

28 August 2025

REQUEST FOR PROPOSAL (RFP)

Creative and/or technical production support for television programme ‘ভিন্ন ভাবনা’

Proposal submission deadline: 09 September 2025, 11:00

Interested agencies/ production houses are requested to submit a technical proposal and a financial proposal through email at WaterAid-Tender-TA@wateraid.org

There is a pre-bid meeting scheduled on **03 September 2025**. If you are interested in joining, please communicate.



Bangladesh Country Office
House 97/B, Road 25, Block A
Banani, Dhaka 1213
Tel: +88 02 58815757



Channel i
40, Shahid Tajuddin Sarani,
Tajgaon I/A, Dhaka, 1208 Dhaka

TABLE OF CONTENTS

Section 1.	Information to bidders	3
Section 2.	Terms of reference	6
Section 3.	Technical proposal submission format	10
Section 4.	Financial proposal submission form	13

SECTION - 1: INFORMATION TO BIDDERS

1. Introduction

- 1.1. All interested and eligible agencies/production house with required qualifications and experience can submit their proposals.
- 1.2. Costs of preparing the proposal and attending the pre-bid/ negotiation meeting, if provisioned, are not reimbursable.
- 1.3. The interested agencies are expected to follow highest ethical standard in their participation in the bidding process; and refrain from influencing the internal section process of WaterAid Bangladesh.
- 1.4. Any attempt of undue influence on the evaluation and selection process will lead to cancellation of the proposal from the subsequent process.
- 1.5. Any misrepresentation of facts, including the facts on professional /institutional capacity, will also lead to cancellation of the proposal.
- 1.6. WaterAid Bangladesh reserves the right to amend and modify this RFP document. Also, to select the agency for providing selected goods and services cited in section 2 (article 4) as deliverables of this RFP, either for the entire content of the proposal or a part thereof.

2. Clarification and amendment of RFP documents

- 2.1. At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited organisation, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.

3. Preparation of technical proposal and financial proposal

- 3.1. Interested agency(s) is requested to submit their **proposals (font - Arial, Size -11)**. Both the technical and financial proposals must remain valid for a minimum of 180 days after submission.
- 3.2. **The technical proposal should contain the following (section 3):**
 - Appreciation to the Terms of Reference (TOR)
 - Detailed work plan in line with the deliverables of the assignment
 - Short BIOs of the team leaders and key members of the production team
 - Relevant experience and credibility to undertake the given assignment

Technical proposal must not exceed ten pages (excluding BIOs and organisational profile)
- 3.3. The financial proposal from team of the production house is expected to take into account the requirements for accomplishing the deliverables specified in the section-2 (article-4) and conditions outlined in the RFP documents.
- 3.4. The financial proposal should clearly identify, item wise cost for the assignment with necessary details following the provided template (Section 4). The budget must be including applicable AIT; however, VAT can be mentioned separately at the bottom on total budgeted amount.

- 3.5. WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury.
- 4. Submission of Proposals**
- 4.1. The original proposal (technical and financial) should be submitted electronically to the email address WaterAid-Tender-TA@wateraid.org with “**production support for television programme**” as the subject.
- 4.2. Proposals submitted to any other e-mail account except the above will not be accepted.
- 4.3. Submission of proposal after the deadline **09 September 2025, 11AM** will be treated as disqualified.
- 4.4. Two different files (PDF) should be generated for technical proposal and financial proposal. However, both files should be submitted into one zip folder with a cover letter. Please name the zip folder in the name of your agency/ production house.
- 5. Proposal Evaluation**
- 5.1. The evaluation committee will evaluate the proposals based on their responsiveness to TOR and applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the TOR.
- 5.2. The final selection will be done following Quality and Cost Based Selection (QCBS). This will be done by applying a weight of 0.80 (or 80 percent) and 0.20 (or 20 percent) respectively to the technical and financial score of each evaluated proposal and then computing the relevant combined total score for each agency(s). However, the financial evaluation will be made only for the qualified bidders.
- Technical proposal: 80
 - ~ Understanding of the Assignment: 15
 - ~ Proposed approach and workplan: 15
 - ~ Human resource to accomplish the assignment: 20
 - ~ Professional experience and accomplishments: 20
 - ~ Presentation of the proposal: 10
 - Financial proposal with a detailed breakdown: 20
- 5.3. WaterAid reserves the right to accept and reject any proposal without assigning any reason or whatsoever and may decide to go for re-advertisement without going further down the process.
- 5.4. Once the proposals are evaluated, WaterAid may go for negotiation, if required, with one or more consultant / consulting firm for final selection.
- 5.5. If negotiations fail, WaterAid Bangladesh may invite the production house with next highest score to negotiate a contract or go for re-advertisement with fresh Requests for Proposals (RFP).
- 6. Pre-bid meeting**
- 6.1. There will an online pre-bid meeting **15:00 to 16:00 on 03 September 2025** to brief the objectives of the assignment and answer related queries, if you are interested, please email SabrinaNasrin@wateraid.org on/before **03 September 11:00**.
- 6.2. Upon your interest, you will be provided with the joining link in rolling basis, but before **03 September 14:00**.

- | | |
|--|--|
| 7. Presentation and negotiation | <p>7.1. Once the proposals are evaluated, only the shortlisted agency/ production house will be communicated for next process for presentation on 11 September 2025. However, if any bidder fails to attend the presentation session, the proposal will be treated as un-successful.</p> <p>7.2. WaterAid Bangladesh may enter negotiation with one or more bidders before final selection. If negotiations fail, WaterAid Bangladesh will then invite those agencies/ production houses whose proposals received the next highest score. If none of the invited proposals led to an agreement, a new RFP will be called upon.</p> <p>7.3. The presentation and negotiations may include a discussion on the proposed methodology, workplan, staffing, costing, or any suggestions made by the bid participating agency to improve the terms of reference.</p> <p>7.4. WaterAid Bangladesh and the contracted agency/ production house may revise the TOR which should be incorporated final contract document.</p> |
| 8. Notification of Award | <p>8.1. The agency will receive the notification of award on the within three working days of successful negotiation.</p> |
| 9. Penalty clause | <p>9.1. The agency is expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the agency fails to deliver required deliverables within stipulated time, payment(s) will be made at the actual rate based on the type and quantity of content delivered.</p> |
| 10. Confidentiality | <p>10.1. Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winner has been notified with award of the contract.</p> |
| 11. Focal person | <p>11.1. Mr Plaban Gongopaddhay
 Coordinator, Communications
 WaterAid Bangladesh
 Can be reached directly at: plabangongopaddhay@wateraid.org</p> |

SECTION – 2 (Terms of Reference)

1. Introduction

WaterAid is an international not-for-profit organisation, determined to make clean water, decent toilets, and good hygiene normal for everyone, everywhere. Clean water, decent toilets and good hygiene are basic human rights. They should be a normal part of daily life for everyone, everywhere – but they are not. That is why we are here.

In Bangladesh, the challenges surrounding water, sanitation, and hygiene (WASH) are multifaceted. A significant portion of the population still faces numerous challenges with inadequate access to clean and safely managed water, sanitation, and hygiene facilities. Only 59% of the people have access to safe water and 39% have access to safely managed sanitation in the country.

Beyond the stark statistics lies a more profound issue: a lack of awareness and understanding of the gravity of the WASH crisis. While communities from rural, marginalised and urban-poor areas lack knowledge of proper water, sanitation, and hygiene (WASH) practices, the general population is unaware of the severity and consequences of these challenges. This lack of awareness and understanding not only hampers efforts to address the WASH crisis effectively but also creates a vicious cycle of neglect and indifference towards these pressing issues.

WaterAid Bangladesh, and Channel i join their efforts to raise awareness and educate the population on the importance of WASH practices, and the crises caused by inadequate facilities. The programme “*ভিন্ন ভাবনা*” aims to enable changing behaviors, foster community engagement, and bring in the youth to highlight the issues. By shedding light on the WASH crisis and showcasing successful interventions, we can mobilise stakeholders, inspire action from policymakers, and pave the way for sustainable solutions that improve the lives of millions of Bangladeshis.

2. Objectives

The key objective of this assignment is to hire a qualified and experienced production house to manage the end-to-end production of four episodes of a (40-minutes long) television show titled *ভিন্ন ভাবনা (Bhinno Bhabna)*, in collaboration with Channel i. This includes script and audio visuals refinement, set design, editing, post-production, and delivery of four (04) final episodes, ensuring high-quality storytelling that aligns with the show’s purpose and resonates with the target audience.

3. Scope of Work

The production house will be responsible for supporting the production of the **interactive, discussion-based** television show. The show will feature often non/under discussed development agendas youth engagement and conversations with invited experts on pressing WASH-related and social issues.

a. Pre-production planning:

- i. Conduct detailed pre-production meetings to align with creative direction, timelines, and resource needs.
- ii. Prepare a detailed production schedule and workflow plan covering all phases.

b. Teaser and promotional communication material production:

- i. Produce teaser(s) and promotional video(s) for the overall programme and individual episodes.

c. Script finalisation and development:

- i. Collaborate with the show director and WaterAid Bangladesh team to finalise scripts for each episode, teasers, and promotional videos.
- ii. Revise and redevelop scripts for teaser(s), and each episode

- d. Audio-visual content production and editing:**
 - i. Edit and finalise all AV content with all the raw footage, teasers, and promotional videos.
 - ii. Incorporate feedback from WaterAid team and the show director into successive edits to meet quality standards.
 - iii. Capture additional raw footage for episode AVs if required to fill content gaps or enhance storytelling.
- e. Set design and construction:**
 - i. Conceptualise, design, and build the indoor studio set according to creative requirements and in coordination with Channel i and WaterAid team.
 - ii. The studio-4 located at channel i premises will be used for the shooting.
 - iii. Ensure set readiness for indoor shooting scheduled in October 2025.
- f. Shooting planning and execution:**
 - i. Plan and manage all aspects of shooting, including scheduling, crew management, and technical setups at studio and outdoor.
 - ii. Execute shoots ensuring high-quality production under supervision of the show director.
 - iii. All the technical support must be provided by the production house or agency.
- g. Social media engagement and content management**
 - i. Creating a detailed content calendar covering pre-launch, launch, post-launch and pre and post air phases.
 - ii. Designing and producing static and video content (e.g., posters, AV snippets, quote cards, behind-the-scenes visuals).
 - iii. Drafting engaging, audience-tailored captions with relevant hashtags and call-to-action messaging.
 - iv. Coordinating timely posting and cross-posting on WaterAid and Channel i's official platforms.
- h. Post-production enhancements:**
 - i. Post-production activities such as professional-grade colour grading, sound mixing, graphics integration, and subtitles etc.
 - ii. Deliver final content in multiple formats suitable for broadcast and online platforms. Delivery of all final outputs (episodes, teasers, promotional materials) should be in multiple format versions, including HD broadcast format, vertical video for Instagram, and square format for Facebook and other digital platforms.
- i. Compliance and quality assurance:**
 - i. Ensure all content complies with legal, copyright, and broadcasting standards.
 - ii. Implement quality checks before submission to minimise revisions and ensure alignment with project goals.
- j. Food management:**
 - i. Manage the distribution of meal and/or refreshments for guests, audiences and organisers.
 - ii. Ensure meals and/or refreshments for the production crews (your team)
- k. Coordination and reporting:**
 - i. Maintain regular communication with Channel i and WaterAid team including the show director.
 - ii. Provide regular updates and submit deliverables as per the agreed project timeline.

4. Deliverables

Deliverables from the production house

a. Scripts

- i. Detailed scripts for two (02) teasers
- ii. Finalise the already draft detailed scripts for four (04) episodes.

b. Set design and production setup

- i. Conceptualise, design, and construct indoor studio set ready for shooting.
- ii. Provision and setup of indoor and/or outdoor shooting lighting and sound equipment as per production requirements.

c. Production

- i. Indoor shooting of four (04) episodes
- ii. Indoor and/or outdoor shooting of two (02) teasers

d. Post-production outputs

- i. Broadcast-ready versions of four (04) episodes
- ii. Broadcast-ready versions of two (02) teaser(s)
- iii. Eight (08) social media-optimised promotional videos for digital platforms.
- iv. A complete backup and organised archive of all raw footages and final project materials to be delivered via non-returnable portable HDD.

e. Report

- i. A completion report containing all activities, challenges, and solutions at the end of the assignment.

5. Timeline

The overall assignment is to be accomplished by **15 December 2025**.

The expected timeline for the deliverables of the assignment,

Items	Timeline
Scripts	September
Set design and production setup	October
Production	October
Post-production	October to November
Report	December

6. Mode of payment

Payment will be made in two instalments upon submission of invoice. All invoices are to be submitted to WaterAid and certified by the respective personnel.

Instalments	Percentage	Schedule for payment
1 st	40%	Upon receiving deliverables, a and b
2 nd	60%	Upon receiving deliverables, c, d and e

7. Competencies

The interested agency is expected to demonstrate the following competencies:

- Understanding of WASH-related themes and issues.
- Proven expertise in scriptwriting for television shows.
- Strong experience in multi-camera video production, lighting design, and professional sound recording.
- Advanced proficiency with industry-standard editing software, including colour correction and audio post-production.
- Ability to conceptualise, design, and construct detailed, safe, and visually compelling studio sets.
- Demonstrated capacity to develop comprehensive production schedules and manage resources effectively.
- Experience creating high-impact teaser and promotional materials tailored for diverse digital platforms.

SECTION 3. (TECHNICAL PROPOSAL SUBMISSION TEMPLATE)

3A. Forwarding letter format

3B. Team composition

3C. Relevant experience

3D. Deliverables

3D. Agency profile

3E. Work plan

3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

To
The Country Director
WaterAid Bangladesh
House 97/B, Road 25, Block A
Banani, Dhaka 1213

Dear Sir:

We, the undersigned, are offering to provide the following assignment following your Request for Proposal (RFP) dated 28 August 2025 to procure production support for television programme.

We are hereby submitting our proposal, which includes a technical proposal and a financial proposal.

If negotiations are held during the period of validity of the proposal, we undertake to negotiate based on the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised signature:

Name:

Title:

Name of organisation:

Address:

Technical proposal

3B. Team composition

(Please provide short BIOs of the proposed key members in the format below)

Name	
Role of this Assignment	
Academic background	
Professional summary	<i>(A brief overview summarising your expertise for the proposed position. Mention your years of experience)</i>
Portfolio	<i>(Please share an accessible link of the portfolio showcasing relevant film or video projects. If any of the projects are confidential, kindly provide a link to the trailer or teaser)</i>

3C. Relevant experience

(Relevant services carried out in the last three years that best illustrate qualifications)

Using the format below, please provide a maximum of five (05) examples for which your organisation, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Name of the assignment	Digital link	Completion date	Client name with contact details

3D. Company profile

(Please attach portfolio and other relevant documents.)

3E. Work plan

(Please provide a detailed work plan with a gnatt chart.)

SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)

4A. Summary of budget/costs, including narratives

4B. Legal documents

4A. Summary of budget/costs, including narratives

(The financial budget summary should be prepared in line with below guidance)

- Budget for the assignment should be broken down into individual items covering all logistical, travel, accommodation, staff, equipment and other costs.
- The financial proposal should clearly identify, item wise cost for the assignment with necessary details. **The budget must be including applicable AIT; however, VAT must be mentioned separately at the bottom on total budgeted amount.** WaterAid Bangladesh shall be deduct VAT and Tax at source as per government rules.
- Apart from the activities mentioned in this RFP, the consultant is expected to list any additional services WaterAid shall be receiving under this agreement.

Calculation Format (please maintain below format for your financial budgeting)

SI	Items	UoM	Unit	Unit price	Total	Remarks (If any)
Total						
VAT (15%)						
Grand Total						

4B. Legal document

Please attach all updated legal documents mentioned below:

- Copy of Trade License
- Copy of TIN certificate
- Copy of BIN certificate
- Copy of PSR (last tax return submission acknowledgement slip) and
- Bank Detail or Copy of Cheque Leaf