

**Re-Request for Proposal (RFP) for Production of TV Spots  
(or public service announcements) for  
USAID Ujjiban Social and Behavior Change Communication Project**

Ref. No.: CCP/1807/01

**Re-Issue Date: July 31, 2018**

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: <b>Ref No: CCP/1807/01</b> <b>Date of Re-Issue: July 31, 2018</b>
To carry out filming and delivery of “ <b>TV Spots (or public service announcements)</b> ”  Key assignments: <b>Develop TV spots (or public service announcements) of 90 seconds duration each.</b>
The <b>individual</b> / organization shall complete the deliverables as per <b>ToR timeline</b> .
The Proposal shall be written in the English language.
Financial offer to be in <b>Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned.</b>
Alternative Proposals will not be permitted.
There <b>was</b> a pre-bid meeting on <b><u>Tuesday, July 10, 2018 at 11.00 a.m.</u></b> open for all potential bidders.
The Proposal: There should be <b>two completely separate proposals</b> : i. Technical Proposal ii. Financial Proposal
Proposal Submission Time & Procedure:  Technical Proposal: Please send your Technical Proposal in a sealed envelope, duly marking the envelope as “ <b>TECHNICAL PROPOSAL</b> ”.  Financial Proposal: Please send your Financial Proposal in another separate sealed envelope, duly marking the envelope as “ <b>FINANCIAL PROPOSAL</b> ”.  The Bid Envelop: Please enclose the <b>TECHNICAL PROPOSAL</b> and the <b>FINANCIAL PROPOSAL</b> envelopes in another sealed envelope, duly marking <b>Production of TV Spots (or public service announcements) for USAID Ujjiban Social and Behavior Change Communication Project</b>  Proposal envelope (hard copy) should be submitted to: <b>Mr. Mehedi Hasan</b> , Grants and Contract Manager, Johns Hopkins CCP, SMC Tower (19 <sup>th</sup> floor), 33 Banani C/A, Dhaka-1213, Bangladesh

Please hand deliver your sealed proposal to the Reception at the above address by **August 30, 2018; 04:00 p.m.**

In addition, signed PDF format of the proposal should be submitted via email at [mehedi.hasan@jhuccpbd.com](mailto:mehedi.hasan@jhuccpbd.com)

Separate files clearly named as “Technical Proposal” and “Financial Proposal” must be submitted as attachments via the same email by **August 30, 2018; 04:00 p.m.**

**Proposals submitted after the deadline will not be considered.**

For any query about this RFP, please contact:

**Ashiqul Islam**

Production Associate

Cell: 01758 465159

Phone: +88 029 821309

**General Terms & Conditions:**

1. The bidder shall quote according to the Terms of Reference.
2. The offer should be valid for completion of the filming or the time-line whichever is later.

**For production company/firm**

- a. Income tax (if applicable) will be deducted from invoice/bills as per GoB rules. and VAT Exemption Coupon will be provided by Johns Hopkins Center for Communication Programs instead of VAT Challan.
- b. Payment will be made through Account Payee Cheque or electronic transfer to organization bank account.
- c. The Supplier shall attach the following documents to its proposal / quotation / bid:
  - I. Copy of valid Trade License/RJSC certificate
  - II. Copy of valid TIN Certificate
  - III. Copy of valid VAT Registration

**For individuals**

- a. Income tax (if applicable) will be deducted from invoice/bills as per GoB rules.
- b. Payment will be made through Account Payee Cheque or electronic transfer to organization bank account.
- c. The Individual shall attach the following documents to its proposal / quotation / bid:
  - i. Copy of valid TIN Certificate
  - ii. Copy of curriculum vitae highlighting past experience
  - iii. Copy of NID

The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Proposals (RFP) from **individuals /** full service production company/firm interested in providing services to this project in support of its social and behavior change communications activities.

The **individuals /** production company/firm contract resulting from this competition will run for a period of one year from the date of execution and may be renewable on an annual basis for additional years, based on performance, resources, and other factors as determined by the Johns Hopkins Center for Communication Programs.

**a. Background**

The goal of USAID Ujjiban Social and Behavior Change Communication Project (Ujjiban, in short) is to generate demand for and increase the use of high quality, maternal, neonatal, child and adolescent health (MNCAH), family planning (FP), nutrition and tuberculosis (TB) services and adoption of healthy behaviors in Bangladesh. Ujjiban implementation will be through the use of Social and Behavior Change Communication (SBCC) with a focus on Chittagong and Sylhet divisions; and to strengthen the Ministry of Health and Family Welfare's (MoHFW's) SBCC capacity and systems.

Ujjiban will achieve its goal through two overarching objectives:

- i. Increase exposure to and coverage of quality SBCC on key health behaviors, services, and health products, with a focus on Chittagong and Sylhet Divisions.
- ii. Strengthen the Government of Bangladesh Ministry of Health and Family Welfare's (MOHFW) ability to plan, develop, implement and evaluate SBCC at the central level and in Chittagong and Sylhet Divisions.

**b. Scope of work and expected outputs:**

This Request for Proposal is announced for the production of **TV spots (or public service announcements)** with a total duration of 90 seconds each, which will be broadcast through transmedia outlets to raise public awareness about reproductive, maternal, neonatal, child health, nutrition, family planning and tuberculosis.

- a) The successful applicant(s) should produce 90-second TV spots (or public service announcements) focusing on reproductive, maternal, neonatal, child health, nutrition, family planning and tuberculosis through picture imagery, videos, voice-overs, original background music, graphics and sound effects.

b) Coordinate with the Johns Hopkins Center for Communication Programs all throughout the production process. The approval of the CCP required on the following outputs:

- Concept
- Storyboard
- Script
- Final script
- First draft of the TV spots (or public service announcements) along with government IEC Technical Committee approval on both script and final product
- Final product.

### **Deliverables**

- Length: Each TV spot (or public service announcement) will be 90-second long; however, another 60-second version of each TV spot has to be delivered.
- Final product in high-definition broadcast quality
- Master download in DVCAM tape, master download in HD format (HDD will be provided by CCP)
- Backup of all video and audio rushes, CGI, including notes in HDD (HDD will be provided by CCP)
- Format: DVD; be submitted as 2 Master DVDs and 2 copies
- High-definition project file including music, graphics, audio and other files including approval of Govt. IEC technical committee
- Include a version of the TV spot (or public service announcement), in a compatible format for uploading onto the Internet
- Language: English subtitles should be produced and submitted in a separate master copy beside Bangla version
- Include the logos of USAID, Government, Johns Hopkins Center for Communication Programs as well as any other appropriate logos and disclaimers.

### **Proposed Type of Camera**

Sony F5/Sony F55/Canon C300/Red Epic (4K quality video required)

## Proposal Requirements

### Technical Proposal:

- Based on the following topic, the **individual /** firm should submit a concept of TV spot (or public service announcement)
  - If you notice any of the neonatal danger signs in a newborn (1 to 28 days of age), you must bring the child immediately to hospital.***
- Number of assignments may increase based on further successful negotiations on technical and financial aspects, along with other health related issues.
- Number of employees that work for the **individual /** firm either on full time or part time basis or as consultants.
- Commitment to meet the timeline.
- Overview of equipment owned/to be used for assignments.
- Portfolio with a maximum of five (5) examples of videos filmed and edited by the **individual /** firm or by staff assigned to contract
- List of your renowned clients.

### Financial Proposal:

Financial offer should be detail with unit breakdown of equipment i.e. camera, lights (approx.), trolley, jimmy jib, drone, set/location (approx.), casts (A grade, B grade/supporting and background), crews (director, cameraperson, other crew members), transportation, food, accommodation, costume (approx.), meeting with IEC technical committee costs and other costs both BDT and USD.

Camera Type required: Sony F5/Sony F55/Canon C300/Red Epic (4K quality video required)

- Your offer should be inclusive of AIT (Income Tax). **In case of production firm/company only, please show VAT amount in separate line next to your total amount.** Johns Hopkins Center for Communication Programs will provide VAT exemption Coupon instead of Challan.
- Financial offer to be in BDT (Bangladeshi Taka) and equivalent US dollars (USD) to be mentioned in separate column.

**Deadline for submission of technical and financial proposal is August 30, 2018.**

**The assignment will need to be completed within 60 (Sixty) days after receipt of signed work order.**

#### c. Rights

Johns Hopkins Center for Communication Programs is the exclusive owner of all materials produced in different media (Television, social media, outreach and other media

outputs).

d. **Qualifications or Specialized Knowledge/Experience Required**

- Professional filmmaker with experience in TV Spots, advertisement, PSAs, TVCs, advocacy materials and/or short movies.
- Experience in development communication will be an added advantage.
- Excellent technical capacities (High Definition filming equipment) to ensure smooth and high-quality production.

e. **Payment**

Agreed fee will be payable within one month of receipt and approval of products by Johns Hopkins Center for Communication Programs.

- Invoice/ receipt must be included with the product.

**For production company/firm**

- Payment will be made in three installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.
- First payment (40% of the total value of the contract) due upon satisfactory delivery of storyboard and treatment.
- Second payment (40% of the total value of the contract) due upon completion of filming and submission of first cut.
- Final payment (20% of the total value of the contract) upon final cut, approval of government IEC Technical Committee on product, final product delivery and acceptance of the agreed-upon deliverables.

**For individuals**

- Payment will be made in three installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.
- First payment (30% of the total value of the contract) due upon satisfactory delivery of storyboard and treatment.
- Second payment (40% of the total value of the contract) due upon completion of filming and submission of first cut.
- Final payment (30% of the total value of the contract) upon final cut, approval of government IEC Technical Committee on product, final product delivery and acceptance of the agreed-upon deliverables.

f. **Application Procedure**

Interested applicants are required to submit the following:

- Separate technical proposal having the necessary components to show the work

- and competence of the **individual /** firm to execute the assignment.
- Separate and clear financial proposal breakdown showing expenses in detail.
  - Examples of the **individual /** firm's engagement in similar activities earlier.
  - The proposals must be submitted in separate sealed envelopes (the technical proposal in one envelope and the financial proposal in another envelope) but both envelopes placed in one large sealed envelope.

#### g. Selection Process

Johns Hopkins Center for Communication Programs may select several **individuals/** production firms/houses based on this Request for Proposal (RFP). This selection will pre-qualify the **individuals /** firms to work with Johns Hopkins Center for Communication Programs.

For pre-qualification, a Proposal Review and Selection Team will review and evaluate **individual /** company submissions, and select a yet-to-be-determined number of **individuals /** firms for pre-qualification.

Prequalified **individuals /** firms may then be selected by the team to produce/deliver specific services according to task orders that will be issued as per need. These task orders will define the scope of work, timetable, and price (according to prices agreed during pre-qualification) of the products and/or services being requested.

Johns Hopkins Center for Communication Programs will rate proposals based on the following evaluation criteria:

The evaluation of all bids will be scored out of a potential of 100 points. The points will be assigned as follows:

#### **For production company/firm**

	<b>Criteria</b>	<b>Points</b>
<b>Technical</b>	Concept	30
	Quality of technical proposal	15
	Experience and qualification	15
	Proposed plan of action and timetable	10
<b>Financial</b>	Budget	30
<b>Total</b>		100



**For individuals**

	<b>Criteria</b>	<b>Points</b>
<b>Technical</b>	Concept	30
	Quality of technical proposal	15
	Experience and qualification	15
	Proposed plan of action and timetable	10
<b>Financial</b>	Budget	30
<b>Total</b>		100

Only technical proposals which receive a minimum of **50** points in the technical evaluation will be considered further for financial evaluation.

It is noteworthy that all individual proposals will be evaluated under one selection category described above whereas proposals from production companies/firms will be evaluated separately.

**A. Notice of Non-binding RFP**

Johns Hopkins Center for Communication Programs reserves the right to reject any and all bids received in response to this RFP, and is in no way bound to accept any proposal. Johns Hopkins Center for Communication Programs additionally reserves the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.

**B. Confidentiality**

All information provided as part of this RFP is considered confidential. In the event that any information is inappropriately released Johns Hopkins Center for Communication Programs will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential, except as otherwise noted.

**C. Right to Final Negotiations on the Proposal**

Johns Hopkins Center for Communication Programs reserves the right to negotiate on the final costs, and the final scope of work.

**h. Recourse**

Johns Hopkins Center for Communication Programs reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered, or for failure to meet deadlines.

## 9. Validity

Proposals shall remain valid and open for acceptance for 90 days after the closing date.

### **Unacceptable:**

The following proposals will not be considered or accepted:

- Proposals that are received after the proposal closing time at the specified receiving office and/or via email.
- Incomplete proposals.
- Proposals that are not signed.

### **Completion:**

Proposals must be submitted on official letter head of the organization or firm and must be signed by a principal or authorizing signatory of the firm or organization. **In case of individuals, official letter head is not mandatory.**

It is the applicant's responsibility to understand the requirement and instructions specified by Johns Hopkins Center for Communication Programs. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.