

*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 DFAT funded project at HCMP, BRAC in Cox's Bazar.

BPD/HARH/2021/RFQ-5785

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-5785
	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 Three short video documentaries on DFAT funded project at HCMP, BRAC in Cox's Bazar"		

Interested audio visual firm are requested to submit expression of interest by October 07, 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:

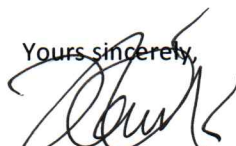
Partial payment may be allowed as per the "payment plan" to be agreed by both parties. Payment would be made through account payee check or automatic Bank Transfer directly into any scheduled Bank in Bangladesh in favour of your firm. For payment, the firm has to submit an invoice duly describing the 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

Table of Contents

Standard Request for Proposal Document

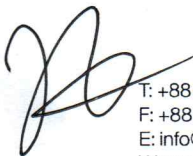
Section 1: Terms of Reference (TOR)

Section 2: Proposal Response Forms

A: Work Schedule

B: Financial Submission Form

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Terms of References (TOR) for Production of Three Short Documentaries on DFAT funded Projects

Background

BRAC is the number one non-governmental development organisation in the world, measured by innovation, impact and governance. It acts 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) of BRAC 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. HCMP is serving more than 1.2m of people in the Cox's Bazar area with the broader development portfolio of any other responders.

Context

HCMP implements all its interventions in an integrated manner through multiple sectors. These include: 1. Water, Sanitation and Hygiene (WASH); 2. Shelter and Non-food Items; 3. Health and Communicable Diseases; 4. Protection; 5. Child Protection; 6. Livelihoods & Food Security; 7. Communication for Development (C4D); 8. Education; 9. Agriculture and Environment; and 10. Site Management Support. Along with the existing interventions, HCMP took over a few more targeted actions in response to COVID-19 crisis, creating awareness and equipping targeted people with necessary medical aid.

Overall Objective

The overall objective of the assignment is to produce three video documentaries, which will capture the actions, impacts, outputs of BRAC HCMP projects running under DFAT funding. DFAT has been providing support to BRAC's Humanitarian Crisis Management Programme (HCMP) since beginning of the Rohingya response in 2017. Currently, BRAC is running a three-year (2020 to 2022) project titled "Humanitarian assistance for Rohingya and Host communities in Bangladesh" funded by DFAT to implement an adaptive, flexible, integrated and multi-sectoral project to continue its interventions encompassing life-saving emergency healthcare, shelter, education, protection, WASH, DRR, and social cohesion and disaster risk reduction components for both Rohingya and host communities in Ukhiya and Teknaf of Cox's Bazar District. The

Specific objectives

- The three short documentaries will be based on three different success stories which will highlight the project impact on Social Cohesion, Disability Inclusion and Gender Based Violence
- The documentaries must manifest the objectives of DFAT funded project
- The documentaries must uphold the importance of DFAT and Brac collaboration in Cox's Bazar Context
- The documentaries must follow the communication and brand guidelines of BRAC.

Range of the Work

- 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 documentary based on the information provided by HCMP, BRAC and submission of the draft copy for approval.
- Should follow a humanistic story telling approach
- Finalisation and submission of the documentary upon proper approval from HCMP, BRAC.
- Animation, computer graphics, still photographs, file footage (with proper copyright disclaimers) can be used when necessary for better production quality.

Language of the Documentary

The language of the documentaries will be primarily in English, Bangla can be the secondary language. Subtitle should be included where applicable.

Length of the Documentary

There will be two version of each documentaries one would 5 minutes or less in length and another would within 1:30 minutes.

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General Conditions

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

Services to be provided

Research

Vendors must provide research support for story and script development. A dedicated research team should conduct a one week visit Cox's bazar. Meeting with HCMP health team, communications team and higher management. Collect the primary and secondary information, visit our service facilities in camp and host community. Develop and overall documentation of HCMP working module, understanding of response and coordination process. Meet with beneficiaries and frontline staffs and collecting stories for story and script development.

Story development and Script writing

Script has to be developed by an experienced script writer. Story should be developed by scriptwriter. The whole documentary should be synchronized with a story. Script should be developed in a rhythmic way. Script should be shared by HCMP health team, communications team and HCMP higher management. All relevant recommendation should be incorporated, and final script should be approved by HCMP authority.

Preproduction Timeline

A time schedule should be share with HCMP communications team within one week of getting work order. Research, Script development, Race tour, other pre-production arrangement, production, postproduction and final submission date should be included in the time schedule.

Shooting Schedule Details Plan:

Shooting schedule (minimum 4 Days) and places of shooting should be finalised during pre-production face. All interview and shooting in HCMP facilities should be set prior consulting with relevant sector coordination with communications team. Vendor should include and contingency shooting plan if any shooting postponed and date changed due to any unavoidable circumstances.

Post production

All background music and stock footage used in the documentary should be copyright free and should be authorised for YouTube upload. Colour correction, video editing and animation price should be included in the budget. There should be title animation and an end title. Subtitle cost should be included in the postproduction. Subtitle text should be approved the HCMP authority.

- Providing the final copies of the documentary in preferred file format.
- Providing the raw footage and photographs shot to produce the documentary.

Output

HD and 4K two different format output should be provided.

Consultant/Production Agency will be required to

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

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Specification for Video documentaries	
1.	Review the supplied communications materials/published literature relating to subjects
2.	Three short Documentaries of DFAT funded projects- 5 mins (or less) and 2 mins (or less) version.
Develop shooting scripts (with shot division) for the documentaries	
Five Days Shooting plan to capture required footage for 3 documentaries	
Postproduction (Timeline, Sound mixing, editing, graphics, subtitle, rough editing, following feedback etc.)	
Voice over artist will be hired by the agency with the prior approval from HCMP (if applicable)	
Record and sound editing of the Voiceover for 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/Bangla. During final editing, all suggestions/modifications will be made) Incorporate final feedback and comments to finalize the 2 version of the documentaries 	
<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 documentaris must be produce in DV/Mini DV (PAL Standard) and DVD (multi region) as master copy. The language of the documentaries will be English and Bengali, subtitle should be in included where needed. Final submission of the agreed production of 2 version of the 3 documentaries and all the raw footage, editing project file in a hard drive Final production quality of the video must be approved by HCMP, BRAC 	

Duration of the Assignment

Maximum of 4 weeks 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	1st week
2	Issuance of work order, filing of visualization plans and scripts and obtaining approval	1st week
3	Shooting, editing and draft presentation	2nd – 4th week
	Incorporating the feedback from HCMP	5th Week
4	Finalisation and submission of the documentaries	6th 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. All the copy right of the raw footage, the draft versions and Final versions of eth AV will be preserved by BRAC and firm will hand over those to the HCMP< BRAC.

The social media uploading rights and copy rights will be preserved by the HCMP- BRAC

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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.
- 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

Evaluation criteria are as follows:

- 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%

Points of contact from BRAC

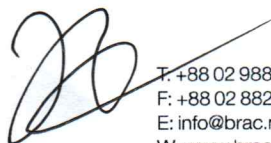
For further information please contact e-mail: Shahidul.is@brac.net or telephone: 01847455595

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.

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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.

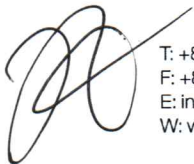
Currencies of Bids: All financial quotes should be in Bangladeshi Taka only.

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.

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STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

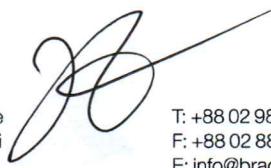
Section 2-A: Work Schedule

(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.

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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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