Request for Proposal

Development of a 5 Years Strategic Plan for WBRAO

Subject: Watch on Basic Rights Afghanistan Organization (WBRAO), is seeking Proposal from eligible organizations to develop a 5 year strategic plan for the organization.

Date of issue: 23 April 2015
Submission deadline: 03 May 2015
Submission Place: Koshal Khan Meena, Jeem Sector, 5th District, Qambar Cross Section, Qambar Road, Kabul Afghanistan.
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**Brief Introduction of WBRAO:**

Watch on Basic Rights Afghanistan Organization (WBRAO) is a non-political, non-government and non-profit organization. It started its activities in 2008 from an Education Watch project which administratively was managed by Coordination of Humanitarian Assistance (CHA). As the result of this project, WBRAO registered as an independent organization with Ministry of Economy in 2010, as well as connected to regional and global social watch organizations.

**Vision:**

A developed Afghanistan with a strong civil society and good responsible governance, a country free from poverty, illiteracy and discrimination, where equitable access of all citizens to basic social services and information is provided, all rights and freedoms recognized by the national constitution and international conventions are fully respected and our cultural values and heritage are preserved.

**Mission:**

The mission of Watch on Basic Rights Afghanistan Organization is to ensure the accurate and accountable implementation of National Strategic Plans and Laws for Afghanistan through:

1. Advocacy for improvement of Basic Rights (Education, Health, Food Security, Access to Information and Budget Analysis) policies and practices of national (State institutions, NGOs and private sector) and international (Donors, UN agencies, Corporations, NGOs) actors, influencing delivery of education services in Afghanistan.

2. Raise awareness and mobilize communities and other relevant entities for active participation and coordinated actions.

**Goal:**

To contribute in efforts for demand Creation among Afghans and responsiveness of decision makers on Basic Rights.

**Specific objectives:**

- To provide analysis on the implementation of National Strategic Plans and Laws related to Basic Rights (Education, Health, Food Security, Access to Information and Budget Analysis)

- Public awareness, community mobilization and persisted advocacy for realization of National Plan and Laws related to Basic Rights (Education, Health, Food Security, Access to Information and Budget Analysis)

**Core Strategies:**

**Core strategy 1:** Press the government, donor community and implementing agencies for correct and accountable implementation of National Plan and Laws related to Basic Rights (Education, Health, Food Security, Access to Information and Budget Analysis)

To ensure that they remain/get on track to meet their targets, and support the independent watching mechanism for these commitments,

**Core strategy 2:** Collecting and reporting information on the Basic Rights (Education, Health, Food Security, Access to Information and Budget Analysis) situation in Afghanistan.
REQUEST FOR PROPOSAL

Objective:
Watch on Basic Right Afghanistan Organization (WBRAO) is seeking consultant services who are interested in developing a five years (2016-2020) strategic plan based on the needs of evaluation of existing services and consideration of new services.

 Desired Strategic Planning Outcomes:

- Revision of organizational vision, mission, priorities, goals and outcome measures.
- Clarity on our identity, purpose and what outcomes we are trying to achieve. We need to have a long term perspective, and be positioned to respond quickly to opportunities.
- Positioned for effective engagement with external partners and the public; establishment of tools for communicating WBRAO role, purpose and organizational goals.
- Tools developed to evaluate whether we are making progress toward achieving organizational goals.
- Internal staff development opportunities and quality workplace improvements are identified and prioritized, to improve organizational culture and ensure WBRAO is a desirable work environment with competitive pay and benefits in order to attract top talent.
- By the end of this process WBRAO’s staff capacity improved on developing strategic plan and implementing the plans.

 Possible Strategic Plan Elements:

- WBRAO Profile and Situational Assessment (SWOT).
- A Mission Statement for WBRAO that simply and concisely defines our role in the region.
- Measurable Outcome of the WBRAO programs are working to achieve in the light of the Vision.
- Measurable Program Objectives: Strategic goals and specific objectives.
- Measurable Organization Objectives: Administrative system improvements and other outcomes that reflect operational efficiencies, how attractive we are to partner with, and how much people want to work here.
- Risk mitigation strategies.
Specific proposal contents:

- Brief information of the firm
- Name and contact information of proposed consultant team
- Description of past experiences with the references
- Proposed methodology with the timeframe
- Cost of the proposal

Proposal Requirements:

- All documents shall be prepared and submitted in English.
- Proposals must be received, before 4:00 PM on Sunday, 03 May 2015.
- You could address your proposal to: Koshal Khan Meena, Jeem Sector, 5th District, Qambar Cross Section, Qambar Road, Kabul Afghanistan.

- Submit by e-mail to Zarmina Satary, Managing Director, WBRAO zarmina@wbrao.org & info@wbrao.org.

- An email confirming receipt of the proposal will be sent to all proposers. A proposal will not be considered received officially until a confirmation email has been sent.

Proposal Review and Assessment

Consultants will be evaluated on the following criteria:

- Relevant experience and qualifications (10 points)
- Quality of proposed methodology (5 points)
- Competitiveness of cost proposal (5 points)