

**Options for Dignity of Human being by Influencing Key Actors to Reform (ODHIKAR-it is a Bangla word meaning `Right`) ODHIKAR**

**Terms of Reference (TOR)**

**For**

**Organize awareness campaign through TV serial to sensitize child labour issues**

**ESDO March 2019**

**Project summary**

Project Name	Options for Dignity of Human being by Influencing Key Actors to Reform (ODHIKAR-it is a Bangla word meaning 'Right')
Project Location	3 communities of Mohammadpur area (i.e. a candidate for the location), Dhaka City, Bangladesh
Project Duration	August 2018 to July 2020 (Two years and a month)
Beneficiaries	<ul style="list-style-type: none"> <li>• 3 Working Children Schools: 300 students with flexibility of age i.e.8-16 years. School Teacher: 15 Teacher(3 Head Teacher and 12teacher)</li> <li>• School Management Committee (SMC):33 members(11 members in each committee in each school)</li> <li>• Project Implementation Committee(PIC): 9 members</li> <li>• 300 Families; 1,500 populations@ 5 in each family</li> <li>• Approximate 75,000community people@ 25,000 in each community</li> <li>• Millions of children will be benefitted with the result of advocacy, Laws and policy formulation</li> </ul>
Project Sector	Child Protection/Poverty Reduction
Project Goal	Child Labour and exploitation in domestic and transport sector in Dhaka city is reduced
Project Objectives	<p>i) Child Labour related policies, law and regulations are adopted at national level</p> <p>ii) Working Children and youth in domestic and transport sector have access to basic and vocational education, and health services</p> <p>iii) Communities (Children/youth, parents and employers)combat against child labour and exploitation especially hazardous labour</p>
Donor	Education and Development Foundation-Educo
Implementation	Eco-Social Development Organization (ESDO)

**The purpose of this Request for Proposals (RFP)**

The purpose of this Request for Proposals (RFP) is to select a vendor for Organize awareness campaign through TV serial to sensitize child labour issues that will provide best value to ESDO, when both technical and cost factors are combined.

### **Eligibility of Bidders**

This RFP is open to non-governmental entities that are deemed capable of implementing the scope of work, with a solid record of integrity and business ethics, and that meet the eligibility requirements stated in this Section.

Bidders that submit proposals in response to this RFP must meet the following requirements:

1. Be a non-government entity (for-profit and non-profit companies etc.) that are legally registered under the relevant laws .
2. Have demonstrated capacity and expertise to successfully implement the Scope of Work
3. Have completed the required representations and certifications incorporated in this RFP
4. Be willing to comply with relevant government rules and regulations and ESDO requirements.

### **SECTION 2: Scope of Work**

ESDO will evaluate all proposals received in response to this RFP in accordance with the evaluation

#### **Scope of Work, Key Objectives and Activities**

The objective of the assignment:

- i) To Organize awareness campaign through TV serial to sensitize child labour issues
- ii) To provide important Child rights technical information in a fun and easy to remember format.
- iii) The scripts will include key messages from programmatic areas such as Negative consequences of Child Labour, Child rights, expected role of citizens regarding child labour especially on domestic child worker, Child rights and expected role from employers and disseminate relevant laws of Government of Bangladesh.
- iv) The primary audience for these messages are overall Bangladeshi citizens and special target groups are employer, transport sector employer and child worker, house wife, child labour and their parents of Dhaka City Corporation.
- v) These TV dramas should developed focusing on the family and community dynamics and involve emotional attachments of the wider community for transformative positive mind set-up in favor of reducing and eliminating child labour.
- vi) ESDO is seeking a quotation from Firm/Group/Consultant with experience in behavior change TV Drama development and awareness campaign through TV serial and telecast a well reputed TV Channel of Bangladesh.
- vii) The following capacities are expected:
  - Scripting Dramas which are contextualized to Child rights and Bangladeshi cultural norms and values,

- Organize awareness campaign through TV serial to sensitize child labour issues
- Ability to mobilize actors and singers for development, pre-testing, and pilot testing and ability to telecasting the dramas through well reputed TV channel.

**Contents of the Script**

1. Highlight major cause of child labour and the consequences of child labour
2. Showcase the vulnerability of child labour in different contexts
3. It should also highlight the law and policies against child labour and role of relevant stockholders
4. The script will feature:
  - o Impact happened through Child labour in the community
  - o Consequences/penalties of child labour in Bangladesh

The following activities should be undertaken after final selection of Vendor following the time line below:

<b>Deliverables/Milestones</b>	<b>Due time</b>
Script development for 3 Dramas ( may be 01 drama consist of 03 episode, at least per episode 30 minutes)	7 days
Rehearsal and development of the dramas	7days
Pretest of dramas with the ESDO & Educo Team to obtain inputs prior to roll out	2 days
Incorporation of changes and revisions	7 days
Final products	15 days
Broad casting through well reputed TV Channel on prime time	20 days

Vendor must have ability to high resolution modern equipment for quality production

**Anticipated Contracting Period and Award Mechanism**

The anticipated period of the resulting award is expected to be 2 months beginning on or about March 25, 2019.

Bidders must clearly identify “start-up” support costs, if any, required to commence services.

ESDO intends to award an all-inclusive fixed price **Professional Services Contract** to the winning offer.

No profit, fees, taxes, or additional costs can be added after award.

This RFP is subject to all the terms and conditions of the resulting contract. Any resultant award will be governed by these terms and conditions.

### SECTION 3: Proposal Instructions

The Bidder's proposal will consist of two separate documents:

#### Part 1 - Technical Offer Part 2 – Financial Offer

- The Technical Offer and the Financial Offer (altogether “proposal”) must be submitted separately. The Bidder should not include any cost data in the Technical Offer.
- The proposal should be concisely presented and structured, and should explain in detail the Bidder's availability, experience and resources to provide the requested services
- Proposals that are incomplete or do not address these criteria may not be considered in the review process. All proposals **must be submitted in English**.
- Both the Technical Offer and Financial Offer must be submitted with a **Cover Letter** which must include the following information and must be signed and stamped by an authorized representative of the Bidder organization:
  - i. Date of Submission of the Proposal
  - ii. Term of proposal validity (minimum 60 days)
  - iii. Name of the company/organization
  - iv. Name and title of authorized representative of company/ organization
  - v. Type of company/organization
  - vi. Address
  - vii. Telephone
  - viii. E-mail
  - ix. Taxpayer Identification Number
  - x. Other required documents that shall be included as attachments to the cover letter:
    1. Copy of registration or incorporation in the public registry, or equivalent document from the government office where the bidder is registered.
    2. Copy of company tax registration, or equivalent document.
    3. Copy of trade license, or equivalent document.

#### Part 1: TECHNICAL OFFER

The Technical Offer should be in the English language, typed in Microsoft Word, single- spaced, with each page numbered consecutively. A maximum number of pages for each component of the Technical Offer is given below.

The Technical Offer should include the following:

**1) Bidder past performance record/relevant experience– {2} pages maximum** Information related to Bidder's past performance/prior experience in conducting work, similar in nature and volume to the services requested (brief description, deliverables, date, client etc.). Bidders must also provide contacts for at least three (3) professional references for previous work and/or experience. Contact information should include, at a minimum: name of individual, name of company, brief information on relationship to Bidder, address, email, and phone

number. ESDO reserves the right to contact any and all references provided. Contact information for references is not subject to the page limitation for this section.

## 2) **Technical approach – {7} pages maximum**

The technical approach must describe the proposed approach to achieving the program objectives and must address the following:

- a) Brief Description of the Company.
- b) A brief description of the Bidder understands of the objectives and scope of work for the consultancy.
- c) An overview as to how the Bidder would propose to complete the requested services indicated in this RFP.
- d) Work Plan

## 3) Summary of relevant expertise and CV of proposed team members

a) The skills and experienced required/preferred are:

- Expertise in development of dramas for use in behavior change communication.
- Experience of developing TV dramas
- Experience of working with previous development dramas is preferred.

Please include/ensure the following:

b) Current CV for the proposed personnel. The CV must not exceed three pages in length and shall be in chronological order starting with the most recent experience and summarizing relevant experience and qualifications.

c) The consultant/firm/organization must be a Bangladeshi citizen/registered entity.

The Bidder must notify ESDO if it intends to replace a key member of the Bidder's team (with an explanation for doing so) prior to the award date and provide ESDO with the information required for the approval of a replacement proposal. Any replacement shall be subject to the approval of ESDO. This is also valid for any replacement taking place during the contract duration.

## **Part 2: FINANCIAL OFFER**

This contract will be issued as a firm fixed price contract with payment made against deliverables against services/products. ESDO will only issue payment via account payee cheque

As part of the Financial Offer, Bidders must include a detailed budget, submitted in **Microsoft Excel**, expressed in Bangladesh BDT, with an accompanying budget narrative, submitted in Microsoft Word, describing the basis for the listed cost elements. Supporting information should be provided in sufficient detail to allow a complete analysis and determination of reasonableness of each cost element. Bidders are required to include and clearly label **all** costs deemed necessary to complete the work called for hereunder.

The Financial Offer must include the following:

**1. Human Resource Cost:** The Bidder must provide information related to team structure, daily

rates and Level of Effort (LoE) (measured in days) for the deliverables listed. Please state assumptions made when submitting the cost information including any additional options, and stating all conditions.

**2. Other Direct Costs:** The Bidder should provide a breakdown estimate of other main direct costs which are considered necessary for completion of the work. Other direct costs will cover transportation costs, telecast/broadcasting cost , and per diem. Any other direct costs may be incorporated accordingly.

3. Indirect Rates and Fixed Fee: Proposed any indirect cost and fixed fee must also be explained in the budget narrative and represented as a separate line item in the budget.

**SECTION 4: Evaluation Criteria and Basis for Award**

ESDO will follow a Best Value for money selection methodology. ESDO may award to an eligible, responsible firm whose proposal is most advantageous to the program, with price and other factors considered.. Bidders may not modify non-responsive offers after the proposal deadline in order to make them responsive.

The criteria below will serve as the basis upon which proposals will be evaluated. Selection will be based principally on the technical merits of the proposals, but price and other factors will be considered, and award will be made only if the proposal is determined to be technically acceptable and cost reasonable.

<b>Evaluation Criteria per Solicitation</b>	<b>Total Max Points</b>
<b>Past Performance/ Prior relevant experience</b>	<b>20</b>
<i>Demonstrated capacity and relevant past experience to perform the proposed assignment. Reference checks to verify/assess performance may be conducted as appropriate.</i>	20
<b>Personnel Qualifications</b>	<b>20</b>
<i>Qualifications and relevant experience of the proposed personnel (demonstrated in CVs and summarized) to complete the proposed assignment.</i>	20
<b>Technical Merit</b>	<b>20</b>
Proposal demonstrates understanding of the objectives of the assignment and appropriately responds to the needs as stated in the RFP. The proposal clearly demonstrates applicant’s in-depth knowledge and experience necessary to effectively implement the assignment.	20
<b>Operational Capability</b>	<b>20</b>
The approach and methodology for executing the Scope of Work effectively and efficiently is well explained in the proposal	20
<b>Total Points for technical proposal</b>	<b>80</b>

<b>Financial Proposal (Value for Money) :</b>	<b>20</b>
<b>Total Points for financial proposal :</b>	<b>20</b>

### **SECTION 6: Proposal Validity, Submission Deadline and Instructions**

Proposals should have a 60-day validity period from the proposal submission date, as provided in the Cover Letter.

Proposals must be submitted electronically by 20 **March, 2019** by E-mail to Syed Mahbubul Alam , Senior Coordinator –Procurement email: **esdo.procurement@gmail.com** and a **must** copy to [esdobangladesh@hotmail.com](mailto:esdobangladesh@hotmail.com) indicating in the subject line of the e-mail the company name and the subject.

A full proposal submission will include the following documents, all of which must reference the RFP number as stated on the cover page of this document:

- - Cover Letter
- - Technical Offer
- - Financial Offer
- - Copies of Bidder legal registration documents
- - Other pertinent information relevant to the proposal submission

### **SECTION 7: Negotiations**

Best offer proposals are requested. It is anticipated that an award will be made solely on the basis of the original offers received. However, ESDO reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a contract. Furthermore, ESDO reserves the right to conduct a competitive range and to limit the number of bidders in the competitive range to permit an efficient evaluation environment among the most quality proposals. At the sole discretion of ESDO bidders may be requested to conduct oral presentations. If deemed an opportunity, ESDO reserves the right to make any awards or to make no award at all.

### **SECTION 8: Terms of the Solicitation**

1. Issuance of this RFP does not constitute an award commitment on the part of ESDO, nor does it commit ESDO to pay for costs incurred in the preparation and submission of a bid.
2. False Statements: Bidders must provide full, accurate and complete information as required by this solicitation and its attachments.

### **Right to Select/Reject:**

ESDO reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. ESDO also reserves the right to reject any or all proposals received without explanation.

