



Terms of Reference (ToR) for the Conduct of circulation audit of Newspapers for the year 2018

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Bhutan InfoComm and Media Authority
Royal Government of Bhutan

1 Purpose

A consultant for a period of two (2) months will be hired to support the Market and Competition Division of the Bhutan InfoComm and Media Authority (“the Authority”) to conduct circulation audit of the Newspapers for the year 2018 and determine the reach.

The objective of the consultancy is to carry out an independent review on the performance of the seven (7) licensed Newspapers including:

- a) Auditing and securing the accurate circulation figures by verifying and validating the circulation figure claim by individual newspaper; both printed and circulated record.
- b) Verifying and validating the financial performance of the individual newspapers, and
- c) Determining the timely reach of the individual Newspaper.

2 Scope of the consultancy

The scope of the consultancy service is to:

- a) Review and validate the circulation figures, both printed and circulated copies.
 - Checks print and sales for each issue and the mode of distribution.
 - Check and validate the status of actual unsold copies returned by the sale agents / distribution centres to determine the Newsprint wastage, if any.
- b) Review the financial performance (revenue and expenditure) of the Newspapers including sustainability.
- c) Review and validate the reach claimed by individual Newspaper.
- d) Determine the timely reach of Newspapers in all Dzongkhag and Dungkhaq headquarters and thromdes.

3 Qualifications / special skills or knowledge required of the consultant

3.1 Competencies

The local consulting firm or individual consultant must possess the following expertise and competencies:

- a) **Planning and organization:** Ability to identify priority activities and assignments, allocation of appropriate amount of time and resources for completing work.
- b) **Communication:** Excellent written and spoken communication skills in English including excellent communication techniques for client interviews to obtain needed information.
- c) **Curiosity and open-mindedness:** Ability to ask questions to clarify and exhibit interest in having two-way communication; demonstrate openness in sharing information and keeping people informed.

3.2 Qualifications

The lead consultant should have:

- a) **Education:** A minimum University degree in communication, media, development studies or any other relevant studies.
- b) **Professional Experience:**
 - At least five years of work experience in the area of communications, media or any other relevant work related to this assignment.
 - Proven experience in carrying out similar assignment in the past.
 - Expertise in analyzing and interpretation of data.
- c) **Language:** fluency in written and spoken English.

4 Methodology to be adopted for carrying out the consultancy service

- a) **For determining the circulation and financial performance of a Newspaper**

In order to ascertain the factual information without any pre-conceived notion, the consultant should visit individual Newspaper to assess and verify the circulation figures as well as to know the paper's reach. Besides, the consultant should also visit:

- **Printer:** Printer where a particular newspaper is being printed to validate the figure obtained from the newspaper, and
- **Distributors/ sale agents:** To further cross-check the circulation figures.

Besides, the consultant can also use any appropriate method for determining the circulation figure as well as sustainability of the Newspaper.

b) Determination of timely reach of the Newspaper

- The consultant is free to use any other method that would be appropriate for carrying out this assignment. However the assessment should cover all Dzongkhag and Dungkhaq headquarters and Thromdes.
- The details of the method to be adopted must be explicitly mentioned during the submission of the proposal for carrying out the assignment.

5 Work plan

The consultancy work should be completed within two months from the award of the contract as given below:

Sl	Main outputs	1 st April 2019	8 th April 2019	31 st May 2019	3 rd June 2019	5 th June 2019	18 th June 2019
1	Award of work						
2	Inception report						
3	Completion of the assignment						
4	First draft report						
5	Presentation of the findings						
6	Final report						

6 Reporting line

The consultant shall report directly to Chief, Market and Competition Division, BICMA

7 Document requirements for the consultancy services

The consultancy firm or individual consultant should submit the detail technical and financial proposals (bid) on or before 25th March, 2019 along with the following documents:

- Letter of expression of Interest
- Copy of the Trade Licence
- Copy of the CV of the team members
- References indicating all past experience of the lead consultant.

- Technical proposal including the methodology to be used for carrying out the assignment, and
- Financial Proposal indicating all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided.

8 Selection Criteria for award of consultancy service

The proposal will be evaluated based on the following Evaluation Criteria developed for this purpose:

- The proposal will be evaluated using the best value for money approach (combined scoring method) by assigning seventy percent (70%) and thirty percent (30%) respectively to the technical and financial proposal.
- Two rounds of evaluation will be conducted. First round of evaluation will be on the technical proposal followed by the financial proposal. In order to qualify for the second round, the applicant/consultancy firm or individual must obtain a minimum score of 70% score from the technical proposal.
- The technical proposal will be evaluated based on the proposal submitted as well as presentation made to the Management. The applicant is required to make presentation on their technical proposal. The breakdown of technical proposal is given below. The final score will then be converted to seventy percent (70%).

Criteria	Weight	Maximum point
A. Technical		
The lead consultant to have minimum degree in communication, media, development studies, international development, or any other relevant university degree; the other team member to be of high calibre and with relevant experience	10 %	10
Proven experience in similar assignment in the past	25%	25
Overall Methodology for carrying out the assignment	40%	40
Good working experience or engagement with the media sector	5%	5
Experience in analyzing and interpreting data	20 %	20
TOTAL	100 %	100

- The financial proposal should be submitted with details on the projected cost of the activities needed to complete the assignment in the format given below. While the total value of the bid will be considered in evaluation, the relevance of the projected cost as per the activities will also be considered particularly in relation to efficient and successful completion of the activities. Therefore, the financial bid will be considered in favor of the lowest but reasonable and minimal financial bid required to successfully complete the task. The Authority for that matter may determine the lowest and the highest financial bid beyond which the study may be ineffective or non-economical to be carried out.

Sl	Name of Assignment/activity	Projected cost in Figure(Nu)	Remarks
	TOTAL projected cost		

9 Disbursement of Payment

The payment will be disbursed in two tranches:

- First tranche of 75% of the total amount, after signing the agreement and issuance of award letter.
- Second tranche of 25 % after submission of the final report and acceptance by the Authority.