

Request for Proposal of Debate show on contemporary people's issues in Bangladesh

Introduction

Democracy International, Inc. (DI) works on democracy and governance (DG) programs worldwide for the U.S. Agency for International Development (USAID) and other development partners. DI provides analytical services, offers technical assistance, and implements projects across the full range of DG programming.

Over the past decade, Democracy International has worked in more than 40 countries and in all regions of the world. Since 1985, DI's principals have advised and worked with election management bodies, civil society and election-monitoring organizations, political parties, legislatures, government agencies, and others in more than 70 countries.

Program Overview of Democracy International in Bangladesh

Democracy International, Inc. (DI), is implementing Strengthening Political Landscape in Bangladesh (SPL), which is funded by USAID and DFID. SPL promotes inclusive and peaceful politics in Bangladesh by supporting political party activists and politically active citizens to be effective leaders and to advocate for more inclusive and peaceful party policies and practices. With eight regional offices along with a head office in Dhaka, DI works with thousands of grassroots political activists across the country.

SPL supports inclusive decision-making practices within political parties, builds the leadership capacity of political party members and promising politically active youth at the grassroots and national levels, and brings party leaders together in multiparty dialogue programs and single party activities.

SPL's 'Narir Joye Shobar Joy' (When Women Win, We All Win) campaign advances women's leadership in politics through multiparty dialogues, advocacy, outreach, and networking. The campaign boasts a growing multiparty network of over 20,000 women leaders across the country and has already assisted parties to include 5,479 women leaders in 432 grassroots committees.

Objective:

The objective of this Terms of Reference is to produce and air a series of TV debate episodes aimed at engaging SPL network members, especially women and youth; to have meaningful constructive discussions on community issues. The series of debates will promote peaceful politics, encourage a tolerant political environment, and support advancing women and youth leadership in mainstream politics.

Purpose:

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a written response ("Response") for the production and broadcast of a series of 9 in-studio and 9 online TV debate show episodes; each episode should be 45 minutes in length.

Format	# of episodes	Duration	Production	Airtime		Location	Materials/Particulars
In-studio	9	45 minutes	Pre Recorded and edited	In studio	Prime time 8:00 pm- 11:00pm	Studio venue for 40 people	9 CDs, refreshments for 40 people
On-line	9	45 minutes	Pre Recorded and edited	Online	Highest viewership 7:00 pm - 11:00 pm	Virtual platform (Virtual capacity to see up to 25 users at once)	9 CDs

Production:

The vendor will produce and film the debate sessions. Both in-studio and online debate shows should be pre-recorded and edited, in consultation with DI, to ensure that equal coverage is given to each of the panelists. The editing process must not take longer than 48 hours for the shows to be ready to be broadcast on TV and social media. The interactive debate series will consist of a moderator (requirements listed below) and 4-5 subject matter expert panelists (requirements listed below) and an audience (requirements listed below) of 25 for in-studio episodes and an audience of 5 for online episodes, to create a platform for insightful discussion on community issues, with the aim of developing recommendations during the debate series.

Format:

The vendor will organize the debates in two different formats: in-studio and online.

Line Item 1:

In-studio: The 9 in-studio episodes should be pre-recorded, for a duration of 45 minutes, and broadcast later during prime-time hours. The vendor must identify a debate venue for in-studio episodes. The venue must be fully equipped with the required sound and audio-visual equipment to conduct and film a debate show. The debate stage should accommodate a set that is comfortably sized for the expected number of moderator(s), and panelists (approximately 4-5 people). The set itself should be appropriate, neat, clean, not distracting, and unbiased. The studio must have space for an audience of approximately 40 people. Provide food and refreshments for 40 people.

Moderator: The vendor will provide one moderator (who will be named in the proposal) to moderate the program, who will be responsible for facilitating the panel discussion and fielding audience questions to panelists. The moderator must have previous experience moderating live TV debates and should be someone seen as impartial by the public and political parties to avoid any perceptions of bias; and be knowledgeable of Bangladeshi politics.

Selection of panelists: The vendor should assist in the selection of 4-5 panelists. The panelists should be senior politicians, academicians, government ministers, experts on local government, policy and planning

level and civil society representatives. The vendor should provide the panelists with background information on the event—in writing—as soon as the vendor has received confirmation of their participation. DI must provide written approval of the panelists before they are invited to participate.

Audience: In collaboration with DI, the vendor will create a list of the proposed, appropriate audience, 25, for each debate. The vendor should ensure a diverse audience, including age, gender, religion, socioeconomic factors, and educational levels; in addition to familiarity with topics to be presented, as participants will be present at the in-studio shows. There will be a question and answer session for the audience to pose question to the panelists and share their views on different topics.

Invitations: The vendor will send out invitations to the panelists and audience 5 days prior to the event. The panelist list and audience list must be approved, in writing, by DI prior to the vendor sending invitations.

Social Media: The vendor will be in charge of managing social media outreach, which will include:

- 1) ***Prior to the episodes being broadcasted:*** widely advertised every episode 2 days prior to the episode being broadcasted on the vendor's, channel and Facebook page
- 2) ***During the broadcast of the episodes:*** post live Facebook updates about the shows and hashtag the SPL campaigns, as well as tag panelists and post pictures on Facebook during the shows.

Debate Topic: In collaboration with DI, the vendor will decide on the theme of each debate, receiving DI's final approval before selection of the theme. The vendor will be required to conduct research on current events or community issues that impact the society and the challenges and opportunities for change. The vendor should review local data from a variety of sources to help the moderator to focus the discussion during each debate episode. DI must approve the moderator's questions to the panelists in writing 2 days before the episode is pre-recorded.

Agenda Setting: The vendor, in collaboration with DI, will develop the agenda for each debate and determine the flow of the event. DI must approve the event agenda in writing 2 days prior to the debate.

Airing: Each debate should be aired during primetime hours (8:00 PM to 11:00 PM). The vendor must ensure that equal coverage is given to each of the panelists. Logos of DI, and possibly the funders, must be displayed prominently. DI must approve the placement of the logos prior to the episode being broadcasted.

CD: Produce a CD for each episode 7 days after the episode is aired.

Line Item 2:

Online Format: The 9 online episodes should be pre-recorded, for a duration of 45 minutes, and broadcast later on vendor's Facebook page. The vendor will use a reliable video-calling software, which has the capacity to see up to 25 users at a time that is widely used in Bangladesh, preferably Zoom, ensuring that all security and safeguarding features are installed. For online episodes the audience size will be 5.

Moderator: The vendor will provide one moderator (who will be named in the proposal) to moderate the program, who will be responsible for facilitating the panel discussion and fielding audience questions to panelists. The moderator must have previous experience moderating live TV debates and should be

someone seen as impartial by the public and political parties to avoid any perceptions of bias; and be knowledgeable of Bangladeshi politics.

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Invitations: The vendor will send out invitations to the panelists and audience 5 days prior to the event. The panelist list and audience list must be approved, in writing, by DI prior to the vendor sending invitations.

Social Media: The vendor will be in charge of managing social media outreach, which will include:

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Agenda Setting: The vendor, in collaboration with DI, will develop the agenda for each debate and determine the flow of the event. DI must approve the event agenda in writing 2 days prior to the debate.

Airing: Each debate should be aired on the vendor's Facebook page, allowing DI to access the real time link so that DI can air the episode on its Facebook pages, Narir Joye Shobar Joy and Karon Bangladesh Amar, during prime Facebook viewing hours (7:00 PM to 11:00 PM). The vendor must ensure that equal coverage is given to each of the panelists. Logos of DI, and possibly the funders, must be displayed prominently. DI must approve the placement of the logos prior to the episode being broadcasted.

CD: Produce a CD for each episode 7 days after the episode is aired.

Budget: The vendor must provide a detailed itemized budget for both in-studio shows and online shows.

Part 1–Invitation to Bid Letter

June 22, 2020

Dear Madam or Sir,

Enclosed is a request for proposal (RFP) for the production and broadcast of a series of 9 in-studio and 9 online TV debate show episodes, each episode should be 45 minutes in length. I invite your channel/ production company to submit a firm fixed price proposal to perform services under this important activity. (See definition of firm fixed price here <https://www.acquisition.gov/content/subpart-162-fixed-price-contracts>)

Your response should include a clear technical description of the services to be provided, a detailed cost and financial component, and a comprehensive description of your firm or organization’s qualifications and prior experience. Your firm/organization’s proposal must be prepared in accordance to the guidance provided in this RFP. This package must be submitted to **DI’s Evaluation Committee**, infobangladesh@democracyinternational.com no later than 5.00PM, Bangladesh local time, on 8th July **2020**. Bidders must put the RFP number # **4018C1911A** in the subject of the email. DI reserves the right to exclude late or incomplete proposals from its evaluation.

Sincerely,



Dana L. Olds
Chief of Party
Democracy International

Part 2–Instructions to Bidder

A. Type of Contract: Contingent on donor and programmatic approval DI intends to issue a firm fixed price contract or contracts (here after: ‘Contract’ or ‘the Contract’).

B. Briefing meeting: DI will conduct a virtual briefing meeting with potential bidders on 29th June 2020 at 3.00PM. In this meeting DI will provide more clarifications and answer questions.

C. Submission of Questions: DI will answer any further questions submitted via email by 2nd July 2020. The questions must be submitted by email sent to Evaluation Committee at infobangladesh@democracyinternational.com by 2nd July , Dhaka, Bangladesh local time. DI will respond to these questions via email by 5th July 2020. DI will not provide technical guidance on preparation of your proposal regarding exact information to provide, cost or pricing, or any other technical requirement. No questions will be answered over the phone or in person: all questions must be submitted in writing via e-mail.

D. Submission of Proposal:

Last date of submission: 8th July 2020, 5.00 PM Bangladesh local time

All responses must be in English, and submitted to Democracy International through email:

E-mail: infobangladesh@DemocracyInternational.com

Bids received after the stipulated date and time shall not be accepted under any circumstances. Bids delivered through courier and post later than due date shall not be registered and shall be returned unopened.

Technical and Financial Proposals

- i) The Proposal shall consist of two parts: the technical proposal and the financial proposal.
- ii) The technical proposal and the financial proposal **shall be submitted separately and in two different Files.**
 - The **Technical Bid** shall be prepared in accordance to TOR.
 - The **Financial Bid** shall be prepared in accordance to TOR and the Technical Bid.
- iii) Bids shall be signed by the bidder or a person or persons duly authorized to bind the bidder to the contract. A bid shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the bidder, in which case such corrections shall be initialed by the person or persons signing the bid.
- iv) The bid shall also indicate the name and address of the Bidder to enable the Bid to be returned unopened in case it is declared “late.”

v) If the outer envelope is not sealed and marked as required, the Buyer shall assume no responsibility for the Bid's misplacement or premature opening.

vi) All proposals are subject to the terms set out in this Document

Part 3- Evaluation of Proposals

A. Scoring of Technical Proposal

Both technical and financial proposals will be evaluated by a panel of professionally qualified reviewers internally sourced from DI.

1) **Technical proposal** will be evaluated out of a total score of 60 points as per the following criteria.

- Twenty (20) points for experience & expertise in producing debate shows on Bangladeshi politics, community issues, and/or current events as demonstrated in the work samples of previous similar assignments and a list of shows produced.
- Twenty (20) points for experience of the moderator.
- Twenty (20) points for relevance, creativity, and uniqueness of proposed content ideas.

2) **Financial proposal** will be evaluated out of a total score of 40 points as per the following criteria:

- Competitiveness of unit prices proposed for each line item.

B. Award of Contract– DI will award the contract for this solicitation to the Bidder or Bidders that DI considers will deliver the best value to DI while providing the services requested. DI reserves the right to accept or reject any proposal or annul this solicitation process at any time prior to the award of contract, without incurring any liability to the affected Bidder(s) nor is DI obligated to inform the affected Bidder(s) of the grounds for rejection.

C. Conflict of Interest– The Bidder warrants that no DI employee or contractor has received or will receive any direct or indirect benefit arising from this solicitation or its subsequent award. All parties agree that the breach of this provision will result in the termination of the contract that may be awarded because of this solicitation.

D. Whistleblower Policy and Reporting Process

Democracy International is committed to operating with integrity and in full compliance with all applicable laws, regulations, and policies. No adverse action, including demotion, discrimination, or discharge, will be taken against a Democracy International employee or Vendor in knowing retaliation for any lawful disclosure of information which the employee/vendor in good faith believes evidences:

1. A gross mismanagement of a federal contract or grant.
2. A gross waste of federal funds.
3. An abuse of authority relating to a federal contract or grant.
4. A substantial and specific danger to public health or safety; or

5. A violation of law, rule, or regulation related to a federal contract, including competition for or negotiation of a contract, or grant.

Employees/Vendors may make anonymous whistleblower reports online at <http://whistleblower.democracyinternational.com> or via email at whistleblower@democracyinternational.com.

Democracy International will provide protection from retaliation for any whistleblower. Retaliation includes, but is not limited to, any form of intimidation, reprisal, or harassment. No supervisor, director, officer, or any other employee with authority to make or materially influence significant personnel/procurement decisions shall take or recommend an adverse action against an employee/vendor in knowing retaliation for disclosing alleged wrongful conduct. Any whistleblower who believes she/he is being retaliated against should contact the Principal, Director of Administration, or his/her supervisor. Any employee found to have so violated this Policy shall be disciplined, up to and including termination.

Part 4- Terms of References (TOR)

Production and broadcast of debate series

Objectives

The production and broadcast of a series of 9 in-studio and 9 online TV debate show episodes, each episode should be 45 minutes in length

Target audience

- Primarily all genders, race, ethnicity, within 18 – 65 years age
- Location: All districts of Bangladesh
- Socio-economic class: Politically active citizens, in particular women and youth, political activists, political decision makers/leaders, opinion leaders, development experts, etc.

Workflow

Over the span of an **8-month** period, the selected Vendor will work with DI to complete each deliverable with the following broad workflow:

1. Vendor holds production and planning meetings.
2. Vendor conducts research of current events and community issues and proposes show topic to DI for written approval.
3. Vendor selects panelists and audience, in collaboration with DI. DI approves panelists and audience members prior to vendor sending invitations.
4. Vendor sends out invitations to panelists and audience approved by DI in writing.
5. Vendor advertises show via social media and TV.
6. Vendor pre-records debate episodes.
7. Vendor edits show in collaboration with DI.
8. Vendor broadcasts episodes on TV and Facebook during prime time.
9. Vendor advertises debate show before each episode and manages social media during the airing of show.

Tasks

The selected vendor will be responsible for the entire process of producing, editing, and broadcasting in-studio and online debate series. At DI's direction, the vendor will complete the following for each debate:

In-studio: The 9 in-studio episodes should be pre-recorded, for a duration of 45 minutes, and broadcast later during prime-time hours. The vendor must identify a debate venue for in-studio episodes. The venue must be fully equipped with the required sound and audio-visual equipment to conduct and film a debate show. The debate stage should accommodate a set that is comfortably sized for the expected number of moderator(s), and panelists (approximately 4-5 people). The set itself should be appropriate, neat, clean, not distracting, and unbiased. The studio must have space for an audience of approximately 40 people. Provide food and refreshments for 40 people.

- I. **Moderator:** The vendor will provide one moderator (who will be named in the proposal) to moderate the program, who will be responsible for facilitating the panel discussion and fielding audience questions to panelists. The moderator must have previous experience moderating live TV debates and should be someone seen as impartial by the public and political parties to avoid any perceptions of bias; and be knowledgeable of Bangladeshi politics.
- II. **Selection of panelists:** The vendor should assist in the selection of 4-5 panelists. The panelists should be senior politicians, academicians, government ministers, experts on local government, policy and planning level and civil society representatives. The vendor should provide the panelists with background information on the event—in writing—as soon as the vendor has received confirmation of their participation. DI must provide written approval of the panelists before they are invited to participate.
- III. **Audience:** In collaboration with DI, the vendor will create a list of the proposed, appropriate audience, 25, for each debate. The vendor should ensure a diverse audience, including age, gender, religion, socioeconomic factors, and educational levels; in addition to familiarity with topics to be presented, as participants will be present at the in-studio shows. There will be a question and answer session for the audience to pose question to the panelists and share their views on different topics.
- IV. **Invitations:** The vendor will send out invitations to the panelists and audience 5 days prior to the event. The panelist list and audience list must be approved, in writing, by DI prior to the vendor sending invitations.
- V. **Social Media:** The vendor will be in charge of managing social media outreach, which will include:
 - 1) **Prior to the episodes being broadcasted:** widely advertised every episode 2 days prior to the episode being broadcasted on the vendor's, channel and Facebook page.
 - 2) **During the broadcast of the episodes:** post live Facebook updates about the shows and hashtag the SPL campaigns, as well as tag panelists and post pictures on Facebook during the shows.
- VI. **Debate Topic:** In collaboration with DI, the vendor will decide on the theme of each debate, receiving DI's final approval before selection of the theme. The vendor will be required to conduct research on current events or community issues that impact the society and the challenges and

opportunities for change. The vendor should review local data from a variety of sources to help the moderator to focus the discussion during each debate episode. DI must approve the moderator's questions to the panelists in writing 2 days before the episode is pre-recorded.

- VII. *Agenda Setting:* The vendor, in collaboration with DI, will develop the agenda for each debate and determine the flow of the event. DI must approve the event agenda in writing 2 days prior to the debate.
- VIII. *Airing:* Each debate should be aired during primetime hours (8:00 PM to 11:00 PM). The vendor must ensure that equal coverage is given to each of the panelists. Logos of DI, and possibly the funders, must be displayed prominently. DI must approve the placement of the logos prior to the episode being broadcasted.
- IX. *CD:* Produce a CD for each episode 7 days after the episode is aired.

Online Format: The 9 online episodes should be pre-recorded, for a duration of 45 minutes, and broadcast later on vendor's Facebook page. The vendor will use a reliable video-calling software, which has the capacity to see up to 25 users at a time, that is widely used in Bangladesh, preferably Zoom, ensuring that all security and safeguarding features are installed. For online episodes the audience size will be 5.

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- VI. *Debate Topic:* In collaboration with DI, the vendor will decide on the theme of each debate, receiving DI's final approval before selection of the theme. The vendor will be required to conduct research on current events or community issues that impact the society and the challenges and opportunities for change. The vendor should review local data from a variety of sources to help the moderator to focus the discussion during each debate episode. DI must approve the moderator's questions to the panelists in writing 2 days before the episode is pre-recorded.
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- VIII. *Airing:* Each debate should be aired on the vendor's Facebook page, allowing DI to access the real time link so that DI can air the episode on its Facebook pages, Narir Joye Shobar Joy and Karon Bangladesh Amar, during prime Facebook viewing hours (7:00 PM to 11:00 PM). The vendor must ensure that equal coverage is given to each of the panelists. Logos of DI, and possibly the funders, must be displayed prominently. DI must approve the placement of the logos prior to the episode being broadcasted.
- IX. *CD:* Produce a CD for each episode 7 days after the episode is aired.

Deliverables

The vendor will deliver the following for each debate:

1. Suggested debate topic and list of moderator's questions
2. Suggested list of panelists and audience
3. The in-studio or online recording
4. Transcription of the debate (word document)
5. Final background information packets for each panelist
6. Final agenda
7. Screenshots of social media outreach including:
 - a. Screenshots of posts published prior to the episode broadcast
 - b. Screenshots of the Facebook updates during the shows

All the in-studio and online recordings/transcriptions produced by the vendor are the property of DI and cannot be shared without consent of DI.

Timeframe, Payment, and Reporting

Timeframe

Time frame of the contract with the selected vendor will be no later than July 1, 2020- February 28, 2021. DI will determine the scheduling of the debate shows, in coordination with the vendor. The production, editing, and broadcasting of all debate episodes intended to be performed as a result of this Request for Proposals is time sensitive.

Pricing and Mode of Payment

The selected vendor will be paid the negotiated per-episode price after each episode is aired. In its proposal, bidder must submit its pricing by filling in the following table:

Line Item	Unit Type	Price per Unit	Quantity	Total Price
1. In-studio episode	episode	_____	9	_____
2. Online debate show episode	episode	_____	9	_____
TOTAL				_____

During execution, DI will issue an implementation plan to direct selected vendor to commence production of the services ordered, and when the services/product/s are delivered, the vendor shall submit invoices to DI, no later than 10 business days after each debate series is aired.

Proposal documents

Interested agencies are requested to submit the following application documents presented in English:

1) Proposal documents for technical evaluation:

- **In favor of experience & expertise**
 - List of shows produced
 - Data on TV channel ratings over the last year
 - Work sample of the previous similar shows produced
 - Bio which details experience of moderator
 - Proof of registration.

- **In favor of creativity and uniqueness**
 - Creative samples of ideas (proposed debate themes and methodology of selecting panelists and audience as per the outlined concept and proposed approach and plan)

2) Application document for financial evaluation:

Financial proposal will include:

- i) Pricing table included above filled in with price per both in-studio and online episodes.