a proposal. Palladium bears no responsibility for data errors resulting from transmission or conversion processes.

Yours sincerely,

CATALYZE Procurement Team

Terms and conditions

1. Proposal Conditions

By submitting a proposal, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

2. Proposal Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFP unless the Company determines to do so otherwise at its sole discretion.

3. Evaluation

The Company may review all proposal to confirm compliance with this RFP and to determine the best proposal in the circumstances.

4. Alterations

The Company may decline to consider a proposal in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

5. The Company's Rights

The Company may, at its discretion, discontinue the RFP; decline to accept any proposal; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a proposal; satisfy its requirement separately from the RFP process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate proposals as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

6. Amendments and Queries

The Company may amend, or clarify any aspect of the RFP prior to the RFP Closing Time by issuing an amendment to the RFP in the same manner as the original RFP was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFP should be directed to the Contact Person identified on the cover page of this RFP.

7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their proposals. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their proposal.

8. Confidentiality

In their proposal, potential suppliers must identify any aspects of their proposal that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their proposal.

The potential supplier acknowledges that in the course of this RFP, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFP and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFP and after the completion of the process.

9. Alternatives

Potential suppliers may submit proposals for alternative methods of addressing the Company's requirement described in the RFP where the option to do so was stated in the RFP or agreed in writing with the Company prior to the RFP Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

10. Reference Material

If the RFP references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material

and considering it in framing their proposal. And provide it to the Company upon request.

11. Price/Cost Basis

Prices or costs quoted must show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

15. Inconsistencies

If there is inconsistency between any of the parts of the RFP the following order of precedence shall apply:

- (a) these Terms and Conditions;
- (b) the first page of this RFP; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their proposal or the RFP process.

Potential suppliers must disclose where proposals have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their proposal from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFP) which could give rise to a perception of bribery or corruption in relation to the RFP or any other dealings between the parties.

17. Jurisdiction

This RFP shall be subject to the laws of the District of Columbia, United States of America. The language of the arbitration will be English.

The Potential Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this RFP or the breach, termination, or invalidity thereof. If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this RFP or the breach, termination, or invalidity thereof, shall be settled by mediation through the American Arbitration Association by filing a request for mediation with the AAA and the other party. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

Company Information

Palladium is a global leader in the design, development and delivery of Positive Impact — the intentional creation of enduring social and economic value. We work with corporations, governments, foundations, investors, communities and civil society to formulate strategies and implement solutions that generate lasting social, environmental and financial benefits.

Project Background

The CATALYZE Sri Lanka Private Sector Development (PSD) program is a 5-year activity designed to bolster Micro, Small- and Medium-Enterprises (MSMEs) in high growth potential sectors in Sri Lanka. The PSD program will strengthen MSME products and services in high potential growth sectors including tourism, information and communication technology (ICT), commercial care, apparel and food processing. These sectors were selected for their potential to generate growth opportunities for MSMEs and for women in the workplace and as entrepreneurs.

CATALYZE PSD is organized around three primary objectives, interconnected with a fourth core cross cutting theme:

Objective 1: Improved Capacity and Competitiveness of MSMEs

Objective 2: Increased Access and Availability of Finance for MSMEs

Objective 3: Increased economic resilience to the economic impacts of COVID-19

Cross Cutting Theme: Increased women's labor force participation, access to finance and women's entrepreneurship

Purpose

Palladium seeks the services of a web development vendor to redesign, launch and maintain a Sri Lankan Women MSME focused Industry Organization Portal - <https://www.wcicsl.lk/>

A complete scope of work is attached as Annex A.

Type of Contract

Palladium intends to issue a subcontract to the selected offeror as follows:

- For individual (consultant) offerors, a fixed price independent consultant agreement
- For organizational (business or firm) offeror, Firm Fixed Price subcontract.

Anticipated Contract Period of Performance

From the last week of June 2023 to October 2023 over 120 calendar days.

Place of Performance

The activities to be performed under this contract will take place in Sri Lanka.

Key Deliverables and Timeline

No	Deliverable	Criteria for Acceptance	Delivery time	Percentage of total contract sum
1.	<p>Assessment Report that:</p> <ul style="list-style-type: none"> - Identifies the gaps in the current organization web portal and its member outreach initiatives. - Determines the internal requirements and technical aspects needed based on the expected outcomes and objectives. - Proposes a Course of Action and Project Timeline 	Written report / presentation with copy to PSD signed and acknowledged by the designated officer of WCIC	30 Days from the date of commencement	20%
2.	Execute and complete web portal design & marketing workplan as per projected timeline.	Workplan completion report signed and acknowledged by the designated officer of WCIC	90 Days from the date of commencement	50%
3.	Analysis & evaluation of the effectiveness of the implemented improvements and a roadmap for medium- and long-term developments	Written campaign execution report/ presentation detailing learnings and results and roadmap for future development signed and acknowledged by the designated officer of WCIC	120 Days from the date of commencement	20%
4	Signing of agreement on maintaining the relaunched website for a period of one calendar year from activity completion.	Copy of the signed agreement between WCIC & the Service Provider.	120 days from the date of commencement	10%

Instructions to Offerors

Separate technical and cost proposals (deliverable table) must be submitted by email no later than the time and date specified on the cover page.

1. Technical Proposal

For the technical proposal, the offeror must submit:

- (a) Cover letter signed by an authorized representative of the Firm with the following information:
 1. Firm contact info and address
 2. Type of company or organization
 3. Unique Entity Identification (UEI) Number (Company must have a UEI number or obtain one within 5 days of being notified of selection)
- (b) Background on the firm and details of relevant expertise including qualifications and experience of key personnel who would undertake the consultancy (Max 3 pages)
- (c) Past Experience Information/Capability Statement (Max 2 pages)
- (d) Technical Proposal & Management Approach (Max 3 pages)
- (e) Proposed work plan detailing how the firm would execute this project including a timeline (Max 2 pages)
- (f) Contact details for three referees (Max 1 page)
- (g) Executive summary of previous assignments of similar nature and references (Max 3 assignments, max 1 page each)

(h) All supporting documentation specified below in the pass/fail evaluation criteria.

Note: GSA has developed a useful interactive PDF tool that guides through the most common scenarios about UEI (https://www.fsd.gov/sys_attachment.do?sys_id=af05f8fb1b44851006b09796bc4bcb6d)

2. Cost Proposal

Offerors must submit a cost proposal. CATALYZE will provide a budget template upon request through catalyze.procurements@thepalladiumgroup.com. The cost proposal consists of:

- (a) Budget in Microsoft Excel with all formulas visible (unlocked)
- (b) Accompanying Word Document with all cost assumptions and explanations

Key assumptions

- Budget in Sri Lankan Rupees (LKR)
- All prices are to be inclusive of relevant taxes.

The selected offeror will be required to complete the Due Diligence Questionnaire (attachment 1) and provide a UEI number within 5 days of being notified of selection.

Submission of Offers

Electronic proposals must be submitted by sending two separate emails, one for technical proposal and one for cost proposal with the RFP number in the subject lines. Ensure all required documents are attached. The RFP number can be found on the cover page.

Offers received past the deadline stated on the cover page will be deemed non-responsive and will not be considered for award.

Evaluation and Award Process

Proposals will be evaluated using a best value trade off methodology. This is a three-stage process.

- (1) The first set of criteria is graded on a pass/fail basis. Offerors must meet the following minimum eligibility qualification criteria and provide supporting documentation:

	Requirement	Supporting Documentation
(a)	Must be a resident in Sri Lanka OR a registered legal entity in Sri Lanka for a minimum of one year	Copy of business registration (in case of Firms)
(b)	Must not have any active exclusions from the working with the US government (www.sam.gov), the UN (Sanctions List), or the US Department of the Treasury Office of Foreign Asset Control	N/A
(c)	Minimum of 6 years' experience in website design & implementation.	CVs Note: In case of firms applying for the requirement, the detailed CVs of key resource persons to be deployed for the consultancy should be submitted
(d)	Proven expertise and technical competence in designing and executing successful website launches locally and internationally.	CVs Note: In case of firms applying for the requirement, the detailed CVs of key resource persons to be deployed for the consultancy should be submitted
(e)	Familiarity with the Sri Lankan business enabling environment including key challenges faced by MSMEs (including business planning,	Technical Proposal (Demonstrated with past performance/references)

	access to market information, sales channel expansion and the use of technology for innovation)	
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(2) If these minimum criteria are met, the offer's technical proposal will be evaluated as follows:

Evaluation Criteria	Documents Evaluated	Marks
Prior experience developing website design & implementation.	Technical Proposal	30
Proven expertise and technical competence in designing and executing successful website launches locally and internationally.	Submitted CVs of Key Resource Persons	30
Proposed Course of Action and Project Timeline	Past performance/ references	20
Familiarity with the Sri Lankan business enabling environment including key challenges faced by MSMEs (including business planning, access to market information, sales channel expansion and the use of technology for innovation)		20
TOTAL		100

(3) The offeror's cost proposal will be evaluated for:

- Proposed total price, relative to other offers received.
- Realism and reasonableness of the work to be performed.
- Price reflects a clear understanding of the requirements.
- Price is consistent with various elements of the technical proposal.
- Compliance with USAID cost principles (select one: Non-profit entities – Cost Principles in 2 CFR 200 Subpart E or for profit entities – Cost Principles in FAR Part 31)

Palladium reserves the right to award under this solicitation without further negotiations. The offerors are encouraged to offer their best terms and prices with the original submission.

PROCUREMENT INTEGRITY AND ETHICS

It is Palladium's Policy that no gifts of any kind and of any value be exchanged between vendors/contractors and Palladium personnel. Discovery of the same will be grounds for disqualification of the vendor/contractor from participation in any Palladium's procurements and may result in disciplinary actions against Palladium personnel involved in such discovered transactions.

Resulting Award

This RFP in no way obligates Palladium to award a contract. Palladium may opt to select multiple offers in response to this RFP.

Any contract/purchase order resulting from this solicitation must be signed by both parties in order to be considered valid and in force. All costs associated with, but not limited to, production, preparation and/or delivery of goods or services, including deliveries, accepted by Palladium staff, without a fully executed (signed by both parties) contract/purchase order, are at the vendor's risk only. Palladium shall not pay for any costs, without limitation, associated with production, preparation or delivery of goods and/or services under this or any other contract/purchase order, which has not been signed by both parties.

If your proposal is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant client terms and conditions. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any proposals pursuant to this RFP.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within

your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.

Attachments

Please review the additional documentation and proposed contracts terms and conditions which should be given consideration when preparing your proposal. By submitting your bid you will certify that that you are in agreement with the contract terms and conditions as included in this solicitation and that all prices include all aspects of the required compliance with the terms and conditions of the proposed contract.

Attachment 1- Technical Proposal

Attachment 2- Cost Proposal (Deliverable Table)

Attachment 3- Due Diligence Questionnaire

Attachment 4- FFATA Form (will be required only for successful offeror, where applicable – included for awareness only)

Attachment 5 – Sample Subcontract

Palladium Business Partner Code of Conduct and Child Protection Guidelines can be downloaded in full at: <http://www.thepalladiumgroup.com/policies> or request through email from Catalyze.procurement@thepalladiumgroup.com

Annex A: Scope of Work

STATEMENT OF WORK

USAID CATALYZE SRI LANKA PRIVATE SECTOR DEVELOPMENT PROGRAM Web Development Vendor for an Industry Organization Portal

1. Introduction/Overview

The CATALYZE Sri Lanka Private Sector Development (PSD) program is a 5-year activity designed to bolster Micro, Small- and Medium-Enterprises (MSMEs) in high growth potential sectors in Sri Lanka. The PSD program will strengthen MSME products and services in agribusiness, ICT and selected high-growth/forex-generating activities. These sectors were selected for their potential to generate growth opportunities for MSMEs and for women in the workplace and as entrepreneurs.

CATALYZE PSD is organized around three primary objectives, interconnected with a fourth core cross cutting theme:

Objective 1: Competitiveness & capacity of MSMEs in agribusiness, ICT and in selected high-growth/forex-generating activities improved

Objective 2: Improved access to commercial and private finance for agribusiness, ICT and high-growth/forex-generating MSMEs.

Objective 3: Increased economic resilience to the economic impacts of COVID-19

Cross Cutting Theme: Increased women's labor force participation, access to finance and women's entrepreneurship

2. Background

In Sri Lanka, the labor force participation rate of women is low and has remained at a low rate between 30-35% over the past two decades, which is surprising given the high levels of educational attainment of women and other

social indicators. Majority of women entrepreneurs (WE) are either in micro or small space while medium and large record 6.1% and 4.6% respectively.

Lack of market linkages, information on opportunities and low literacy levels in digital and ecommerce continue to be common attributes which restraints WE from reaching their full potential in the labor force. In the above circumstances, a centralized digital resource to connect WE with products, services, buyers and support schemes catering to their needs has evolved to be an essential tool in supporting WE. In addition to the above, improving MSMEs' ability to sell through partner institutions that could assist with listing products on third party e-commerce platforms has been identified as one of the solutions to reach and to support more MSMEs.

In furtherance of the above objectives, PSD intends to collaborate with the Women's Chamber of Commerce & Industry (WCIC), to bridge this gap by supporting the redevelopment of the WCIC web portal to better showcase and highlight the support offered by the WCIC and partners to its membership and the WE in Sri Lanka. The outcome of this activity would be the increased access to WCIC support information, activities and women focused financial products/services as provided by partner financial institutions.

3. Scope

Palladium seeks the services of a web development vendor to redesign, launch and maintain a Sri Lankan Women MSME focused Industry Organization Portal - <https://www.wcicsl.lk/>

4. Objectives

The overall objective of this scope of work is to redesign, launch and maintain a Sri Lankan Women MSME focused official Industry Organization Portal (Women's Chamber of Industry and Commerce), in order to increase access to WCIC support information, markets, activities and women focused financial products/services thereby promoting more labor force participation of women in the labor force.

5. Requirements or Tasks

Specific responsibilities include, but are not limited to:

1. Identify the gaps in the current WCIC Portal, member outreach initiatives and execute recommended remedial actions and strategies, that will create greater engagement and interactivity
2. Design and execute a website portal redesign and deployment with the goal of increasing portal brand presence and driving increased member engagement as per the following objectives:
 - Serve as a tri-lingual one stop information/data resource for Women Entrepreneurs (WE) on the services and products offered by WCIC to support their business growth journey.
 - Function as a gateway for WE to connect with partner financial institution to access WE-centric financial products and services as an information & services portal with provision for live updates by respective partner financial institutions.
 - Provide a common marketplace for WE to advertise their products and services and serve as a matchmaking portal for buyers and sellers comprised of curated WEs to network and connect with each other.
 - Increase awareness of WCIC activities, events and initiatives to the wider public.
 - Provide a user-friendly backend for minor content updates for WCIC staff to update information as appropriate.
 - Facilitate collection of membership fees and other related payments for WCIC through integration with a suitable electronic payment method identified by WCIC.
 - Facilitate applying for new member registration through an online application form including submission of necessary documents.
3. Promote the Website with Search Engine Optimization and implementation of Google analytics and monitor its performance and report to WCIC board of the outcome.
4. Integrate Google AdSense as an income generation tool and promote related advertising links.
5. Maintain the relaunched website for a period of one calendar year from activity completion with regular engagement with the WCIC team.

6. Evaluate the effectiveness of implemented improvements and suggest a roadmap for medium- and long-term improvements.

Required Qualifications:

- Must be a commercial organization registered in Sri Lanka.
- Minimum of 6 years' experience in website design & implementation.
- Proven expertise and technical competence in designing and executing successful website launches locally and internationally.
- Familiarity with the Sri Lankan business enabling environment including key challenges faced by MSMEs (including business planning, access to market information, sales channel expansion and the use of technology for innovation)

6. Deliverables

No	Deliverable	Criteria for Acceptance	Delivery time	Percentage of total contract sum
1.	Identify the gaps in the current organization web portal and its member outreach initiatives. to determine the internal requirements and technical aspects which are needed based on the expected outcomes and objectives to be achieved together with Recommendations, Proposed Course of Action and Project Timeline	Written report / presentation with copy to PSD signed and acknowledged by the designated officer of WCIC	30 Days from the date of commencement	20%
2.	Execute and complete web portal design & marketing workplan as per projected timeline.	Workplan completion report signed and acknowledged by the designated officer of WCIC	90 Days from the date of commencement	50%
3.	Analysis & evaluation of the effectiveness of the implemented improvements and a roadmap for medium- and long-term developments	Written campaign execution report/ presentation detailing learnings and results and roadmap for future development signed and acknowledged by the designated officer of WCIC	120 Days from the date of commencement	20%
4	Signing of agreement on maintaining the relaunched website for a period of one calendar year from activity completion.	Copy of the signed agreement between WCIC & the Service Provider.	120 days from the date of commencement	10%

7. Period of Delivery

The contract is anticipated to commence in the last week of June 2023, and is expected to take no more than 120 calendar days for delivery from the date of commencement. Applicants are requested to propose timelines and deliverables in their proposal application.

8. Assumptions

The Consultant will work directly and coordinate with the relevant staff of WCIC as well as the current service providers of the portal platforms and other service providers / suppliers about the refurbishment / enhancement of capabilities of the current website.

9. Monitoring

The vendor shall be required to submit the following documentation / information to PSD on the progress of the project to enable delivery oversight and management.

This will include submission of:

- Bi-Weekly Status Report
- Recordings/Meeting Notes of Progress Meetings with WCIC.
- Timeline detailing planned activities and deliverables for the consultancy duration.

10. Miscellaneous

All findings and information proposed, developed and/or recommended under the consultancy shall be the property of the PSD Program. The consultant/ Firm will be required to enter into Non-Disclosure Agreements / Data Use Agreements pertaining thereto as may be deemed necessary. In the event of unsatisfactory delivery, PSD will submit a contract termination notice in writing 30 days prior to the consultant/ Firm.