**TEMPLATE FOR FINANCIAL PROPOSAL**

**INDIVIDUAL CONSULTANT FOR Advocacy and Communications for YuWaah**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Deliverables** | **Deadline for completion of deliverable** | **Details of Travel Required** | **Professional Fee (Cost per unit)****(INR)** | **Total units** | **Total Professional Fee (INR)** | **Total Travel Cost (INR)** | **Total Amount (All Inclusive Fee (INR)** |
| ***(A)*** | ***(B)*** | ***(C)*** | ***(D)*** | ***(E)*** | ***(F)*** | ***(G =E x F)*** | ***(H)*** | ***(I = G + H)*** |
| 1. | A total of 1000 digital posts published across social platforms like LinkedIn, Twitter and Instagram spread across the contract period in agreement with the supervisor. | At least 50 digital posts to be published by the end of every calendar month. *(cost to be quoted per post)* | No travel required |  | 1000 |  |  |  |
| 2. | 48 thought leadership posts like a OPED or a Long format Linkedin post spread across the contract period in agreement with the supervisor. | 2 thought leadership post by the end of every calendar month. *(cost to be quoted per leadership post)* | No travel required |  | 48 |  |  |  |
| 3. | 480 creatives developed for the digital advertising campaigns run from time to time. | 20 creatives by the end of every calendar month. *(cost to be quoted per creative)* | 8 trips of 2 days each |  | 480 |  |  |  |
| 4. | 24 Press releases/notes. 1 press release every month for 24 months. | 1 press release by the end of every calendar month. *(cost to be quoted per press release)* | 4 trips of 2 days each |  | 24 |  |  |  |
| 5. | A total of 48 human stories along with photo bank spread across the period of contract in agreement with the supervisor. | 2 human stories along with photo bank submitted by the end of every calendar month. *(cost to be quoted per human story)* | 12 trips of 2 days each |  | 48 |  |  |  |
| 6. | Bi -monthly newsletterdesigned, compiled,and sent outTotal of 12 Newsletters during the contract period.  | One news letter by the end of every two calendar months. *(cost to be quoted per newsletter)* | No travel required |  | 12 |  |  |  |
|  | **TOTAL (INR)** |  |  |  |

**BREAK UP OF TRAVEL COSTS:** This is only for the purpose of budgeting the travel cost/per diem. Based on the rates applied in the below table, total travel costs per deliverable to be calculated and included under ‘Total Travel Cost’ in the table above.

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| **Travel details and budget break up for this consultancy** **a. Number of trips = 24 trips****b. Number of total travel days for all trips = 48 days****c. States/Districts where travel is required = YuWaah intervention states and districts** (including but not limited to Punjab, Orissa, Telangana, Andhra Pradesh, Karnataka, Haryana, Uttarakhand, Uttar Pradesh, Madhya Pradesh, Rajasthan) |
| **S. No.** | **Description** | **Unit** | **Unit cost (INR)** | **Total Cost (INR)** |
| 1. | Air ticket cost (Return Trip) including transfers | 24 trips | \_\_\_ per trip |  |
| 2. | Per Diem (food and accommodation cost) | 48 days | \_\_\_\_ per day |  |
| 3. | Travel to districts | 24 days |  |  |
|  | **Total Travel Costs = INR** |  |

*All shaded areas to be filled in by the Candidate*

**Notes to financial offer:**

1. *Payment will made on submission and acceptance of deliverables as stated above. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.*
2. *Air travel should be by economy class using the most direct route.*
3. *No other fee would be paid or reimbursed other than the fee indicated in the financial proposal.*
4. *The consultant/contractor will work on own computer(s) and use own office resources and materials in the execution of this assignment, including personal email address(es) and phones.*

**PAYMENT TERMS:** Net 30 days

**Name of the Candidate:**

**Signature of the Candidate:**

**Address:**

**Contact no.:**

**Email address:**

**Date:**