

# **REQUEST FOR PROPOSAL (RFP)**

on

Developing a handwashing video: encouraging children  
and families towards good habits



**WaterAid Bangladesh**

Country Office

House 97/B, Road 25, Block A

Banani, Dhaka 1213

Tel: +88 02 58815757, Fax: +88 02 9882577

## **TABLE OF CONTENTS**

Section 1.	Information to Organisations	3
Section 2.	Terms of Reference	7
Section 3.	Technical Proposal Submission Format	12
Section 4.	Financial Proposal Submission Format	15

---

**SECTION - 1 (INFORMATION TO ORGANISATIONS)**

---

- 1. Introduction**
- 1.1 The organisations are invited to submit a Technical Proposal and a Financial Proposal. Under one proposal the organisation(s) have to split all the goods and services for technical description and cost separately as per the indication of section-3 (Technical Proposal Submission Format) and section-4 (Financial Proposal Submission Format) in this RFP. Both these proposals will be the basis for selection.
- 1.2 Costs for preparing the proposal and of negotiating the contract are non-reimbursable.
- 1.3 Organisations should observe the highest standard of ethics during the selection process and implementation of contracts. The attempt of any organisation to influence the internal WaterAid Bangladesh independent evaluation and selection process will automatically lead to the removal of this organisation's proposal from consideration. In addition, any misrepresentation of facts or institutional capacity will also lead to the removal of the misrepresented proposal from consideration.
- 1.4 WaterAid Bangladesh reserves the right to amend and modify this RFP document and also can select organisation(s) for providing goods and services cited in section-2 (point 8). Deliverables of this RFP are either for the entire content of the proposal or a part thereof.
- 2. Clarification and amendment of RFP documents**
- 2.1 At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited organisation, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.
- 3. Preparation of proposal**
- 3.1 Organisations are requested to submit their proposal written in English (font-Arial, size-12). Proposals must remain valid for a minimum of 91 days after the submission date.
- Technical proposal*
- 3.2 In preparing the Proposal, organisations are expected to examine the documents constituting this RFP. Material deficiencies in providing the information may result in rejection of a proposal.
- 3.3 While preparing the Proposal, organisations must give particular attention to the following:
- It is desirable that the key professional staff who would be involved in the assignment have practical experience and an extended knowledge on the subject matter.
  - Reports or communication with WaterAid to be issued by the organisation(s) as part of this assignment must be in English.
- 3.4 The proposal shall provide the following information using the format given in this RFP:
- Description of the organisation and an outline of recent experience on assignments of a similar nature using the format as placed in the annexure.
  - Brief profile of the organisation and proposed key staff.

- Attaching a detailed plan of implementation and film idea for the assignment.

*Financial Proposal*

- 3.5 In preparing the Financial Proposal, organisations are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section 4).
- 3.6 The Financial Proposal should clearly identify item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies and other charges to be included under the applicable law. WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. An E-TIN should be attached with the financial proposal from applying organisation's end.

**4. Submission, receipt and opening of proposals**

- 4.1 The original proposal (Technical and Financial) should be submitted electronically to the email address [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with 'Developing a handwashing video: encouraging children and families towards good habits'.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the deadline **11.59 pm of October 18, 2017** will be treated as disqualified.
- 4.4 Attach financial and technical proposal along with all required documents with the email, and put all attachments in **one zip folder** in the name of your organisation.
- 4.5 Neither the technical nor the financial proposal should exceed 10 pages altogether, and both needs to be submitted in PDF format.
- 4.6 The Proposal will be reviewed by the evaluation committee and will be evaluated in line with the guidelines of WaterAid Bangladesh.

**5. Proposal evaluation**

*Evaluation of technical proposals*

- 5.1 The evaluation committee will evaluate the proposals on the basis of their responsiveness to Terms of Reference, applying the evaluation criteria and point system specified herein. Each responsive proposal will be given a technical score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated below.

*Technical proposal evaluation criteria*

- 5.2 Evaluation Criteria, Evaluation and Ranking for Selection:  
The final selection will be done following Quality and Cost Based (QCBS) method. This will be done by applying a weight of 0.70 (or 70 percent) and 0.30 (or 30 percent) respectively to the technical and financial score of each evaluated technical and financial

proposal and then computing the relevant combined total score for each organisation.

**Technical Proposal Evaluation: 70**

- *Specific experience of the organisation related to the assignment: 10*
- *Adequacy of the proposed work plan and methodology in responding to the Terms of Reference: 60*
  - Creative idea, script and conceptualisation: 30
  - Comments on the ToR: 5
  - Level of details discussed in methodology and work plan: 15
  - BCC material development expertise: 10

*Evaluation of  
Financial  
Proposals*

- 5.3.1 The evaluation committee will determine whether the Financial Proposals are complete (i.e. whether they have costed all items of the corresponding Technical Proposals). The Evaluation Committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.
- 5.3.2 The evaluation will be based upon a Quality and Cost Based Selection (QCBS) process. A total of 30 points will be allocated for this cost part. The lowest Financial Proposal will be given highest score.

**Technical Proposal - 70 and Financial Proposal - 30  
Total points from both - 100**

**6. Negotiations**

- 6.1 Once the proposals are evaluated, WaterAid may enter into negotiation with one or more than one organisation for final selection.
- 6.2 Negotiations will include a discussion on the proposed methodology, performer, staffing, costing, any suggestions made by the organisation(s) to improve the Terms of Reference. WaterAid Bangladesh and the organisation(s) will then work out final terms of reference, performers, staffing, and bar diagrams indicating activities, logistics and reporting. The agreed work plan, cost and final terms of reference will then be incorporated in the contract document.
- 6.3 If negotiations fail, WaterAid Bangladesh will then invite those organisation(s) whose proposals received the next highest score. If none of the invited proposals led to an agreement, fresh Requests for Proposals (RFP) will be called upon.
- 6.4 WaterAid Bangladesh reserves the right to cancel the RFP at any point of time without serving any notice. Furthermore, WaterAid has its absolute discretion to suspend and disqualify any proposal or all proposals received without tendering any reason whatsoever.

**7. Award of Contract**

The organisation is expected to commence the assignment within 1 weeks of signing the contract.

**8. Confidentiality**

Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winning organisation has been notified that it has been awarded the contract.

---

## **SECTION – 2 (TERMS OF REFERENCE)**

---

### **DEVELOPING A HANDWASHING VIDEO: ENCOURAGING CHILDREN AND FAMILIES TOWARDS GOOD HABITS**

#### **1. Introduction**

Globally, millions of children die each year due to diseases that are rooted in hygiene and sanitation. Due to these little ones being extremely vulnerable to infections, it is important that they are hygienically safe – helping them maintain a good health.

And when we are talking about children and hygiene, we believe properly washed hands is of great importance here. Children's hands are extremely magnetic to dust and germs, especially when they are all over the place the whole day. No matter what age they are, they will always love to play, explore and reach out to touch everything and anything. This is how the little palms and fingers get dirty, carrying plentiful germs and eventually bringing in sickness – sometimes deadly. The Invisible Dirt/Germs does pose a life threatening risk to children of all ages.

With a regular practice and behavioral change towards washing hands properly is essentially the first line of defense against the Invisible Germs. When children come in contact with germs, they can easily get sick if they touch their eyes, nose, or mouth. Once a child gets infected, it is just a matter of time before the whole family gets infected. And to avoid this, inculcating the habit of handwashing can in many cases prevent diseases from common cold to serious infections such as flu and diarrhea. Handwashing with soap can build a protective circle within the family, school and all the places where there are potential germs.

#### **2. Objective**

The importance of washing hands with soap at critical times, to avoid health risks that may arise through invisible dirt and germs, cannot be stressed enough. And this washing of hands is not limited to only a certain age category of people – but to preschoolers, adolescents and even adults, especially mothers on whom children are mostly dependent.

As such, WaterAid Bangladesh is considering to create an inspiring and motivational educational audio-visual on the benefits of proper handwashing with soap, extending the objective of the video further to the negatives of not washing hands and risk of being agents and carrier of germs.

This audio-visual material will play a vital role to enhance the knowledge, attitude and practices related to handwashing amongst children, adolescents and their mothers – further instilling a positive lasting hygiene behavior into their day-to-day lives.

The video must be of interest to children, adolescents and mothers, and to a wider group of audience – with an important blend of both music and educational elements.

#### **3. Target audience**

Primary: School students, both in urban & rural areas. Parents and caregivers like mothers.  
Secondary: all sections of people.

#### 4. Scope of Work

- Review existing hand wash related work, videos, materials and developed a very strong, appealing and inspiring story board and script that suits the aims of this assignment
- Pre-test the story board with key target audience through FGD; field test the story board in certain schools and conduct a rapid review/revision session if needed. WaterAid Bangladesh should be involved here while picking schools and also for providing feedback on field test results before revision.
- Develop the final video with animation, CG and extensive illustration with focus on Invisible Dirt & Germs
- Share the video with WaterAid Bangladesh for feedback
- Finalise based on the feedback from WaterAid Bangladesh and field test experiences

The selected agency is free to propose additional/supplementary activities in order to ensure that the final objective is met to a high standard.

#### 5. Major Activities

Major activities to be undertaken in this assignment have been listed under the deliverables. However, it will be a plus if the applying organisation comes up with innovative ideas following the ToR. Please note this is a time bound assignment.

#### 6. Duration

The contract will require inputs over the period from October 22, 2017 to November 10, 2017. All assigned tasks must be accomplished within this time frame.

#### 7. Timeline

The timeframe of the assignment is 4 weeks after signing the contract. The final audio-visual material needs to be handed over to WaterAid Bangladesh at close of business on November 1, 2017.

Breakdown of more key dates to accomplishment of this task is as follows:

Activities	Timeline
ToR circulation	October 12, 2017
Invite queries and clarifications from interested agencies	October 17, 2017
Closure of the invitation	October 18, 2017
Finalize the successful agency and notify through mail	October 22, 2017
Agreement sign and briefing	October 24, 2017
Feedback and filming	October 25-28, 2017
Final material handed over	November 1, 2017

It is however to be noted that exact dates of tasks will be specified following a submission of the detailed work plan by the vendor. Additionally, the final handover deadline of November 1, 2017 is non-negotiable. Only agencies confident of being able to meet the requirements of the assignment within the mentioned date are expected to apply.



## 8. Deliverables

Details of deliverables include the following:

1. One film of 8-10 minutes' duration in Bangla (with subtitles) and one music video song in-built into the film
2. The AV is expected to be an inspiring, motivational educational story, with a hint of music for that extra gear to excite children
3. The AV shall be used as a supplementary material at schools and in the mainstream education system in Bangladesh, hence should be structured and created as an educational material instead of a generic hand wash video
4. Conceptualisation of the film is intended to be self-explanatory, focusing highly on the benefits of handwashing and the demerits of it as well
5. The film must trigger positive handwashing behaviour amongst school students from the rural and urban context of the country along with their mothers
6. Elements in the film script need to be as such so that children and adolescents can easily relate and remember them. Examples include use of jargons kids normally use, real life scenarios that children usually face, etc.
7. Music, voice and composition need to be arranged by the hired agency in order to come up with an in-built music video which complements the 10 minutes' film. The video should be as such that can be separated and used independently as well, outside of the film.
8. The video film quality needs to be High Resolution broadcasting quality
9. All rush footages shot during the assignment need to be provided in a DVD for documentation purpose

All materials will need to be placed before WaterAid Bangladesh in draft form for approval before it goes out for production and implementation. WaterAid will respond to the draft within the timeline agreed upon mutually by both parties.

### Technical Requirements:

- The film will be in 1920x1080 resolution HD format
- All other technical requirements will be determined as per the story's demand and idea
- There is a felt need of huge illustration and animation, therefore a concentrated input of high-end CGs will be needed
- Camera Mark III and above

### Note:

- *Consider a shooting of maximum 8-10 days*
- *2-3 minutes of illustration, animation and high end graphic*
- *Location: open, based on the demand of the script*

## 9. Contact person

Faysal Abbas from WaterAid Bangladesh will be available to answer any queries or clarifications you might have in regard to this RFP. Please contact him at [FaysalAbbas@wateraid.org](mailto:FaysalAbbas@wateraid.org). WaterAid Bangladesh will be available to entertain your questions only till close of business, **October 17 2017**.

## 10. STANDARD WATERAID BANGLADESH CONTRACT TERMS & CONDITIONS

WaterAid Bangladesh practices the following terms and conditions stated below applicable to signing any contract with external agencies/consultants:

- All documents/products/materials produced under the Agreement remains the intellectual property of WaterAid. The organisation might be allowed to use these products only for non-commercial purposes, subject to written approval from WaterAid Bangladesh.
- All project records and copies of records, data sets, electronic data and photocopies, etc., which the organisation remains for the successful execution of the assignment, shall remain the exclusive properties of WaterAid Bangladesh.
- During the period of the Agreement or afterwards, the organisation shall not issue any written material or express public or personal opinions concerning the services under the Agreement to parties outside except with the prior written approval of WaterAid Bangladesh.
- The organisation assumes all responsibility for complying with local legal codes as they apply to an Agreement and work performed there under. In addition, the organisation shall be liable to pay all applicable taxes and fees as required by the laws of Bangladesh. WaterAid Bangladesh will deduct Income Tax and VAT at source as per Govt. rules.
- The organisation shall not without first obtaining the consent in writing of WaterAid, permit any of its duties or obligations made under the Agreement to be performed or carried out by any other person, or reassign his/her interest in the Agreement.
- In the event that the organisation requires additional time to complete the Agreement, over and above that previously agreed to, without WaterAid changing the scope of the Agreement, WaterAid's prior written concurrence to the same is necessary in order to charge WaterAid for Agreement expenses incurred during an Agreement extension.
- However, WaterAid may, by written order, make general changes within the scope of the Agreement affecting the services to be performed or the time of performance. If any such changes cause an increase or decrease in the cost of, or time required for performance of, any part of the work under the Agreement, WaterAid shall make an equitable adjustment in the Agreement price, the delivery schedule, or both, and shall modify the Agreement in writing accordingly.
- The organisation may communicate with parties external to WaterAid through and with prior intimation to WaterAid, while performing services under the Agreement.
- Notwithstanding anything contained in the Agreement or in these conditions WaterAid may at any time by notice in writing terminate the Agreement in whole or in part by requiring the organisation to stop performing the work or any part thereof, in which event the organisation shall have no claim against WaterAid by reason of such termination other than payment of expenses actually incurred by the organisation plus a fair and reasonable fee to be in proportion to the work performed under the Agreement, less any sum previously paid on account thereof. However, if the Agreement is cancelled by WaterAid due to negligence on the part of the organisation, termination expenses shall be borne by him. In this later case, WaterAid's independent determination of negligence on the part of the organisation shall be considered to be final and non-negotiable.
- The organisation shall not hold WaterAid liable for any accident or misadventure befalling them whilst on duty or pursuing activities to fulfil the Agreement.
- WaterAid Bangladesh reserves right to accept and reject any proposal without assigning any verbal and or written rationale whatsoever;
- WaterAid Bangladesh reserves the right to monitor the quality and progress of the work during assignment.

- Further items/tasks might be incorporated by WaterAid Bangladesh and in such case budget will be revised accordingly.
- Payments will be made by account payee cheque or bank transfer in the name of the organisation or individual as per the contract.

#### **11. Mode of Payment**

WaterAid will issue a work order and the organisation will submit an invoice based on the work order and actual consumption. The payment will be made in two installments-

<b>Installments</b>	<b>Percentage</b>	<b>Time</b>
First installment	40%	After signing the contract, agreed work plan
Second Installment	30%	After finalizing the story board
Final installment	30%	After completion of the assignment and hand over documents to WaterAid

For further information on WaterAid and the kind of work we do, please visit:

[www.wateraid.org/bangladesh](http://www.wateraid.org/bangladesh)

---

**SECTION - 3 (TECHNICAL PROPOSAL SUBMISSION FORM)**

---

- 3A. Forwarding letter format
- 3B. Organisation's references
- 3C. Comments and suggestions of organisations on the Terms of Reference
- 3D.
  - (i) Brief profile of the organisation including proposed key staff
  - (ii) Detailed work plan with timeline
  - (iii) Creative idea and conceptualisation for the assignment

### 3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

Dr Md Khairul Islam  
Country Director  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on 'Developing a handwashing video: encouraging children and families towards good habits'.

We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal.

If negotiations are held during the period of validity of the proposal, i.e., before [*Date*] we undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:  
Name:  
Title:  
Name of Organisation:  
Address:

**3B. ORGANISATION’S REFERENCES**

*Relevant Services Carried Out in the Last Three Years That Best Illustrate Qualifications*

Using the format below, please provide maximum 10 examples for which your organisation, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

<b>Name of the assignment</b>	<b>Digital link (if available)</b>	<b>Client name with contact details</b>	<b>Contract value in Taka</b>

**3C. COMMENTS AND SUGGESTIONS OF THE ORGANISATIONS ON THE TOR**

- 1.
- 2.
- 3.
- 4.
- 5.

**3D. THIS IS EXPECTED TO BE PREPARED BY THE ORGANISATION**

---

---

---

---

---

---

**SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)**

---

- 4A. Forwarding Letter format
- 4B. Summary of budget/costs
- 4C. Breakdown of price per deliverables with unit cost
- 4D. Budget Narratives

The format for 4A is provided in the following page. The formats for 4B, 4C and 4D are expected to be prepared by the organisation.

#### 4A. FINANCIAL PROPOSAL FORWARDING LETTER FORMAT

**(Please use letterhead pad)**

**[Location, Date]**

Dr Md Khairul Islam  
Country Director  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignments/services and/or goods in accordance with your Request for Proposal (RFP) dated [Date]. Our attached Financial Proposal is for the sum of Taka [Amount in words and figures] for 'Developing a handwashing video: encouraging children and families towards good habits'.

This amount is inclusive of VAT and taxes, which we have estimated at [Amount(s) in words and figures]. We understand that VAT and taxes will be determined as per applicable law and will be deducted at source while making payments.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract Negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:  
Name:  
Title:  
Name of Organisation:  
Address: