



Digital Healthcare Solutions

Invitation to Tender (ITT)

For

“LED Billboard”

(Tender Pack/Schedule)

(Tender Ref: GTT-DH/0622/10)

23 June 2022

Contents

1. Company Overview	3
1.1 Introduction	3
1.2 Background	3
1.3 Objectives.....	3
2. Procurement Schedule	4
2.1 Query for Tender	4
2.2 Last Date of Submission of Tender	4
2.3 Tender Opening Date	4
2.4 Validity Period for the tender.....	4
3. Requirements for Tender Documents	4
3.1 Tender content (Application pack): How to Apply	4
3.2 Format and Marking.....	5
4. Evaluation criteria	5
5. Acceptance Criteria	7
6. Tendering procedures	7
6.1 Costs.....	7
6.2 Conflict between various tender documents.....	7
6.3 Alternative solutions	7
6.4 Rejection of Tender	7
6.5 Confidentiality and property of the Tender.....	7
6.6 Miscellaneous.....	8
7. Annex-1: Terms of Reference (TOR)	9
8. Annex-2: Scope of Works (SOW)	11
9. Annex-3: Brief of the Project.....	12
10. Annex-4: Bidder Response Document for LED Billboard (Tender Ref. GTT-DH/0622/10)	16

1. **Company Overview**

1.1 **Introduction**

The company operates with a vision to ensure access to quality healthcare and health financing to everyone across the world and we are just getting started.

1.2 **Background**

Quality Medical Advice

Our doctors have served over 1.3 million consultations through calls, video calls, and chat. Trained to clinical standards and to serve with empathy and warmth, our doctors are the heart of what we do.

Health Programs

We deliver programs on diabetes, communicable disease, maternal & child health - partnering with NGOs, private sector partners & governments. Only innovation and partnerships can improve population health.

Health Technology

We develop healthcare technology to serve our patients & partners, including online medical records, tools for community health workers & consumer apps to enable access to doctors, medicine, pathology & more.

1.3 **Objectives**

Our purpose is health for all. We are a social business, providing high-quality healthcare services using innovative technology, accessible for all while empowering patients and families in closing the health care gap between the rich and poor, the rural and urban. Because everyone deserves good health.

2. Procurement Schedule

2.1 Query for Tender

Please confirm consolidated queries regarding this tender to queries@dh.health on or before **12 July 2022**. Please mention **“LED Billboard (Tender Ref. GTT-DH/0622/10)”** in the subject line for all queries.

Primary POC for requirement understanding:

Mr. Yasir Sabab, Assistant Manager, Marketing (01701227094)

Secondary POC for requirement understanding:

Mr. Rifat, Deputy Manager, Marketing (01701227089)

2.2 Last Date of Submission of Tender

The application pack must be sent to procurement3@dh.health on or before **14 July 2022 (Up to 6.00PM)**. No submission will be accepted after this date. This is a secured email ID with password protected and nobody has access into this email ID till Tender Opening Date.

2.3 Tender Opening Date

17 July 2022 onwards

2.4 Validity Period for the tender

The quotation must remain valid 60 days after the closing date.

3. Requirements for Tender Documents

3.1 Tender content (Application pack): How to Apply

Application pack must be submitted with following:

“Annex-4: Bidder Response Document for LED Billboard (Tender Ref. GTT-DH/0622/10)” [Should be company letterhead paper and with seal, sign]. It includes-

- General Information
- Evaluation Questionnaire
- Pitch PPT presentation (including company profile, technical proposal, and manpower support for this service)
- Price Quotation
- Required Documents
- Declaration

3.2 Format and Marking

The Application pack shall be submitted by e-mail to procurement3@dh.health. The preferred data file format is PDF for the tender response and all supporting documentations.

The quotation and all communication related to this tender shall be marked with the following reference: **“LED Billboard (Tender Ref. GTT-DH/0622/10)”**

4. Evaluation criteria

Grameen Telecom Trust-Digital Healthcare Solutions intends to select a service provider that submits the best bid that meets requirements and objectives of Digital Healthcare Solutions. Note that, price is not only but one of the factors for evaluation criteria.

The evaluation criteria are Essential, Commercial and Capability. The weightage distribution is as below

Criteria	Weightage	Breakdown
Essential	Yes/No/Partially	Supplier has legitimate business/official premises, or they are registered for trading and tax as appropriate.
		Compliance with Digital Healthcare Solutions's standard policies mentioned in Annex-1, Annex-2 & Annex-3
		Meet specifications stated in Annex-1 (TOR), Annex-2 (Scope), Annex-3 (Brief)
Commercial	60%	Description of Goods / Services
		Quantity
		Cost
		Lead Time/Availability Date
Capability	40%	Previous experience
		Job understanding based on Company Profile, Scope of work understanding, quantity, Manpower support
		Time Required for Preparation /Execution/Concept Testing Lead Time
		Financial Value of Revenue & Net Profit (2018-2021)
		Pitch Presentation <ul style="list-style-type: none"> - Background of the service provider - Best Place Suggestions - Understand Target Audience - Presentation - Accountability and measurement - Pricing and value - Quality Service - Crisis management - No conflict with other business/accounts - Quick response - Monthly Reporting - Proper Maintenance - Media changes as per the client demand
Total scores	100%	

5. Acceptance Criteria

Grameen Telecom Trust-Digital Healthcare Solutions will accept the quotation based on the following criteria which are obvious based on the requirements specified in **ANNEX-1, ANNEX-2, ANNEX-3 along with-**

1. Essential criteria to be met for entering evaluation.
2. Ability to comply with the compliances of DH.
3. Ability to meet the overall objectives of this tender.

6. Tendering procedures

6.1 Costs

All the relevant cost of the assignment needs to be included in quoted price. VAT & AIT will be deducted as per Government Policy. The Respondent's participation in the tendering process is at Respondent's sole risk and expense. Digital Healthcare Solutions shall not cover any of the Respondent's costs incurred in relation to the preparation of the quotation, negotiations, testing of equipment etc.

6.2 Conflict between various tender documents

If the provisions of any of the documents of the tender conflict with each other, Respondent shall without delay ask Digital Healthcare Solutions which of the provisions shall prevail.

6.3 Alternative solutions

The Respondent is encouraged to offer alternative solutions (activities) to meet the overall service objectives.

Where the Respondent thinks that a specific activity (or requirement) requested in the tender Response Form is not required to deliver the Service, they should state this clearly and provide explanation as well as alternatives (if applicable).

6.4 Rejection of Tender

Digital Healthcare Solutions reserves the right to reject:

- Any quotations that do not comply or lack of completeness to the tender.
- Any quotations delivered after the last date of submission of quotation.
- Any or all quotations completely or partially without stating any reason.

6.5 Confidentiality and property of the Tender

The Respondent shall not disclose information from the Request for Quotation to third parties without the written consent from Digital Healthcare Solutions.

The Respondent shall not discuss and disclose the Quotation or proposal that it submits to Digital Healthcare Solutions with other potential respondents or any third party.

6.6 Miscellaneous

This tender response document does not in any way create any obligation on Digital Healthcare Solutions to consider or select Respondent for the Services or for any other services or to make any payment to Respondent in any way for any reason.

7. Annex-1: Terms of Reference (TOR)

Terms of Reference Outdoor Communication (LED Screen Billboard) For Grameen Digital Health

BACKGROUND:

GDH assigned an agency/vendor for LED screen placement purpose where GDH get expert support for outdoor communication and maximum customer reach. Through this outdoor communication channel GDH will get higher exposure in mass market as well as create brand awareness among TGs.

The target outcomes of the Agency/Vendor:

- Rent required areas LED screen for next 06 months
- Advertising Materials Installation and Maintenance
- For LED screen ensure best spot (PICK/OFF PICK) for promotion

OBJECTIVE OF THE ASSIGNMENT:

- Create Brand Awareness in mass market
- Ensure Maximum Exposure

DURATION AND LOCATION OF ASSIGNMENT:

- Duration: 1st August 2022 – 30th January 2023
- Subject to be extended as per management requirement

SPECIFIC TASKS FOR THE VENDOR:

- Prepare a PPT Presentation including Location Details, Board Photographs, Reach Calculation Per Day and other breakdowns

FINAL DELIVERABLES:

- LED Screen Billboard Suggestion as per the requirement (QTY: Max. 05)
 - (LED Screen at Dhanmondi
 - 27, Kawran Bazar, Mirpur 10, Gulshan 2, Kakrail)
 - Duration: 6 Month (25min. per day each board)

QUALITY CHECK REVIEWER:

- Concern MKT team & management

PAYMENT:

- Proof of work needs to be submitted along with the bill in order to get the payment.
- Bills need to be submitted to DH Finance along with the agreement/PO, TIN, BIN, trade license and Mushak Challan as soon as the work is completed.
- There will be made within 60 days from the submission of invoice.
- The payments will be made through Account Payee Cheque upon submission of Bill/Invoice.
- VAT coupon can be provided in terms of VAT amount (if applicable).

FINANCIAL CLAUSES:

- All the relevant cost of the assignment needs to be included in the quoted price. VAT and Tax will be deducted as per Government policy. VAT coupon can be provided in terms of VAT amount (if applicable)

8. Annex-2: Scope of Works (SOW)

Scope of Work (SOW) For LED Billboard

Item Name	Item Specification/SOW in details	Quantity	UOM
LED Billboard	<p>LED Billboard</p> <p><u>Rent Timeline:</u> 06 Months</p> <p><u>Preferred Location:</u> Dhanmondi 27, Kawran Bazar, Mirpur 10, Gulshan 2, Kakrail, Banani, Uttara</p> <p><u>Calculation:</u> 750 minutes per location in a month X 5 Location = 3,750 Minutes X 6 months = 22,500 Minutes</p> <p><u>Duration:</u> 06 Months (25 Minutes per day for each board)</p>	22,500	Minutes

Other details:

- Rent required areas LED screen for next 06 months
- Advertising Materials Installation and Maintenance
- For LED screen billboard ensure best spot (PICK/OFF PICK) for promotion
- LED screen Billboard Suggestion as per the requirement (QTY: Max. 5)
 - LED Screen at Dhanmondi 27, Kawran Bazar, Mirpur 10, Gulshan 2, Kakrail, Banani, Uttara
 - Duration: 6 Month (25min. per day each board)
 - 25min per day each board

9. Annex-3: Brief of the Project

Brand Brief For Grameen Digital Health

CREATING A WORLD CLASS DIGITAL HEALTHCARE PRODUCT BRAND, CHANGING MILLIONS OF LIVES

OUR JOURNEY TO DATE - BUSINESS AND BRAND:

Our vision since starting in 2016 has been “Health For All” – to make high quality health advice and services accessible for everyone, through digital healthcare. During 2019 we expanded our operation, and healthcare services for our brand “**Telenor Health**” (For Grameenphone Subscribers) with its different packages.

In 2021-2022, we launched our B2C brand “Digital Hospital” and B2B Brand “Digital Healthcare Solutions”. And on 12th May 2022 we have started a new journey with the brand name “Grameen Digital Health”. Now we need to create a truly sustainable brand platform in the market with our new identity. We have two vital goal one is to build strong brand awareness among our TG and to establish GDH as the **No.1 Brand** within the digital health care industry.

VISION & MISSION:

- Our Vision: Connecting People with Healthcare Providers through Technology
- Our Mission: Establish GDH as the **No.1 Brand** within the digital health care industry.

SERVICES/FEATURES UNDER THE BRAND GRAMEEN DIGITAL HEALTH

OUR PRODUCTS & OUR SERVICES

Access to Primary Care

- Pay Per Use (Chat, Audio, Video)
- Doctor Packs (7days, 15days, 30days)

Support for long term specialized care

- Child Care Pack
- Maternal Care Pack
- Diabetic Care Pack
- Sexual Health Pack

Access to extended services

- Specialist Doctor Video Call
- Diagnostics
- Medicine Delivery

- Health & Hygiene Products
- Ambulance Services

OUR 2022- 2023 BUSINESS PLAN - SUSTAINABILITY AND GROWTH:

We have a strong 2022-23 Business Plan, to deliver our digital healthcare services among highest number of people and ensure 10m. new active app user within 2024. We have to establish a strong brand image and our product facilities in the market.

We are going to focus some areas:

- Establish our brand its TG and relatable
- Increase Brand Recall (TOM) 70%, Familiarity 80% action intent 80%
- Establish market awareness and recognition of our digital health services
- Encourage consumers to seek out, trial and purchase our products
- Increase “Grameen Digital Health” App Download and Retention, Engagement
- Increase member usage of key product features, post purchase

APPENDIX: BRAND OVERVIEW – GRAMEEN DIGITAL HEALTH

BUSINESS OBJECTIVES – (2022 – 23)

- Establish a strong brand image in the market and become a number 1 digital health service provider within 2024
- Increase maximum customer retention through our services and create customer dependency on our brand
- Be the “**Health program partner of choice**” for leading corporate & NGO’s
- Extend customer lifetime value through greater usage of Digital Health App

Brand and Product Marketing Objectives:

- Establish market awareness and recognition of our digital health services.
- Relate our services to key healthcare problems that we solve for consumers in key TGs and markets (especially on family health, in Urban and Semi Urban areas)
- Encourage consumers to seek out, trial and purchase our products from App
- Increase member usage of key product features, post purchase
- Increase App acquisition and registration
- Let mass people know about our brand, our services, and benefits

CONSUMER INSIGHTS

	PROTECTERS	SEEKERS
	KEY DRIVER: POWER	KEY DRIVER: SECURITY
Health Anxieties	<p>Unworthy provider: Not being able to fulfill superiority establish own superiority by choosing right treatment, best services</p> <ul style="list-style-type: none"> • Losing control: Hassle full system and service: takes toll on life, reduce opportunities to focus on other parts of life (i.e delay in office, meeting deadlines) • Sense of failure: unable to manage cash crisis 	<p>Becoming an inferior, weak self: health hazards makes him being judged by others and questions his role in every aspects (family and profession): makes more insecure</p> <ul style="list-style-type: none"> • Getting wrong treatment makes life miserable • Facing pressure of extra huge expense: difficult to manage amidst of other expenses • Weak mental state: feel like a burden on others
Health Needs	<p>Health needs are similar among Seekers and Protectors as they both need prompt health care support currently</p> <ul style="list-style-type: none"> • Strong medical support in terms of: (Both Seeker and protectors) • Authentic source of information: • Expert and accessible pool of doctors • Right treatment • Hassle free services: no cues, maintains time, no extra payment, nice and gentle gesture • Accessible and available treatments even for rare diseases • Cash support: i.e reasonable charges/ fees, facilities like installment, no prepaid system, special discount • 24/7 service • Strong support system: starting from ambulance to ICU <p>Quality medicines in reasonable price</p>	

<p>Current Practice</p>	<p>Discuss with peers and experts about the issue</p> <ul style="list-style-type: none"> •Based on that take a call and consult a doctor •Take actions on basic maintenance: buying medicines, tests in diagnostic centers, search for right medicines (if needed, buy from abroad) •Follow up on health conditions and measure improvements •If needed, take second opinion from other doctors •In emergency, admit to hospital or take abroad for better treatment 	<ul style="list-style-type: none"> • Tried to solve it by taking medicines which they are aware of, want to avoid miserable health care services • In case, it is out of control, Consulting specialized doctor • Taking medicines prescribed by doctor • Follow up visits and medicines continued • In case of emergency • Ambulance Information Facility
<p>Source of Information</p>	<p>Peers with expertise on specific problem: friend, colleague, known doctors, pathologists</p> <ul style="list-style-type: none"> • Pharmacy • Doctors • Hospitals • Newspaper (few) • Online Desk research(few) 	<ul style="list-style-type: none"> • Pharmacy • Friends and family • Family/ known doctors • Doctors

COMPETITOR LANDSCAPE

There is numerous digital health service provider in Bangladesh specially during this Pandemic time lot of new providers came in but still the industry has not established yet. Since the purpose of this brand is to ensure “Health Care Access for All” which was supposed to ensure by Traditional Health Care Service provider, in that case they are our main competitors where we need to put our self to mitigate the gap to get quality health service at your convenience and financial support.

SALES CHANNELS:

- Corporate/B2B
- Partnership/Projects
- Digital Sales Channels

FINAL DELIVERABLES

- LED Screen Billboard Suggestion as per the requirement (QTY: Max. 5)
 - LED Screen at Dhanmondi 27, Kawran Bazar, Mirpur 10, Gulshan 2, Kakrail, Banani, Uttara
 - Duration: 6 Month (25min. per day each board)

10. Annex-4: Bidder Response Document for LED Billboard (Tender Ref. GTT-DH/0622/10)

**Bidder Response Document
For “LED Billboard
(Tender Ref: GTT-DH/0622/09)”**

(Fill up in your business pad with seal and sign)

SECTION 1 (GENERAL INFORMATION)

A. Confidential Business Questionnaire

(Please note that giving false information under this section will result in your application being disqualified automatically)

1. The questionnaire must be fully and comprehensively completed in all respects.
2. Information given by the applicant shall be treated in strict confidence.
3. Digital Healthcare Solutions – Grameen Telecom Trust reserves the right to visit and inspect the business premises of the company/firm that will participate.
4. Any information given under and later found to be incorrect shall lead to disqualification from the tendering process.

B. Business Information

No.:	PARTICULARS	RESPONSE
1.	Full name of Business Entity:	
2.	Is your business organization (Please tick as appropriately)	a. A Public limited company? b. Public listed company? c. A Private limited company? d. A partnership? e. A sole trader? f. Other, (please specify)
3.	Date of Registration:	
4.	Full physical address of principle place of business: Full postal address:	
5.	Telephone No.:	
6.	Email Address;	
7.	Website address (if any)	
8.	Business Establishment year	
9.	Associated company / partnership (if any)	

C. Contact Point between buyer and supplier

Please list your employees who would be involved with Digital Healthcare Solutions – Grameen Telecom Trust. One employee should be the key point of contact for Digital Healthcare Solutions – Grameen Telecom Trust.

Name	Job Title	Role for DH - GTT	Direct Contact Number	Email address

D. Business activities and Compliance

Please mention the following things:

- a. State your organization’s main business activities.
- b. Can your company meet our expectations and requirements specified in “Annex-1, Annex-2 & Annex-3?”
- c. How much does your company comply with the requirements?

a) Ans:

b) Ans:

c) Ans:

SECTION 2 (EVALUATION QUESTIONNAIRE)

A. Required Essential Qualifications of the supplier:

- a) **Supplier has legitimate business/official premises, or they are registered for trading and TAX as appropriate.**

[Yes / No]

- b) **Compliance with Grameen Telecom Trust standard - Digital Healthcare Solutions (DH)'s requirements stated in Annex-1, Annex-2 & Annex-3?**

[Yes / No]

- c) **Meet all specifications stated Annex-1 (TOR), Annex-2 (SOW) & Annex-3 (Brief)?**

[Yes / No]

B. Required Capability Qualifications of the Vendor:

- a) **Previous Experience of your company with similar industry/brand?**

Total = _____ Years

- b) **Job understanding based on Company Profile, Scope of work understanding, quantity, Manpower support**

This is a **mandatory submission**. Did you submit your "Company Profile" and "Manpower Support" through pitch-presentation/technical proposal with this application pack/through this Annex?

[Yes / No]

- c) **Time Required for Preparation/ Execution/ Concept Testing lead Time**

Total= _____ Days after approved Agreement/PO

d) Financial Health

[Revenue and Net Profit for last three years]

Classification	2018 BDT amount	2019 BDT amount	2020 BDT amount	2021 BDT amount
Revenue				
Net Profit				

SECTION 3 (PITCH PRESENTATION)

Pitch Presentation (PPT) which includes below points along with Company Profile, Technical Proposal, and Manpower Support. This MUST be submitted through another file/attachment along with this Annex.

- Background of the service provider
- Best Place Suggestions
- Understand Target Audience
- Presentation
- Accountability and measurement
- Pricing and value
- Quality Service
- Crisis management
- No conflict with other business/accounts
- Quick response
- Monthly Reporting
- Proper Maintenance
- Media changes as per the client demand

This is a **mandatory submission**. Did you submit it with this application pack/through this Annex?

[Yes / No]

SECTION 4 (PRICE QUOTATION):

Price Quotation:

Price quotation should be included VAT and AIT. VAT and AIT will be deducted as per Govt. rule.
Currency should be in BDT.

Item Name	Item Specification/SOW in details	Quantity	UOM	Unit Price per Minute	Total Price for 22,500 Minutes
LED Billboard	<p>LED Billboard</p> <p><u>Rent Timeline:</u> 06 Months</p> <p><u>Preferred Location:</u> Dhanmondi 27, Kawran Bazar, Mirpur 10, Gulshan 2, Kakrail, Banani, Uttara</p> <p><u>Condition:</u> 750 minutes per location in a month X 5 Location (Quantity is Max. 5 Location) = 3,750 Minutes X 6 months = 22,500 Minutes</p> <p>Duration: 06 Months (25 Minutes per day for each board)</p> <p><u>[Note that, this price offer is covered by Annex-1 (TOR), Annex-2 (SOW) & Annex-3 (Brief)]</u></p>	22,500	Minutes		
				VAT	
				Grand Total	
<u>Suggested Places for LED Screen billboard placement rather than DH's preferred location (if any)</u>					
<u>Other Terms and Conditions (if any):</u>					

SECTION 5 (REQUIRED DOCUMENTS)

The following documents **MUST** be submitted in another file/attachment along with this **Annex-4: Bidder response document for LED Billboard (Tender Ref. GTT-DH/0622/10)**

- a) Company Profile
- b) Audit Report of 2019 & 2020 [if not available, please mention the reason clearly]
- c) Copy of Trade License (Updated)
- d) Copy of Bank Solvency Certificate
- e) Incorporation certificate (if applicable)
- f) Copy of utility bill (latest)
- g) Copy of ETIN.
- h) Copy of NID against Trade License
- i) Copy of VAT Registration Certificate (BIN)
- j) Tax exemption certificate (if applicable)
- k) Copy of cheque's void leaf.
- l) Client List

The above documents are **Mandatory Submission**. Did you submit all documents with this application pack/through this Annex?

[Yes/No]

SECTION 6 (DECLARATION)

a) Disclosure regarding Application Pack:

Application pack is consisted of following:

“Annex-4: Bidder Response Document for LED Billboard (Tender Ref. GTT-DH/0622/10)” [Should be company letterhead paper and with seal, sign]. It includes-

- **General Information**

It is embedded with this Annex (Section 1). Did you answer all of these?

[Yes/No]

- **Evaluation Questionnaire**

It is embedded with this Annex (Section 2). Did you answer all questionnaires?

[Yes/No]

- **Pitch PPT presentation (including company profile, technical proposal, and manpower support for this service)**

Described in this Annex (Section 3). It should be submitted through another file/attachment along with this Annex in the same email. Did you submit?

[Yes/No]

- **Price Quotation**

It is embedded with this Annex (Section 4). Did you quote you price through above table/format?

[Yes/No]

- **Required Documents**

Mentioned in this Annex (Section 5). It should be submitted through another file/attachment along with this Annex in the same email. Did you submit?

[Yes/No]

b) Dependencies

Please mention below all dependencies that you would have on Digital Healthcare Solutions – Grameen Telecom Trust to ensure proper establishment of this assignment. Please expressly mention all activities and deliveries that you would need from Grameen Telecom Trust-Digital Healthcare Solutions to ensure optimum service delivery.

c) Final Consent by the Bidder:

I declare that to the best of my knowledge the answers submitted in this bidding questionnaire (and any supporting documentation) are correct. I understand that any misrepresentation will render my organization ineligible to participate in any future business activities with **Grameen Telecom Trust-Digital Healthcare Solutions**.

.....
Official seal and Signature

.....
Name

.....
Job Designation

.....
Company

.....
Date

