**TEMPLATE FOR FINANCIAL PROPOSAL**

**INDIVIDUAL CONSULTANT FOR Communications and Marketing, YuWaah**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Deliverables** | | **Deadline for completion of deliverable** | **Details of Travel Required** | **Qty** | **Professional Fee (Daily)**  **(INR)** | **Input Days** | **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 | Presentation capturing the Communications and Marketing plan for YuWaah for FY 2024-25  (1 per year) | | 30th January 2025 |  | 1 |  |  |  | |  | |  | |
| 2 | Agenda for the event, event marketing plan, outcome report after each event  (12 per year) | | Monthly | Travel required to 2 states | 12 |  |  |  | |  | |  | |
| 3 | 1 Social Media Content Calendar per month | | Monthly |  | 12 |  |  |  | |  | |  | |
| 4 | 5 pages of long form content -3 per month (~300 words per page) | |  | 36 |  |  |  | |  | |  | |
| 5 | 5 human interest stories documented per month | | Travel required to 2 states and 2 districts | 60 |  |  |  | |  | |  | |
| 6 | 2 media articles/ press releases drafted per month | |  | 24 |  |  |  | |  | |  | |
| 7 | 2 newsletters drafted and disseminated per month | |  | 24 |  |  |  | |  | |  | |
| 8 | 20 social media captions per month | |  | 240 |  |  |  | |  | |  | |
| 9 | Comprehensive resource package (social media creatives, captions, hashtags etc.) creation for partners (6 per year) | | 30th Jan '25  30th Mar '25  30th May '25  30th Jul '25  30th Aug ‘25  30th Oct ‘25 |  | 6 |  |  |  | |  | |  | |
| 10 | Report with partnership confirmations (6 partnerships secured per year) | | 30th Jan '25  30th Mar '25  30th May '25  30th Jul '25  30th Aug ‘25  30th Oct ‘25 |  | 6 |  |  |  | |  | |  | |
| 11 | Campaign report with analysis and insights (For 6 performance marketing campaigns in a year) | | 30th Jan '25  30th Mar '25  30th May '25  30th Jul '25  30th Aug ‘25  30th Oct ‘25 |  | 6 |  |  |  | |  | |  | |
|  |  | |  |  |  |  |  |  | |  | |  | |
|  |  | **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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Travel details and budget break up for this consultancy**  **a. Number of trips = \_\_6\_\_\_\_\_\_**  **b. Number of total travel days for all trips = \_\_\_\_\_12\_\_\_\_\_\_**  **c. States/Districts where travel is required =** \_Maharashtra/ Tamil Nadu/ Rajasthan/ Odisha/ Telangana/ Jharkhand \_\_ | | | | |
| **S. No.** | **Description** | **Unit** | **Unit cost (INR)** | **Total Cost (INR)** |
| 1. | Air ticket cost (Return Trip) including transfers | \_\_\_4 trips | \_\_\_ per trip |  |
| 2. | Per Diem (food and accommodation cost applicable for all travel) | \_\_\_12 days | \_\_\_\_ per day |  |
| 3. | Other expenses, if applicable – local travel | 8 days | \_\_\_\_ per day |  |
| 4. | Transportation cost in districts | 2 trips (4 days) | \_\_\_\_ per day |  |
|  | **\*Total Travel Costs = INR** | | |  |

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

**Notes to financial offer:**

1. *Payment will be 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 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.*

**Please note that the contract is delivery-based with a specific delivery schedule. Consultant should manage their own time and ensure submission of the deliverables as per the schedule. As consultancy contracts are deliverable based, an individual may hold concurrent contracts. Consultants will largely be remote/home-based, not office based. However, the consultant may be required to visit the UNICEF office premises for meetings as required or agreed with the contract supervisor.**

**PAYMENT TERMS:** Net 30 days

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

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**PAYMENT TERMS:** Net 30 days

**Name of the Candidate:**

**Signature of the Candidate:**

**Address:**

**Contact no.:**

**Email address:**

**Date:**