**Request for Proposal (RFP) for Television Program (Kids and Parents) for**

**Breakthrough ACTION Activity**

Ref. No.: CCP/0704/001

Issue Date: 07 April, 2021

|  |
| --- |
| The Client: Johns Hopkins Center for Communication Programs (CCP) |
| The identification of the request for proposal is: **Ref No: CCP/0504/001 Date of Issue: April 7, 2021** |
| To carry out filming and delivery of **“Television program for Kids and Parents”**  Key assignments:  **Johns Hopkins Center for Communication Programs (CCP) seeks proposal with concept of a 20 minutes duration preferably 2 TV program (short drama series/magazine show/other creative non-fiction) from different TV channels including filming and TV broadcasting; to raise awareness of Covid-19.**  **Target audience: Kids and Parents** |
| The organization shall complete the deliverables as per **ToR timeline**. |
| The quotation shall be written in the English language. |
| Financial offer to be in **Bangladesh** **Taka (BDT) and equivalent US dollars (USD) to be mentioned.** |
| Alternative quotation will not be permitted. |
| There will be a pre-bid meeting on **Monday, April 12, 2021 at 11.00 a.m.** 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 **Monday, April 12, 2021 at 11.00 a.m**  **Link to meeting:** <https://us02web.zoom.us/j/83852680416?pwd=aDhYN05tYUlyMzAxWDhVYzhkMWtCdz09>  **Meeting ID:** 838 5268 0416  **Password:** 1234 |
| The Proposal:  There should be **two completely separate proposals**:   1. Technical Proposal 2. 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 **TV production for**  **Breakthrough ACTION Activity**  Proposal envelope (hard copy) should be submitted to:  **Mr. Mehedi Hasan,** Grants and Contracts Manager, Johns Hopkins CCP, SMC Tower (19th floor), 33 Banani C/A, Dhaka-1213, Bangladesh |

Please send only soft copy due to COVID-19 situation and deliver proposal with sealed & signed to the Reception at the above address by

## April 18, 2021; 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 April 18, 2021; 05:00 p.m.

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

For any query about this RFP, please contact:

**Ashiqul Islam**

Production Associate

Cell: 01758465159

## General Terms & Conditions:

1. The bidder shall quote according to the Terms of Reference.
2. The offer should be valid for completion of the filming or the timeline whichever is later.
3. 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.

1. Payment will be made through Account Payee Cheque or electronic transfer.
2. The Supplier shall attach the following documents to its proposal / quotation / bid:
3. Copy of valid Trade License/RJSC certificate
4. Copy of valid TIN Certificate
5. Copy of valid VAT Registration

The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Proposals (RFPs) from full-service TV channels interested in providing services to this project in support of its COVID-19 activities.

The production companies/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.

## 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 (i.e. religious leaders).

## Scope of work and expected outputs:

This Request for Proposal is announced for a concept of an entertaining TV program (short drama series/magazine show/non-fiction) on Covid-19 awareness; Target audience is Kids & Parents. Program Duration would be: 20 Minutes. This will be broadcasted through transmedia outlets to raise public awareness about COVID-19 issues. The proposal should have the following aspects: Concept synopsis, program outline, cast list (host and guest list if it’s a magazine show), on air time slot and detailed budget (including filming and broadcasting). Two program ideas can be given within a decent budget.

1. The successful applicants would produce two TV program for Kids and Parents in the topic of Covid-19 related health awareness (hand wash, mask use, social distance etc.) through picture imagery, videos, voice-overs, original background music, graphics and sound effects.
2. Coordinate with the Johns Hopkins Center for Communication Programs all throughout the production process. The approval of the CCP required on the following outputs:

* Adapted script/program outline
* Final product

## Deliverables

* Provide a creative technical proposal for at least 2 tv program duration 20 minutes each show including program concept synopsis, program outline, cast list, TV air time slot
* A financial proposal, including detailed budget (filming and broadcasting)

## 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/non-fiction or any other entertainment-educational program..
* Title tracks and background music- original tracks (do not allow copy right tracks).

## Financial Proposal:

Based on following drama concept page no 10, financial offer should be detailed with unit breakdown of equipment i.e. camera, lights (approx.), trolley, jimmy jib, set/location (approximate), casts (A grade, B grade/supporting and background), crews (director, cameraperson, other crew members), transportation, food, accommodation, costume (approximate) and other costs.

**Camera Type required:** FULL HD output for HDTV broadcast quality as well as Online Full HD output.

* 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 April 18, 2021; 05:00 p.m.

## The assignment will need to be completed within 30 (Thirty) days after receipt of

**signed work order/contract.**

* 1. **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).

## Qualifications or Specialized Knowledge/Experience Required

* Professional director with experience in drama, advocacy materials and/or short movies.
* Experience in development communication will be an added advantage.
* Excellent technical capacities (High Definition filming equipment) to ensure smooth and high-quality production.

## Payment

Agreed amount will be payable within one month of receipt and approval of products and proper signed invoice by Johns Hopkins Center for Communication Programs.

* + Invoice/ receipt must be included with the product.
  + 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 adapted scripts.
  + Second payment (40% of the total value of the contract) due upon completion of filming and submission of first cut.
  + Final payment (30% of the total value of the contract) upon final cut, approval of on product, final product delivery and acceptance of the agreed-upon deliverables.

## 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.

## Selection Process

Johns Hopkins Center for Communication Programs may select several production firms/TV channels based on this Request for Proposal (RFP) 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 team to produce/deliver 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:

|  |  |  |
| --- | --- | --- |
|  | **Criteria** | **Points** |
| **Technical** | Quality of technical proposal | 25 |
| Experience and qualification | 30 |
| Proposed plan of action and timetable | 15 |
| **Financial** | Budget/cost proposal | 30 |
| **Total** |  | 100 |

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

## Notice of Non-binding RFP

Johns Hopkins Center for Communication Programs reserves the right to reject any and all bids received in response to this RFP 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.

## Confidentiality

All information provided as part of this RFP 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 RFP 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.

## 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.