

*Request for Proposals No: 1659- XX*

**Development of a video documentary on NI works in Bangladesh**  
*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  
16:30 Bangladesh Standard Time***

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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 video documentary on NI works in Bangladesh 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.

- 2.1. Since 1969, 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.
- 2.2. 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.
- 3.2. This Request for Proposals (RFP) to provide NI with relevant information for **"Development of a video documentary on NI works in Bangladesh for the purpose of using during various community campaign and policy advocacy works under the Right Start and other programs of NI Bangladesh"**
- 3.3. 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).

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

#### 4. CONFLICT OF INTEREST

4.1. 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.

4.2. 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.

4.3. 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

#### 5. GENERAL DISCLOSURES

5.1. 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

#### 6. SUBMISSION OF PROPOSALS

6.1. 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 "Proposal on **Development of a video documentary on NI works in Bangladesh** 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](mailto:proposalsbangladesh@nutritionintl.org). Financial proposal must be shared in excel as well as PDF format with detailed break up and justification.

6.2. For any clarification required, please write an email on following email address: [proposalsbangladesh@nutritionintl.org](mailto:proposalsbangladesh@nutritionintl.org)

6.3. 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.

6.4. Late proposals will not be accepted in any circumstances. Proposals received after the due date and time will not be considered.

## 7. RECEIPT, EVALUATION AND HANDLING OF PROPOSALS

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

7.1.1. Log the receipt of the proposal and record the business information

7.1.2. 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

7.1.3. Evaluate all responsive proposals objectively in line with the criteria specified below

7.1.4. Inform respondents within 15 business days of the evaluation decision being made.

7.2. NI reserves the right:

7.2.1. 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

7.2.2. To negotiate - with Respondent(s) invited to negotiate - the proposed technical approach and methodology, and the proposed price based on the Respondent's proposals.

7.2.3. Amend this RFP at any time

## 8. SELECTION CRITERIA

8.1. 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%

<b>Total Score - Technical Proposal</b>	<b>100%</b>
<b>Overall weightage – Technical – 60%</b>	
<b>Assessment Category: Financial Proposal</b>	
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 NGO or Agency administrative costs	25%
<b>Total Score - Financial Proposal</b>	<b>100%</b>
<b>Overall weightage – Financial – 40%</b>	
<b>Total Weighted Score (Technical – Financial)</b>	

8.2. 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.

8.3. Only the Short-listed Respondents will be interviewed. The number of Respondents short-listed for an interview is in the sole discretion of NI.

8.4. 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”).

8.5. 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.

## **9. GUIDELINES FOR PREPARING PROPOSALS**

9.1. **Language:** Proposals must be submitted in English.

9.2. **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), point # 9 (Detailed Qualification of Research Team).
- The organization should have a well-qualified team and field presence in the districts
- Experience of working with an international organization and/or government organization is desirable.
- Availability of team members with technical expertise on population based survey on public health nutrition
- Availability of skilled team members for data analysis and report writing
- Availability of efficient program management and financial system with strong internal control mechanism in place.
- Experience in providing consulting services and excellent track record of completion of tasks according to time lines.
- Good liaison with health department at state 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 video documentary on NI works in Bangladesh**

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

#### **1. Introduction**

##### **The organization:**

Nutrition International (formerly Micronutrient Initiative) is an 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](http://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), with the Ministry of Women and Children Affairs and 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:**

In achieving those results mentioned above, the Right Start has included a number of activities including the below two:

1. Advocacy with Policy makers and their key influencers
2. Mass media coverage

During such events, it is a need to introduce Nutrition International Bangladesh to the audience in a simple yet comprehensive way. It is a challenge to be dependent on individuals' variable knowledge, memory, presentation and facilitation skills in a number of districts to introduce Nutrition International in a proper manner through multimedia presentation or speech. Therefore, there is a need to develop a brief introductory video on Nutrition International Bangladesh can be used for such purposes as mentioned above. The video can also be used by other programs and the organization in other purposes.

**Objective of the work:**

To develop a 8-10 minutes (approx.) video documentary (in Bengali language with English subtitle) to introduce the Nutrition International especially the organization's past and present programs (especially Right Start program) in Bangladesh, which would help various types of stakeholders, who participate in various events, to know about NI as an organization, its programs including the processes, results, goals and partnership dimension.

**Scope of work:**

In order to produce the video, the agency/individual would need to carry out a number of associated tasks including the below list:

- i. **Review of the organizational documents:** The Agency/individual also needs to look at the program descriptions and organizational description of NI for deciding content to include in the video documentary.
- ii. **Draft outline and script:** Based on the findings from the review and inputs from internal consultations, draft outline, script and content of the video documentary on NI would be prepared.

- iii. **Feedback on Script:** The draft outline of the video documentary on NI will be shared with Nutrition international for their feedback and comments before finalization.
- iv. **Revision of script** – based on the feedback received from NI, the scripts of the production will be suitably revised and resubmitted to NI for final approval.
- v. **Submission of plan for shoot for the documentary** – The plan should include locations (in Dhaka and outside), schedules, and other logistic arrangements for shooting. Any necessary approval in this regard would be arranged by the Agency/Individual and NI would issue a reference letter in this regard. The shooting should cover all program activities of NI Bangladesh (Vitamin A Supplementation Program, IFA & ANC program for pregnant mothers, IFA program for adolescents, ORS and Zinc program, Universal Salt Iodization program, Rice fortification program, ENRICH project (Thakurgaon) and TAN (Technical Assistance for Nutrition) program). The plan should also include list of person to be interviewed in Government, NGO and Private sector as relevant.
- vi. **Actual shooting of the documentary and editing of the content.**
- vii. **Sub-title of the productions** – the video documentary must have English sub-titles and the English translation script must get prior approval from NI before use in the videos.
- viii. **First cut of the video submitted to NI for review and approval.**
- ix. **Final video documentary submission after incorporating inputs on the first cuts.**

## 1. Deliverables

- I. Two copies of the video production in high definition and high resolution broadcasting quality.
- II. Two copies the video production in DVDs in resolution suitable for amateur screening purpose.
- III. List of persons (with name, designation, organization and contact information) interviewed for the purposes.
- IV. Signed consent form of the persons video recorded for any or both of the purposes.

**ANNEXURE- B**  
**TEMPLATE OF BUDGET**

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

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