

**Request for Proposal (RFP) for conducting Interactive Popular Theater (IPT) shows
focusing on COVID-19 vaccination under Breakthrough Action Project**

Ref. No.: CCP/29 09/001

Issue Date: September 29, 2022

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is Ref No: CCP/29 09/001 Date of Issue: September 29, 2022
Key assignments: CCP seeks proposal with workplan for conducting interactive drama shows on COVID-19 vaccination in Bangladesh. Target audience: Mass people of hard-to-reach areas of Bangladesh
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 <u>Monday, October 3, 2022, at 11.00 a.m.</u> open for all potential bidders. The meeting will be held online via Zoom. Please click on the link below and get connected through Zoom app on <u>Monday, October 3, 2022, at 11.00 a.m.</u> Link to meeting: https://jh.zoom.us/j/93879973943?pwd=WUVmUGloSzRidXZJNnNaVU0vcjQxQT09 Meeting ID: 938 7997 3943 Password: 713464
The Proposal: There should be two completely separate proposals: <ul style="list-style-type: none">i. Technical Proposalii. Financial Proposal

Proposal Submission Time & Procedure:

Technical Proposal:

Please send your Technical Proposal as a separate file, duly marking the file name as **“TECHNICAL PROPOSAL”**.

Financial Proposal:

Please send your Financial Proposal as another separate file, duly marking the file name as **“FINANCIAL PROPOSAL”**.

Please send the signed PDF format of the proposals via email at akhatun1@jhu.edu by October 8, 2022; 05:00 pm. Proposals should be separate files as mentioned above and must be submitted as attachments via the same email by **October 8, 2022; 05:00 pm.**

Proposals submitted after the deadline will not be considered.

For any query about this RFP, please contact:

Zakia Haq Neela

Program Officer

Cell: 01740060820

General Terms & Conditions:

For company/firm:

- 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 CCP 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 Proposals (RFPs) from potential agencies interested in **Conducting Interactive Popular Theater Shows in Bangladesh** under its Breakthrough Action Project.

The 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 CCP.

1. Background

Breakthrough ACTION works to strengthen the Government of Bangladesh's COVID-19 vaccine roll out efforts by supporting the Directorate General of Health Services (DGHS) to carry out intensive demand generation activities including targeted campaigns.

Under this project, CCP will implement an outreach campaign comprising 60 Interactive Popular Theater (IPT) shows at hard-to-reach areas in seven districts of Bangladesh. Through these IPT shows, CCP aims to increase awareness about COVID-19 vaccines, its importance in fighting COVID-19 infections, and the vaccination centers people can go to and/or the mass vaccination campaigns by the Government of Bangladesh.

The IPT shows must be conducted by local theater groups from the seven districts so that they can also play a key role in disseminating up-to-date and contextual messages around COVID-19 vaccination in media dark areas in their locality.

In this regard, CCP would like to hire multiple theater groups/social agencies who will develop the whole campaign plan and implement the campaign in close collaboration with CCP.

2. Scope of work

- Develop script for the interactive drama show and interactive session followed by the drama
- Take lead in identifying local theatre groups for conducting 60 drama shows in seven districts of Bangladesh.
- Provide training to build capacity of the local theatre groups for conducting interactive drama shows at their respective areas.
- Monitor the local theatre groups to ensure that the drama shows are conducted as per targeted objectives.
- Take good quality photos and video footage of the drama shows

- Prepare and submit district-wise reports in the prescribed format provided by CCP and a comprehensive final report as part of work completion procedure.

Deliverables:

- A script developed on awareness on COVID-19 vaccination and government initiatives regarding this based on CCP concept.
- A detailed work plan along with list of local groups in seven districts of Bangladesh who will perform the drama shows.
- 60 IPT shows in seven districts along with photos and video footages from each of the show.
- District reports on drama shows and a compiled report on the overall assignment as work completion report.

Proposal Requirements

Technical Proposal:

- Commitment to meet the timeline.
- Overview of workplan and technical person to be used for assignments.
- Portfolio of experience on conducting similar outreach campaigns
- Experience of implementing social and behavior change communication (SBCC) activities for health promotion in Bangladesh

Financial Proposal:

The financial proposal should have detailed and specific breakdown.

- Your offer should be inclusive of AIT (Income Tax). In case of firm/company only **please show VAT amount in separate line next to your total amount.** CCP 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 October 8, 2022, at 05:00 p.m.

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

3. Rights

CCP is the exclusive owner of all materials and documents.

4. Required qualifications or specialized knowledge/experience

- Must be creative and artistic in developing content/scripts/stories with a good contextual understanding of the people in rural, hard-to-reach areas
- Have proven experience of similar drama shows, script development, campaign activities
- Have extensive experience working on SBCC project/tasks for health promotion for USAID, UN organizations and reputed INGOs in Bangladesh.
- Must have good team formation and proven capacity for conducting the whole campaign.

5. Payment

Agreed amount will be payable after receipt and approval of required deliverables with proper documentation and signed invoice by CCP.

- Invoice/ receipt must be included with the product.
- Payment will be made in three installments only for work satisfactorily completed and accepted by CCP :
 - 30% payment will be made after signing contract, submission of the local groups list and detailed work plan
 - 30% payment will be made after completion of the 30 drama shows
 - 20% will be made after completion of the rest of 30 drama shows
 - 20% will be made after satisfactory submission of all reports and required documents as work completion procedure.

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 company's engagement in similar activities earlier.
- The proposals must be submitted through email in separate attachments (the technical proposal in one attachment and the financial proposal in another attachment) but both attachments should be signed with company seal by designated authorized person.

7. Selection Process

CCP may select few companies based on this Request for Proposals (RFP). This selection will pre-qualify the companies to work with CCP.

For pre-qualification, a proposal review and selection team will review and evaluate company/consultant submissions and select a yet-to-be-determined companies for pre-qualification.

Prequalified companies 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.

CCP 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	Concept	30
	Quality of technical proposal	25
	Experience and qualification	25
	Proposed plan of action and timetable	20
Total		100

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

It is noteworthy that all individual proposals will be evaluated under one selection category described above whereas proposals from companies/firms will be evaluated separately.

A. Notice of Non-binding RFP

CCP 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. CCP 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 RFP is considered confidential. In the event that any information is inappropriately released CCP 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

CCP reserves the right to negotiate on the final costs, and the final scope of work.

8. Recourse

CCP 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 CCP. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.