**Request for Proposal**

**WorldFish is seeking proposal from full-service video agencies/individuals who are specialized in gender related awareness building video production for developing four videos for Aquaculture: Increasing Income, Diversifying Diets and Empowering women in Bangladesh project.**

1. **Background**

WorldFish is an international, non-profit research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty. In the developing world, more than 1 billion people obtain most of their animal protein from fish and 250 million depend on fishing and aquaculture for their livelihoods. The WorldFish mission is to strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture. We pursue this through research partnerships focused on helping those who stand to benefit the most—poor producers and consumers, women and children.

The Bill and Melinda Gates Foundation funded project “Aquaculture: increasing income, diversifying diets, and empowering women in Bangladesh and Nigeria” targets Bangladesh where the growth of aquaculture provides significant opportunities to enhance pond productivity, the income of smallholder families, the diets and nutrition of vulnerable households and particularly women and children and the empowerment of women.

The project has been working in Rajshahi and Rangpur divisions in northwest Bangladesh, areas with high levels of poverty and malnutrition and significant development potential for aquaculture. Within the target divisions, WorldFish will strengthen partnerships with private sector businesses, investors and government to develop profitable value chains and transform local government policies to enable increased production and incorporate fish into nutritional improvement initiatives.

This is a 50 month project that started from November 2018 and will end in December 2022 and builds on the emerging opportunities for expanding markets for sustainable aquaculture.

**Goal:** In addition to market development and increased supply of fish, the project aims to enable increased women's decision-making power and control over resources, like income derived from fish farming and marketing in Bangladesh.

1. **Target audiences of the videos**

People who are involved in aquaculture production, value chain activities such as hatchery operator, nursery operator, feed seller, fertilizer seller, seed seller etc. In order to get proper attention from the learners through the videos, the following points need to be emphasized:

* As it is an awareness building video, communicate the information in an entertaining, light-hearted and visually appealing (memorable, interesting, exciting) manner so as to engage the broadest range of viewers/targeted audiences.
* Message needs to be delivered in a prompt and action oriented manner so that audiences can receive the message instantly.
* Target audience is not highly educated and therefore the videos should use easy language.

1. **Objective and Scope of the Proposal**

To use Facebook and WhatsApp as digital platforms/avenues to educate women and men farmers in Northwest Bangladesh about the need to provide women with an opportune to: (i) to make decisions with regards to households and livelihoods matters, (ii) to get access to finance, (iii) participate in women’s group, and (iv) have work-life balance and be respected by their husbands and community at large. In order to do this the contracted company will aid WorldFish to prepare four videos that specifically focus on women empowerment on the above-mentioned issues.

1. **Technical requirement**

* Be of the highest television standard broadcast-quality
* Be compressible and reproducible (copy, replicate) without sacrificing quality.
* Possess multiple platform capability: YouTube, webpage, broadcast (television & cable).
* Recommended camera: Prosumer or Professional camcorder such Canon XA1,Canon XF400 or same standard. Can use also full frame mirrorless sensor camera, with minimum resolution of 12.2 MP such [Panasonic GH5 (4K)](https://amzn.to/2LAcoaA)/Canon 5D Mark IV/ Sony Alpha a6500
* Three-point led lighting kit (inside shooting),
* Shotgun microphone with boom pole, lavalier (wireless) microphone
* Background music (unique) for the video specially for intro and outro
* Intro and outro animation with Adobe After Effect software
* Need to follow WorldFish branding guideline and technical suggestions from WorldFish Communication team

The project is therefore seeking a proposal/quotation for developing a video content from an organization/agency/individual who will coordinate with Project’s gender unit and take the lead to do the following:

1. **Grooming and production of the training content**

* Provide advisory service to the specialist pool of this project on content pitching on different topics for video documentation.
* Develop demo content and conduct user acceptance testing in different location of the project.
* Coordinate overall video production of the training content within his/her own capacity or through engaging other vendors.
* Work closely with different components of WorldFish on adding graphical inputs in the video content.

1. **Deliverables**

The deliverable items will be WorldFish properties. Producer party will never claim as their properties. But they can refer or show the partial content as the part of their experience for their future business promotion. They will provide the following outputs/deliverables.

* Develop the video concept and scenario through discussion with Gender specialist, Communication unit and other relevant program people
* Prepare script, storyboard/concept slide/presentation for each video
* Edited finished final video content delivery in AVI/MOV format after getting approval from program people
* Video copies in MP4 format with H. 264 video codec for YouTube/Facebook upload
* English subtitle of the videos
* Raw footage, episode based complete uncompressed editable files, graphics, sound, music including all original source files
* Final content and footage should be delivered with non-refundable external HDD ( storage quantity and capacity will be depend of assets weight after final products)

1. **Proposal Submission and selection**

The proposal should be submitted within 15 days from the date of advertisement and task should flinch within 5 working days after the selection process. A hard and soft copy of the proposal should be submitted.

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

**Start date and duration:** The agency will complete the tasks within 45 working days from signing of the agreement.

1. **Evaluation Process**

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 and compatibility of carrying this task, 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.

1. **Financial Proposal**

Agencies need to submit a financial proposal that include separate pricing breakdown for each of the deliverables that includes applicable tax and vat rates.

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);
* Business Identification Number (BIN) if applicable
* 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 bidder must email Technical and Financial proposal [to](mailto:to) [procurement.wfbd@worldfishcenter.org](mailto:procurement.wfbd@worldfishcenter.org) clearly marked in the subject line with “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL” by **November 15, 2020 before 5:00 pm.**

It must be taken care that the technical proposal must not mention any information related to financial proposal. Please note that incomplete proposals will not be reviewed.

1. **Financials**

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

1. **Questions and Clarifications**

All questions and/or clarifications regarding this RFP must be submitted via email [s.haque@cgiar.org](mailto:s.haque@cgiar.org) and ***CCing*** S.Haq@cgiar.org no later than 12:00 pm local Dhaka time on November 01, 2020. 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.

1. **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 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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