



USAID
FROM THE AMERICAN PEOPLE

ZAMBIA

March 11, 2009

SUBJECT: Contract No. GHH-I-00-07-000XX.00 Request for Task Order Proposal (RFTOP) for the Private Sector Social Marketing Program in Zambia

Dear Offeror:

USAID/Zambia is seeking proposals for a new program entitled Private Sector Social Marketing Program (also known as the Social Marketing project) under the AIDSTAR Sector I Indefinite Quantity Contract No. GHH-I-00-07-000XX-00. The new program, builds on the Better Health for Zambians through Social Marketing cooperative agreement with Population Services International/Society for Family Health, which concludes on July 31, 2009. The new program will support private/commercial sector mechanisms to deliver health products and services to prevent childhood illnesses, unintended/unsafe pregnancies, HIV and other sexually transmitted infections (STIs), and malaria. These mechanisms include advertisement campaigns with health education messages as well as partnerships with indigenous institutions to develop a viable, sustainable market for health products and services.

The program will provide the following health products and services, strengthening disease prevention and control effort under four (4) key objectives:

KEY OBJECTIVES:

1. To prevent diarrheal and other water-borne diseases through water purification interventions.
2. To prevent unintended pregnancies through the use of Oral contraceptive pills.
3. To provide counseling and testing, and male circumcision services in order to prevent HIV and other sexually transmitted infections
4. To prevent and control the spread of malaria through the use of Insecticide-treated bednets.

The Social Marketing project will be a five-year program from the date of award, with a possibility for extension beyond this period. The Task Order has a provision for the exercise of two options that might increase the Total Estimated Amount. The Task Order will be for five years funded with resources from the President's Emergency Plan for AIDS Relief (PEPFAR), President's Malaria Initiative (PMI), family planning/reproductive health (FP/RH), and maternal, newborn, and child health (MNCH).

The overall availability of funds for the project is subject to Washington approval processes via Zambia's annual Country Operational Plan (COP) and Malaria Operational Plan (MPO).

Please see attached RFTOP incorporated herein for the services to be carried out under the resulting task order. The technical and cost proposals need to be prepared in accordance with the attached RFTOP and the basic IQC contract.

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USAID reserves the right to award without discussions, or hold additional rounds of negotiations. Therefore, offerors are encouraged to provide their best offeror. The cost and technical proposals must be submitted both electronically and in hard copy by Wednesday, April 22, 2009, at 1700 hours (Lusaka, Zambia time) to Mr. Joseph Tembo, Acquisition Specialist, through the AAO e-mail address which is aao-solicit-lusaka@usaid.gov

The attachments for your electronic submissions should be limited to maximum of 5MB for each e-mail with the following structure:

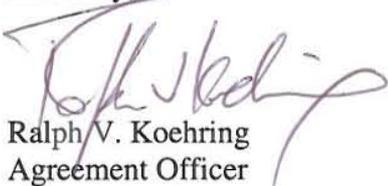
1. Technical Proposal (including the cover letter, table of contents, and attachments specific to the technical proposal).
2. Cost Proposal should have a narrative portion and the actual proposed budget in an MS Excel spreadsheet.
3. Authorized Attachments and/or Appendices.

Offerors that submit any unauthorized documents and/or attachments run the risk of those attachments not being included in the review process. USAID will not be responsible for any errors in the transmission of electronic copies. The electronic submissions should be properly grouped so that no one email is larger than 5MB in size, and Mr. Tembo should be alerted to the approximate size of forthcoming emails as soon as possible before the due date and time to minimize the possibility of system rejections.

Any information given to a prospective offeror concerning this solicitation will be furnished to all other prospective offerors as an amendment to this solicitation. All questions concerning this RFTOP must be received by the undersigned not later than 1700 hours (5:00 pm) March 31, 2009 and if an amendment with answers/clarifications is needed, it will be sent promptly to all prospective offerors.

Please note that the issuance of this solicitation does not constitute any commitment on the part of the U.S. Government to award a task order, nor will USAID reimburse costs incurred in proposal preparation. Should you require any clarification, you may contact Joseph Tembo at 260-211-254-303/6 or via e-mail at aao-solicit-lusaka@usaid.gov.

Sincerely,



Ralph V. Koehring
Agreement Officer
USAID/Zambia