

**Request for Proposal (RFP) for Celebrity Engagement Outreach for
USAID Ujjiban Social and Behavior Change Communication Project**

Ref. No.: CCP/1903/002

Issue Date: March 25, 2019

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: Ref No: CCP/1903/002 Date of Issue: March 25, 2019
To carry out outreach campaign through branded vehicle Key assignments: A celebrity outreach campaign as per plan developed by the vendor and agreed with Johns Hopkins CCP in designated areas of Sylhet and Chattogram divisions.
The organization shall complete the deliverables as per ToR .
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.
There will be a pre-bid meeting on <u>Wednesday, March 27, 2019 at 3 p.m.</u> open for all potential bidders.
The Proposal: There should be <u>two completely separate proposals</u> : i. Technical Proposal ii. Financial Proposal
Proposal Submission Time & Procedure: Technical Proposal: Please send the Technical Proposal in a sealed envelope, duly marking the envelope as “TECHNICAL PROPOSAL” . Financial Proposal: Please send the 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 Celebrity Engagement Outreach for USAID Ujjiban SBCC Project Proposal envelope (hard copy) should be submitted to: Asma Khatun , HR & Administration Manager, Johns Hopkins Center for Communication Programs, Phone: +88 029 821309 Email: asma@jhuccpbd.com Address: SMC Tower (19th floor), 33 Banani C/A, Dhaka-1213, Bangladesh

Please hand deliver the sealed proposal to the Reception at the above address by **31 March 2019**.

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

Separate files clearly named as “Technical Proposal” and “Financial Proposal” must be submitted as attachments via the same email by 31 **March 2019**.

Proposals submitted after the deadline will not be considered.

For any query about this RFP, please contact:

Nawmi Mannan

Production Associate

Cell: 019 668 63117

Phone: +88 029 821309

General Terms & Conditions:

- a. The bidder shall quote according to the Terms of Reference.
- b. The offer should be valid for completion of the outreach activity.
- c. 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.
- d. Payment will be made through Account Payee Cheque or electronic transfer.
- e. The Supplier shall attach the following documents to its proposal / quotation / bid:
 - I. Copy of valid Trade License
 - II. Copy of valid TIN Certificate
 - III. Copy of valid VAT Registration

Agencies who applied previously need not apply again

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

1. Background

Ujjiban Social and Behavior Change Project from USAID aims to generate demand for and increase the use of maternal, neonatal, child and adolescent health (MNCAH), family planning (FP), nutrition and tuberculosis (TB) services through Transmedia. The goal of this project 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.

One of the main activities of the project is to develop transmedia products. The project now intends to bring its celebrity artists featured in its drama, etc. to communities in Sylhet and Chattogram divisions, and so hire an agency that will realize the outreach campaign through community's engagement. The activity will take place in designated areas of the two divisions – an estimated 8-12 sessions will take place in Sylhet, Moulovibazar, Brahmanbaria, Chattogram, Cox's Bazar districts; however, these places are subject to change but the activity will happen within the said two divisions. Any other place selected for the activity will be agreed between the contracted agency and Ujjiban project. The activity will help people in field levels get firsthand experience with Ujjiban celebrities.

2. Scope of work and expected outputs:

Implement an entire celebrity outreach campaign package by engaging communities in Sylhet, and Chattogram divisions.

The design of the activity is proposed as follows:

- Beat boxing / innovative announcement / playing of instruments, music to attract audiences in community
- Actors from local theater group will play out a scene from the Ujjiban TV drama series *Rodro Chayar Khela*.
- TV stars who actually played the characters from the scene on TV will come out on stage and ask the actors on the stage why their characters are being played by them.
- The stage actors will act surprised, and so the TV actors will explain by showing a scene from the actual drama on screen.
- The TV stars will urge the stage actors to continue their drama so that the audience can see what happened next in the scene.
- The TV actors will quiz the audience about the scenes they just watched to start an interactive and fun session.
- The activity will end with the actors calling the audiences for action through following

activities. For each of the activity, different topics will be addressed:

- In maternal health session, the celebrity will inaugurate a clay bank/piggy bank for a pregnant mother.
- In maternal danger sign, session will end with an oath taking by the community to take pregnant mother to hospital if any danger signs are noticed.
- Birthday celebration of an 18-year-old adolescent to address adolescent health and gender.
- At the nutrition session, members of the community will compete each other to make a food bowl of a child.
- A musical chair game will be held for tuberculosis session.

Package will include the following:

- A celebrity outreach campaign as per plan developed by the vendor and agreed with Johns Hopkins CCP.
- The activity to include the following:
 - An estimated 8-12 sessions in Sylhet, Moulovibazar, Brahmanbaria, Chattogram, Cox's Bazar districts
 - Engage local theater groups to act out selected scenes from the Ujjiban drama series
 - Arrangement to display Ujjiban audio-visual products
 - Audio/PA system
 - Interactive games for people to take part in – ideas to be submitted by the vendor
 - Photo frame for viewers to take photos
 - Any other creative ideas are welcome.
- A designated person to provide information to spectators and facilitate the session.
- Obtaining all activity related permissions including, but not limited to, police clearance, and any other local authorities as appropriate.
- A plan to mobilize people to the sessions.
- Crowd control plan
- Complete the activity as per designated areas for designated time span – the final spots will be agreed between the selected vendor and Johns Hopkins CCP. However, the tour will be in early April: 4 days in total in Sylhet, Moulovibazar, Brahmanbaria districts; another 4 days in total in Chattogram, Cox's Bazar districts.
- Helper, facilitator, food, accommodation costs, etc. of relevant personnel to be inclusive of the proposal.

Deliverables

Implement an entire celebrity outreach campaign package by engaging communities in Sylhet, and Chattogram divisions.

- Organize the activity with designated/agreed facilities
- An estimated 8-12 sessions in Sylhet, Moulovibazar, Brahmanbaria, Chattogram, Cox's Bazar districts (the final number of sessions will be agreed; in budget a single session's budget to be calculated)
- Photos and videos of implemented activities, and a final report

- All the tasks identified in the scope of work section above, and any other tasks as agreed in the contract.

3. Proposal Requirements

Technical Proposal:

The technical proposal needs to be based on the following broad aspects particularly,

- a. Proposed overall concept/design of activities
- b. Proposed activities including displaying Ujjiban products - videos, audios, engaging audiences in interactive activities, etc.

The ideas must be practical but innovative.

The proposal also must indicate the following:

- ⊕ Overview of the proposal
- ⊕ Number of employees that work for the firm either on full time or part time basis or as consultants
- ⊕ A timeline of with preparation plan (any kind of bookings, obtaining travel permissions including police clearance, etc., hiring helpers, facilitator, hiring equipment, etc.) and implementation plan for completing the assignment based on the plan:
- ⊕ List of the company's renowned clients

Financial Proposal:

Financial offer should be detail with unit breakdown of

- ⊕ Designs: photo frames, area related designs, any relevant material.
- ⊕ Equipment: Arrangement to display Ujjiban audio-visuals, audio system, equipment required for interactive activities, etc.
- ⊕ Staff: Helper, facilitator payment, their accommodation and food cost, etc.

The offer should be inclusive of AIT (Income Tax). **Please show VAT amount in separate line next to the 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 for all cost line items and the total value.

Deadline for submission of technical and financial proposal is 31 March 2019.

The assignment will need to be completed within 2 months (60 days) after receipt of signed work order.

4. 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).

5. Qualifications or Specialized Knowledge/Experience Required

- Previous experience of delivering similar outreach campaigns
- Proposal quality and innovation in proposed campaign idea
- Timeline and proposed course of action
- Financial plan

6. 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.
- Payment will be made in three installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.

Payment will be made as per deliverables (schedule) below:

- 1st installment: 20% of the total contract value: Upon submission and acceptance of the plan and immediately before the activities roll out.
- 2nd installment: 30% of the total contract value: After completion of activity in any one division
- 3rd installment: 50% of the total contract value: After completion of activity in remaining division and submission of the final report, including photos and videos of the campaign.

7. 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. **One session's budget to be clearly detailed.**

- Examples of the 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.

8. Selection Process

Johns Hopkins Center for Communication Programs may select one or several company/firm/agency based on this Request for Proposal (RFP). This selection will pre-qualify the firm to work with Johns Hopkins Center for Communication Programs.

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

Prequalified firms may then be selected by the team to 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:

	Criteria	Points
Technical	Quality of technical proposal	15
	Proposed plan of action and timetable	15
	Concept (Innovation and creativity of the proposed outreach activities)	25
	Experience and qualification	25
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.

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 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.

9. 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.

10. 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.

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.