

Minutes of Pre-Bid meeting Clarification and Responses

Assignment Title: *Development, script writing and production of TV & Radio public service announcements (PSAs), for Support of Electoral Process and other events in Afghanistan on a Long-Term Basis (LTA)*

ITB Ref#: No. UNDP/AFG/RFP/2018/0000002592

Date and Time: 6th August 2018 at 10:30 am

Venue: QA Meeting Room.

S/No	References to RFP Document	Clarifications sought by the Bidder	Response provided by UNDP
1	Bid Data Sheet	Evaluation Method and selection of Proposal	Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively The minimum technical score required to pass is 70%.
2	ToR	What is the duration of PSA?	Some of the PSAs should be editable and changeable by timing (some of the one-minute PSA should be broken into two pieces of 30 seconds. Once the first piece is broadcasted, IPOD might decide to use only 30 seconds of the PSAs, because it will deliver the same message once people are familiar with the one minute one.
3	Bid Data Sheet	How to submit the financial proposal	The Technical and Financial Proposals must be submitted separately with Financial Proposal being password protected pdf file.
4	Bid Data Sheet	What are the requirements for Joint Venture?	<u>If two or more company want to apply as JV/Consortium/Association, all Parties cumulatively should meet requirement</u>

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5	TOR	What will be the approval process of PSA?	<p>The contracted company will provide a concept note, storyboard, and script (3 per approved route: 1 Dari, 1 Pashto and 1 Uzbek) for approval for each TV and Radio PSA;</p> <ul style="list-style-type: none"> • Undertake a pre-test of the storyboards as per the terms of revising scripts as necessary, post-discussion with the IEC and (or) ECC; • Produce all TV and Radio PSAs and present 'takes' edits of each for approval by the IEC and (or) ECC; • Finalize TV and Radio PSAs as per the IEC and (or) ECC feedback
6	TOR	What is the type of animation 2D or 3D? and how many Animation PSAs are required?	<p>The animations shall be 2D and 3D, some of the TV PSAs shall be produced with both video and animated graphics some of the PSAs will be without animation, and some with full animation. The company should be able to provide such services. And 2-3 Animation PSAs may be requested for coming (2018) elections.</p>
7	BDS	If a company has out-door advertisement, will that company's experience be considered for qualification?	<p>Those companies which have at least five years of experience in producing video materials – specifically PSAs, commercial advertisements and/or the production of short documentary films in Afghanistan will be qualified.</p>
8	TOR	Will the script be produced in one Language and then translated on other two languages, or the script will be different in each language?	<p>Based on UNDP UNESP and the IEC's selection of the best route, the company must write one script (in three languages – Dari, Pashto and Uzbek) based on efficacy of the messages, targeted messaging with a "behavior change" communication component to produce the PSAs to encourage greater voter participation. UNDP UNESP and the IEC will explicitly certify each script confirming that it matches the expected duration and content of the TV & Radio PSA.</p>
9	BDS	How to register firm/company on UNDP E-Tendering system?	<p>Please download the bidders registration manual from this link https://www.ungm.org/Public/Notice/75261 and register your company/firm as explained in user guide.</p>

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10	TOR	Please provide the list of famous characters.	UNDP cannot provide list of famous character, the IEC will use the famous actors/actresses, sports figures and other famous characters in the advertisement campaigns very often in public outreach campaigns to greatly encourage Afghans to vote. Bidders are requested to submit their technical proposal including fees for celebrities to be contracted as characters in PSA.
11	BDS	What is the bid submission deadline?	Date and Time: As specified in the E-Tendering system (note that time zone indicated in the system is New York Time zone).
12	BDS	What is the Deadline for submitting requests for clarifications/ questions?	Deadline is 5 days before proposal submission deadline.
13	BDS	What if a consultancy company apply for this RFP?	Yes, the consultancy company can apply if it has at least five years of experience in producing video materials – specifically PSAs, commercial advertisements and/or the production of short documentary films in Afghanistan.