



## **Pakistan Regional Economic Integration Activity (PREIA)**

Request for Proposals (RFP)

No. REQ-PRE-21-0001

**Research on consumer and Trade Preferences for Pakistani Products in Afghanistan**

Issue Date: January 11, 2021

**WARNING:** Prospective Offerors who have received this document from a source other than the Pakistan Regional Economic Integration Activity (PREIA), Third Floor, National Telecommunication Headquarters (NTC) Building, G-5/2, Islamabad, Capital territory 44000, Pakistan PREIAprocurement@DAI.com, should immediately contact [PREIAprocurement@DAI.com](mailto:PREIAprocurement@DAI.com) and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and shared only through [PREIAprocurement@DAI.com](mailto:PREIAprocurement@DAI.com).

**Disclaimer:** Issuance of this RFP in no way obligates DAI PREIA to award a purchase order and offerors will not be reimbursed for any costs associated with the preparation and submission of their proposals. DAI PREIA reserve the right to accept or reject any or all proposals without assigning any reason thereof.

## Table of Contents

<b>1. Synopsis of the RFP .....</b>	<b>3</b>
<b>2. Procurement Ethics.....</b>	<b>3</b>
<b>3. Anti-Corruption and Anti-Bribery Policy and Reporting Responsibilities .....</b>	<b>4</b>
<b>4. Purpose .....</b>	<b>5</b>
<b>5. General Information and Instructions to Offerors.....</b>	<b>5</b>
5.1 Issuing Office.....	5
5.2 Type of Award Anticipated .....	5
5.3 Instructions.....	5
<b>6. Questions regarding the RFP.....</b>	<b>6</b>
<b>7. Instructions for the Preparation of Technical Proposals .....</b>	<b>6</b>
7.1 Evaluation Criteria .....	7
<b>8. Instructions for the Preparation of Cost/Price Proposals .....</b>	<b>8</b>
<b>9. Basis of Award and Selection Process.....</b>	<b>8</b>
9.1 Best Value Determination .....	8
9.2 Responsibility Determination .....	8
<b>10. Compliance with Terms and Conditions .....</b>	<b>8</b>
10.1 General Terms and Conditions .....	8
10.2 Prohibited Technology .....	8
10.3 Source and Nationality .....	9
10.4 Data Universal Numbering System (DUNS) (if applicable).....	9
10.5 Vetting Requirements (if applicable).....	9
<b>11. Attachments.....</b>	<b>10</b>
11.1 Attachment A: Scope of Work (SOW) Research on Consumer and Trade Preferences for Pakistani Products in Afghanistan .....	10
11.1.1 Project Brief.....	10
11.1.2 Background.....	10
11.1.3 Objectives and Scope .....	11
11.1.4 Tasks.....	12
11.1.5 Deliverables .....	12
11.1.6 Tentative Schedule .....	12
11.1.7 Base of Operations.....	12
11.2 Attachment B: Proposal Cover Letter.....	13
11.3 Attachment C: Price Schedule .....	14
11.4 Attachment D: Instructions for Obtaining a DUNS Number.....	15
11.5 Attachment E: Self Certification for Exemption from DUNS Requirement .....	23
11.6 Attachment F: Past Performance Form .....	24
11.7 Attachment G: Representations and Certifications of Compliance .....	25
11.8 Attachment J: Proposal Checklist .....	26

## 1. Synopsis of the RFP

RFP No.	<b>REQ-PRE-21-0001</b>
Issue Date	January 11, 2021
Title	<b>Research on Consumer and Trade Preferences for Pakistani Products in Afghanistan</b>
Issuing Office & Point of Contact	<b>Procurement Department, Operations Manager</b>
Deadline for Receipt of Questions	<b>Questions (regarding SOW or RFP) due by (01:00 PM PST) <b>January 25, 2021</b>, (if any)</b>  Each Offeror is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted no later than the date specified. All questions received will be compiled and answered in writing and distributed to all interested Offerors.
Email Address for Submission of Questions	<a href="mailto:PREIAProcurement@dai.com">PREIAProcurement@dai.com</a>
Deadline for Receipt of Proposals	Separately files of Technical and Financial Proposals are due by or before close of business (5:00 PM PST) on <b>February 08, 2021</b>
Email Address for Submission of Proposals	<a href="mailto:PREIAProcurementINBOX@dai.com">PREIAProcurementINBOX@dai.com</a>
Anticipated Award Type	DAI anticipates issuing a <b>Firm Fixed Price Sub-Contract</b> . This is only the anticipated type of award and may be changed as a result of negotiations.
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using the criteria listed below

## 2. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to [FPI\\_hotline@dai.com](mailto:FPI_hotline@dai.com). DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

### **3. Anti-Corruption and Anti-Bribery Policy and Reporting Responsibilities**

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. **DAI does not tolerate the following acts of corruption:**

- Any requests for a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by a DAI employee, Government official, or their representatives, to influence an award or approval decision.
- Any offer of a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by an offeror or subcontractor to influence an award or approval decision.
- Any fraud, such as mis-stating or withholding information to benefit the offeror or subcontractor.
- Any collusion or conflicts of interest in which a DAI employee, consultant, or representative has a business or personal relationship with a principal or owner of the offeror or subcontractor that may appear to unfairly favor the offeror or subcontractor. Subcontractors must also avoid collusion or conflicts of interest in their procurements from vendors. Any such relationship must be disclosed immediately to DAI management for review and appropriate action, including possible exclusion from award.

These acts of corruption are not tolerated and may result in serious consequences, including termination of the award and possible suspension and debarment by the U.S. Government, excluding the offeror or subcontractor from participating in future U.S. Government business.

Any attempted or actual corruption should be reported immediately by either the offeror, subcontractor or DAI staff to:

- Toll-free Ethics and Compliance Anonymous Hotline at (U.S.) +1-503-597-4328
- Hotline website – [www.DAI.ethicspoint.com](http://www.DAI.ethicspoint.com), or
- Email to [Ethics@DAI.com](mailto:Ethics@DAI.com)
- USAID's Office of the Inspector General Hotline at [hotline@usaid.gov](mailto:hotline@usaid.gov).
- 

By signing this proposal, the offeror confirms adherence to this standard and ensures that no attempts shall be made to influence DAI or Government staff through bribes, gratuities, facilitation payments, kickbacks or fraud. The offeror also acknowledges that violation of this policy may result in termination, repayment of funds disallowed by the corrupt actions and possible suspension and debarment by the U.S. Government.

## 4. Purpose

DAI, the implementer of the USAID's Pakistan Regional Economic Integration Activity (PREIA), invites qualified offerors to submit proposals for Research on consumer and trade preferences for Pakistani products in Afghanistan.

## 5. General Information and Instructions to Offerors

### 5.1 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

### 5.2 Type of Award Anticipated

DAI anticipates awarding a **Firm Fixed Price Sub-Contract**. This subcontract type is subject to change during the course of negotiations.

### 5.3 Instructions

- “Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.
- Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.
- Proposals are due no later than **February 08, 2021**, to be submitted on [PREIAProcurementINBOX@dai.com](mailto:PREIAProcurementINBOX@dai.com). Late offers may only be accepted under extraordinary circumstances at PREIA’s discretion.
- The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.
- Offers must show unit prices, extensions, and total price. Proposal must be a fixed price, expressed in US Dollars or Pak Rupee.
- Offerors are asked to specify the available resources and the total number of calendar days it will take to complete the assignment.
- Bidders must provide fixed prices, inclusive of all applicable tax. Tax at source will be deducted from all payments as per government rules, unless a valid exemption certificate is provided by the supplier.
- Small/ medium size business, minorities owned firms, women led business and those owned by other disadvantaged groups will be given preference, in any such case additional documentation must be provided along with Proposal.
- Only those bids will be considered which are prepared in legible writing and are absolutely clear and unambiguous. Any unavoidable cutting/over-writing must be signed and stamped by authorized signatory of the bidders
- Submission of Proposal against this RFP would automatically mean that supplier agrees to all the terms and conditions mentioned in this RFP.
- Arithmetical errors will be rectified on the following basis:
  - If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.

- If there is a discrepancy between words and figures the amount in words shall prevail.
- If the Offeror does not accept the correction of errors, its Proposal will be rejected.
- A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:
  - The Offeror will certify a minimum validity period of 90 days for the prices provided.
  - Acknowledge the solicitation amendments received.

## 6. Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or PREIA employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

## 7. Instructions for the Preparation of Technical Proposals

Technical proposals shall be submitted as a separate file from cost/price proposals and shall be clearly labeled as "VOLUME I: TECHNICAL PROPOSAL".

Technical proposals shall include the following contents

1. **Technical Approach** — Description of the proposed services which meets or exceeds the stated technical specifications or scope of work in Attachment A. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
2. **Management approach** – Description of the Offeror's staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach
3. **Past Performance** –Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment F.

## 7.1 Evaluation Criteria

**Technical Proposal shall have 70% of overall weightage.** Each Technical proposal will be evaluated and scored against the evaluation criteria stated in the following table.

Evaluation Criteria	Maximum Points
<b>Technical Approach</b>	
1. Does the proposal understand and contextualize to the requirements of the project as stated in the Scope of Work?	10 points
2. Does proposal include description of proposed approach and development tools?	10 points
3. Did the bidder provide a clear explanation of how each aspect and requirement of the SOW will be met? Is the proposed methodology cogent and creative?	10 points
4. Does the proposal demonstrate the offeror's technical knowledge related to requirements of the research topic and its related areas especially trade data, market and consumer survey?	20 points
5. Does the offeror clearly demonstrate knowledge and ability to design and conduct research studies in general and on trade in particular?	10 points
<b>Subtotal Points- Technical Approach</b>	<b>60 Points</b>
<b>Management Approach</b>	
1. Does the offeror have network of experts and staff who are qualified, experienced and available to complete proposed scope of work?	10 points
2. Project plan – Does the proposal with detailed activities and timeline fulfill the requirements of executing the Scope of Work effectively and efficiently?	10 points
3. Does the offeror have demonstrated established procedure/mechanism of Monitoring, Evaluation & Risk management (human resources, data analysis etc) to meet the requirements of SoW?	10 points
<b>Subtotal Points-Management Approach</b>	<b>30 points</b>
<b>Past Performance</b>	
1. Does the offeror have the profile, experience, human resources, financial capacity and track record (testimonial from clients) in conducting similar work as the scope of work?	10 points
<b>Subtotal Points-Past Performance</b>	<b>10 points</b>
<b>Total Points</b>	<b>100 points</b>

## 8. Instructions for the Preparation of Cost/Price Proposals

**Cost/Price Proposal shall have 30% of overall weightage.** Cost/Price proposals shall be submitted as a separate file from technical proposals and shall be clearly labeled as “VOLUME II: COST/PRICE PROPOSAL” provided in Attachment C is a template for the Price Schedule, for firm-fixed price awards. Offerors shall complete the template including as much detailed information as possible.

Where applicable, offerors should include Sales Tax (G/S ST) as separate lines on the invoice (if applicable). PREIA will provide GST and customs exemption slip instead of money for GST and customs amount to the supplier as based on the Strategic Objective Grant Agreement (SOGA) between Islamic Republic of Pakistan and United States of America USAID is exempted of paying GST and customs on all purchases. Basis of Award

## 9. Basis of Award and Selection Process

### 9.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best terms (price and technical).**

### 9.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

- I. Provide evidence of the required business licenses to operate in the host country.
- II. Evidence of a DUNS number (explained below and instructions contained in Attachment D).
- III. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
- IV. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
- V. Ability to comply with required or proposed delivery or performance schedules.
- VI. Have a satisfactory past performance record.
- VII. Have a satisfactory record of integrity and business ethics.
- VIII. Have the necessary organization, experience, accounting and operational controls and technical skills.
- IX. Have the necessary production, construction and technical equipment and facilities if applicable.
- X. Be qualified and eligible to perform work under applicable laws and regulations.

## 10. Compliance with Terms and Conditions

### 10.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

### 10.2 Prohibited Technology

Bidders MUST NOT provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation,



Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof, in compliance with FAR 52.204-25.

### 10.3 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

**Geographic Code 937:** Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at: <http://www.usaid.gov/policy/ads/300/310maa.pdf> and <http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at [www.SAM.gov](http://www.SAM.gov). The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

### 10.4 Data Universal Numbering System (DUNS) (if applicable)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see Attachment D - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

For those not required to obtain a DUNS number, see Attachment E: Self Certification for Exemption from DUNS Requirement

### 10.5 Vetting Requirements (if applicable)

Pursuant to AIDAR 752.204-71, all recipients of DAI Pakistan awards above \$25,000 must comply with vetting requirements of all key individuals under the given award. No cash or in-kind disbursements will be provided until the recipient organization and all key individual(s) under the organization have passed vetting. The purpose of vetting is to mitigate the risk that USAID funds and other resources do not, even inadvertently provide support or benefit individual or entities that are terrorists, supporters of terrorists or affiliated with terrorists.

## 11. Attachments

### 11.1 Attachment A: Scope of Work (SOW) Research on Consumer and Trade Preferences for Pakistani Products in Afghanistan

#### 11.1.1 Project Brief

The USAID funded Pakistan Regional Economic Integration Activity (PREIA) seeks proposals for the scope mentioned subsequently in the sections below.

PREIA is a USAID funded project aimed at supporting the Government of Pakistan (GoP) and the private sector to improve Pakistan's competitiveness in international markets and, ultimately, increase the country's trade and transit volumes. The three overarching goals of PREIA include:

- Improved Business Enabling Environment;
- Improved Regional Trade and Transit Facilitation by Customs; and
- Improved Regional Business to Business (B2B) Linkages.

To achieve its objectives, PREIA works alongside several GoP departments (including Ministry of Commerce, Ministry of Communication, Pakistan Customs etc.) and private sector trade bodies including chambers of commerce and industries and sector specific associations.

#### 11.1.2 Background

Global trade has changed significantly creating unmatched market opportunities for businesses. Neighbours no longer rely on one source to meet its demand. With opening of the borders, consumers are now exposed to a wider range of foreign products than ever before and will continue with an increasing speed. Consumer decision making is now the most important element due to increase globalization

Pakistan and Afghanistan shared a long border and trading of products between two countries is natural. However, both countries are now facing the impact of globalization despite among each other's top three trading partners.

To meet market demands, consumer markets in Afghanistan are largely dependent to import products from its neighbours including Pakistan. Pakistan total exports to Afghanistan is approximately 5% of its exports and over the years, it is showing declining trends, whereas Afghanistan is exporting more than 30% of its products to Pakistan barring in 2019 when exports dropped to approximately 25%. Afghanistan is trying to diversify its markets due to development of infrastructure and changing geo-political situation whereas Pakistani businesses are not able to realign their business strategies and are losing their market share due to various factors. The market share of Pakistani products is decreasing for last many years.

PREIA, in collaboration with relevant public and private sector businesses have organized various workshops and focused group discussion with representatives of businesses, engaged in trading with Afghanistan. It was pointed out that Pakistan's market share saw a decline and captured by other countries by capitalizing on the opportunity that opened considering the political and administrative impediments slowing down Pak-Afghan bilateral trade. In addition, availability of products from other countries with better price, quality and consistency are making their way in consumers markets.

A look at Pakistan's share in both export and import markets of Afghanistan shows declining trends over the last 5 years reinstates the importance of identifying obstacles hampering trade, both at policy and operational level. Keeping this backdrop in mind, more specifically Pakistan's weakening position in the landscape of

Afghanistan's imports, the impediments are of grave importance – not only to be identified but also to be communicated to the relevant authorities for a necessary course of action. It was emphasized by the representatives of businesses that Pakistani exporters to Afghanistan enjoy / enjoyed certain competitive advantage that arose from ease of movement of goods and people across border; and from relaxed application of regulations. However, following key findings are important for review and consideration:

1. Consumer and trader preference against Pakistani origin goods in Afghanistan
2. Inability of Pakistani goods to meet quality standards and requirements set by Afghanistan for specific products
3. Import and export procedures and processes making Pakistani products less competitive in Afghanistan

### 11.1.3 Objectives and Scope

PREIA aims to commission a study to test the following perceived factors determining Pakistan's share in Afghanistan's imports:

1. Traders'/Importers preference and Pakistan's competitiveness vis a vis competing countries
2. Final Consumer's preference and Pakistan's competitiveness vis a vis competing countries
3. Import / export processes, rules and regulations affecting Pakistan's competitiveness vis a vis other sources of imports

This study is expected to highlight policy, procedure, perceptions, marketing (product, price, packaging, promotion) factors important for competitiveness of Pakistani products in Afghanistan. The outcome of the study are recommendations for the Government and the private sector of Pakistan to increase Pakistan's market share in Afghanistan's imports.

Key research questions / issues this study is expected to tackle include following:

1. Tracking Afghanistan's imports in terms of goods and services, including those from Pakistan;
2. Mapping current and potential exports of Pakistan to Afghanistan in terms of products and services;
3. Identify how imports of goods and services in Afghanistan are sourced;
  - a. Who are the decision makers with regards to sourcing of the products / services?
  - b. What are the key determinants of selecting import sources for products that Pakistan does as well as can potentially export to Afghanistan?
  - c. Model a typical trading process of markets including stakeholder and decision makers in Afghanistan of the main products that Pakistan does or has the potential to export to Afghanistan?
4. Competitive mapping of Pakistan vis a vis competing countries for each of the products and services Pakistan does and can export to Afghanistan (Importers Perspective). Identify with ranking / weightage the key factors that determine the decision by importers to source from a given source (traders' preferences and factors for sourcing). How does Pakistan compare against each of these factors vis a vis competitor countries and challenges faced, opportunities for traders and seasonal aspects of Pakistan-Afghanistan trade;
5. Competitive mapping of Pakistan vis a vis competing countries for each of the products and services Pakistan does and can export to Afghanistan (Final Consumer Perspective and perception). Identify with ranking / weightage the key consumer preference attributes that determine the decision by final consumer to purchase goods / services originated from Pakistan. How does Pakistan compare against each of these factors vis a vis competitor countries?
6. Recommendations for Policy Makers for trade facilitations and Private Sector for each of the products / services availability and how to gain additional market share in Afghanistan.

#### 11.1.4 Tasks

The firm shall be responsible for developing research methodology, designing the research, developing questionnaires for stakeholder interviews, collecting data, conducting interviews, compiling and analyzing the data collected and presenting the findings and recommendations in the form of report. In particular:

- a) The firm shall conduct desk research: conduct a thorough desk review of research and information available with regards to research and as defined in objectives and scope in this document. In addition, product information for both import and export for both Pakistan and Afghanistan is must.
- b) Based on the initial desk research, the firm/individual shall design the overall research methodology, develop a list of stakeholders and the stakeholder questionnaires and final report templates.
- c) The firm/individual shall agree on the development of research instruments and methodology as per objectives and scope, with the oversight and approval of PREIA.
- d) The firm/individual shall collect primary information from stakeholders via one-on-one interviews and focus group discussions or method necessary to gather information for objectives/scope.
- e) The firm/individual shall analyze and report data as per objectives and scope.
- f) The firm/individual shall check and compile all analysis into a readable reporting format.
- g) The firm/individual shall develop conclusions and recommendations for improving the competitiveness of Pakistani products in Afghanistan, and of Afghan products in Pakistan. The firm/individual may discuss findings and conclusions with relevant stakeholder groups.
- h) The firm/individual shall compile all results into a final report for public dissemination
- i) The firm/individual shall present results at an appropriate forum to be organized for this research.

Note: Companies in partnership with local research firms and/or businesses in Afghanistan will be given preference.

#### 11.1.5 Deliverables

1. Research methodology and Action plan submitted and approved by PREIA
2. Research instruments – questionnaires and procedures for key stakeholder interviews and/or focus groups to be produced, submitted and approved by PREIA
3. Draft Research Report – analysis of qualitative and quantitative research instruments – as described in research objectives/scope and anticipated outcomes;
4. Final Research Report – incorporation of recommendations from the stakeholders on the draft report. The final report shall be very graphical and able to be posted online for stakeholders.
5. Presentations – for USAID and key stakeholders based on the recommendations and conclusions.

**Important Note: All sources of the data used (not just references) will be presented in their original form in Annexure of the final report.**

#### 11.1.6 Tentative Schedule

The research will start in the April/May 2021 and is expected to be completed within four months. The schedule would be decided based on the proposal.

#### 11.1.7 Base of Operations

Pakistan (with travel to Afghanistan, as needed or with partner company in Afghanistan). Companies in partnership with local research firms and/or businesses in Afghanistan will be given preference.

## 11.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.  
Development Alternatives, Inc.

We, the undersigned, provide the attached proposal in accordance with **RFP**-Click here to enter text.-Click here to enter text. issued on Click here to enter text.. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >.

I certify a validity period of Click here to enter text. days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

*Offeror shall verify here the items specified in this RFP document.*

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

Company Seal/Stamp:

11.3 Attachment C: Price Schedule

Item Number	Deliverable Title	Description/Specifications	Quantity	Unit Price	Total Price
1a					
1b					
1c					
2	Click here to enter text.				
3	GST (if applicable)				
GRAND TOTAL IN Click here to enter text.					
GRAND TOTAL IN US DOLLARS (USD)					

**Delivery Period:** Click here to enter text.

## 11.4 Attachment D: Instructions for Obtaining a DUNS Number

### For DAI'S Vendors, Subcontractors

**Note: There is a Mandatory Requirement for your Organization to Provide a DUNS number to DAI**

**I. SUBCONTRACTS/PURCHASE ORDERS:** All domestic and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above are required to obtain a DUNS number prior to signing of the agreement. *Your organization is exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. Please see the self-certification form attached.*

**II. MONETARY GRANTS:** All foreign entities receiving first-tier monetary grants (standard, simplified and FOGs) with a value equal to or over \$25,000 and performing work outside the U.S. must obtain a DUNS number prior to signing of the grant. All U.S. organizations who are recipients of first-tier monetary grants of any value are required to obtain a DUNS number; the exemption for under \$25,000 applies to foreign organizations only.

**NO SUBCONTRACTS/POs (\$30,000 + above) or MONETARY GRANTS WILL BE SIGNED BY DAI WITHOUT PRIOR RECEIPT OF A DUNS NUMBER.**

*Note: The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Organizations who fail to provide a DUNS number will not receive an award and DAI will select an alternate vendor/subcontractor/grantee.*

#### **Background:**

#### **Summary of Current U.S. Government Requirements- DUNS**

The Data Universal Numbering System (DUNS) is a system developed and managed by Dun and Bradstreet that assigns a unique nine-digit identifier to a business entity. It is a common standard world-wide and users include the U.S. Government, European Commission and the United Nations. The DUNS number will be used to better identify related organizations that are receiving U.S. federal funding, and to provide consistent name and address data for electronic application systems.

**Instructions detailing the process to be followed in order to obtain a DUNS number for your organization begin on the next page.**

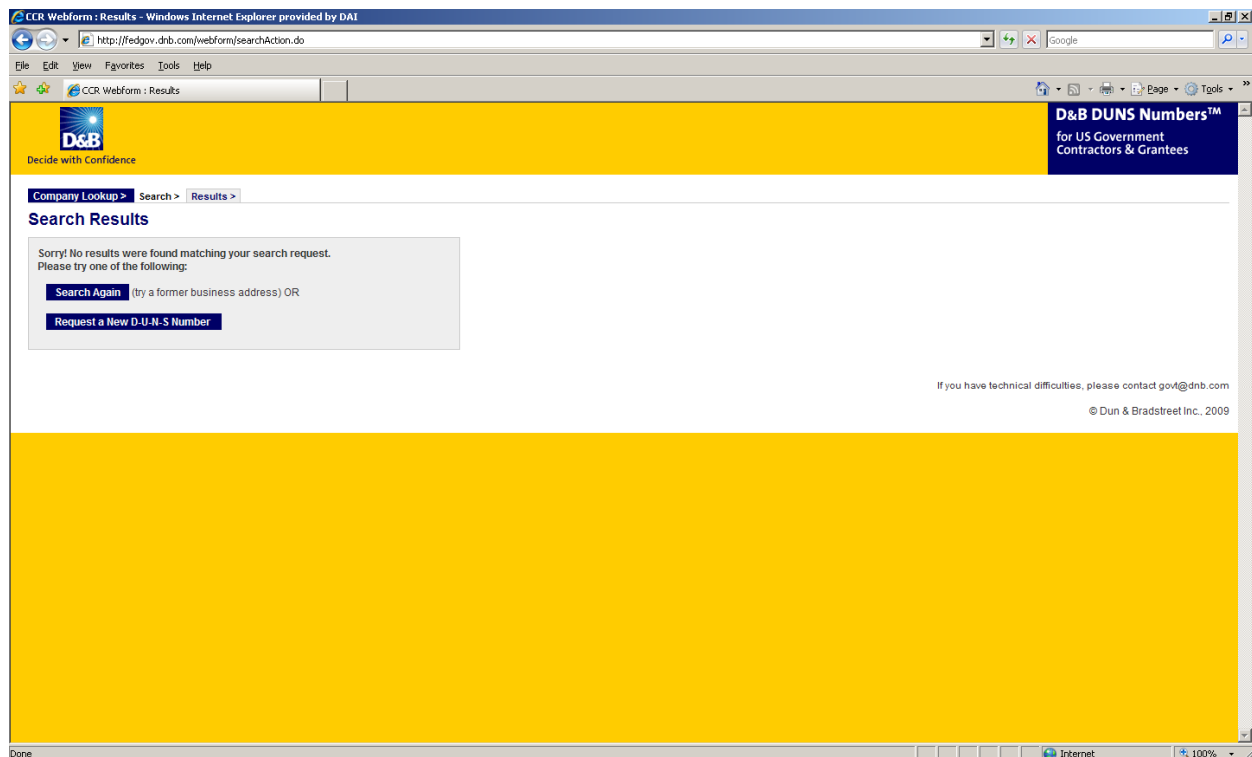
## THE PROCESS FOR OBTAINING A DUNS NUMBER IS OUTLINED BELOW:

1. Log on to the D&B (Dun & Bradstreet) DUNS registration website to begin the process of obtaining a DUNS number free of charge.

<http://fedgov.dnb.com/webform/index.jsp>

Please note there is a bar on the left for Frequently Asked Questions as well as emails and telephone numbers for persons at Dun & Bradstreet for you to contact if you have any questions or difficulties completing the application on-line. DAI is not authorized to complete the application on your organization's behalf; the required data must be entered by an authorized official of your organization.

2. Select the Country where your company is physically located.
3. You will first be asked to search the existing DUNS database to see whether a DUNS number already exists for your organization/entity. Subcontractors/grantees who already have a DUNS number may verify/update their DUNS records.
4. Potential DAI subcontractors/vendors/grantees who do not already have a DUNS number will be shown the screen below. To request a new DUNS Number, the "Request a New D-U-N-S Number" button needs to be selected.





5. Enter the information regarding your organization listed on the next three screens. (See screen shots below.) Make sure you have the following information available (in English) prior to beginning the process of entering this section in order to ensure successful registration.
  - Legal Business Name (commas are allowed, periods are not allowed)
  - Address
  - Phone
  - Name of Owner/Executive
  - Total Number of Employees
  - Annual Sales or Revenue (US Dollar equivalent)
  - Description of Operations
6. Note that some fields are Optional, however all other fields must be completed to proceed further with the application process. For example, all applicants must complete the Organization Information sections. The Company Name and Physical Address fields are self-populated based on information previously entered during the initial DUNS search. The question marks to the left of the field provide additional information when you click on them.

CCR Webform: New Duns Number Request. - Windows Internet Explorer provided by DAI

http://fedgov.dnb.com/webform/newReq.do?hdnCompanyNumber=18&browser=&hdnCompanyName=&hdnAddress=&hdnCity=&hdnState=&hdnZip=&hdnCountry=&hdnDuns=&hdnTradeStyleName=&newComp=

File Edit View Favorites Tools Help

CCR Webform: New Duns Number Request.

D&B DUNS Numbers™  
for US Government  
Contractors & Grantees

D-U-N-S Number Request > Search > Enter Your Company Information >

### Request for New D-U-N-S Number

Any affiliated companies at the same address, will not be affected. If there are affiliated companies at the same address, please specify in the Notes section.

Complete the information below to obtain a new D-U-N-S Number for your company's physical location.

Note: All fields are required unless otherwise indicated.

**Company Name**

? Legal Name

? Legal Structure

? Tradestyle Name 1 (optional)

Tradestyle Name 2

Tradestyle Name 3

? Phone Number of Business

**Physical Address**

? Street

? City

? State

? Zip Code + 4/Postal Code

Country

**Mailing Address (optional)** ☐ Same as Physical Address

? Street/ P.O. Box

City

7. You must select the legal structure of your organization from the pull down menu. To assist you in selecting the appropriate structure that best represents your organization, a brief description of the various types follows:
  - **Corporation** – A firm that meets certain legal requirements to be chartered by the state/province in which it is headquartered by the filing of articles of incorporation. A corporation is considered by law

to be an entity separate and distinct from its owners. It can be taxed; it can be sued; it can enter into contractual agreements.

- **Government** - central, province/state, district, municipal and other U.S. or local government entities. Includes universities, schools and vocational centers owned and operated by the government.
- **Limited Liability Company (LLC)** - This is a type of business ownership combining several features of corporation and partnership structures. It is designed to provide the limited liability features of a corporation and the tax efficiencies and operational flexibility of a partnership. Its owners have limited personal liability for the LLC's debts and obligations, similar to the status of shareholders in a corporation. If your firm is an LLC, this will be noted on the organizations registration and licensing documents.
- **Non-profit** - An entity which exists for charitable reasons and is not conducted or maintained for the purpose of making a profit. Any money earned must be retained by the organization, and used for its own expenses, operations, and programs. Most organizations which are registered in the host country as a non-governmental organization (NGO) rather than as a commercial business are non-profit entities.

**Community based organizations, trade associations, community development councils, and similar entities which are not organized as a profit making organization should select this status, even if your organization is not registered formally in country as an NGO.**

- **Partnership**- a legal form of operation in which two or more individuals carry on a continuing business for profit as co-owners. The profits and losses are shared proportionally.
- **Proprietorship**-These firms are owned by one person, usually the individual who has day-to-day responsibility for running the business. Sole proprietors own all the assets of the business and the profits generated by it.

8. One of the most important fields that must be filled in is the Primary SIC code field. (See screen shot below.) The Primary Standard Industrial Code classifies the business' most relevant industry and function.

CCR Webform: New Duns Number Request - Windows Internet Explorer provided by DAI

http://fedgov.dnb.com/webform/newReq.do?hdncompanynumber=1&browser=8&hdnCompanyName=8&hdnAddress=8&hdnCity=8&hdnState=8&hdnZip=8&hdnCountry=8&hdnDuns=8&hdnTradeStyleName=8newComp

File Edit View Favorites Tools Help

CCR Webform: New Duns Number Request.

Street/ P.O. Box  
City  
State  
Zip Code + 4/Postal Code  
Country: Select one

**Organization Information**

Executive Name  
Title: Select one

Primary SIC code  
Description of Operations  
Socioeconomic Data: Select one

Number of Employees (includes owners, partners, and/or officers)  
Annual Sales or Revenue

**Parent Organization (optional)**

Name  
Street  
City  
State  
Zip Code + 4/Postal Code  
Country: Select one

**Notes (optional)**

Submit Your Request

If you have technical difficulties, please contact gov@dnb.com

Done

9. If you are unsure of which SIC Code your organization's core business falls under, please refer to the following website: <http://www.osha.gov/oshstats/sicser.html>

Standard Industrial Classification (SIC) System Search - Windows Internet Explorer provided by DAI

http://www.osha.gov/pls/ins/sicsearch.html

File Edit View Favorites Tools Help

Standard Industrial Classification (SIC) System Search

UNITED STATES DEPARTMENT OF LABOR

OSHA

OSHA QuickTakes Newsletter RSS Feeds Print This Page Text Size

Occupational Safety & Health Administration We Can Help

Home Workers Regulations Enforcement Data & Statistics Training Publications Newsroom Small Business OSHA

**STATISTICS & DATA | SIC MANUAL**

This page allows the user to search the 1987 version SIC manual *by keyword*, to access descriptive information for a *specified 2,3,4-digit SIC*, and to *examine the manual structure*.

Enter a SIC CODE:

Enter the search keyword(s):

Submit Clear

[Search Help and Examples](#)

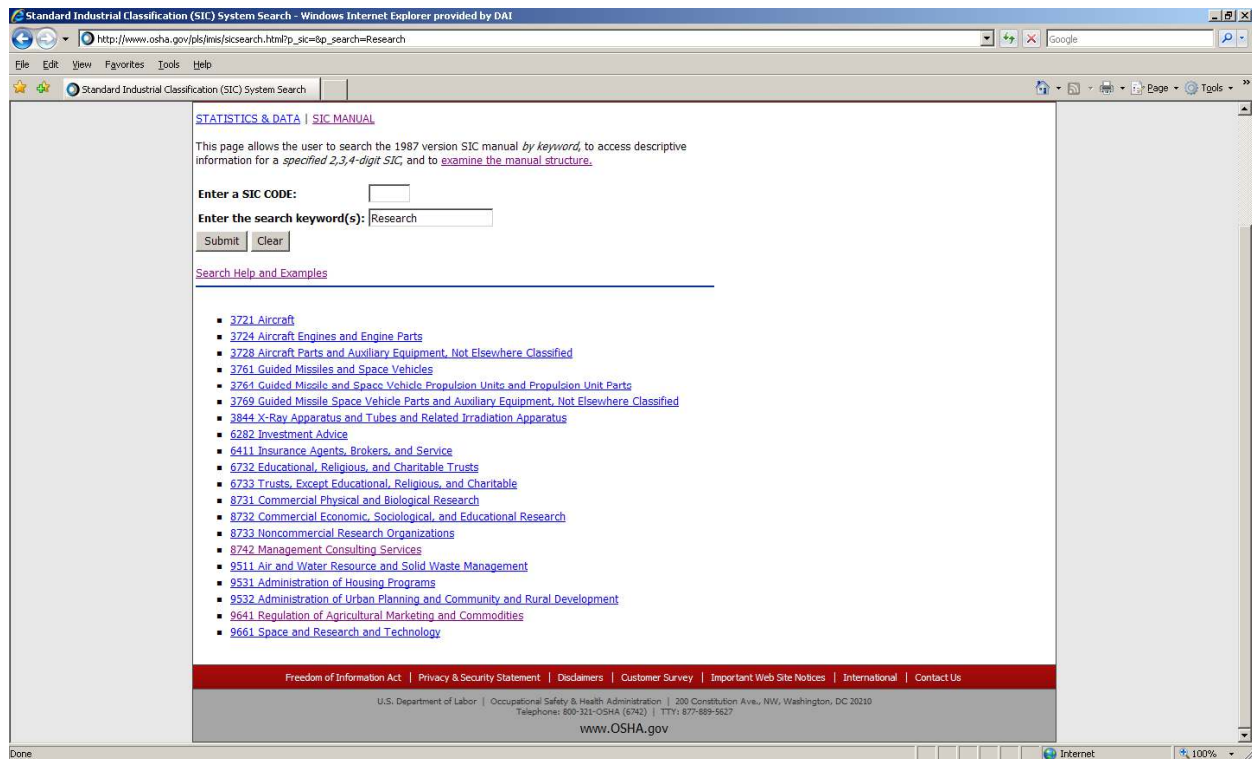
Freedom of Information Act | Privacy & Security Statement | Disclaimers | Customer Survey | Important Web Site Notices | International | Contact Us

U.S. Department of Labor | Occupational Safety & Health Administration | 200 Constitution Ave., NW, Washington, DC 20210  
Telephone: 800-321-OSHA (6742) | TTY: 877-889-5627

www.OSHA.gov

Internet 100%

You will need to enter certain keywords to bring up the potential SIC Codes. In the case above, “Research” was entered as the keyword, and resulted in the following:



PLEASE NOTE: Many of the DAI subcontractors and grantees fall under one of the following SIC codes:

**8742** Management Consulting Services

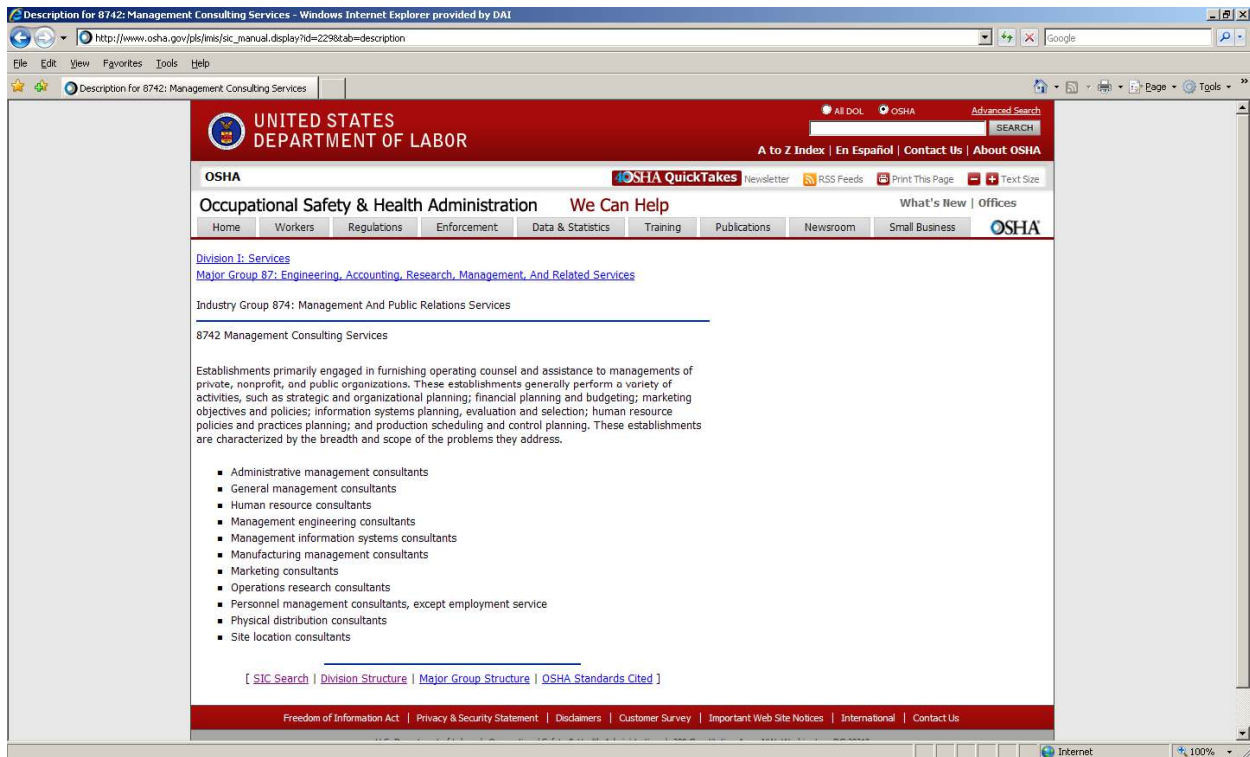
1542 General Contractors-Nonresidential Buildings, Other than Industrial Buildings and Warehouses or one of the codes within:

Industry Group 357: Computer And Office Equipment

Industry Group 355: Special Industry Machinery, Except Metalworking

Industry Group 356: General Industrial Machinery And Equipment

Industry Group 359: Miscellaneous Industrial And Commercial



10. Description of Operations- Enter a brief description of the primary services you provide the example below, “agricultural technical assistance” was chosen as the primary function of the business.

The screenshot shows the "CCR Webform: New Duns Number Request" form in a Windows Internet Explorer browser. The form is titled "Country" and "AFGHANISTAN". It contains several sections for data entry:

**Mailing Address (optional)** ☐ Same as Physical Address

Street/ P.O. Box  
City  
State  
Zip Code + 4/Postal Code  
Country (Select one)

**Organization Information**

Executive Name: Mohammad Ali  
Title: Owner  
Primary SIC code  
Description of Operations: Agricultural Technical Assistance  
Socioeconomic Data: No special Ownership Status  
Number of Employees (includes owners, partners, and/or officers): 10  
Annual Sales or Revenue: USD 500,000

**Parent Organization (optional)**

Name  
Street  
City  
State  
Zip Code + 4/Postal Code  
Country (Select one)

**Notes (optional)**

Submit Your Request

11. The Annual Sales or Revenue figure should be provided in USD (US Dollar) equivalent.
12. Once all of the fields have been completed, click on “Submit Your Request” to be taken to the Verification page.
13. Note: Representative (Principal, Owner or Officer) needs to verify and provide affirmation regarding the accuracy of the data under criminal or civil penalties as per Title 18, Section 1001 of the US Criminal Code.
14. Once “Yes, Continue” button is clicked, the registration application is sent to D&B, and a DUNS number should be available within 24-48 hours. DUNS database can be checked in 24-48 hours by entering the Business Information in the Search window – which should now display a valid result with the new DUNS number for the entity.

CCR Webform : verification page - Windows Internet Explorer provided by DAI

http://fedgov.dnb.com/webform/NewDunsRequest.do

File Edit View Favorites Tools Help

CCR Webform : verification page

D&B DUNS Numbers™  
for US Government  
Contractors & Grantees

D-U-N-S Number Request > Search > Enter Your Company Information > Verify Information Page >

### Verification Page

**Company Name**

Legal Name: DNB TEST, INC

Phone Number of Business: 20-555-1212

**Physical Address**

Street: 100 Jalan Abdul Rahman

City: Kabul

State:

Zip Code + 4/Postal Code:

Country: AFGHANISTAN

**Organization Information**

Executive Name: Mohammad A

You affirm that you are a principal, owner or officer of the entity for which you are submitting proposed information and/or changes and that you are properly authorized to submit these changes. You also agree not to knowingly provide any false or misleading information to D&B. Knowingly providing false or misleading information may result in criminal or civil penalties as per [Title 18, Section 1001 of the US Criminal Code](#), and may negatively impact the status of the D&B report maintained on this company.

This also includes the use of a Shelf Corporation. D&B defines a Shelf Corporation as one that exhibits either of the following characteristics: (1) An aged corporation where no prior business activities could be confirmed or (2) An aged corporation that was revoked, dissolved or went to a dormant status, and is subsequently reinstated and is under new control. It is D&B's policy that the historical business activity of a Shelf Corporation, if any, will not be factored into the determination of such Shelf Corporation's start date. As such, any individual who attempts to misrepresent the start date of their business through the use of a Shelf Corporation or any other means is immediately put on information alert status or higher-risk status. In addition, the criminal penalties mentioned above may apply.

Done Internet 100%

## 11.5 Attachment E: Self Certification for Exemption from DUNS Requirement

### Self-Certification for Exemption from DUNS Requirement For Subcontractors and Vendors

Legal Business Name:

Physical Address:

Physical City:

Physical Foreign Province (if applicable):

Physical Country:

Signature of Certifier

Full Name of Certifier

Title of Certifier:

Date of Certification (mm/dd/yyyy):

The sub-contractor/vendor whose legal business name is provided herein, certifies that we are an organization exempt from obtaining a DUNS number, as the gross income received from all sources in the previous tax year is under USD \$300,000.

\*By submitting this certification, the certifier attests to the accuracy of the representations and certifications contained herein. The certifier understands that s/he and/or the sub-contractor/vendor may be subject to penalties, if s/he misrepresents the sub-contractor/vendor in any of the representations or certifications to the Prime Contractor and/or the US Government.

The sub-contractor/vendor agrees to allow the Prime Contractor and/or the US Government to verify the company name, physical address, or other information provided herein. Certification validity is for one year from the date of certification.

#### 11.6 Attachment F: Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in US\$	Start-End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									



## 11.7 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at [www.SAM.gov](http://www.SAM.gov)) or the United Nations Security Designation List (online at: [http://www.un.org/sc/committees/1267/aq\\_sanctions\\_list.shtml](http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml)). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

## 11.8 Attachment J: Proposal Checklist

Offeror: \_\_\_\_\_

Have you?

☐ Submitted your proposal to DAI in a sealed envelope to the address (electronic or mailing) as specified in General Instructions above?

Does your proposal include the following?

- ☐ Signed Cover Letter (*use template in Attachment B*)
- ☐ Separate Technical and Cost proposals individually labeled as Volume I and Volume II respectfully.
- ☐ CVs of proposed key staff who would be assigned to the project
- ☐ Proposal of the Product or Service that meets the technical requirements as per Attachment A
- ☐ Response to each of the evaluation criteria
- ☐ Documents use to determine Responsibility
- ☐ Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement
- ☐ Past Performance (*use template in Attachment F*)