

**Request for Quotations (RFQ) for COVID-19 TV PSA Broadcasting on TV Stations  
for  
Breakthrough ACTION Activity**

Ref. No.: CCP/2012/001

Issue Date: December 02, 2020

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: <b>Ref No: CCP/2012/001</b> <b>Date of Issue: December 02 2020</b>
To carry out of “ <b>TV PSA Broadcasting</b> ”  Key assignments: <b>To broadcast social awareness COVID-19 TV PSA in four top rated entertainment TV channels of Bangladesh. And the duration of each PSA is 1 min to 1:30 minutes max.</b>
The organization shall complete the deliverables as per <b>ToR timeline.</b>
The quotation shall be written in the English language.
Financial offer to be in <b>Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned.</b>
Alternative quotation will not be permitted.
There will be a pre-bid meeting on <b><u>Tuesday, December 08, 2020 at 11.00 a.m.</u></b> open for all potential bidders. The meeting will be held via Zoom. Please click on the link below and get connected through Zoom app on <b><u>Tuesday, December 08, 2020 at 11.00 a.m.</u></b> <b><u>Link to meeting:</u></b>  <a href="https://meet.google.com/wfr-wacm-usa">https://meet.google.com/wfr-wacm-usa</a>  <b>Date: December 8, 2020 at 11:00am to 12:30pm</b>
The Proposal: There should be <b>two completely separate proposals:</b> i. Technical Proposal ii. Financial Proposal

Proposal Submission Time & Procedure:

Technical Proposal:

Please send your Technical Proposal in a sealed envelope, duly marking the envelope as “**TECHNICAL PROPOSAL**”.

Financial Proposal:

Please send your Financial Proposal in another separate sealed envelope, duly marking the envelope as “**FINANCIAL PROPOSAL**”.

The Bid Envelop:

Please enclose the **TECHNICAL PROPOSAL** and the **FINANCIAL PROPOSAL** envelopes in another sealed envelope, duly marking **Production of drama for Breakthrough ACTION Activity**

Proposal envelope (hard copy) should be submitted to:

**Mr. Mehedi Hasan**, Grants and Contracts Manager, Johns Hopkins CCP, SMC Tower (19<sup>th</sup> floor), 33 Banani C/A, Dhaka-1213, Bangladesh.

Please hand deliver your sealed proposal to the Reception at the above address by **December 12, 2020; 05:00 p.m.**

In addition, signed PDF format of the proposal should be submitted via email at [mehedi.hasan@jhuccpbd.com](mailto:mehedi.hasan@jhuccpbd.com)

Separate files clearly named as “Technical Proposal” and “Financial Proposal” must be submitted as attachments via the same email by **December 12, 2020; 05:00 p.m.**

**Proposals submitted after the deadline will not be considered.**

For any query about this RFQ, please contact:

**Ashiqul Islam**

Production Associate

Cell: 01758465159

**only office hr. 9-5pm.**

**General Terms & Conditions:**

- a. The bidder shall quote according to the Terms of Reference.
- b. The offer should be valid for completion of the filming or the timeline whichever is later.
- c. Income tax (if applicable) will be deducted from invoice/bills as per GoB rules. and VAT Exemption Coupon will be provided by Johns Hopkins Center for Communication Programs instead of VAT Challan.
- d. Payment will be made through Account Payee Cheque or electronic transfer.
- e. The Supplier shall attach the following documents to its proposal / quotation / bid:
  - I. Copy of valid Trade License/RJSC certificate
  - II. Copy of valid TIN Certificate
  - III. Copy of valid VAT Registration

The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Quotations (RFQs) from Companies/Media Buying agencies/TV channels interested in providing services to this project in support of its COVID-19 activities.

The companies / media buying agencies /TV channels contract resulting from this competition will run for a period of one year from the date of execution and may be renewable on an annual basis for additional years, based on performance, resources, and other factors as determined by the Johns Hopkins Center for Communication Programs.

## 1. Background

In Bangladesh, the USAID has mobilized support the country's COVID-19 readiness and response efforts. This USAID funding will support three priority areas: (1) strengthening infection prevention and control (IPC) measures in health facilities; (2) improving specimen transport and referral systems; and (3) increasing risk awareness communication and outreach. This builds upon ongoing USAID and other U.S. government investments in the health sector.

Based on the demands of the current situation, we plan to focus our risk communication and community engagement (RCCE) interventions on frontline healthcare professionals (for example, those accessed through government health structure), private and public hospital professionals (for example, those accessed through professional medical bodies), and the general public to take mitigation measures by partnering with key associations, such as journalists; medical associations, and influencers.

This project's one of the main activities is to develop and broadcast TV public service announcements (PSAs). In this regard, we would like to broadcast of PSA in top four TV channels to incorporate selected TV PSAs airing from last week of December 2020 to mid-February 2021.

The primary reason for working with the top four channels is to strengthen the COVID-19 messages through entertaining channels that are also popular for drama serials. Moreover, COVID-19 messages will be broadcasted on these channels through selected PSAs during peak & off-peak time slot, this will amplify our COVID-19 messaging

Based on the COVID-19 situation in the country, we would like to extend the contract period with the following deliverables.

## 2. Scope of work and expected outputs:

This RFQ is announced for **to broadcast social awareness COVID-19 TV PSA in four top rated entertainment TV channels of Bangladesh.** This will be broadcast through transmedia outlets to raise public awareness about COVID-19 issues.

- a) The successful applicants should broadcast social awareness COVID-19 PSA. And the duration of each PSA is 1min to 1:30 mins focusing on COVID-19 issues through picture imagery, videos, voice-overs, original background music, graphics and sound effects.

b) Coordinate with the Johns Hopkins Center for Communication Programs all throughout the TV PSA Broadcasting process. The approval of the CCP required on the following outputs:

- Air time slot (peak & off-peak slot)
- Total 100mins for each four TV channels.
- Proposed top rated entertainment TV channels name to Broadcast TV PSA with viewers reach no. and TVR report.
- Per day min 3-5mins TV PSA Broadcasting.
- End of completion of TV PSA successful companies/media buying agencies/TV channels should submit the TV viewers reach report.

### **Deliverables**

- Broadcast multiple PSAs on the TV channel as provided by CCP.
- Total broadcasting minutes will be at least 100 minutes per channel: 75 minutes during peak time and 25 minutes during off-peak.
- Design broadcasting schedule in such a manner so that PSAs are broadcast each day over a period of 45 days, three to five minutes in length per day or negotiated with JHUCCP Staffs.
- Provide report of airing.
- Length: The length of each PSA will vary between 1min to 1:30mins. But the total broadcasting minutes will be in total 100 (one hundred) minutes over 45 days.
- Include the logos of USAID, government (if applicable), Johns Hopkins Center for Communication Programs, Breakthrough ACTION (BA) as well as any other appropriate logos and disclaimers provided by CCP.
- Final product in high-definition broadcast quality to ensure HD broadcast.
- PSA's will be Included the logos of USAID, Government, Johns Hopkins Center for Communication Programs as well as any other appropriate logos and disclaimers provided by CCP.

## Proposal Requirements

### Technical Proposal:

- Commitment to meet the timeline.
- Overview of equipment and technical person to be used for assignments.
- Portfolio with a maximum of five (5) examples of drama/magazine program.
- Title tracks and background music- original tracks (do not allow copy right tracks).

### Financial Proposal:

Based on following criteria financial offer should be detailed with unit breakdown of total air time and TVR rate with total duration of airtime and other costs.

- Your offer should be inclusive of AIT (Income Tax). **Please show VAT amount in separate line next to your total amount.** Johns Hopkins Center for Communication Programs will provide VAT exemption Coupon instead of Challan.
- Financial offer to be in BDT (Bangladeshi Taka) and equivalent US dollars (USD) to be mentioned.

**Deadline for submission of technical and financial proposal is December 12, 2020;**

**05:00 p.m.**

**The assignment will need to be completed within 60 (sixty) days after receipt of signed work order/contract.**

### 3. Rights

Johns Hopkins Center for Communication Programs is the exclusive owner of all materials produced in different media (television, social media, outreach and other media outputs).

### 4. Qualifications or Specialized Knowledge/Experience Required

- Professional experience in TV commercial airing with authentic TVR report, airing social awareness AV specially for emergency response for mass audiences, airing

advocacy materials and/or short drama, telefilms, movies etc.

- Experience in social development communication or broadcasting contents will be an added advantage.
- Excellent technical capacities (High Definition broadcasting equipment) to ensure smooth and high-quality HD broadcast.

## **5. Payment**

Agreed amount will be payable within one month of receipt and approval of PSA airing and proper viewers reach report signed along with invoice by Johns Hopkins Center for Communication Programs.

- Invoice/ receipt must be included with the Airing details report.
- Payment will be made in three installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.
- First payment (30% of the total value of the contract) due upon satisfactory delivery of TV PSA Airing/broadcasting schedule and time slot details plan.
- Second payment (40% of the total value of the contract) due upon completion of 50mins for each entertainment TV channels PSA Airing/broadcasting with TV viewers reach report or TV monitoring report.
- Final payment (30% of the total value of the contract) upon due upon completion of total 100mins each TV channels PSA broadcasting delivery of viewers reach report and acceptance of the agreed-upon all deliverables as per final contract.

## **6. Application Procedure**

Interested applicants are required to submit the following:

- Separate technical proposal having the necessary components to show the work and competence of the firm to execute the assignment.
- Separate and clear financial proposal breakdown showing expenses in detail.
- Examples of the firm's engagement in similar activities earlier.
- The proposals must be submitted in separate sealed envelopes (the technical proposal in one envelope and the financial proposal in another envelope) but both envelopes placed in one large sealed envelope.

## **7. Selection Process**

Johns Hopkins Center for Communication Programs may select several companies/ media buying agencies/TV channels based on this Request for Quotations (RFQ) This selection will pre-qualify the firm/channels to work with Johns Hopkins Center for Communication



Programs.

For pre-qualification, a Proposal Review and Selection Team will review and evaluate company submissions and select a yet-to-be-determined number of firms for pre-qualification.

Prequalified firms may then be selected by the specific services according to task orders that will be issued as per need. These task orders will define the scope of work, timetable, and price (according to prices agreed during pre-qualification) of the products and/or services being requested.

Johns Hopkins Center for Communication Programs will rate proposals based on the following evaluation criteria:

The evaluation of all bids will be scored out of a potential of 100 points. The points will be assigned as follows:

	<b>Criteria</b>	<b>Points</b>
<b>Technical</b>	Quality of technical proposal	25
	Experience and qualification	30
	Proposed plan of action and timetable	15
<b>Financial</b>	Budget/cost proposal	30
<b>Total</b>		100

Only proposals which receive a minimum of **50** points in the technical evaluation will be considered further for financial evaluation.

#### **A. Notice of Non-binding RFQ**

Johns Hopkins Center for Communication Programs reserves the right to reject any and all bids received in response to this RFQ and is in no way bound to accept any proposal. Johns Hopkins Center for Communication Programs additionally reserves the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.

#### **B. Confidentiality**

All information provided as part of this RFQ is considered confidential. In the event that any information is inappropriately released Johns Hopkins Center for Communication Programs will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFQ will be held as strictly confidential, except as otherwise noted.

#### **C. Right to Final Negotiations on the Proposal**

Johns Hopkins Center for Communication Programs reserves the right to negotiate on the final costs, and the final scope of work.

## **8. Recourse**

Johns Hopkins Center for Communication Programs reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered, or for failure to meet deadlines.

## **9. Validity**

All proposals shall remain valid and open for acceptance for a period of 180 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may be rejected. In exceptional circumstances, CCP may solicit the proponent's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing / through discussions accordingly.

### **Unacceptable:**

The following proposals will not be considered or accepted:

- Proposals that are received after the proposal closing time at the specified receiving office and/or via email.
- Incomplete proposals.
- Proposals that are not signed.

### **Completion:**

Proposals must be submitted on official letter head with seal of the organization or firm and must be signed by a principal or authorizing signatory of the firm or organization.

It is the applicant's responsibility to understand the requirement and instructions specified by Johns Hopkins Center for Communication Programs. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.

Pre-bid meeting: Tuesday, December 08, 2020 at 11.00 a.m.

Google meet pre-bid meeting link:

<https://meet.google.com/wfr-wacm-usa>