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MERUNDOI INCORPORATED
CONSULTANCY TO PRODUCE A STRATEGIC PLAN

Request for Submission of Interest for Consultancy to produce a Strategic Plan

Call for Applications

Description: Production of a Strategic Plan

Location: Guyana

Nature of the Consultancy: The Consultancy may be undertaken by an institutional or corporate candidate.

BACKGROUND

Merundoi Incorporated, established since 2006, is a Behaviour Change Communication (BCC) Non-Governmental Organisation (NGO) which uses The Arts, mainly Radio Serial Drama (RSD) and Street (Forum) Theatre (ST) to disseminate Behaviour Change Messages.

There is a need to have a strategic plan which will guide the short, medium and long term plans for the organisation, given the expansion of its services and increased opportunities.

GUIDELINES FOR APPLICATIONS

Interested persons are requested to submit the following:

- A cover letter to the attention of the Executive Director, Merundoi Incorporated, 109 "E" Barrack Street, Kingston, Georgetown, Guyana
- Proof of incorporation of legal registration,
- Evidence of the applicant's history of delivery of similar programmes, and
- A technical and financial proposal outlining the cost for undertaking of the assignment. The financial should provide details of the costs broken down by days/tasks against proposed outputs.

Submissions are to be sent to Merundoi Incorporated via electronic mail - info@merundoi.org.gy or mlawrence@merundoi.org.gy with subject line: **Formulation of Strategic Plan.**

All applications must be submitted by **3:00pm Guyana time on March 22, 2019. Merundoi Incorporated will only respond to the successful applicant(s). Only candidates meeting the criteria as outlined in Terms of Reference should apply.**

Terms of Reference – Formulate and Delivery of 5-yr Strategic Plan

I. BACKGROUND

Merundoi Incorporated is a Behaviour Change Communication (BCC) Non-Governmental Organisation (NGO), established in 2006 and registered in 2007, which uses The Arts, mainly Radio Serial Drama (RSD) and Street (Forum) Theatre (ST) to disseminate Behaviour Change Messages which are grounded in research. Merundoi Incorporated also offers training in the Cultural Industries to vulnerable populations especially at-risk youths as a means of empowering them with entrepreneurial skills. For further information on the organization visit our website at www.merundoi.org.gy

Merundoi commenced a USAID/CPDC funded Project which is scheduled to end in June 2019. It is aimed at building the capacity within the organization through the development of Resources Guidelines. Merundoi Incorporated acknowledges the need for a Strategic Plan to guide the development of the Organisation in the short, medium and long term since the organisation has added more services and products since its establishment. Also, with competition, new media and opportunities it is important that the strategic plan is completed so as to provide a clear sense of direction and measurable, achievable and realistic goals.

II. Purpose and Objective

Merundoi Incorporated is desirous of contracting a consultancy aimed at effectively enhancing its organizational capacity by having a Strategic Plan that will outline and the plans that should be instituted to grow and ensure the sustainability of the organisation.

General Objective

- The main objective is to engage technical assistance from a Consultant in Strategic Planning who will formulate a 5 year Strategic Plan to help Merundoi design plans to facilitate its growth and profitability amidst competition, change and expansion of services.

Specific Objectives

- To gather information from staff, management, volunteers and other key stakeholders as a form of research to the existing and future plans for the organization.
- To formulate one (1) Report from findings from the above mentioned intervention/s that will be used to formulate guidelines for Merundoi's Strategic Plan
- To formulate and develop a 5yr Strategic Plan comprising the following sections and subsections and any additional sections the Consultant considers essential:
 - Mission, Vision, Core Values, Objectives
 - SWOT Analysis
 - Formulation , implementation, evaluation and modification of short, medium and long term Goals, Strategies,
 - Development of relevant Action Plans

III. INSTITUTIONAL PROFILE/ CONSULTANCY REQUIREMENTS

A. Organizational Experience

1. Knowledge of Company law, rules, policies and procedures;
2. At least 2 years proven experience in the formulation, delivery of Strategic Plans;
3. Demonstrated track record working as a Consultant in a similar capacity;
4. Demonstrated ability to adapt focus to specific processes across a range of Service Operations;
5. Demonstration of understanding of NGO institutional characteristics and understanding of funding agencies and the institutional characteristic of NGOs as related to same and
6. Proven capacity to deliver required deliverables.

B. Skills and Competencies

- Proven Track record in the delivery of outputs on time and within the established criteria.
- Possess the skills and professional services.
- Evidence of having undertaken similar assignments delivering professional qualifications.

IV. DURATION OF THE ASSIGNMENT

The consultancy will run for ten (10) days over two (2) months, during the period April 1, 2019 to May 30, 2019

V. DIRECT DELIVERABLES

The Consultant is to produce deliverables as below:

- To plan and execute discussion timetable to gather information from key stakeholders
- To produce Draft Strategic Plan by April 30, 2019 with the following sections and subsections and any additional sections the Consultant considers essential:
 - Vision & Mission
 - SWOT including core competencies
 - Business & marketing plans
 - Goals, Objectives, strategies, and operational tactics
 - Measurements and funding streams.
 - Key Performance Indicators
 - Short, medium and long-term action plans
- To produce Final Strategic Plan by May 30, 2019

VI. ADMINISTRATION

The Consultant shall report to Merundoi Incorporated's Executive Director and/or any designated Merundoi officer.

VII. PAYMENT

Payment upon Merundoi's acceptance of deliverables.

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