**WorldFish Bangladesh**

**Enhanced Coastal Fisheries in Bangladesh, ECOFISH II**

**Producing Video documentary on conserving biodiversity & building fishers livelihoods in Bangladesh**

**Request for Proposal (RFP)**

# **Background**

WorldFish is an international, not-for-profit research organization that works to reduce hunger and poverty by improving fisheries and aquaculture. It collaborates with numerous international, regional and national partners to deliver transformational impacts to millions of people who depend on fish for food, nutrition and income in the developing world. Headquartered in Penang, Malaysia and with regional offices across Africa, Asia and the Pacific. WorldFish is part of the One CGIAR, the world’s largest agricultural innovation network, whose mission is to end hunger by 2030 through science to transform food, land and water systems under threat of climate change.

**About ECOFISHII**: Enhanced Coastal Fisheries in Bangladesh, ECOFISH II, a 5-year USAID funded activity that is being jointly implemented WorldFish and Department of Fisheries. The new activity would support to reduce the impacts of influx of over a million Rohingya refugees on the natural resources and fishing communities along the Teknaf-Cox’s Bazar peninsula, and that of the Naf River fishing ban on host communities in Teknaf. The ECOFISH II activity would scale up better lessons learned and expand interventions for improving the livelihoods of fishing communities and enhancing biodiversity conservation along the artisanal fisheries of the Bay of Bengal.

1. **Objective**

WorldFish Bangladesh has taken serval initiatives to conserve biodiversity under its ECOFISH II activity including beach cleanup and boat skippers training on various aspects of marine ecology, environment, fishes, and mega fauna and the necessity of conservation of marine turtle, dolphin, sharks, skates and rays. They were trained on responsible fishing as well as taking care of the environment by not polluting the rivers and oceans with plastic containers and nylon netting materials.

It has taken comprehensive actions to safeguard biodiversity, and enhance ecosystem resilience in the coastal marine waters and coastal river waters. The project have been implementing various measures towards biodiversity conservation, ecosystem health improvement and pollution control, and providing livelihood supports to the marginalized coastal fishers.

Apart from this, building resilient of the fishing communities, the project has taken several initiatives as part of alternative livelihood option for them including providing goats, chickens/ducks and vegetables & fruits seeds.

The activity also trained the fisherwomen and youths sea weeds, green mussels, crab farming and community mushroom farming.

Aiming to feature how ECOFISH II has been contributing to conserve biodiversity & building fishers livelihoods in Bangladesh through its interventions, we would like to develop 1 video documentary.

Shooting locations will be of Cox’s Bazar & greater Barisal Zone.

1. **Scope of work**

The consulting firm will develop the video documentary in coordination with the ECOFISH II teams to undertake the tasks outlined in section D and F.

1. **Deliverables**

The firm is expected to deliver the following key outputs:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # | Item | Length | Description | Number of deliverables |
| 1 | Video documentary on conserving biodiversity & building fishers livelihoods in Bangladesh  (at least 4 districts, Cox’s Bazar, Chandpur, Bhola & Patuakhali) | Length- 8-10 minutes | Bangla voiceover with English subtitle,  Quality-Full HD. | 1 |

1. **Target audience**

Prime audience: Fishers and general people; Secondary audience: media, policy makers including DoF, BFRI, MoFL.

1. **Requirements from Agency for video**
2. Develop the video concept and scenario to be discussed with ECOFISH II team
3. Prepare and refine the final script in Bangla and English both formats with story board
4. Agree on  a work plan approved by the Comms Team for the assigned work specifying travelling days
5. Travel to location for shooting assigned by Comms team
6. Perform appropriate interviews, video documentation of the required activities as per script with the fishers both men and women, and other relevant stakeholders
7. Produce a video documentary which duration will be maximum 10 minutes
8. A shorter version/teaser of the same video for Social Media distribution
9. Add Bangla voice-over and subtitles in English as and where necessary
10. Ensure full usage rights for any background music
11. Some parts of the documentary would be described with motion infographic/animation
12. Final content and footage should be delivered with an external 1 TB HDD
13. **Working Experience**

* Previous experience in videography with fishers/fishing community/farming communities on relevant topic.
* Previous experience working with development organization, DAE, DoF, BFRI, BLRI, etc.
* Past work experience with WorldFish and other CGIAR organization will be preferred.

1. **Contract length and time period for deliverables**

Start date and duration: The firm will carry out the tasks 30 working days from signing of agreement.

1. **Evaluation**

Interested agencies need to submit both financial and technical proposals to avail this

1. **Technical proposal parameters**

In order to be considered for this opportunity, proposals must include the following:   
I. Brief profile – Capability statement including profiles of professionals/staff to be engaged with this activity.    
II. Client list – Mention only the relevant ones. Names, company or organization, contact information of three recent (within the past 2 years) companies/organizations that you have worked for.   
III. Sample of animated films produced for any non-profit purpose (provide online links).

1. **Financial Proposal**

Agencies need to submit a financial proposal that include separate pricing breakdown for each of the deliverables. The pricing must include applicable tax and vat rates. The proposal must include another price breakdown for storyboards, voiceovers, sub-titles and any other production cost. Etc.

1. **Required documentation**
2. It is mandatory for bidding organizations to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:

* A certificate of incorporation (for individual companies, a trade license);
* Joint stock registration certificate (if applicable);
* An organizational organogram of key personnel, inclusive of the names of such personnel;
* Tax Identification Number (TIN);
* VAT registration number;
* Proof of a segregated account (providing the name and address of such an account);
* Other valid papers (provided by government institutions).

1. **Submission details**

The bidders must submit One (1) copy of each of the Technical and Financial proposal in 2 (two) separate flies clearly marked on the document tittle as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” .Please mention RFP reference as subject line of mail by May **30, 2021 before 5:00 pm** to:[**Sinthia.Shahrin@cgiar.org**](mailto:Sinthia.Shahrin@cgiar.org)

**It must be taken care that the technical proposal must not mention any information related to financial proposal; otherwise the submission will be rejected.** Upon delivery, applicants may request a stamped receipt confirming timely submission. Please note that incomplete proposals will not be reviewed.

**Tax & Vat**

The Financial Proposal shall specify a total delivery amount (in BDT) including mentioning taxes & Vat. Tax and VAT shall be deducted from the contract amount according to the Government Rules and Regulations.

**Questions and Clarifications**

All questions and/or clarifications regarding this RFP must be submitted via email to [MohammadS.Hossain@cgiar.org](mailto:MohammadS.Hossain@cgiar.org) no later than 12:00 pm local Dhaka time on

May 28, 2021. All correspondence and/or inquiries regarding this solicitation shall reference the RFP number in the subject line. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing.

**Basis for Award**

WorldFish intends to award a service agreement resulting from this solicitation to the responsible bidder whose proposal represents the best value to WorldFish after evaluation of the following criteria, with the weights applied accordingly:

**Proposed Technical Plan 20 Points**

The bidder shall be evaluated on the overall understanding of the scope of work, specifically, the technical plan as well as its innovative approach and ideas.

**Key Personnel and Staffing Plan 20 Points**

The bidder’s key personnel and staffing plan shall be evaluated on the experience of the team members with similar projects, how they will effectively manage the scope of work based on the bidder’s technical strategy.

**Past Performance and Experience 30 Points**

The bidder shall be evaluated on the experience the firm has with related projects of similar scope and size in Bangladesh. The references listed by the bidder may be contacted to complete a survey.

**Cost Proposal 30 Points**

Provide an estimate of the cost of the activity in Bangladeshi taka and USD following the cost proposal details. The cost proposal will be evaluated based on the proposed cost to be borne under WorldFish. Value for money is one of the key criteria for the evaluation.

Once the evaluation of offers is completed based on the above criteria, the Cost Proposal will be used in conducting the best value analysis. The combined technical factors above are more important than cost or price. However, WorldFish will not select any offer for award on the basis of a superior technical proposal without considering cost.

The price proposal of all contractors, who have attained minimum 70% score (49 out of 70 point) in the technical evaluation, will be compared. The contract will be awarded to the bidder offering the **’best value for money’**. The contract will be awarded to the Contractor based on the cumulative method. The formula for the rating of the Proposals will be as follows:

Rating the Technical Proposal (TP):

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

(TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)

=Total Combined and Final Rating of the Proposal

The proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal is the proposal that offers best value for money.

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