

**Request for Proposal (RFP) for Production of Multiple
Entertainment-Education AV Materials for Johns Hopkins Center for
Communication Programs for its UNICEF Funded Project**

Ref. No.: CCP/1812/01

Issue Date: December 13, 2018

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: Ref No: CCP/1812/01 Date of Issue: December 13, 2018
To carry out filming and delivery of “ Multiple entertainment-education AV materials ” Key assignments: Develop Multiple Entertainment-Education AV Materials of Different Lengths (detailed under the scope of work below).
The individual / organization shall complete the deliverables as per ToR timeline .
The Proposal shall be written in the English language.
Financial offer to be in Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned.
Alternative Proposals will not be permitted.
The pre-bid meeting will be held on <u>Monday, December 17, 2018 at 3.00 p.m. at Johns Hopkins CCP, SMC Tower (19th floor), 33 Banani C/A, Dhaka-1213, Bangladesh.</u> open for all potential bidders.
The Proposal: There should be two completely separate proposals : 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 “ TECHNICAL PROPOSAL ”. Financial Proposal: Please send your Financial Proposal in another separate sealed envelope, duly marking the envelope as “ FINANCIAL PROPOSAL ”. The Bid Envelop: Please enclose the TECHNICAL PROPOSAL and the FINANCIAL PROPOSAL envelopes in another sealed envelope, duly marking Production of Multiple Entertainment-Education AV Materials for Johns Hopkins Center for Communication Programs for its UNICEF Funded Project.
Proposal envelope (hard copy-mandatory) should be submitted to: Mr. Mehedi Hasan , Grants and Contract Manager, Johns Hopkins CCP, SMC Tower (19 th floor), 33 Banani C/A, Dhaka-1213, Bangladesh

Please hand deliver your sealed proposal to the Reception at the above address by **December 19, 2018; 04:00 p.m.**

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

Separate files clearly named as “Technical Proposal” and “Financial Proposal” must be submitted as attachments via the same email by **December 19, 2018; 04:00 p.m.**

Proposals submitted after the deadline will not be considered.

For any query about this RFP, please contact:

Mohammad Maruf Hossain

Production Manager

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.
- 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 UNICEF funded 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

As part of the technical support to strengthen capacity of the frontline workers and volunteers working in the camps and in the host communities of Cox's Bazar District through providing Training of Trainers (TOT) on Interpersonal Communication (IPC)/Communicating with Community in Emergency (CwCiE), Community Mobilization, effective ways of SBCC; and equipping them with SBCC materials/ guidelines, Johns Hopkins CCP intends to produce multiple entertainment-education AV materials.

Specific objectives of the proposed tasks

- i. Strengthen frontline workers capacity to communicate within the host community and with people living and working in the camps in Cox's Bazar;
- ii. Increase the number of tools/job aids available for Community Volunteers for enhanced social mobilization and community engagements to enhance the effectiveness of their outreach activities;
- iii. Develop a systematic approach for continuingly updating IPC methodologies, curriculum through monitoring and evaluation of interventions by Community Volunteers.

b. Scope of work and expected outputs:

This Request for Proposal is announced for the production of **Multiple entertainment-education AV Materials of Different Lengths**, which will be distributed through different AV channels.

- a) Doctor's Advice (7 videos maximum) on ARI (Acute Respiratory Infection), Diarrhea, Menstrual Hygiene, Safe Drinking Water, Maternal Health/Family Planning/TB; each one maximum 4 minutes long.
- b) Disaster Tips (6 videos maximum) on Cyclone Preparedness, Fire Safety, Landslide, Stampede, Tidal surge, Post Cyclone Management; each one maximum 2 minutes long.
- c) Communication (6 videos maximum) on Family planning, Gender Based Violence,

Nutrition, Repatriation, Conflict, Education (child); each one maximum 2 minutes long.

- d) The successful applicant(s) should produce multiple AV entertainment-education materials focusing on topics listed above through picture imagery, videos, voice-overs, original background music, graphics and sound effects.
- e) 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 AV materials
 - Final product.

Deliverables

- Length: As described above.
- Final product in high-definition broadcast quality
- 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
- Include a version of the AV materials, 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 UNICEF, Government, Johns Hopkins Center for Communication Programs as well as any other appropriate logos and disclaimers.

Proposed Type of Camera Resolution

Full HD (1920 X 1080)

Proposal Requirements

Technical Proposal:

- Based on the following topic, the individual / firm should submit a concept of AV material:
 - I. Whether boy or girl, maximum two children.**
- 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.), and other costs both in BDT and USD.

Camera Resolution Required: **Full HD (1920 X 1080)**

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.

- 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 December 19, 2018,

4.00 pm.

The assignment will need to be completed within 45 (Forty-five) 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, 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, 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

	Criteria	Points
Technical	Concept	30
	Quality of technical proposal	15
	Experience and qualification	25
	Proposed plan of action and timetable	10
Financial	Budget	20
Total		100

For individuals

	Criteria	Points
Technical	Concept	30
	Quality of technical proposal	15
	Experience and qualification	25
	Proposed plan of action and timetable	10
Financial	Budget	20
Total		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.