

*HCMP, BRAC Procurement Department
Niribily Complex, Building # Annex-1, (Opposite Niribily
Hatchery) Marine Drive Road,
Kalatoli, Cox's Bazar*

REQUEST FOR PROPOSAL (RFP)

Hiring firm for making video documentary on HCMP,
BRAC in Cox's Bazar.

BPD/HARH/2021/RFQ-5783

Issued on: September 22, 2021

Closing Date & Time: October 06, 2021 within 15:00 hrs.

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LETTER OF INVITATION

Name of the Lead Consultant: Address: Phone: +8801 e-mail:	RFP Ref	BPD/HARH/2021/RFQ-5783
	Date Issued	September 22, 2021
	Validity of Proposal	30 days
Closing Date and Time (Dhaka Local Time)		October 06, 2021 within 15:00 hrs.
Background: Available in the ToR (Section 1) Services Required: "Production of a video on HCMP, BRAC in Cox's Bazar"		

Interested audio visual firm are requested to submit expression of interest by October 06, 2021, which should include: 1) Technical Proposal that must submit as prescribed in the ToR.
2) Financial Proposal. (without any breakdown)

Further details of the services are provided in the Terms of Reference (see section 1). The Services are being procured by BRAC (the Purchaser). The completed Proposal must be signed by you, and must be valid for a minimum period as indicated above from the Closing Date of the RFP.

The proposals would be directly submitted to: tenderinfo.hcmp@brac.net

Please mention the RFP title on email subject line. Considering the COVID-19 epidemic, hardcopy submission is not required.

Payments Procedures:

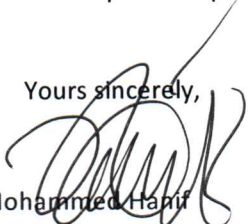
Partial payment may be allowed as per the "payment plan" to be agreed by both parties. Payment would be made through account payee check or automatic Bank Transfer directly into any scheduled Bank in Bangladesh in favour of your firm. For payment, the firm has to submit an invoice duly describing the agreed accomplishment to the Procurement department, HCMP, BRAC. The firm must provide bank account information that will include: Account title, ii) A/C number, iii) Bank name, iv) Branch name, and v) E-mail address. The firm must submit 13-digit new BIN with the proposal and Mushok 6.3 with invoice as appropriate. Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule (If applicable). Payment will be disbursed within 30 days after vetting by programme.

The RFP includes the following documents:

This Letter of Invitation

1. Terms of Reference
2. Proposal Response Schedules (A. Work Schedule B. Financial Submission Form/Proposal)

Yours sincerely,


Mohammed Hanif
Sr. Manager, Procurement
HCMP, BRAC, Cox's Bazar

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Terms of References (TOR) for Production of a video on BRAC HCMP Programme

Background

BRAC is the number one non-governmental development organisation in the world, measured by innovation, impact and governance. We act as a catalyst, creating opportunities for people living in poverty to realise their potential.

BRAC has been working in Cox's Bazar for the last 38 years with host communities and the Rohingya population from previous influxes. Humanitarian Crisis Management Programme (HCMP) was launched on 10 September 2017 to provide emergency services to the most recent mass influx of people fleeing from the violent attack in Myanmar. BRAC began with a focus on life-saving interventions in critical areas. As the situation evolved, other interventions have been incorporated to support all people affected by the crisis, in both camps and host communities, helping them to build skills, resilience and knowledge. More than 1.2 million in the Cox's Bazar area are being served with the broader development portfolio of any other responders.

Context

All the activities of HCMP are distributed into 10 different sectors. The sectors are 1. Water, Sanitation and Hygiene (WASH); 2. Shelter and Non-food Items; 3. Education; 4. Agriculture and Environment; 5. Protection; 6. Child Protection; 7. Communication for Development (C4D); 8. Health and Communicable Diseases; 9. Livelihoods & Food Security; and 10. Site management. The sectors carry out different responsibilities in a close coordination with each other with a unified goal.

Overall Objective

The overall objective of the assignment is to produce a documentary that will be used to as a profile of HCMP programme to wide variety of stakeholders (Donors, Government Officials, Humanitarian Agencies, Civil Society etc. The documentaries must capture the range of works focusing on the outputs and impacts of each sectors' of HCMP programme by highlighting significant success stories, grassroots actions and community-based services. The documentaries must be applicable to the regional presentation and broadcasting.

Specific objectives

- Give a brief impression of the context of HCMP program and highlight the importance of this kind of intervention considering the context
- Convey the strategic objectives of HCMP, Structure and Sector wise activities
- Highlight the achievements of HCMP programme
- Give a brief about way forward.

Range of the Work

- Understanding HCMP programme, collect key data's
- Taking approval of the script and shooting plan from HCMP, BRAC before starting the production.
- Taking approval of the casts and crews to be hired for the job. Cast and crews cannot be changed after approval.
- Making the documentaries based on the information provided by HCMP, BRAC and submission of the draft copy for approval.
- Finalisation and submission of the documentary upon proper approval from HCMP, BRAC.
- Animation, sound. Computer graphics, still photographs, file footage (with proper copyright disclaimers) can be used when necessary to make the documentaries better.

Language of the Documentaries

The language of the documentaries will English with Bengali subtitles.

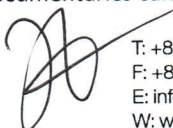
Length of the Documentaries

Two versions; one for 7 minutes (more or less) another for documentaries will be 3 minutes in length.

General Conditions

- Communication department of HCMP will coordinate the production of the documentaries. The selected consultant must follow their suggestions.
- The documentaries can only be made upon proper approval from HCMP, BRAC authority.

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- The production of the documentaries must be completed within projected timeline.
- All the crews must have professional qualification and experience of producing high end AV.
- The image quality of the documentaries must be equivalent or better than 4K. To achieve this quality the consultant must use the cameras that can capture equivalent or better than 4K quality video.
- All the B-rolls and editing project file must be submitted with final outputs

Services to be provided

- Providing script and shooting plan before starting shooting. (Shooting plan for 7 Days at Ukiya, Teknaf Rohingya camps and Cox's Bazar, might need more or less shooting days depending on the script)
- Providing the final copies of the documentaries in preferred file format.
- Providing the raw footage and photographs shot for the production of the documentaries.

Consultant/Production Agency will be required to

- Develop the overall concept and scenario of documentaries based on the inputs provided by HCMP, BRAC.
- Interview selected participants who will represent actual beneficiaries.
- Visit the programme sites and interact with the beneficiaries to get the real context.
- Present a draft documentary for comments about contents and outlook.
- Planning, Scripting, story boarding of Documentaries.

Specification for Video documentaries
Review the supplied communications materials/published literature relating to the of the BRAC_ HCMP for developing script and shooting plan
Develop shooting scripts (with shot division) for the documentary
Shooting to capture required footage for two version of documentary
Need present data and facts with high ends graphical presentation
Postproduction (Timeline, Sound mixing, editing, graphics, subtitle, rough editing, following feedback etc.)
Voice over artist will be hired by the agency with the approval from HCMP
Record and sound editing of the Voiceover for the 2 version of the documentaries
Review of the Rough-cut Editing (Rough-cut edits of the versions will be submitted to HCMP for review and final approval) Graphics preparation
<ul style="list-style-type: none"> • Final Sound-mixing/Editing/Subtitle (getting feedback on evaluation copy, final sound-mixing/editing and subtitle in English. During final editing, all suggestions/modifications will be made) • Incorporate final feedback and comments to finalize the 2 version of the documentary
<ul style="list-style-type: none"> • The documentaries must edit through Final Cut Pro (FCP)/ Adobe premiere software by standard HD Professional editing set up, television system must be PAL-B, 625 lines and edited in non-linear. • The video documentary must be produce in DV/Mini DV (PAL Standard) and DVD (multi region) as master copy. • The language of the documentaries will be in English with Bengali Sub title.

- Final submission of the agreed production of 2 version of the documentary in CD
- Final production quality of the video must be approved by HCMP, BRAC

Other Requirements:

- Length of the video documentary will be 7 minutes (or less). There will be a shorter version of 3 minutes from the same footage .
- Delivery date: Within 30 days from the date of issuing contract.
- The social media uploading rights and copy rights will be preserved by the HCMP- BRAC

Duration of the Assignment

Maximum of 30 days will be provided from the time of issuance of the contract to finalisation of the assignment. The selected consultant or agency has to complete all the tasks as per the schedule projected below.

Sl.	Task	Deadline
1	Document review and scripting after signing of the agreement	1 st week
2	Issuance of work order, filing of visualization plans and scripts and obtaining approval	1 st week
3	Shooting, editing and draft presentation	2 nd – 4 th week
	Incorporating the feedback from HCMP	5 th Week
4	Finalisation and submission of the documentaries	6 th week

Copyright

Only BRAC will hold the copyright of the documentaries and the footage and photographs to be shot for the production of the documentaries.

Required Qualifications of the Consultant/Production Agency

The production companies applying will be evaluated against the following criteria:

- Demonstrated experience and competency in documentary/film production
- Experience in producing documentaries related to Humanitarian crisis
- Technical capacities to ensure smooth, on time and high-quality production
- Experience in working with BRAC, Government, UN agency and other non-government organisations
- Clear articulation of capacity and skill, and innovative approaches to carry out the assignment
- Capacities to support further broadcasting of the produced material
- Experience in producing digital contents for social media
- National or international Award or Recognition will be regarded as added quality

Payment

- The total payable amount will be disbursed after the completion of the project. VAT and TAX deduct at source as per Gov't rules.

Application Procedure

The firm that meet the requirements are requested to submit technical and financial proposal separately in the form of PDF file, which should include the following:

1. Technical proposal

- Trade license (2021-2022)
- TIN certificate/TAX clearance certificate/ Last fiscal year TAX Deposit slip.
- 13 digit BIN certificate

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- Short letter of Interest, stating why applicant considers itself suitable for the assignment, overall concept of the proposal with explanation of foreseen scenario
 - Brief methodology on the approach and implementation of the assignment
 - Work plan in line with the TOR
 - Work references and samples
- 2.
- Financial proposal

Selection Procedure

Proposal will be evaluated based on quality and cost base selection process (QCBS)

- Experience or Portfolio: 25%.
- Proposed methodology, approach (creative & innovative ideas) and implementation plan: 25%
- Work references: 5%
- Experience of the proposed crews: 5%
- Financial proposal: 40%

1. Points of contact from BRAC

For further information please contact e-mail: Shahidul.is@brac.net or telephone: 01847455595

From Communications: maruf.hb@brac.net

Penalty Clause:

If the assigned review team fails to deliver the report within the agreed timeline, the penalty shall be imposed as 0.5% per week or part thereof delay until actual delivery, up to a maximum deduction of 5% of the contract value.

Submission of Technical Proposal and financial proposal

Interested eligible bidders may submit their proposal technical and financial proposal separately through online (tenderinfo.hcmp@brac.net) detailing the individual costs for carrying out the assignment as well as the consolidated cost along with documents to support qualification and experience.

Currencies of Bids: All financial quotes should be in Bangladeshi Taka only.

Period of Validity of Bids: Bids shall remain valid for the period of 30 days after date of submission.

Others

BRAC reserves the right to change/modify/add any of the conditions mentioned in the Terms of Reference and to suspend or terminate all such activities if necessary.

STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

Section 2-A: Work Schedule

(This is in addition to the Technical Proposal)

N°	Activity ¹	Days / Weeks ²						
		1	2	3	4	5	6	n
1								
2								
3								
4								
5								
6								
n								

- 1 Indicate all main activities of the assignment, including delivery.
- 2 Duration of activities shall be indicated in the form of a Gantt chart.



STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

Section 2-B: Financial Submission Form

To:

Sr. Manager Procurement
BRAC Procurement Department
HCMP, BRAC, Cox's Bazar.

Date:

Ladies/Gentlemen:

I agree to be bound by the **Letter of Invitation** and I hereby submit my attached Financial Proposal for the sum of:

(in word)

The amount to be proposed below form. VAT and Tax will be deducted at source from the proposed price as per Government rule as applicable at the time of payment.

I confirm that my Proposal shall remain valid, from the closing date, for the period stated in the RFP.

My Financial Proposal is binding upon me and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

Description of Service	Price BDT (including VAT & TAX)	Remarks

I also attach herewith a detailed budget breakdown as a part of this Financial Proposal.

I understand you are not bound to accept any or all Proposals you receive.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Seal or Stamp (if any)

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