MANAGEMENT AND DEVELOPMENT FOR HEALTH (MDH)
REQUEST FOR PROPOSAL (RFP)

Provision of an AI-Powered Chatbot for HIV/SRH Education and Linkage to Services
AYP SADC Project
Issue Date: **[19.10 2026]** | Proposal Submission Deadline: **[26.10 2026]**

1. INTRODUCTION

Management and Development for Health (MDH) is a Tanzanian non-governmental organization established in 2009 to support and strengthen public health systems through evidence-based and innovative interventions. MDH works in partnership with the Government of Tanzania, development partners, stakeholders, and communities to address public health priorities.

MDH's core business encompasses the design, implementation, and evaluation of programs and research in communicable diseases, chronic non-communicable diseases, reproductive, maternal, newborn, and child health, nutrition, health information systems, and health systems strengthening.

To ensure no one is left behind, MDH has established a strong platform for delivering differentiated HIV prevention and treatment services in Tanzania, with a particular focus on underserved subpopulations, such as adolescents and young people (AYP) who account for 30% of the 60,000 new HIV infections in Tanzania (THIS 2022-2023).

MDH is expecting to implement a new project from 2026-2028 which aims to advance HIV milestones for Adolescents and Young People (AYP) aged 15–24 years in the Dodoma Region by integrating school-based and peer-led digital interventions. The digital component leverages chatbot platforms, mobile applications, and social media to deliver age-appropriate Sexual and Reproductive Health (SRH) and HIV prevention information, and to link young people to services including HIV testing services (HTS), PrEP, family planning (including condoms), mental health support, and Gender-Based Violence (GBV) services.

MDH hereby invites qualified and eligible firms to submit Technical and Financial Proposals for the **provision, customization, deployment, maintenance and demand creation of an AI-powered chatbot for HIV/SRH education and linkage to services** for the period **1 November 2026 to 30 June 2027**.

2. OBJECTIVE OF THE ASSIGNMENT

The goal of this assignment is to deliver an AI-powered chatbot platform that provides accurate, youth-friendly HIV and SRH information to adolescents and youth aged 15–24 years at academic institutions in Tanzania. Specifically, the selected vendor shall:

1. Customize an AI-powered chatbot that provides accurate, youth-friendly HIV and SRH information tailored to adolescents and youth aged 15–24 years at academic institutions.
2. Deliver a user-friendly, easily accessible, confidential, and engaging chatbot experience to reach at least **15,000 AYP** across at least **2 universities and 2 advanced secondary schools**.
3. Deploy the chatbot on appropriate digital platforms (mobile, messaging apps, web, etc.) and ensure ongoing functionality, maintenance, and technical support.
4. Implement analytics and reporting mechanisms to track usage, engagement, and performance, and use insights to continuously improve the chatbot.
5. Create demand for the AI chatbot to reach at least 15,000 AYP users across at least 5 academic institutions per year.

3. SCOPE OF WORK

The vendor shall adopt a user-centered and data-driven approach, ensuring the solution is responsive, accessible, secure, and aligned with national HIV and SRH guidelines. The selected vendor shall:

1. Provide technical support to ensure the smooth operation of the AI chatbot system in at least 2 universities and 2 secondary schools in Dodoma, Tanzania.
2. Embed the current Ministry of Health HIV risk and GBV screening tools in the chatbot, refer users identified as at risk to appropriate services (HTS, HIV self-testing, condom distribution outlets, PrEP, family planning, mental health and GBV services), and track completed referrals and linkage to health facilities.
3. Conduct routine maintenance and updates to enhance system performance, address issues, and ensure the system is accessible 24 hours a day.
4. Conduct monthly/quarterly online surveys and collect user feedback to inform project adjustments and improvements.
5. Conduct virtual targeted campaigns using sponsored ads on social media platforms such as WhatsApp status, Instagram, TikTok, and Facebook, and support in-institution demand creation, to promote chatbot awareness, uptake and sustained use.
6. Provide background user support to facilitate troubleshooting and active engagement.
7. Develop a Standard Operating Procedure (SOP) to guide the safe, effective, and standardized use of AI chatbots for accessing HIV/SRH services.
8. Ensure secure handling and storage of user data in compliance with national and international data protection regulations and maintain data integrity and confidentiality.
9. Provide access to de-identified data and advanced analytics to enable assessment of chatbot performance, including the number of AYP reached (disaggregated by age, sex, location, etc.), completed referrals, and facilities to which AYP have been linked.
10. Submit the following reports, each no later than the 15th day of the month following the reporting period:
    - **Monthly Progress Updates** – activities conducted, progress against the workplan, milestones, challenges and mitigation, chatbot functionality status, user engagement trends, and technical updates;
    - **Quarterly Progress Reports** – cumulative performance against objectives, reach and engagement statistics, usage and content analytics, lessons learned, risks and recommendations;
    - **Quarterly Expenditure Reports** – invoiced amounts against the approved budget with variance analysis and supporting documents (invoice, EFD receipt, delivery note, signed contract and progress report);
    - **SOP** for safe and standardized use of the chatbot (within the first month);
    - **Monthly system performance reports**, incident/root-cause analysis reports, and issue resolution and corrective action logs.

The full Scope of Work, including roles and responsibilities and the Key Performance Indicators (KPIs) against which the vendor will be monitored, is provided in **Annex II** and forms part of this RFP.

4. ELIGIBILITY REQUIREMENTS

Interested firms must provide evidence of:

- Legal registration in Tanzania (Certificate of Incorporation/Registration) and a valid Business Licence.

- Valid Tax Identification Number (TIN).
- Valid Tax Clearance Certificate.
- Registration with the Personal Data Protection Commission (PDPC) as a data controller/processor, or evidence of compliance with the Personal Data Protection Act, 2022.
- At least three (3) years' experience in developing, deploying and maintaining chatbots, AI/conversational platforms, or digital health solutions.
- Experience delivering digital health, HIV/SRH, or youth-focused interventions, preferably with NGOs, donor-funded projects, or Government.
- Recommendation from at least three (3) reputable NGOs/INGOs or Government institutions.
- Availability of qualified technical personnel (e.g., software/AI engineers, data analyst, digital marketing specialist, user support).

5. PROPOSAL SUBMISSION REQUIREMENTS

5.1. Technical Proposal

The Technical Proposal shall contain:

i. Cover letter signed by an authorized representative.
ii. Company profile.
iii. Certificate of incorporation/registration, Business Licence, TIN and Tax Clearance Certificate.
iv. Evidence of PDPC registration or data protection compliance.
v. Description of similar assignments (chatbots/digital health solutions) undertaken during the last three years, with links or demos where available.
vi. At least two references from comparable clients.
vii. Technical approach and methodology, covering: chatbot solution and AI/NLP approach; deployment channels (mobile, messaging apps, web) and language support (Kiswahili and English); integration of MoH HIV risk and GBV screening tools; referral and linkage tracking; content management and validation process; analytics dashboard and reporting.
viii. Demand creation and user engagement strategy, including the digital campaign plan and user feedback/survey approach.
ix. Data protection, privacy and information security plan.
x. Service level commitments, including system uptime, issue response/resolution times, and maintenance schedule.
xi. Proposed team and CVs of key personnel.
xii. Statement of availability.
xiii. Signed Conflict of Interest Declaration Form (Annex I).
xiv. Any other supporting documentation demonstrating capability.

5.2. Financial Proposal

The Financial Proposal shall include:

i. Chatbot customization and setup costs.
ii. Hosting, licensing, maintenance and technical/user support costs.
iii. Demand creation costs (sponsored digital ads and campaigns).
iv. User feedback surveys, analytics and reporting costs.
v. Breakdown of costs [Level of effort] and proposed payment schedule linked to deliverables.
vi. Applicable taxes.

vii. Total proposed contract price in Tanzanian Shillings (TZS).

The Financial Proposal must be submitted separately from the Technical Proposal.

6. EVALUATION CRITERIA

The evaluation shall be conducted using a combined technical and financial scoring method.

6.1. Technical Evaluation (90%)

Evaluation Criteria	Weight (%)
Firm's relevant experience in chatbot / digital health assignments	20
Technical approach, solution design and methodology	25
Demand creation and user engagement strategy	10
Data protection, security and service level commitments	10
Qualifications and experience of key personnel	15
Organizational capacity and work plan	5
References and past performance	5
Technical Total	**90**

Only firms achieving a minimum technical score of **70 points out of 90** shall proceed to financial evaluation. MDH may invite technically qualified firms to give a demonstration of their chatbot solution as part of the technical evaluation.

6.2. Financial Evaluation (10%)

Evaluation Criteria	Weight (%)
Cost Competitiveness	10
Financial Total	**10**

The lowest evaluated financial proposal shall receive the maximum score of 10 points. Financial scores shall be calculated as follows:

Financial Score = (Lowest Evaluated Price ÷ Bidder's Price) × 10

6.3. Final Ranking

The final score shall be calculated as:

Final Score = Technical Score + Financial Score

The bidder obtaining the highest combined score shall be recommended for award.

7. CONFLICT OF INTEREST

All bidders must submit a duly completed and signed Conflict of Interest Declaration Form (Annex I). Failure to submit the declaration may result in disqualification. Any actual, potential, or perceived conflict of interest must be disclosed immediately.

8. CONTRACT PERIOD AND PAYMENT

The contract shall run from **1 November 2026 to 30 June 2027**. Payments shall be made against approved deliverables and reports, upon submission of a valid invoice, EFD receipt, delivery note and progress report, in accordance with the agreed payment schedule and MDH financial procedures.

9. RIGHT TO ACCEPT OR REJECT PROPOSALS

MDH reserves the right to:

- Accept or reject any proposal.

- Cancel the procurement process at any stage.
- Request additional information or a solution demonstration from bidders.
- Negotiate with the highest-ranked bidder.

MDH shall not be obligated to provide reasons for any procurement decision.

10. SUBMISSION OF PROPOSALS

All applications should be submitted together with the Conflict of Interest Disclosure Form, and the Technical and Financial Proposals should be submitted in separate electronic files to **pmu@mdh.or.tz**, clearly marked:

i. "TECHNICAL PROPOSAL – AI CHATBOT FOR HIV/SRH EDUCATION"
ii. "FINANCIAL PROPOSAL – AI CHATBOT FOR HIV/SRH EDUCATION"

Addressed to:
Chief Executive Officer
Management and Development for Health (MDH)
P.O Box 79810/ Mikocheni B/ Old Bagamoyo road/ Plot no. 802
Dar es Salaam.

Deadline: not later than [26th October 2026] at 10:00 AM.

**Note: The Scope of Work (Annex II) should be read together with this RFP.*

Scan here to get Disclosure Form (Annex I)

ANNEX II: SCOPE OF WORK

VENDOR FOR AI CHATBOT FOR HIV/SRH EDUCATION AND LINKAGE TO SERVICES

Service Agreement Partner	Vendor for AI Chatbot for HIV/SRH Education and Linkage to Services
Project Name	AYP SADC Project
Period of Performance	1 November 2026 to 30 June 2027

1. BACKGROUND

MDH has established a strong platform for delivering integrated HIV prevention services in Tanzania, with a particular focus on adolescents and young people (AYP), who account for 30% of the 60,000 new HIV infections in Tanzania (THIS2022–2023).

Building on this experience, the AYP project focuses on a high-burden setting in Tanzania, specifically the Dodoma Region, by implementing a differentiated service delivery model that integrates school-based, peer-led, and digital interventions. The digital component leverages chatbot platforms, mobile applications, and social media to deliver age-appropriate SRH and HIV prevention messaging to AYP aged 15–24. In addition, the project strengthens linkages between schools, communities, and nearby health facilities to improve access to essential services, including HTS, PrEP, family planning (including condoms), mental health support, and GBVservices.

The project further builds the capacity of healthcare workers, community health workers, and peer educators to provide youth-friendly services to ensure sustainability. Overall, the intervention applies a data-driven approach to improve HIV knowledge, increase service uptake, and enhance linkage to care among AYP in universities and secondary schools.

2. GOAL AND OBJECTIVES

2.1 Goal

Deliver an AI-powered chatbot platform that provides accurate, youth-friendly HIV and SRH information to adolescents and youth aged 15–24 years at academic institutions in Tanzania.

2.2 Objectives

1. Customize an AI-powered chatbot that provides accurate, youth-friendly HIV and SRH information tailored to adolescents and youth aged 15–24 years at academic institutions.
2. Deliver a user-friendly, easily accessible, confidential, and engaging chatbot experience to reach at least 15,000 AYP across at least 3 universities and 2 advanced secondary schools.
3. Deploy the chatbot on appropriate digital platforms (mobile, messaging apps, web, etc.) and ensure ongoing functionality, maintenance, and technical support.
4. Implement analytics and reporting mechanisms to track usage, engagement, and performance, and use insights to continuously improve the chatbot.
5. Create demand for the AI chatbot to reach at least 15,000 AYP users across at least 5 academic institutions per year.

3. IMPLEMENTATION APPROACH, ACTIVITIES AND REPORTING

The vendor will adopt a user-centered and data-driven approach to design, customize, and scale the AI-powered chatbot targeting AYP aged 15–24 years, ensuring the solution is responsive, accessible, secure,

and aligned with national HIV and SRH guidelines while promoting high levels of engagement, confidentiality, and sustained use among young people.

3.1 Activities for Implementation

1. Provide technical support to ensure the smooth operation of the AI chatbot system in at least 3 universities and 2 secondary schools in Dodoma, Tanzania.
2. Conduct routine maintenance and updates to enhance system performance and address any issues to ensure the system is accessible 24 hours a day.
3. Conduct monthly/quarterly online surveys and collect user feedback to inform project adjustments and improvements.
4. Conduct virtual targeted campaigns using sponsored ads on social media platforms such as WhatsApp status, Instagram, TikTok, and Facebook to create demand for the AI chatbot.
5. Provide background user support to facilitate troubleshooting and active engagement.
6. Develop a Standard Operating Procedure (SOP) to guide the safe, effective, and standardized use of AI chatbots for accessing HIV/SRH services.
7. Provide access to de-identified data and advanced analytics support to enable robust assessment of the performance of the AI chatbot, including number of AYP reached (disaggregated by basic socio-demographics such as age, sex, location, etc.), completed referrals, and facilities AYP have been linked to.

3.2 Reporting Requirements

The vendor shall provide regular, structured reports to ensure transparency, track progress, and support data-driven decision-making:

- **Monthly Progress Updates:** status of implementation, activities conducted, progress against the workplan, key milestones, challenges, mitigation measures, and planned activities for the next month; including chatbot functionality status, user engagement trends, and technical updates or system enhancements.
- **Quarterly Progress Reports:** overall performance against objectives, cumulative progress, results achieved, user reach and engagement statistics, key achievements, lessons learned, risks and mitigation, and recommendations; including analytics on chatbot usage, interaction patterns, and content performance.
- **Expenditure Reports (quarterly):** invoiced amount against the approved budget, budget utilization and variance analysis between invoiced amounts (paid and unpaid) with explanations for deviations, with supporting documents (invoice, EFD receipt, delivery note, signed service agreement/contract and progress report).

All reports shall be submitted no later than the **15th day of the month following the reporting period**.

4. ROLES AND RESPONSIBILITIES

4.1 Vendor

The vendor will be responsible for the technical delivery, operational management, and continuous performance assurance of the AI chatbot system, and will:

a) Ensure continuous functionality, stability, and availability of the chatbot across all agreed sites.
b) Conduct routine maintenance and updates to enhance system performance and address any issues.
c) Ensure secure handling and storage of user data in compliance with national and international data protection regulations.
d) Implement and monitor data management protocols to maintain data integrity and confidentiality.

e) Manage user feedback mechanisms and ensure insights are used for system and content improvement.

f) Support demand creation activities for chatbot engagement in the institutions, in addition to demand creation on digital platforms.

g) Lead digital engagement efforts to promote chatbot awareness, uptake, and sustained usage among AYP.

h) Provide access to de-identified data and advanced analytical reports to MDH to facilitate verification of reported performance and quality assurance activities.

4.2 MDH

MDH will provide overall strategic, technical, and financial oversight to ensure alignment with national HIV and SRH priorities and approved plans, and will:

a) Provide strategic and technical guidance, including validation of HIV and SRH content to ensure alignment with national standards and AYP needs.

b) Provide periodic oversight and coordination through review meetings and follow-ups.

c) Review and approve monthly/quarterly technical and financial reports submitted by the vendor and provide feedback for performance improvement.

d) Ensure timely disbursement of funds and overall financial oversight in accordance with the approved budget and work plan.

e) Undertake verification and quality assurance activities on the performance of the AI chatbot and the reports submitted by the vendor.

5. PERFORMANCE MONITORING

The vendor's performance will be monitored against the key performance indicators in Table 1 throughout the period of performance.

Table 1: Key performance indicators to be monitored/reported

SN	Activity	Indicator	Deliverable / Target
1	Provide technical support to ensure the smooth operation of the AI chatbot system	Number of users engaged with the AI chatbot, disaggregated by age and sex	15,000 users aged 15–24 years engaged
		Number/proportion of users determined to be at risk by the chatbot (embedding the current MoH HIV risk and GBV screening tools)	60% of users engaged
		Proportion of at-risk users referred to appropriate services (disaggregated by service, e.g. HTS, self-test, condom distribution outlets)	100% of users identified at risk
		Proportion of referred users who successfully linked to healthcare services	90% of users referred
		(a) Linked within 7 days	90% of linked users
		(b) Linked within 7–14 days	10% of linked users
2	Conduct routine maintenance and updates to enhance system performance and address issues	Number of quality checks conducted to ensure the chatbot provides correct and precise responses	4 quality checks conducted per year
		Number of system downtime incidents reported/observed per month	Monthly system performance report 99.99% system uptime
		Average time to resolve reported system issues	Issues resolved within 4 hours Incident, root cause analysis and problem management reports

SN	Activity	Indicator	Deliverable / Target
			Issue resolution and corrective action logs
3	Conduct monthly/quarterly online surveys and collect user feedback	Number of respondents who provided online feedback	≥ 80% of service users complete the after-service online survey each quarter
		Number of agreed corrective actions implemented within the quarter	≥ 90% of service gaps identified from quarterly feedback analyses translated into documented action points ≥ 90% of actions implemented within the subsequent quarter
		User satisfaction rate	90% of users satisfied
4	Conduct digital outreach campaigns to create demand for the AI chatbot on HTS/prevention and SRH services	Number of digital outreach campaigns conducted / ads developed	≥ 3 sponsored ads developed and posted for 30 consecutive days per quarter in Dodoma Region
		Number of users reached from the digital outreach campaign	1,500–1,900 new users reached by the chatbot per quarter
		Number of users who interacted with the chatbot through the digital outreach campaign (conversion rate)	50% of reached individuals interact with the chatbot
5	Develop and institutionalize an SOP to guide the safe, effective, and standardized use of AI chatbots for accessing HIV/SRH services	Number of virtual meetings conducted to review the developed SOP	SOP developed and oriented within the first month of the project
		Number of SOPs approved by the relevant institutional authorities	100% of developed SOPs approved for use