



Expression of Interest (EOI)
Support to Elections and Democratic Processes Project, Sudan
EOI/JUBA/SEDPP/09/002
Development of Mass Media Programs and Advertisements

1. Job Description

UNDP Southern Sudan calls for **Expressions of Interest (EOI) from international and national firms**, who have the capacity to formulate, manage, and implement specific components of the Support to Elections and Democratic Processes Project as detailed in the scope of work. Firms and institutions, associations and/or consortiums may express interest in all lots, individual lots or parts thereof. Firms having presence and experience within the region are highly encouraged to participate. UNDP may enter into Long Term Agreements (LTA) with the short-listed firms following a competitive bidding process.

2. Background

Project Objectives:

The main purpose of the Support to Elections and Democratic Processes Project (SEDP) is to provide assistance to the electoral process in Sudan and to promote the participation of voters and civil society in the process. The Project will provide support to the National Elections Commission (NEC) and its subsidiary bodies – Southern Sudan Elections High Committee, State High Committees, the Political Parties Affairs Council (PPAC), and other stakeholders in the democratic process such as the media and civil society, political parties and domestic observers.

2. Scope of the Work

Support to Elections and Democratic Processes Project is looking for the services of quality production companies to undertake development of mass media programs and also developing advertisements. Media firms are required to develop and produce TV and Radio programs that are suited to the cultural and requirements of South Sudan. Different types of creative and innovative programs will be required to be developed for TV and radio.

Specific tasks for the designer/contractor

1. Development and production of 20 – 45 seconds TV advisements for a variety of stakeholders

2. Development and production for 5-10 minutes TV documentary on election processes and voting procedures
3. Development and production of TV talk shows and short dramas on election related issues
4. Development and production of 20 – 45 seconds radio advisements for a variety of stakeholders
5. Development and production of radio talk shows and short dramas on election related issues
6. Developing and production of songs and jingles and translation of programs into local languages

Qualifications

1. Contractor must be a media firm with prior experience of similar projects and also having its own production and editing facility.
2. Contractor must be experienced in commercial media production.
3. Contractor must have experience in designing multiple language programs.
4. Contractor must guarantee timely delivery of items.

Period

The framework agreement would cover a period ranging from 20 -30 days of delivery.

3. Information Required in the Response:

The provision of the pre-qualification information should include all relevant documents that are essentially required for the meeting the pre-qualification criteria as well as enable the project management to undertake the evaluation. Service providers must provide the information that they are qualified to perform the services required during the course of the proposed project.

Description of LOT	Documents Required
Lot 2: Development of Mass Media Programs and Advertisements	<ol style="list-style-type: none"> 1. Profile of the firm / company 2. List of contracts for mass media (TV and radio programs) and with amount and name of client 3. Indicate the scale of the contracts, number of programs for TV, and Radio talk shows and drama produced and aired 4. Provision of audited reports and / or financial accounts showing the financial strength of the firm for last 2 years 5. List of employees of the firms, professional and technical with their qualification and experience 6. List of production equipment available with the firm 7. Samples of material produced in soft form

4. Application as a Joint Venture

Service providers may bid in a Joint Venture to enhance their offering. In a joint venture, the companies are jointly and severally responsible for the tasks assigned.. The pre-qualification request must identify one member as prime applicant and must clearly state the role to be played by each member of the joint venture in providing the services envisaged in Section 2 under the scope of work.

4. Evaluation of the Expression of Interest

For the purposes of pre qualification following criteria has been developed, which will be applied to the submitted Expression of Interests.

S.No.	Category	Service Provider (Pre qualify (yes or no))					
		A	B	C	D	E	F
1	Company structure and organization						
2	Financial capability						
3	Resources						

5. Important Dates

The important dates for the pre-qualification process are:

Activity	Date
Last date of receiving queries	08 August, 2009
Last date for submission of the pre-qualification documents	10 August, 2009

All documents should be submitted not later than **August 10, 2009 at 4:30 pm** to:

Reference: EOI/JUBA/ SEDPP /09/002
Azhar Saeed Malik, Deputy Project Manager
Support to Elections and Democratic Processes Project
Southern Sudan UNDP Office
UNDP Compound Juba, Southern Sudan
Or email
Email: azhar.malik@undp.org

Not later than **August 10, 2009 at 4:30 pm**. For more information on UNDP in Sudan, please consult the CO Website Sudan (<http://www.sd.undp.org>).