

REQUEST FOR PROPOSAL (RFP)

on

Media management of WaterAid Bangladesh



WaterAid Bangladesh

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SECTION - 1 (INFORMATION TO ORGANISATIONS)

- 1. Introduction**
- 1.1 The organisations are invited to submit a profile of the organisation and a financial proposal.
- 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 6). 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.
- Profile of the organisation (technical proposal)*
- 3.2 While preparing the Proposal, organisations must give particular attention to the following:
- Description of the organisation and an outline of recent experience on assignments of a similar nature using the format as placed in the annexure.
 - 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.
- Financial Proposal*
- 3.3 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).
- 3.4 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 (Profile of the Organisation and Financial) should be submitted electronically to the email address WaterAid-Tender-TA@wateraid.org with 'Media management of WaterAid Bangladesh' as the subject.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the deadline **January 18 2018** will be treated as disqualified.
- 4.4 Attach the 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 The proposal altogether should not exceed 10 pages, and both the Profile of the Organisation (Technical Proposal) and the Financial Proposal needs to be submitted in PDF format, separately.
- 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 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 0.40 (or 40 percent) and 0.60 (or 60 percent) respectively to the Profile of the Organisation and the Financial score of each evaluated proposal and then computing the relevant combined total score for each organisation.

Profile of the organisation: 40

- Organisation profile and experience in similar assignments: 20
- Technical efficiency and implementation capability: 20

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 60 points will be allocated for this cost part. The lowest Financial Proposal will be given highest score.

**Profile of the Organisation - 40 and Financial Proposal - 60
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 one year 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)

MEDIA MANAGEMENT OF WATERAID BANGLADESH

1. Introduction

WaterAid is a global organisation; we are changing lives for the better in 34 countries around the world. We convince governments to change laws, link policy makers with people on the ground, pool knowledge and resources, and rally support from people and organisations around the world - making lasting change happen on a massive scale.

Beginning its operations in Bangladesh in 1986, the organisation has till date collaborated with various local organisations in order to work to alleviate the sufferings from scarce water supply and low sanitation standards in poverty-plagued areas.

As such, to disseminate and track WaterAid Bangladesh's news and stories in the media, the organisation is intending to enter into a contract with a media management agency for a year; agreement of which may be reviewed and extended annually through negotiation and mutual understanding.

2. Objective

In order to profile WaterAid's brand and cause to a wide range of audience, and engage them with WaterAid's values, WaterAid Bangladesh is seeking proposals from organisations for their media management in order to extend its outreach and maximize external visibility. Special focus of the proposals to be given upon the various kinds of events WaterAid organizes periodically, which need wide dissemination and a healthy media engagement.

3. Scope of Work

The applying organisations are expected to be responsible for every aspect of media management from zero to execution, with particular focus on the following broad areas:

- Sending invitations to print and electronic media
- Press release preparation and distribution (Bengali & English)
- Media follow-up
- Ensure media presence and coverage
- Media monitoring and reporting
- Event documentation
- Photography
- Videography
- Venue arrangement
- TV talk show and other media engagements

All communication materials (e.g. press release, invitation letters, photography etc.) will have to be placed before WaterAid Bangladesh in draft form for approval before it goes for implementation. WaterAid will respond to the draft within the intended timeline, agreed upon mutually.

4. Major Activities

The organisation will be responsible to manage all media management activities during the agreement period, as and when required by WaterAid Bangladesh. The activities and outputs will be on a case-by-case basis according to the set standards. WaterAid will issue a work order prior to each event specifying the nature of media engagement and services required.

Major events to be undertaken in this assignment are difficult to mention specifically, but in an average year, WaterAid Bangladesh organizes 10 - 12 small, medium and big scale events. It would be highly appreciated if the organisation comes up with innovative ideas under the appreciation of the ToR.

5. Duration

The contract will initially be for a year starting from April 1, 2018 till March 31, 2019. The agreement may be reviewed and extended annually - however all activities, transactions, reporting and invoices must be submitted within the contracted year.

6. Timeline

The timeframe of the assignment is one year after signing the contract. The key activities of this assignment will be accomplished following a tentative schedule as follows:

Activities	Timeline
ToR Circulation	December 31, 2017
Invite queries and clarifications from the interested agencies (if any)	January 15, 2018
Closure of the invitation	January 18, 2018
Finalize the successful agency and notify through mail	February 18, 2018
Agreement sign and briefing	By February 2018

The agreement dates stated are non-negotiable. Only agencies confident of being able to meet the requirements of our assignment as per the mentioned dates are expected to apply.

7. Deliverables

WaterAid expects that the selected agency will network and assemble media in a way that a healthy number of print and electronic media will be eager to disseminate WaterAid Bangladesh's news, and coverage of events as and when organized.

After each media engagement activity being carried out, the organisation will be expected to provide a detailed media report on deliverables within 4-7 working days such as:

- photocopy of all the published reports in print media, along with their digital links from electronic media
- video clips of the news/reports published in electronic media
- videograph (if ordered)
- photograph (if ordered)

WaterAid expects that extensive media hits especially in the following mediums:

Items	Specifications
Newspapers	
Primary: Top 7 Bangla dailies	<ul style="list-style-type: none"> ▪ Prothom Alo ▪ Bangladesh Protidin ▪ Kaler Kantha ▪ Jugantor ▪ Samakal ▪ Daily Ittefaq ▪ Bhorer Kagoj
Secondary	The remaining dailies
Primary: Top 7 English dailies	<ul style="list-style-type: none"> ▪ The Daily Star ▪ The New Age ▪ The Independent ▪ The Financial Express ▪ Daily Sun ▪ Dhaka Tribune ▪ The Asian Age
Secondary	The remaining dailies
Online news portals	
Primary: Top 4 online portals	<ul style="list-style-type: none"> ▪ bdnews24.com ▪ banglanews24.com ▪ bssnews.net ▪ UNB News
Secondary	The remaining portals
Television	
Primary: Top 10 channels	<ul style="list-style-type: none"> ▪ Somoy news ▪ Independent ▪ Channel i ▪ GTV ▪ Ekattor TV ▪ DBC ▪ NTV ▪ RTV ▪ News 24 ▪ Desh TV

Secondary	The remaining channels
Radio	
Primary: Top 7 channels	<ul style="list-style-type: none"> ▪ Bangladesh Betar ▪ Radio Today ▪ ABC Radio ▪ Radio Foorti ▪ Radio Bhumi ▪ Radio 71 ▪ Dhaka FM
Secondary	The remaining channels

8. Cost method

The Financial proposal in section 4 should provide a budget format which will include base fee and differential fees for coverage quality (in unit price). WaterAid Bangladesh may ask for extra support such as photography, videography, banner printing or different sort of event support that are not limited to the mentioned deliverables - it will be specified in the work order of each event.

9. Contact person

Samia Mallik, Communications Officer - Media and Outreach from WaterAid Bangladesh will be available to answer any queries or clarifications you might have in regard to this RFP. Please contact her at SamiaMallik@wateraid.org. WaterAid Bangladesh will be available to entertain your questions only till close of business, **January 15 2018**.

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 purposed, 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

The organisation will submit an invoice based on the work order they receive periodically from WaterAid Bangladesh, along with the assignment completion report as stated earlier. The full amount will be paid in one slot.

For further information on WaterAid and the kind of work we do, please visit:
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. Brief profile of the organisation including proposed key staff

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 'Media management of WaterAid Bangladesh'.

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.

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

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

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

3D. BRIEF PROFILE OF THE ORGANISATION INCLUDING PROPOSED KEY STAFF

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, however with guidance provided below.

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 'Media management of WaterAid Bangladesh'.

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:

FOR 4B, 4C AND 4D: GUIDANCE FOLLOWING

The budget format should have unit price of the below activities:

Base fee for -

- Sending invitation to the print and electronic media
- Press release preparation and distribution
- Media follow-up
- Media coverage
- Media monitoring, reporting
- Event documentation

Performance based (Pay per appearance) -

Maximum media hit is expected prioritising the mentioned top mediums listed below:

Items	Specifications	Unit price in Taka
Newspapers		
Primary: Top 5 Bangla dailies	<ul style="list-style-type: none"> ▪ Prothom Alo ▪ Bangladesh Protidin ▪ Kaler Kantha ▪ Jugantor ▪ Samakal 	Needed
Secondary	The remaining dailies	
Primary: Top 5 English dailies	<ul style="list-style-type: none"> ▪ The Daily Star ▪ The New Age ▪ The Independent ▪ The Financial Express ▪ Daily Sun 	Needed
Secondary	The remaining dailies	
Online news portals		
Primary: Top 3 online portals	bdnews24.com banglanews24.com bssnews.net	Needed
Secondary	The remaining portals	
Television		
Primary: Top 5 channels	<ul style="list-style-type: none"> ▪ Somoy news ▪ ATN news ▪ Independent ▪ Channel i ▪ GTV 	Needed
Secondary	The remaining channels	

Other fees (if required) -

- Photography
- Videography
- Venue arrangement
- Banner, flyer, posters etc.
- Food and refreshments arrangement