



**Request for Proposal (RFP) for
Development of an Offline and Online (Facebook, website
and other social media) Android Game for
USAID Ujjiban Social and Behavior Change Communication Project**

Ref. No.: CCP/1808/01

Issue Date: August 28, 2018

The client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: Ref No: CCP/1808/01 Date of Issue: August 28, 2018
To carry out development and delivery of “ Offline and Online (Facebook, website and other social media) Android Game ” Key assignments: Develop an offline and online (Facebook, website and other social media) android game on different health issues.
The individual/organization shall complete the deliverables as per ToR timeline.
The proposal shall be written in English.
Financial offer to be in Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned.
Alternative proposals will not be permitted.
There will be a pre-bid meeting on <u>Wednesday, September 12, 2018 at 11.00 a.m.</u> open for all potential bidders.
The proposal: There should be two completely separate proposals: 1. Technical Proposal 2. Financial Proposal

Proposal submission time & procedure:

Technical Proposal:

Please send your Technical Proposal in a sealed envelope, duly marking the envelope as “**TECHNICAL PROPOSAL**”.

Financial Proposal:

Please send your Financial Proposal in another separate sealed envelope, duly marking the envelope as “**FINANCIAL PROPOSAL**”.

The Bid Envelope:

Please enclose the **TECHNICAL PROPOSAL** and the **FINANCIAL PROPOSAL** envelopes in another sealed envelope, duly marking **Development of an Offline and Online (Facebook, website and other social media) Android Game for USAID Ujjiban Social and Behavior Change Communication Project**

Proposal envelope (hard copy) should be submitted to:

Mr. Mehedi Hasan, Grants and Contracts Manager, Johns Hopkins CCP, SMC Tower (19th floor), 33 Banani C/A, Dhaka-1213, Bangladesh

Please hand deliver your sealed proposal to the Reception at the above address by **Thursday, September 27, 2018; 04:00 p.m.**

In addition, signed PDF format of the proposal should be submitted via email at mehedi.hasan@jhucpbd.com

Separate files clearly named as “Technical Proposal” and “Financial Proposal” must be submitted as attachments via the same email by **September 27, 2018; 04:00 p.m.**

Proposals submitted after the deadline will not be considered.

For any query about this RFP, please contact:

Sharif Hossen Saimum

Project Manager, Production

Cell: 01673 443985

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 development or the time-line whichever is later.

For company/firm/organization

1. 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.
2. Payment will be made through Account Payee Cheque or electronic transfer to organization bank account.
3. The Supplier shall attach the following documents to its proposal / quotation / bid:
 - a) Copy of valid Trade License/RJSC certificate
 - b) Copy of valid TIN Certificate
 - c) 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
 - i. Copy of NID

The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Proposals (RFP) from individuals/full service companies/firms interested in providing services to the USAID Ujjiban Social and Behavior Change Communication Project.

The contract of the selected individual/company/firm will run for a period of one year from the date of execution, and may be renewed on an annual basis for additional years, based on performance, resources, and other factors as determined by CCP.

1. Background

The goal of USAID Ujjiban Social and Behavior Change Communication (SBCC) Project (Ujjiban, in short) is to generate demand for and increase the use of high quality, maternal, neonatal, child and adolescent health, family planning, nutrition and tuberculosis services and adoption of healthy behaviors in Bangladesh.

Ujjiban will achieve its goal through two overarching objectives:

- Increase exposure to and coverage of quality SBCC on key health behaviors, services, and health products, with a focus on Chattogram and Sylhet divisions.
- 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.

2. Scope of work and expected outputs:

This Request for Proposal has been announced for the **development of an offline and online (Facebook, website and other social media) android game**, which will be distributed for free through transmedia outlets (Google Play Store; social media sites and pages, i.e. Facebook, etc.; mobile phones and computer; any other android devices) to raise public awareness about reproductive, maternal, neonatal, child and adolescent health and nutrition, family planning and tuberculosis.

- a. The successful applicant should develop a game focusing on reproductive, maternal, neonatal, child and adolescent health and nutrition, family planning and tuberculosis through 2D/3D animations, picture imagery, videos, voiceovers, music, graphics and sound effects within an android size of 50 MB. The game should not contain any free third-party content/presence.
- b. The game will be a free application for all. Moreover, it will be an ad free app, with no malware
- c. There will be two versions of the game – Bangla and English. The approach of the game will be learning with fun.
- d. The winning applicant will develop a challenging game, including script(s). The primary target audiences are young people from both urban and rural areas. Required

health messages and other project related information will be provided to the successful firm(s).

- e. There will be different levels in the game. Each level can address particular health issue(s).
- f. Required training on the use of the game has to be done by the selected firm. Moreover, a graphical training/user manual in Bangla and English will also be required. The manual will include, among other things, troubleshooting guidance and FAQs. In addition to this, the training manual should also come in a video format/animation, and a demo for playing the game both online and offline.
- g. A PDF version of the game has to be delivered along with the Illustrator/Photoshop project file, as appropriate.
- h. For online version, server maintenance and an online competition mode has to be created.
- i. The technical proposal should include distribution channel of the game, i.e. ways to facilitate countrywide dissemination, countrywide computer laser board.
- j. Ethical considerations: Appropriate disclaimers and notice to guardians/parents and negative sides of game playing has to be incorporated on the game.
- k. Warranty and maintenance period of the game will be until December 2021.
- l. Detailed description on updating procedures of the game on annual basis has to be proposed.
- m. The source code has to be handed to CCP, including the technical and user documentation.
- n. The game has to be playable in all android devices, including low-configuration ones (Android 4.4+, smooth running experience in 1GB RAM).
- o. Multiuser profiles should be enabled.
- p. There should be an option to save the game.
- q. The user interface should be attractive yet easy to play and navigate.
- r. The system should have the ability to prevent all possible security related threats (e.g. intrusion, malicious request, SQL Injection, DoS attack, bloting).
- s. The development platform needs to be secured and reliable.
- t. Coordinate with CCP all throughout the development process; CCP has to approve the following outputs:
 - Concept
 - Storyboard
 - Script
 - Final script
 - First draft of the game along with government IEC Technical Committee approval on both script and final games
 - Final product (games – both Bangla and English).
- u. User tests and other feedback has to be incorporated at all steps, from concept to final product. In-depth pre-testing with rural and urban users, and with diverse

communities has to be done. This includes UAT, software development and SDLC procedures.

3. Deliverables

- One offline and online android game, including script, of different levels in both Bangla and English versions separately
- Training on the gameplay
- A graphical training/user manual along with video/animation format and demo gameplay
- PDF version of the game along with the Illustrator/Photoshop project file, as appropriate.
- Warranty and maintenance of the game.
- The source code, including the technical and user documentation
- Include the logos of USAID, Government, CCP as well as any other appropriate logos and disclaimers, including ethical disclaimers.

4. Proposal Requirements

Technical Proposal:

- The individual/firm should submit a concept of a game based on the following topic:
Changes (physical) during adolescence are normal. There is nothing to be ashamed of. If you have any query, talk to your parents/reliable adults.
- Brief description of the individual/organization: Team overview, technical capability, management, etc.
- Understanding of the objective/scope of work.
- Methodology for management of the task.
- Software Quality Assurance (SQA) plan
- Tentative work plan
- Number of employees that work for the individual/firm either on full time or part time basis or as consultants – Key personnel CVs
- A list of your renowned clients (maximum 5 examples): Existing and past portfolio (project names, financial value of the projects, scope of work/deliverable, projects start and end dates).
- At least two references.

Financial Proposal:

Financial offer should be detailed with summary of costs, breakdown of staff remuneration, software, miscellaneous, overhead costs (if any), meeting with IEC Technical Committee costs and any other costs.

- Your offer should be inclusive of AIT (Income Tax). **In case of 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.

Deadline for submission of technical and financial proposal is September 27, 2018.

The assignment will need to be completed within 90 (ninety) days after receipt of signed work order.

5. Rights

Johns Hopkins Center for Communication Programs is the exclusive owner of all materials produced in different media and platforms (mobile, social media, outreach and any other media outputs).

6. Qualifications or Specialized Knowledge/Experience Required

Companies/firms/individuals applying for this contract should have

- Experience with building online and offline based game applications, building Facebook application, Android apps, international experience, etc.
- Experience with building application using game development software, languages, design software, etc.
- Experience in development communication initiatives will be an added advantage.

7. Payment

Agreed fee will be payable within one month of receipt and approval of products by CCP.

- Invoice/ receipt must be included with the product.
- Payment will be made in three installments only:

For company/firm

- First payment (20% of the total value of the contract) due upon satisfactory delivery of concept, storyboard and script approval by the IEC Technical Committee.
- Second payment (30% of the total value of the contract) due upon completion of development of the first draft of the game.
- Final payment (50% of the total value of the contract) due upon final draft, approval of government IEC Technical Committee on game, final game delivery and acceptance of the agreed-upon deliverables.

For individuals

- First payment (10% of the total value of the contract) due upon satisfactory delivery of concept, storyboard and script approval by the IEC Technical Committee.
- Second payment (30% of the total value of the contract) due upon completion of development of the first draft of the game.
- Final payment (60% of the total value of the contract) due upon final draft, approval of government IEC Technical Committee on game, final game delivery and acceptance of the agreed-upon deliverables.

8. 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 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.

9. Selection Process

CCP will select individual/firm/company based on this RFP. This selection will pre-qualify the individual/firm to work with CCP.

A Proposal Review and Selection Team will review and evaluate the submissions by applicants and select a yet-to-be-determined number of individual/firms/companies for pre-qualification.

Pre-qualified 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.

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

For company/firm

	Criteria	Points
Technical	Concept	20
	Quality of technical proposal	15
	Experience and qualification	30
	Proposed plan of action and timetable	15
Financial	Budget	20
Total		100

For individuals

	Criteria	Points
Technical	Concept	20
	Quality of technical proposal	15
	Experience and qualification	30
	Proposed plan of action and timetable	15
Financial	Budget	20
Total		100

Only proposals which receive a minimum of **60 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

CCP 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. CCP 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 CCP 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

CCP reserves the right to negotiate on the final costs, and the final scope of work.

10. Recourse

CCP 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.

11. 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 CCP. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.