

Request for Proposals No: 10-1659-XX

Development of a short-length Play (including a filmed version)

for the purpose of using during various community campaign and policy advocacy works under the Right Start and other programs of NI Bangladesh

Issued by the Nutrition International “NI” (formerly known as the Micronutrient Initiative)

Deadline for receipt of proposals at the NI:

Friday June 8, 2018,

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1. RFP NOTICE

1.1. Request for Proposals – Procurement Notice

Nutrition International (NI), a non-profit agency dedicated to eliminating vitamin and mineral deficiencies worldwide, invites proposals from competent agencies to undertake **Development of a short-length Play (including a filmed version)** for the purpose of using during various community campaign and policy advocacy works under the Right Start and other programs of NI Bangladesh. The submission deadline for proposals is Friday June 8, 2018.

2. INTRODUCTION TO THE RFP

Nutrition International (NI) is an Ottawa-based, international not-for-profit organization dedicated to ensuring that the world's most vulnerable people, especially women and children in developing countries get the vitamins and minerals they need to survive and thrive. Working with impacted families, communities and nations, we are improving lives of close to 500 million people in more than 70 countries across Asia, Africa and Latin America. Supported by the Global Affairs Canada (GAC), Government of Canada and other generous donors.

Since 1996, Nutrition International has been a lead nutrition partner in Bangladesh, especially for women and young children. NI is well acknowledged by the government for the support it brings to many national level programs including Vitamin A supplementation, Universal Salt Iodization, IFA for maternal health and Zinc and ORS for childhood diarrhoea management, Rice Fortification program for Vulnerable Group Development (VGD) program, etc. NI's support is well integrated within the government systems and we are able to utilize government platforms well.

2.1.

2.2. This Request for Proposals (RFP) and particularly the Guidelines for Preparing Proposals that follow, are designed to help Respondents to produce proposals that are acceptable to NI and to ensure that all proposals are given equal consideration. It is essential, therefore, that Respondents provide the complete information that is requested, and in the formats and on the terms specified.

3. GENERAL INSTRUCTIONS AND CONSIDERATIONS

3.1. These instructions should be read in conjunction with information contained in the enclosed Terms of Reference (TOR), and in any accompanying documents within this package.

This Request for Proposals (RFP) to provide NI with relevant information for **Development of a short-length Play (including a filmed version)** for the purpose of using during various community campaign and policy advocacy works under the Right Start and other programs of NI Bangladesh.

1.1. NI is not bound to accept the lowest priced, or any, proposal. NI reserves the right to request any (or all) Respondent(s) to meet with NI to clarify their proposal(s) without commitment, and to

publish on its website answers to any questions raised by any Respondent (without identifying that Respondent).

1.2. Respondents are responsible for all costs associated with proposal preparation.

2. CONFLICT OF INTEREST

2.1. Respondents must disclose in their proposal details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest. This disclosure must extend to all personnel proposed to undertake the work.

2.2. Where Respondents identify any potential conflicts they must state how they intend to avoid any impact arising from such conflicts. NI reserves the right to reject any proposals which, in NI's opinion, give rise, or could potentially give rise to, a conflict of interest.

2.3. With respect to this condition, please be advised that the organizations that may fall within the scope of this evaluation will include those below, with which any association must be disclosed:

- a) Nutrition International (NI)
- b) the Donor who is the primary funding source for the procurement

3. GENERAL DISCLOSURES

3.1. Respondents must disclose:

5.1.1 If they are or have been the subject of any proceedings or other arrangements relating to bankruptcy, insolvency or the financial standing of the Respondent including but not limited to the appointment of any officer such as a receiver in relation to the Respondent personal or business matters or an arrangement with creditors or of any other similar proceedings.

5.1.2 If they have been convicted of, or are the subject of any proceedings, relating to:

- a) Criminal offence or other offence, a serious offence involving the activities of a criminal organization or found by any regulator or professional body to have committed professional misconduct.
- b) corruption including the offer or receipt of any inducement of any kind in relation to obtaining any contract, with the NI, or any other contracting body or authority
- c) failure to fulfil any obligations in any jurisdiction relating to the payment of taxes

4. SUBMISSION OF PROPOSALS

4.1. The technical and financial proposal along with all requisite documentation must be received in English by NI no later than **Friday** June 8, 2018.

The Technical and Financial Proposal in two separate files put into a covering email specifically indicating the subject line **Development of a short-length Play (including a filmed version)** for the purpose of using during various community campaign and policy advocacy works under the Right Start and other programs of NI Bangladesh" and should be sent to Email:

proposalsbangladesh@nutritionintl.org. Financial proposal must be shared in excel as well as PDF format with detailed break up and justification.

- 4.2. For any clarification required, please write an email on following email address: proposalsbangladesh@nutritionintl.org
- 4.3. Only email bids will be accepted. Only those short-listed will receive an acknowledgment and will be called for a personal interaction, at their own cost. The interaction will be held at the Nutrition International office in Bangladesh.
- 4.4. Late proposals will not be accepted in any circumstances. Proposals received after the due date and time will not be considered.

5. RECEIPT, EVALUATION AND HANDLING OF PROPOSALS

5.1. Once a proposal is received before the due date and time, NI will:

- 5.1.1. Log the receipt of the proposal and record the business information
- 5.1.2. Review all proposals and disqualify any non-responsive ones (that fail to meet the terms set out in these instructions), and retain the business details on file with a note indicating disqualification
- 5.1.3. Evaluate all responsive proposals objectively in line with the criteria specified below
- 5.1.4. Inform respondents within 15 business days of the evaluation decision being made.

5.2. NI reserves the right:

- 5.2.1. To accept or reject any and all proposals **and/or to annul** the RFP process prior to award, without thereby incurring any liability to the affected Respondents or any obligation to inform the affected respondents of the grounds for NI's actions prior to contract award, and
- 5.2.2. To negotiate - with Respondent(s) invited to negotiate - the proposed technical approach and methodology, and the proposed price based on the Respondent's proposals.
- 5.2.3. Amend this RFP at any time

6. SELECTION CRITERIA

6.1. Following criteria will be adopted to short list the proposals and identify suitable agencies for the assignment. Out of the total scores 60% weight is assigned to technical and 40% to the financial proposal.

Scoring of Proposals: Selection of Technical Agency/NGO	
Assessment Category: Technical Proposal	Weights
Qualification of Firm (A)	
Previous experience on undertaking similar assignments	50%
Availability of adequate and skilled (education and work experience) team members for carrying out the assignment	30%
Clear methodology and field plan	20%

Total Score - Technical Proposal	100%
Overall weightage – Technical – 60%	
Assessment Category: Financial Proposal	
Takes into consideration all potential expenses (i.e. no obvious omissions)	40%
Reasonable estimate for each of the component/activity (training, staff fees, travel, printing of formats etc.)	35%
Reasonable estimate for Agency administrative costs	25%
Total Score - Financial Proposal	100%
Overall weightage – Financial – 40%	
Total Weighted Score (Technical – Financial)	

- 6.2. The Evaluation Team may, in its sole discretion, establish a short-list of Respondents based on the Technical Scores of the Respondents (the “Short-listed Respondents”) for the purpose of conducting interviews. If NI short-lists the Respondents, it will short-list the Respondents with the highest scores.
- 6.3. Only the Short-listed Respondents will be interviewed. The number of Respondents short-listed for an interview is in the sole discretion of NI.
- 6.4. Interviews of Short-listed Respondents will be carried out by the Evaluation Team or a sub-group of the Evaluation Team. The Evaluation Team will score each Short-listed Respondent based on the quality of the Respondent’s interview (the “Interview Score”).
- 6.5. The successful Respondent will be expected to enter into a Contract with NI for the duration of the work. In the event of a Contract award, all the terms and conditions of the RFP, including the Respondent’s response, will normally form part of the Contract.

7. GUIDELINES FOR PREPARING PROPOSALS

- 7.1. **Language:** Proposals must be submitted in English.
- 7.2. **Structure:** Proposals must be set out in three main parts:
 Part 1: Covering Letter and Declaration
 Part 2: General and Technical Proposal
 Part 3: Financial Proposal

Part 1: Covering Letter and Declaration

Proposals must be accompanied by a covering letter on company-headed paper showing the full registered and trading name(s), trading and registered office address and business number of the Respondent. The letter must be signed by a person of suitable authority to commit the Respondent to a binding contract. It must quote the RFP number and title, and include the following declarations:

- a. We have examined the information provided in your Request for Proposals (RFP) and offer to undertake the work described in accordance with requirements as set out in the RFP. This proposal is valid for acceptance for 6 months and we confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

- b. We accept that any contract that may result will comprise the contract documents issued with the RFP and be based upon the documents submitted as part of our proposal.
- c. Our proposal (Technical and Financial) has been arrived at independently and without consultation, communication, agreement or understanding (for the purpose of restricting competition) with any other Respondent to or recipient of this RFP from NI.
- d. All statements and responses to this RFP are true and accurate.
- e. We understand the obligations regarding Disclosure as described in the RFP Guidelines and have included any necessary declarations.
- f. We confirm that all personnel named in the proposal will be available to undertake the services.
- g. We agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs.
- h. I confirm that I have the authority of [insert name of NGO/company/agency] to submit this proposal and to clarify any details on its behalf.

Part 2: General and Technical Proposal

The General and Technical section should be structured as follows:

Section 1: Your understanding of the TOR provided with this RFP as Annexure A. You may also propose qualifications to the TOR that you consider may enhance the value of the outcome to NI.

Section 2: Technical Response: a concise description of the methodology, tools and approach that are proposed for the delivery of the TOR and an implementation plan in the form of a work breakdown analysis. This should describe the activities to be undertaken, the deliverables / outputs and the milestone and completion dates (grouped by phase where appropriate). The dependency of any activities and associated results on earlier results needs to be clearly indicated.

Section 3: Personnel Profile: names, designation and *Curricula Vitae* (CV) of personnel assigned to work on the Project. CVs must not exceed 3 pages, but must include:

- a brief summary of the professional competencies of the individual relevant to the Scope of Work/TOR
- a chronological list of relevant professional experience starting with the most recent and showing key achievements / responsibilities
- brief details of qualifications educational / technical / professional / other
- language competencies other than English (if required to undertake the ToR)

Section 4: Personnel Inputs: include name of personnel, and person days with reference to activity to be undertaken. Do not include any reference to fees. This will constitute a confirmation that all personnel will be available to provide the required services for the duration of the contract.

Section 5: Company Information: proof of incorporation for registered incorporated entities, proof of registration for registered entities/ valid FCRA registration certificate to receive foreign funding's in case of an NGO. Previous experience: documentation demonstrating the Respondent's experience in the proposed area of work. This should include contact details for key clients who may be contacted in respect of the Respondent's relevant prior work.

Section 6: Required Qualifications of the agencies:

- The organization should have prior experience of conducting similar assignments. For further details, please refer to Attachment A (ToR),
- The organization should have a well-qualified team
- Experience of working with an international organization and/or government organization is desirable.
- Availability of team members with technical expertise on public health nutrition
- Experience in providing consulting services and excellent track record of completion of tasks according to time lines.
- Good liaison with health department at national and district level.

Part 3: Financial Proposal

- a. The Financial proposal must contain the expected budget with detailed break-down for accomplishing the complete work including taxes. **All amounts quoted must be in BDT** . The Respondent should provide a detailed budget, based on the format attached as **Annexure-B** both in Excel and PDF format. The budget should be accompanied with necessary working and budget notes.
- b. Fees should be inclusive of all insurance and standard business overheads.
- c. Please note that no fees are payable for travel days.

ANNEXURE A

TERMS OF REFERENCE

Development of a short-length Play (including a filmed version)

for the purpose of using during various community campaign and policy advocacy works under the Right Start and other programs of NI Bangladesh

Nutrition International (formerly Micronutrient Initiative) is international not-for-profit and non-governmental organization working for the last 25 years globally to tackle one of the world's greatest health issues: malnutrition. Recognized as global experts, NI works around the world to create effective and sustainable solutions for hidden hunger. To learn more, please visit: www.nutritionintl.org

Since 1996, Nutrition International has been a lead nutrition partner in Bangladesh, especially for women and young children. NI is well acknowledged by the government for the support it brings to many national level programs including Vitamin A supplementation, Universal Salt Iodization, IFA for maternal health and Zinc and ORS for childhood diarrhoea management, Rice Fortification program for Vulnerable Group Development (VGD) program, etc. NI's support is well integrated within the government systems and we are able to utilize government platforms well.

The Right Start program:

In 2017, NI has launched the Right Start program in Bangladesh with the aim to strengthen nutrition and health for women, adolescent girls and newborns. Right Start has been implemented in partnership with the Ministry of Health and Family Welfare's Institute of Public Health and Nutrition (IPHN), the Ministry of Women and Children Affairs and the Ministry of Food of the Government of Bangladesh.

The Right Start program has two intended results, which are:

Intended Result 1: Improve nutritional status of pregnant women through increased coverage and adherence to nutrition related services delivered as part of the ANC package.

Intended Result 2: Fortified rice for VGD programs to reduce the iron deficiency anemia of WRA and adolescent girls, and also to introduce fortified rice in other channel.

For the purpose of achieving the intended result 1, the success indicators are set as:

1. Increased percent of women who receive four or more ANC visits from 31% (BDHS-2014) at the beginning of the project to 40% at the end of the project.
2. 80% of pregnant women are registered using mothers' cards.
3. Increased consumption of 90+ IFA tablets by 30 percentage points by end of the project in March of 2020.

The work:

For achieving those results mentioned above, the Right Start has included a number of activities including mass-media campaign to be carried out at the community level. For the purpose of utilization during such campaign events, there is a need to develop a Play (street drama) with the relevant content and in an attractive format. This work is not about doing the actual screening or staging of the Play at the community level.

Objective of the work:

To develop a short-length (15 – 20 minutes in Bengali) Play (street-drama), including a filmed version with English sub-title, that to be used as a live performance and/or as screening of the filmed version during community campaign events for pregnant mother, family members and other community people for the purpose of creating awareness about the importance of maternal health care and availability of health services for Ante-Natal Care (ANC) check-up and nutrition counselling. The play might include song and music for the dramatization purpose of the content.

Scope of work:

In order to develop the Play and for the purpose of filming it, the agency/individual would need to carry out a number of associated tasks including the below list:

- i. **Review the existing materials:** Review of existing media contents, plays, TVC, short documentary, songs, etc. pertaining to maternal health and nutrition during antenatal, perinatal and postnatal periods. The review should result in identification of gaps and processes that could feed into the revision of the required message regarding ANC checkup with nutrition counseling.
- ii. **Draft outline and script:** Based on the findings from the review and inputs from consultations (with NI team and external experts) propose draft outline, script and content of the Play on improving maternal nutrition. The outline should also include the music plan as well.

- iii. **Feedback on Script:** The script of the Play on improving maternal nutrition will be shared with NI, IPHN and at least with one external nutrition sector expert for his/her feedback and comments before finalization.
- iv. **Revision of script** – based on the feedback received from GoB, NI and others, the script will be suitably revised and resubmitted to NI for final approval.
- v. **Government approval:** The final outline, script and content of the Play on improving maternal nutrition will be submitted to the IEC technical committee of the government for final approval. It will be good to share the draft with some of the committee members on individual basis at the stage of drafting for easing out the final approval process through the government standard approval process. If during the final approval stage any change is suggested by the Government then that should also be incorporated as appropriate.
- vi. **Rehearsal and development of one group of performers for the play for filming purpose** – based on the script to be developed in consultation with NI and after necessary approval from NI and the government, a group of paid performers should be ready through rehearsal for the purpose of filming of the entire Play.
- vii. **Sub-title of the productions** –the filmed production must have English sub-titles and the English translation script must get prior approval from NI before use in the videos.
- viii. **Filming of the performance**
- ix. **Submission of the first cut to NI for review and comments**
- x. **Final film submission after incorporating inputs on the first cuts, script and other documents as relevant.**

1. Deliverables

- I. Two copies each of filmed production in high definition and high resolution broadcasting quality.
- II. Two copies of the filmed version in DVDs in such resolution that is suitable for amateur/online screening purpose.
- III. Copy/original version of the approval document from the government.
- IV. Signed (with date) consent form of the persons performed in the filmed version.
- V. The entire script of the Play.
- VI. The costume plan and other plan if any of the Play.
- VII. If an original sound track is used then the music notes of the sound track in hard and soft copy.

2. Timeline

July 2018 – November 2018

ANNEXURE B
TEMPLATE OF BUDGET

	Particulars	Unit	Rate	Total	Remarks
A					
A1					
A2					
A3					
A4					
A5					
	Sub Total of A				
B	VAT (@15%) on Total Direct Cost				
C	Total (A +B)				

*Please be informed that Nutrition International Bangladesh will only be responsible for VAT. Consultancy agency will be responsible for their own tax.