

КЫРГЫЗ РЕСПУБЛИКАСЫНЫН
ТРАНСПОРТ ЖАНА
КОММУНИКАЦИЯЛАР
МИНИСТРЛИГИ



МИНИСТЕРСТВО
ТРАНСПОРТА И
КОММУНИКАЦИЙ
КЫРГЫЗСКОЙ РЕСПУБЛИКИ

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№ 14-6/658
На № _____

« 21 » 04 202 2 ж. (г.)

**To applicants
of the tender for PR-campaign in support of MOTC KR reforms**

Project Title: Loan 3432/ Grant 0496 - CAREC Corridors 1 and 3 Connector Road Project
Subject: Request for Quotations - Services for carrying out PR-campaign in support of MOTC KR reforms (RFQS)

Sir/Madam:

1. The *Ministry of Transport and Communications of the Kyrgyz Republic* (Client) hereby requests you to submit price quotation/(s) for the performance of the services described in the **Scope of Services** attached as **Appendix A** in these documents. If you, however, have been associated with the preparation of this **Scope of Services** that is the subject of this request, you shall be disqualified.

To assist you in the preparation of your price quotation we enclose, in addition to the **Scope of Services**, the **Form of Quotation** and the **Form of Contract**.

2. If you/your firm, however, falls under any of the following conditions, your proposal shall not be considered:
 - (a) you/your firm are/is not a citizen/national of an ADB member country, or
 - (b) you/your firm have/has been associated with the firm that prepared the terms of reference or engaged in the preparation of the Project for which the contract that is subject of this request for quotations was identified, or
 - (c) you/your firm are/is owned by the Client, or
 - (d) you/your firm are/is currently sanctioned or temporarily suspended by the Asian Development Bank for a violation of its Anticorruption Policy (1998, as amended to date) or
 - (e) the contracting of services from your country or any payment to persons or entities in your country is prohibited in compliance with a decision of the United Nations Security Council under Chapter VII of the Charter of the United Nations.
3. To be qualified, you must have experience as a Service Provider of the services covered by this **Request for Quotation**. As evidence, you must attach a document of your experience as Service Provider in at least one contract in the **last 3 years** of a size and nature similar to the requirements of this contract other requirements are indicated para Qualification requirements Appendix A TOR.
4. Your quotation/(s) should be submitted in accordance with the following instructions, procedures, and

the terms and conditions of the **Contract**.

Preparation of Quotations

- (a) Your price quotation/(s) shall be for all the items as described in the **Scope of Services**, and submitted only in the attached **Form of Quotation**. The currency of quoted prices and payment shall be *KGS (Kyrgyz som)*.
- (b) You shall submit only one set of quotations for the above items. Your quotation must be typed or written in indelible ink and shall be signed by you or your authorized representative. Without a signature in your **Form of Quotation**, your quotation will not be considered further.
- (c) You shall submit one original of the **Form of Quotation**, and clearly marked "Original". In addition, you shall also submit one copy marked as "COPY". In case of any discrepancy between the Original and Copy, the Original shall prevail.
- (d) Your quotation(s) should be valid for a period of 45 days from the deadline for submission of the quotation/(s) as indicated below. If you withdraw your quotation during the validity period and/or refuse to accept the award of a contract when and if awarded, then you will be excluded from the list of Service Providers for the project for two years.

Submission and Opening

- (e) Your **Form of Quotation** should be submitted by **April 28, 2022 5.00 PM Bishkek time** with the required documents that should be signed, sealed in an envelope and addressed to and delivered to the following address:

Client's Address: Ministry of transport and communications of the Kyrgyz Republic,
720017, Bishkek,
6th floor, office 601 and/or 608
42 Isanov str., Bishkek, 720017
Telephone: +996 312 900-970
Fax: +996 312 314-378

- (f) Quotations shall be opened in public, in the presence of participating Service Providers' representatives who choose to attend, on **April 28, 2022 at 5.15 PM Bishkek time** and at the following address: *Ministry of transport and communications of the Kyrgyz Republic, Bishkek, 6th floor, conference room.*

Evaluation and Comparison

- (g) Quotations determined to be substantially responsive to this **Request for Quotation** will be evaluated by comparison of their offer prices. A quotation is not substantially responsive if it contains material deviations or reservations to the terms, conditions, and specifications in this **Request for Quotation**.

- (h) In evaluating the quotations, the Client will adjust for any arithmetical errors as follows:
- (i) where there is a discrepancy between amounts in figures and in words, the amount in words will govern; and
 - (ii) where there is a discrepancy between the unit rate and the line item total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern; and

If you refuse to accept the correction/(s), your quotation will be rejected.

Award of Contract

- (i) The Client shall award the contract to the Service Provider whose quotation has been determined to be substantially responsive to this Request for Quotation and who has offered the lowest price quotation.
 - (j) The Service Provider whose quotation has been accepted will be notified by the Client within **35 days** from the date of submission of quotation through the return of a copy of the **Form of Quotation with Acceptance** signed by the authorized representative of the Client.
 - (k) The successful Service Provider shall sign the **Contract** governed by the annexed **Contract Terms and Conditions**. In addition to the quoted price, the contract price shall include all taxes and fees in Kyrgyz Republic.
5. Further information can be obtained from:
- | | |
|-----------|---|
| Name | : Sanjar Ibraimov, Head of the Project Implementation Unit, Ministry of Transport and Communications of the Kyrgyz Republic |
| Address | : 720017, Bishkek, Isanov str., 42,6th floor, office 601 |
| Telephone | : +996 312 900-970 |
| Fax | : +996 312 314-378 |
| E-mail | : procurement.ipig@piumotc.kg , procurement.ipig@gmail.com |
6. The Client intends to apply funds from the **Asian Development Bank (ADB)** for eligible payments under the **Contract** resulting from this **Request for Quotation**.
7. Under **ADB's Anticorruption Policy** (1998, as amended to date) Service Providers shall observe the highest standard of ethics during the procurement and execution of such contracts. ADB may reject a proposal for award, and may impose sanctions or other remedial actions on parties involved, if it determines that the Service Provider recommended for award or any other party, directly or through an agent, has engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices or other integrity violations in competing for, or in executing, the Contract. At the time of submission of your quotation, you should not be in ADB's sanctions list. A firm/individual shall not be eligible to participate in any procurement activities under an ADB-financed, -administered, or -supported project while under temporary suspension or debarment by ADB pursuant to its Anticorruption Policy, whether such debarment was directly imposed by ADB, or enforced by ADB pursuant to the Agreement for Mutual Enforcement of Debarment Decisions.
8. You/your firm, joint venture partners, associates, parent company, affiliates or subsidiaries, including any subcontractors or suppliers for any part of the Contract, are not, or have never been, temporarily suspended, debarred, declared ineligible, or blacklisted by the client's country, any international

organization, and other donor agency.

If so debarred, declared ineligible, temporarily suspended, or blacklisted, please state details (as applicable to each joint venture partner, associate, parent company, affiliate, subsidiaries, subcontractors, and/or suppliers):¹

- (a) Name of Institution: _____
- (b) Period of debarment, ineligibility, or blacklisting (start and end date): _____
- (c) Reason for the debarment, ineligibility, or blacklisting: _____

9. You/your firm's, joint venture partners', associates', parent company's affiliates' or subsidiaries', including any subcontractors' or suppliers', key officers and directors have not been [charged or convicted] of any criminal offense (including felonies and misdemeanors) or infractions/violations of ordinance which carry the penalty of imprisonment.

If so charged or convicted, please state details:²

- (a) Nature of the offense/violation: _____
- (b) Court/Area of jurisdiction: _____
- (c) Resolution (i.e. dismissed; settled; convicted/duration of penalty): _____
- (d) Other relevant details:

10. You/your firm understands that it is your obligation to notify ADB should you/your firm, joint venture partners, associates, parent company, affiliates or subsidiaries, including any Subcontractors or Suppliers, be temporarily suspended, debarred or become ineligible to work with ADB or any other multilateral development banks, the client's country, international organizations, and other donor agencies, or any of your key officers and directors be charged or convicted of any criminal offense or infractions/violations of ordinance which carry the penalty of imprisonment.

11. Any misrepresentation that knowingly or recklessly misleads, or attempts to mislead may lead to the automatic rejection of the quotation/bid or cancellation of the contract, if awarded, and may result in remedial actions, in accordance with ADB's Anticorruption Policy (1998, as amended to date) and Integrity Principles and Guidelines (2015 as amended from time to time).

12. A bidder shall not have a conflict of interest. All bidders found to have a conflict of interest shall be disqualified.

13. Please confirm by fax/e-mail the receipt of this request and whether or not you will submit the price quotation(s).

Sincerely,

Deputy Minister



M. Oskombaev

¹ Any such disclosure shall be forwarded by the Client to ADB.

² Any such disclosure shall be forwarded by the Client to ADB.

FORM OF QUOTATION (Services)

_____ [date]

To: Ministry of Transport and Communications of the Kyrgyz Republic
Address: 720017, Bishkek, 42 Isanov str., 6th floor, office 601 (PIU)

We offer to execute the contract for carrying out a PR-campaign in support of the reforms undertaken by the Ministry of Transport and Communications of the Kyrgyz Republic No. CAREC 1&3/CRP/PR-company MOTC/2022 in accordance with the **Contract Terms and Conditions** and the **Scope of Services** accompanying this Quotation for the Contract Price of _____ [amount in words and numbers] (_____) [name of currency] _____ in accordance with the **Price Schedule** annexed to the **Scope of Services**.
[Note: Attach a Price Schedule form to the Scope of Services.]

We propose to complete the performance of the services described in the **Contract** within the Completion Period indicated in the priced **Scope of Services**.

This Quotation and your written acceptance will constitute a binding Contract between us. We understand that you are not bound to accept the lowest or any Quotation you receive.

We hereby confirm that this Quotation complies with the Validity of the Offer condition imposed by the **Request for Quotation** document.

We: (a) are a national of an ADB member country; (b) have not been associated with the firm that prepared the terms of reference or engaged in the preparation of the Project for which the contract that is subject of this request for quotations was identified; (c) are not owned by the Client; (d) are not currently sanctioned or temporarily suspended by the Asian Development Bank; and (e) to the best of our knowledge, is not prohibited from being contracted in compliance with a decision of the United Nations Security Council.

Name of Service Provider: _____
Authorized Signature : _____
Name of Signatory : _____
Title of Signatory : _____
Address : _____
Telephone Number : _____
Fax Number, if any : _____
Email address (optional) : _____

ACCEPTANCE

The Client accepts the Service Provider's offer to provide the service.

Name of Client : Ministry of Transport and Communications of the Kyrgyz Republic

Authorized Signature : _____

Name of Signatory : M. Oskombaev

Title of Signatory : Deputy Minister

Date : _____

PRICE SCHEDULE

Item no.	Item or Activity	Unit Price
Stage I		
1.1.	Development and implementation of socio-economic analysis based on the planned study/survey	
1.2.	Communications and Outreach Plan (Including plan)	
1.3.	Communication strategy	
1.4.	Branding	
1.5.	Marketing Campaign	
1.6.	Media and Civil Society Relationship Management	
1.7.	Events	
1.8.	Impact/Outcome monitoring	
1.9.	Documentation	
Stage II		
2.1.	Preparation of design guidelines, Graphics and Templates:	
2.2.	Collaboration with Media and Civil Society (Preparation of analytical materials (minimum 5), articles (minimum 5) and interviews (minimum 5) in support of the need for reforms)	
2.3.	Advertising	
2.4.	Short presentations and videos	
2.5.	Public events (minimum in all oblasts (7) + 2 cities (Bishkek and Osh)) All organization and conducting costs shall be the responsibility of the Service Provider (including hall rental, equipment, handouts, coffee breaks and lunch etc.). Events should be organized for	The cost of one event and cost per person (participant) should be provided.

Item no.	Item or Activity	Unit Price
	50 people and should include local government officials and activists. Some of the event speakers should be representatives of the MOTC KR, whose transport and accommodation costs shall be covered by the Service Provider.	
2.6.	Communication System and PIC	
2.7.	Documentation of Processes and Events	
2.8.	Measuring & Evaluating Effectiveness of Outreach Program	

Note: The Service Provider should take into account that the Client will only assist in providing available information materials, and will provide access to the sites. All costs associated with the implementation of tasks under the Terms of Reference, including but not limited to the conducting, organization, publications, renting, filming, hosting, and so on, are the responsibility of the Service Provider.

CONTRACT

Name of Country: *Kyrgyz Republic*

Project Name: Loan 3432/ Grant 0496 - CAREC Corridors 1 and 3 Connector Road Project

Name of Contract: PR-campaign in support of reforms carried out by the Ministry of Transport and Communications of the Kyrgyz Republic

This Contract is entered into on _____ [date] day of _____ [month], _____ [year], between *Ministry of Transport and Communications of the Kyrgyz Republic* (hereinafter called "the Client") on the one part, and _____ [name of Service Provider] (hereinafter called "the Service Provider") on the other part.

Whereas the Client has requested a quotation for the provision of services on carrying out a PR-campaign in support of reforms carried out by the Ministry of Transport and Communications of the Kyrgyz Republic to be performed by the Service Provider in accordance with the **Contract**, and has accepted the Quotation by the Service Provider in the amount of _____ [amount in words] _____ [amount in numbers] including all taxes and fees, hereinafter called "the Contract Price".

The Client and the Service Provider agree as follows:

1. The following documents shall be deemed to form and be read and construed as part of this Contract, viz:
 - a) **Form of Quotation**, with **Scope of Services** and **Appendix [and Price Schedule under Option B form of quotation]**; and
 - b) **Contract Terms and Conditions**;
2. Taking into account payments to be made by the Client to the Service Provider as hereinafter mentioned, the Service Provider hereby enters into this Agreement with the Client to execute and complete the performance of services under the Contract.
3. The Client hereby agrees to pay, in consideration of the successful performance of the services, the **Contract Price** as indicated and accepted in the **Form of Quotation**, under payment terms stipulated in the **Contract Terms and Conditions**.

IN WITNESS whereof the parties hereto have executed the **Contract** under the laws of *the Kyrgyz Republic* on the date indicated above.

Signature and seal of the Client:

For and on behalf of *Ministry of Transport and Communications of the Kyrgyz Republic*

Signature and seal of the Service Provider:

For and on behalf of

Deputy Minister M. Oskombaev

Name of Authorized Representative

CONTRACT TERMS AND CONDITIONS

Project Name: Loan 3432/ Grant 0496 - CAREC Corridors 1 and 3 Connector Road Project

Client: Ministry of Transport and Communications of the Kyrgyz Republic

Contract No. CAREC 1&3/CRP/PR-company MOTC/2022

1. Definitions

- (a) "Contract" means the agreement entered into between the Client and the Service Provider, together with the Contract Documents referred to therein, including all attachments, appendixes, and all documents incorporated by reference therein.
- (b) "Contract Documents" means the documents listed in the Contract, including any amendments thereto.
- (c) "Contract Price" means the price payable to the Service Provider as specified in the Contract, subject to such additions and adjustments thereto pursuant to the Contract.
- (d) "Completion" means the fulfilment of the committed services by the Service Provider in accordance with the terms and conditions set forth in the Contract.
- (e) "Client" means the entity purchasing the Services.
- (f) "Services" means the services the Service Provider will perform as specified in the Scope of Services in Appendix A.
- (g) "Service Provider" means the natural person, private or government entity, or a combination of the above, whose bid to perform the Contract has been accepted by the Client and is named as such in the Contract.
- (h) "ADB" is the Asian Development Bank.

2. Applicable Law

The Contract shall be interpreted in accordance with the laws of the Client's country.

3. Language

All communications and documents related to the Contract shall be in Russian language, if necessary, translation into English is provided.

4. Assignment

Any assignment of this Contract or of any rights hereunder, in whole or in part without the prior written consent of the Client shall be void.

5. Fraud and Corruption

This Contract shall be covered by the provisions of ADB's Anticorruption Policy (1998, as amended to date) and Integrity Principles and Guidelines (2015, as amended from time to time) that requires Borrowers (including beneficiaries of ADB-financed activity), as well as Service Providers and Contractors under ADB-financed contracts, to observe the highest standard of ethics during the procurement and execution of such contracts.

6. Performance of the Services

The Service Provider shall carry out the Services with due diligence and efficiency and shall furnish to the Client such information related to the Services as the Client may from time to time reasonably request. The Service Provider shall at all times cooperate and coordinate with the Client with respect

to the performance of the Services.

7. Required Performance Standards (with attachments as necessary to be prescribed by Client.)

- (a) General Description
- (b) Specific Standards
- (c) Performance Parameters

Service Provider confirms compliance with above standards and parameters.

8. Service Completion Schedule

The services should be completed as per schedule indicated in the **Scope of Services** but not exceeding 6 months from the date of signing of contract.

9. Fixed Contract Price

The prices indicated in the **Form of Quotation** are firm and fixed and not subject to any adjustment during contract performance, subject to Clause 11 [Payment] below.

10. Taxes and Duties

The Service Provider shall be entirely responsible for all taxes, duties, license fees, etc., incurred until completion of the services to the Client.

11. Payment

Upon submission by Service Provider of claim and subsequent verification of the claim by Client, payment of the contract price shall be made in the following manner:

- (a) In accordance with the Price Schedule, the amount resulting from multiplying the claimed and verified quantity of the item or activity with the unit price indicated in the accepted Form of Quotation.

12. Resolution of Disputes

The Client and the Service Provider shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute between them under or in connection with the Contract. In the case of an unresolved dispute, the dispute shall be settled in accordance with the provisions of the Kyrgyz legislation.

13. Independent Service Provider

Nothing contained in this Contract shall be construed as establishing or creating the relationship of master and servant, employer and employee or principal and agent between the Client and the Service Provider, or his employees or agents or other persons engaged by the Service Provider to perform any of the services.

14. Intellectual Property Rights

Intellectual Property Rights: (a) The Service Provider shall indemnify the Client from and against any and all claims, liabilities, obligations, losses, damages, penalties, actions, judgments, suits, proceedings, demands, costs, expenses and disbursements of whatsoever nature that may be imposed on, incurred by or asserted against, the Client during or in connection with the Services by reason of: (i) infringement or alleged infringement by the Service provider of any patent or other protected right, or (ii) plagiarism or alleged plagiarism by the Service provider.

15. Failure to Perform

The Client may terminate the Contract if the Service Provider fails to perform the services, in accordance with the above terms and conditions, in spite of a 14-day notice given by the Client, without incurring any liability to the Service Provider. In the event of such termination, the amount due under the Contract shall be subject to equitable adjustment.

16. Termination Due to Integrity Violation

The Client may terminate this Contract, in whole or in part, if the Service Provider, in the judgment of the Client has engaged in integrity violations in accordance with Clause 5 [Fraud and Corruption], in competing for or in executing this Contract.

17. Other Grounds for Termination

The Client may also terminate this Contract, in whole or in part, if the Service Provider becomes insolvent, bankrupt or gives the Client reasonable evidence of its inability to complete the Services as specified, or fails to correct any non-conformity in the Services or performs in bad faith by willfully not observing the terms and conditions of this Contract.

18. Force Majeure

The Service Provider shall not be liable for penalties or termination for default if and to the extent that its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

- (a) For purposes of this Clause, "Force Majeure" means an events beyond the control of the Service Provider and not involving the Service Provider's fault or negligence and not foreseeable. Such events may include, but not restricted to, act of Client in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.
- (b) If a Force Majeure situation arises, the Service Provider shall promptly notify the Client in writing of such condition and the cause thereof. Unless otherwise directed by the Client in writing, the Service Provider shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by Force Majeure event.

19. Accounts and Records

- (a) The Service Provider shall keep accurate and systematic accounts and records in respect of the Services in such form and detail as are customary in its profession and are sufficient to establish accurately that the costs have been duly incurred.
- (b) Notwithstanding anything to the contrary stated herein, the Service Provider shall maintain accounts and records, including original receipts, invoices and other supporting documents evidencing payments made by the Service Provider under this Contract, for the period of the Services and for a period no less than 3 years after the expiration or termination of this Contract.
- (c) The Service Provider shall permit ADB to inspect the accounts, records, and other documents relating to the submission of bids and contract performance of the Service Provider and to have them audited by auditors appointed by ADB.

20. Suspension of ADB Loan or Credit.

In the event that ADB suspends the Loan or Credit to the Client, from which part of the payments to the Service Provider are being made, the Client is obligated to notify the Service Provider, with copy to the Client's representative, of such suspension within 7 days of having received ADB's suspension notice.

21. Termination Notice Due to Non-payment

If the Service Provider has not received payments due within the 28 days as provided for in Clause 11 [Payment], the Service Provider may immediately issue a 14-day termination notice.

Appendix A

TERMS OF REFERENCE

Contract	CAREC 1&3/PR_services/2022
Project	Loan 3432/Grant 0496 CAREC Corridor 1 & 3 Connector Road Project
Competence	Organization and implementation of a PR campaign to highlight the reforms carried out by the Ministry of Transport and Communications of the Kyrgyz Republic
<p>Description The Ministry of Transport and Communications of the Kyrgyz Republic (MOTC KR) has made significant progress in reforming the existing road maintenance system, resulting particularly in the establishment of a Road Fund and the State Enterprise "Kyrgyzavtozhol". Presently the Cabinet of Ministers has adopted decisions on the establishment of the Road Fund and SE "Kyrgyzavtozhol", and charging trucks and buses. In this regard, there is a need for works on public awareness on the ongoing reforms, as well as works to explain the need and timeliness of the reforms aimed at the general welfare growth and increased efficiency of the road maintenance system.</p> <p>Objective/Purpose of the Assignment: The objectives of the Company shall be to:</p> <ul style="list-style-type: none">• Create a positive identity of the MOTC KR and the Cabinet of Ministries;• Create awareness among the citizens about reforms carried out by the MOTC KR;• Inform and prepare the public on the need for reforms carried out by the MOTC KR;• Identify key stakeholders and build strong partnerships with media and civil society for smooth implementation of the reforms and positive results;• Monitor measure and evaluate the effectiveness of the outreach program. <p>It is necessary to inform the public and the socially active part of the population with information regarding the ongoing reforms:</p> <ol style="list-style-type: none">1. Creation of the Road Fund;2. Creation of SE "Kyrgyzavtozhol";3. Collection tolls from trucks and buses, and explanation of the Road Fund functioning and operation, such as increase in taxes; increase in fuel excise tax; introduction of toll roads etc.);4. Other reforms and measures (introduction of RAMS and PBM, development of local contractors' market, improvement of procurement, anticorruption measures etc.).5. On the measures taken by the government to construct roads and the need to find internal financial sources for the repair and maintenance of roads. <p>Scope of work: The scope of work will be in two stages. During the first stage, the Service Provider would be required to develop a Communication and Outreach Plan (hereinafter referred to as PLAN) conforming to the objectives detailed above. Subsequently, in the second stage, once the PLAN is approved by MOTC KR, the Service Provider would be required to implement the PLAN.</p> <p>A) Scope of Stage I:</p>	

Preparation of PLAN

Develop and implement a socioeconomic analysis based on a planned study/survey (to be conducted as part of this consultancy) to understand the perceptions of various identified stakeholders, including civil society, media, and potential users. Identify opportunities and risks, and suggest approaches to address them.

- **Communication Strategy:**
- Prepare a customized communication strategy, including customized messaging for audiences, selection of media tools, etc. aimed at achieving the identified objectives.

B) PLAN:

Develop a PLAN based on the communication strategy that would broadly include the following elements:

- a. Goals, desired outcomes and expected outcome of the communication strategy;
- b. Definition of audience – issue with specific focus on different user groups / focus groups (these are indicative and will need to be defined as part of the Communication Strategy and Consultation Plan); transport operators, road users, road construction companies.
- c. Assessment of current attitudes/beliefs/motivators;
- d. Analysis of audience's capacity for change;
- e. Definition of specific message for each component;
- f. Definition of medium to deliver the message (s) based on activity requirement including the needs of proper consultation as well as publicity at various level / target audience;
- g. Consultation Plan: Formulate and discuss the consultation plan for disseminating information on the project to the civil society, perhaps, bloggers, or those whose judgment is trusted, through focus group discussions, workshops, seminars etc.

Branding: A theme for transport reforms and specific branding of MOTC and Cabinet of Ministers aimed at promoting these reforms. The brand identity that is identifiable and popular for key segments of the population and catch phrase for population to link with the brand/theme.

Marketing Campaign:

Marketing campaign with special emphasis on the first three paras mentioned in the Campaign objectives.

This would involve campaign through appropriate media such as

- Printed leaflets and posters;
- Advertisements in the local newspapers;
- Radio;
- Television;
- Web;
- Mobile Communication SMS/RSS feeds etc.;
- Knowledge management activities such as workshops/seminars;
- Exposure/competitions etc.;
- Campaigns like car free day, bike day, bus day etc.

Media and Civil Society Relationship Management

- Close engagement with media (print and electronic) assigned to cover the sector/project with information and perspectives;
- Close engagement with relevant civil society organizations (CSOs), transport operators, associations, to keep interrelationships.

Events:

Planning and conducting various public events, workshops, seminars, competitions and awareness programmes etc. These events (field workshops) should be held in at least all oblasts (7) + 2 cities (Bishkek and Osh)

Impact/Outcome Monitoring:

Mechanisms to measure Impact/Outcome monitoring including behavioral changes.

Documentation:

Suggest a documentation process including recording for capturing important events, media reports etc.

C) Process to be followed while finalizing the PLAN

The Company would prepare a draft Communications and Outreach Plan in consultation with MOTC KR.

D) **Scope of Stage II**

This stage would involve implementation of the components of the approved PLAN. In consultation with MOTC KR the Service Provider shall implement the PLAN. The various activities to be carried out in the implementation stage are broadly discussed as under, but not limited to:

1. Launch of the campaign:

Based on the design guidelines as outlined below, the Service Provider would prepare the materials and initiate launch of various activities outlined in the strategy. The Service Provider will also launch the campaign, consumer education and consensus building through consultation. This would include information dissemination through the web and newsletters etc.

2. Preparation of design guidelines, Graphics and Templates:

This would involve design of the Brand, graphic standards (such as logo) for various themes of the reforms, information and stationery design, posters & painting competitions etc. Specific requirements to be included but not limited to the following: Create a brand identity for the project which would include but not limited to evolving

- Tag line/slogan;
- Visual design for use on bus stations, roadside direction signs / instructions at bus stations, design for display of Timings;
- Posters within bus/trucks informing about new reforms.

3. Collaboration with Media and Civil Society:

• Production of press releases, blogs, brochures, and organization of press briefings, media visits, along with placement of media articles, Daily media monitoring and monthly analysis.

• Organize CSO meetings, launch events, Awareness programs, and Targeted outreach with key opinion leaders in the city. After each consultation, the team is expected to submit a report outlining the key recommendations, relevance of these recommendations and means and methods of converting recommendation into action points on the Communication Strategy.

- Digital Media-Social media platforms – Design and content management.

4. Advertising

- Develop and produce the print/digital campaign and design page ads;
- Design SMS message campaign.

5. **Short presentations and videos** (minimum two 3-5 min video (one of them should be educational)) for social media, TV, minibus ads, trolleybus ads, offices, etc. to deliver identified messages. Broadcasting of the videos on the most popular channels.
6. **Public Events:** Planning and implementing (organization) various public events like car free day, bus day etc. in consultation with communication cell of MOTC KR. Planning and organizing focus group discussions to familiarize residents with new reforms. Organization and conducting of mass events, master classes, seminars, information programs, etc. These activities (field workshops) should be held in at least all oblasts (7) + 2 cities (Bishkek and Osh). All organization and conduct costs shall be the responsibility of the Service Provider (including hall rental, equipment, handouts, coffee breaks and lunch). Events should be organized for 20-50 people (depending on the population of the event area) and should include local government officials and activists. Some of the event speakers should be representatives of the MOITC KR, whose transportation and accommodation costs are covered by the Service Provider.
7. **Communication System and PIC:** Helping the MOTC KR to set up a communication cell, Public Information Centers (PICs) and assisting in training of the staff.
8. **Impact/Outcome Monitoring:** Measuring & Evaluating effectiveness of Outreach Program.
9. **Documentation of Processes and Events:**
 - Prepare documents and video clips to present the processes and activities involved in highlighting ongoing reforms including public views and perception at each stage of the project. After each stage of consultation, prepare a summary outcome report as well response to each of the comments/suggestions received from the stakeholders.
 - Develop quarterly plans for information dissemination, perspective sharing and risk management.
 - Prepare monthly newsletter to be published on MOTC KR website and prepare quarterly report indicating various activities undertaken.
10. **Measuring & Evaluating Effectiveness of Outreach Program**

The public outreach efforts for promoting new reforms must be continuously evaluated to find the most effective approaches.

The task must include: Evaluation at the end of each outreach effort to gather information that can be used in future outreach efforts. The program must have a built-in component which provides a way of finding out what works and what does not.

The Service Provider must:

 - Keep track of how stakeholders heard about new reforms and their response for a sample size of 500 (250+250 mid and post launch) commuters/influencers/households; to better understand the effectiveness of various initiatives.
 - Track the number of people attending the outreach efforts and their suggestions and feedback.
 - Record Minutes of Meetings/Programs by Audio Visual.
 - Track media response.
 - Create a Summary Report of Observations and Recommendations.

E) Deliverables and Timeline for Submission

The Company all commence work within a week of signing of the contract and shall submit a Draft PLAN within 4 weeks of commencement of work. All deliverables are due within 6 months of commencement of work. During the rollout stage, the Service Provider shall submit monthly

progress report. The firm should submit the Chart for the Planning and implementation schedule proposed by them.

F) List of Deliverables

Sl. No.	Deliverables	Time Frame (from the date of signing of the contract in weeks)
Stage I - Preparation of Communication and Outreach Plan		
1	Inception Report (including Understanding of priorities, key themes and proposed work plan)	14 days
2	Preparation of Draft Communication and Outreach Plan	20 days
3	Final Communication and Outreach Plan	25 days
Stage II - Rollout of the Communication and Outreach Plan		
4	Documentation of processes, events, audio and video	Throughout the entire work
5	Completion of all analytical materials, articles and interviews (at least 5 units for each type)	80 days
6	Activities:	120 days
7	Monthly reports	Every month
8	Final report	15 days after campaign completion
9	Two video clips	60 days

Qualification requirements:

- A) The company should have at least 3 years of experience in developing PR campaigns (*experience in working with government agencies is an advantage*);
- B) The company should demonstrate at least 2 successful examples of independently developed and conducted large PR campaigns (*copies of contracts for conducting and organizing a PR company must be provided as evidence*);
- C) The company should provide a CV of a Team Leader with 2 years of experience in developing and implementing a PR campaign (who will be responsible for the team organization, ensure effective communication between the team and the Client's management, ensure the team works in a given direction as instructed by the Client). *Experience must be clearly demonstrated with a specific indication of the project and the main characteristics of the project.*
- D) The company should provide a CV of a PR specialist with experience in developing and implementing a PR campaign (at least 5 years of experience in PR) (who will be responsible for the professional component of the team, organize and monitor the work of journalists and other team members, establish a coherent and effective work with the media, organize the sequence of publications and information materials), (*experience with public agencies is an advantage*). *Experience must be clearly demonstrated with a specific indication of the project and the main characteristics of the project;*
- E) The company should provide CVs of journalists (at least 2), availability of publications on road transport sphere is an advantage.

Reporting Requirement:

All reports must be submitted to the MOTC KR in three (3) hard copies on top-quality paper in Russian and Kyrgyz. In addition,

1. Initial report (includes the results of the sociological survey and PR campaign strategy and plan);
2. Progress report each month (indicating what has been done and the plan for the next period);
3. Final report, also to be submitted electronically (provides all information about the works done and results achieved plus the results of the post-campaign sociological survey).

Remuneration:

After each stage, the Company will provide an acceptance certificate, which will indicate the bank details, date and amount for payment.

- E) Contract signing (calendar days are indicated below);
- F) 25 days after the contract signing - demonstration of the draft PR strategy and plan to the Client, preparation and approval of the planned activities, submission of the Initial Report. (upon successful acceptance - 15% of the contract amount);
- G) 35 days after the contract signing - coordination of the video script (upon successful acceptance - 10% of the contract amount);
- H) 60 days after the contract signing - demonstration of finished videos and placement program (upon successful acceptance - 15% of the contract amount);
- I) 80 days after the contract signing - completion of the preparation of all analytical materials, articles and interviews (upon successful acceptance - 15% of the contract amount);
- J) 160 days after the contract signing - completion of the entire PR campaign (upon successful acceptance - 45% of the contract amount).