



Empowered lives.
Resilient nations.

REQUEST FOR PROPOSAL (RFP-BD-2019-042)

NAME & ADDRESS OF FIRM	DATE: September 22, 2019
	REFERENCE:

Dear Sir / Madam:

UNDP kindly request you to submit your Proposal for **Hiring a firm for developing 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs)**.

Proposals shall be submitted on or before 04.30 pm (local BD Time) on Sunday, 06 October 2019

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before the deadline indicated by UNDP e-Tendering system. Bid must be submitted using online e-Tendering system at the link furnished below:

<https://etendering.partneragencies.org>; by using your username and password. If you have not registered in the system before, you can register now by logging in using

Username: event.guest

Password: why2change

And follow the registration steps as specified in the system user guide.

Your Proposal must be expressed in the English, and valid for a minimum period of 90 days. You kindly requested to indicate whether your company intends to submit a Proposal by clicking on "Accept Invitation" in the system.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it is submitted into the system within deadline. e system will automatically block and not accept any bid after the deadline. Kindly ensure attaching the required supporting documents (*with file name less than 60 characters*) in PDF format which must be free from any virus or corrupted files. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, will not be considered for evaluation.

The Financial Proposal and the Technical Proposal files **MUST BE COMPLETELY SEPARATE** and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. The file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request via email the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal.

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PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE 'LINE ITEMS' IN THE SYSTEM. INSTEAD PUT 1 AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements. The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3. Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP. UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link: http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.



Sincerely yours,



Shaikh Munir Hossain
Operations Manager-OIC
9/22/2019

Description of Requirements

Context of the Requirement	Hiring a firm for developing Television Commercial (TVC) on Sustainable Development Goals (SDGs).
Implementing Partner of UNDP	N/A
Brief Description of the Required Services	<p>Bangladesh has already taken significant steps in aligning Government priorities with the Sustainable Development Goals (SDGs). However, the country requires additional financial resources in the order of around \$1 trillion to implement the SDGs by 2030. At the same time, with prospective graduation from UN's Least Developed Country (LDC) category by 2024, Bangladesh needs to attract increased FDI and local investments through strategic coordination to mitigate the effects of reduction in concessional financing.</p> <p>UNDP Bangladesh is piloting a SDG Financing and Localization Platform (hereinafter referred to as SFLP) to support the Government of Bangladesh in implementing and achieving the Global Goals.</p> <p>SFLP has been envisaged as a broad platform to meet the challenges of pooling resources and building capacities for implementation of SDGs; it will consist of actors from across the sources like Government, private sector international development community and NGOs. With UNDP as facilitator, it will test approaches to: i) ensure efficient allocation of public resources through SDG-aligned budgeting; ii) improve operational efficiency so that the use of existing resources achieve the best value for money and iii) support strategic coordination so that the right investors come forward to make investment in public programmes/projects.</p> <p>To set up a good business model, SFLP is piloting with the Local Government Division (LGD) as LGD has an extensive portfolio, geographic coverage and network.</p> <p>Objective: The video would help to raise awareness of the citizen on SDG goals and their role in achieving the SDG goals.</p> <p>Awarded production company will deliver the following:</p> <ul style="list-style-type: none"> • Complete TVC in audio-visual format incorporating feedbacks of SFLP, UNDP and LGD; • Master copy of the video of the TVC in HD format; • Final product of video with proper cover and print on DVD • Provide 5 (five) master copies in DVD (4k HD format) and 100 copies (HD format 1080 P) with printed 4 (four) color cover. <p>Scope of work:</p> <ul style="list-style-type: none"> • Meeting with SDG Financing and Localization Platform (SFLP) Project Team and UNDP Communications Team and prepare inception report; • Review relevant communications materials/ published literature relating to the

	<p>SDGs in Bangladesh for clear understanding;</p> <ul style="list-style-type: none">• Develop the draft script and finalize that with the LGD, SFLP Project Team and UNDP Communications Team• Finalize the list of the performers upon consultation with LGD, SFLP Project Team and UNDP Communications Team;• Conduct shooting for the production of TVC. The video must be shot by standard HD Professional Camera (Sony F55/Sony F5/RED 4K or similar one, Sony F55 preferable, Resolution minimum-4K/2160 P) and drone for birds eye view; edited in non-linear;• Submit the rough-cut of the video for feedback and comments from LGD, SFLP Project Team and UNDP Communications Team;• Incorporating feedback from SFLP Project Team and UNDP Communications Team and finalizing the TVC;• Taking approval from UNDP/LGD before releasing for multiple production;• Submission of the final TVC in DVD as master copy. Provide original background music, ensure high quality recording with appropriate graphics and animations. Where the language of video is Bengali with English sub-title;													
List and Description of Expected Outputs to be Delivered	<table><tr><td>Phase-1: Inception report describing the methodologies and approaches of the work including the timeline.</td><td>Within 3 days of the contract signing</td></tr><tr><td>Phase-2: Prepare the script, shooting plan, shooting locations and finalize through incorporating feedback from UNDP and LGD.</td><td>Within 10 days of the signing of the contract following feedback of SFLP, UNDP/LGD</td></tr><tr><td>Phase-3: Shooting completion and producing draft version of the video (rough-cut edits) will be submitted to SFLP for review and final approval from LGD.</td><td>Within 20 days of the signing of the contract following feedback of SFLP, UNDP/LGD</td></tr><tr><td>Phase-4: Final production and submission (sound mixing, editing, graphics/animation, subtitle and other necessary) following feedback of SFLP, UNDP team and LGD.</td><td>Within 27 days after receiving feedback from UNDP/ LGD on draft production (rough cut)</td></tr><tr><td>Phase-5: Final assignment completion report.</td><td>Within 30 days of the signing of the contract.</td></tr><tr><td>Total</td><td>30 Days (end October to early December 2019)</td></tr></table> <p><u>Description of assignments associated with above deliverables given below:</u> The contracted communications and media firm will be responsible for carrying out the assignment with the following specific tasks but not limited to:</p> <ul style="list-style-type: none">• Task: Production of an audio-visual material under the format of Television		Phase-1: Inception report describing the methodologies and approaches of the work including the timeline.	Within 3 days of the contract signing	Phase-2: Prepare the script, shooting plan, shooting locations and finalize through incorporating feedback from UNDP and LGD.	Within 10 days of the signing of the contract following feedback of SFLP, UNDP/LGD	Phase-3: Shooting completion and producing draft version of the video (rough-cut edits) will be submitted to SFLP for review and final approval from LGD.	Within 20 days of the signing of the contract following feedback of SFLP, UNDP/LGD	Phase-4: Final production and submission (sound mixing, editing, graphics/animation, subtitle and other necessary) following feedback of SFLP, UNDP team and LGD.	Within 27 days after receiving feedback from UNDP/ LGD on draft production (rough cut)	Phase-5: Final assignment completion report.	Within 30 days of the signing of the contract.	Total	30 Days (end October to early December 2019)
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	<p>Commercial (TVC) with a duration of 40 to 60 seconds on Sustainable Development Goals (SDGs).</p> <ul style="list-style-type: none"> • Major Objective: The major objective of this assignment is to design and prepare a Television Commercial (TVC) on the SDGs. The TVC would promote the issues of SDGs among different direct, indirect stakeholders and citizen at large. This video will be broadcast in electronic media, displayed during various meetings, workshops, uploaded in website and different social media platform. • Main Message: The main message of the TVC would be about introducing 17 goals of SDGs to citizen, why citizen should be active to achieve the goals and what role citizen can play in achieving the SDGs. • Script: Drafting and finalizing script on Sustainable Development Goals (SDGs) keeping the objective and main message forefront. Drafting more than one script is appreciated. Vendor need to keep enough flexibility in accommodating necessary changes suggested by the experts during the process of finalization of the script. • Selection of performers: This TVC shall display a set of messages through nationally and internationally reputed personalities like cricketer(s) of the national team, actors of the movie or drama, singer, educationist(s) and/or high official from UN and Government. • Shooting locations: Shooting location would be decided based on the requirement derived from the script. • Format and Camera: DV format and Professional HD camera (Sony F55/Sony F5/RED 4K or similar one, Sony F55 preferable, Resolution minimum-4K/2160 P). Use bird's eye view shot if deemed necessary by the scrip. • Language: The language of the TVC on SDGs would be Bangla. There will be English subtitles in the video for using in other communication channels like social media: Facebook, YouTube etc. • Graphics and animation: The TVC shall use info-graphs to showcase the key messages. It may also use 3D animations (3D) to display key messages. Use animations at the beginning and end of the TVC. • Music: The music of the TVC must be originally composed by a professional music composer. The music has to be something unique and innovative which will be able to set a tone for the project. • Editing: Standard editing (non-linear) for quality assurance in terms of content and time. • Compliance: Vendor must comply the compliance issues of SFLP Project and UNDP and Local Government Division during production and post-production period of the TVC aligning with the guidance of the Project Coordinator. • Quantity of delivery: 5 (five) master copies in DVD and raw footage of the video for future editing. In addition, 100 copies of DVD with 4 color laser print design (on each DVD surface), DVD cover design with 4 color printing in 120 GSM art paper (following same design of DVD.) • Delivery: final production in total by One month (30 calendar days) following approval of SFLP, UNDP and would be delivered at SFLP desk in UNDP. (IDB Bhaban, Agargoan, Dhaka)
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	<p>Audience: All types of people of the country including local government representatives, businesspersons, farmers, teachers, day labors, students, youth, women and girls, etc.</p> <p>Some risks have been identified by the Project which may affect the delivery of the outputs as stipulated in this ToR. The Project has identified a few mitigation options to address those risks described below:</p> <ul style="list-style-type: none"> • Timely delivery of planned outputs: Due to unforeseen factors, the firm/company may not be able to produce outputs as per the plan. To mitigate such risks, fortnightly progress review and planning meeting will be held between two parties to explore the ways and strategy for producing the output in time • Quality of the Outputs: In order to ensure quality of outputs/deliverables up to the expected level, SFLP, UNDP can seek support from advisors/media personnel who have experience in producing TVCs to check quality of the outputs/deliverables produced by the firm/company. This meeting could be organized in SFLP Office. • Clear Understanding: Clear understanding among professionals (e.g. Team Leader/ Director, Artists, Script Writer, Cameraman, Video Editor) of the firm/company about this assignment could be one of potential risks. To mitigate this risk, SFLP may organize a briefing session with the selected professionals of the firm/company to clarify the objectives and outputs of this assignment. <p>The quality of works and deliverables to be produced by the firm/company according to the ToR will also be monitored by the contract administrator. The proposed performance indicators of the contractor's deliverables are illustrated below:</p> <ul style="list-style-type: none"> • 100% accuracy in terms of message delivered in the TVC following feedback of the SFLP, UNDP and LGD. Firm must do the tasks to ensure it fully free from error. • Milestones achieved as per the plan submitted by the contractor; • Fortnightly progress update by the contractor through emails/over phone to Project Coordinator and Knowledge management and Communication Expert of SFLP.
Person to Supervise the Work/Performance of the Service Provider	Project Coordinator, SFLP project, UNDP
Frequency of Reporting	<i>As indicated in the TOR</i>
Progress Reporting Requirements	As indicated in the TOR
Location of work	<input checked="" type="checkbox"/> As indicated in the TOR <ul style="list-style-type: none"> • Shooting Locations: Dhaka.

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Expected duration of work	The duration of the assignment will be total maximum 30 days (including weekends) within one and half months (end of October-early December 2019). The principal working location /duty station is in Dhaka (vendors own office), with travel out of Dhaka for shooting during the production time if deserved based on the script. The firm must need to attend meetings whenever necessary by SFLP, UNDP at Dhaka			
Target start date	October 21, 2019			
Latest completion date	December 04, 2019			
Travels Expected	As indicated in the ToR (Travel at Shooting Locations)			
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input checked="" type="checkbox"/> Not Applicable			
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	All costs related to this assignment including logistics, office arrangements, accommodation, travel etc. shall be borne by the contractor. Whereas UNDP will pay the lump sum amount as per contract.			
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required			
	Item	Unit Cost (BDT)	Total Day/Quantity	Estimated cost
	Team Leader/Director			
	Script writer			
	Graphics Designer			
	Animator			
	Camera Person			
	Video Editor			
	Transport			
	Food and miscellaneous			
	Video Editing			
	DVD			
	Sub Total			
	VAT (%)			
	Grand Total			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required			
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency BDT			
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes			

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Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.																				
Partial Quotes	<input checked="" type="checkbox"/> Not permitted																				
Payment Terms	<table border="1"> <thead> <tr> <th>SL No.</th> <th>Outputs and deliverables</th> <th>Payments (% of total)</th> </tr> </thead> <tbody> <tr> <td></td> <td>Developing a 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs)</td> <td></td> </tr> <tr> <td>1.</td> <td>1st Payment will be paid after submission of inception report</td> <td>30%</td> </tr> <tr> <td>2.</td> <td>2nd Payment will be made after finalizing the script and work plan including shooting dates, locations and choosing beneficiaries and stakeholders, producing a draft (rough cut) video in Bengali.</td> <td>30%</td> </tr> <tr> <td>3.</td> <td>Final Payment of the production will be paid on completion and satisfactory delivery of video including English subtitles in DVDs and assignment completion report.</td> <td>40%</td> </tr> <tr> <td>4</td> <td>Total</td> <td>100 %</td> </tr> </tbody> </table>			SL No.	Outputs and deliverables	Payments (% of total)		Developing a 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs)		1.	1st Payment will be paid after submission of inception report	30%	2.	2nd Payment will be made after finalizing the script and work plan including shooting dates, locations and choosing beneficiaries and stakeholders, producing a draft (rough cut) video in Bengali.	30%	3.	Final Payment of the production will be paid on completion and satisfactory delivery of video including English subtitles in DVDs and assignment completion report.	40%	4	Total	100 %
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Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	Project Coordinator, SFLP project, UNDP Payment for services of the contractor will be made upon satisfactory certification by the contract administrator.																				
Type of Contract to be Signed	<input checked="" type="checkbox"/> Institutional Contract																				
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.																				
Criteria for the Assessment of Proposal	Evaluation Process: In response to the invitation of tender, the contractor will have to submit a Technical proposal as per the Terms of Reference of the scheme and a financial Proposal separately . The tender selection committee will first evaluate the technical proposal of the institutions/firms. Any institutions/firms getting more than 70% of the maximum																				

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	<p>achievable points (i.e. 49 points out of 70) in the technical proposal will be considered for financial appraisal.</p> <p>The total scoring points for both the evaluations will be 100; the technical evaluation will be based on 70 points and the rest 30 points are to be allotted to the bidder proposing cost effective financial offers.</p> <p>A cumulative analysis weighted-scoring method will be applied to evaluate the firm. The award of the contract will be made to the tenderer whose offer has been evaluated and determined as:</p> <ol style="list-style-type: none"> Responsive/compliant/acceptable with reference to this ToR, and; Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to this solicitation, with the ratio set at 70:30 respectively.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) <input checked="" type="checkbox"/> Detailed TOR (Annex 4) <input checked="" type="checkbox"/> Others [Written Self-Declaration] (Annex 5)
Contact Person for Inquiries (Written inquiries only)	<p>UNDP Procurement Cluster, UNDP Bangladesh bd.procurement@undp.org</p> <p>If any potential company has any query about the RFP document, that has to be submitted to the UNDP contact person mentioned above through email ID bd.procurement@undp.org within 30 September 2019 by 4.30 pm.</p> <p><u>"Attn. BD Procurement- Queries on RFP-BD-2019-042- Hiring a firm for developing 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs)."</u></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. specify]	<p>* For attention:</p> <p>The Financial Proposal and the Technical Proposal files <u>MUST BE SEPARATE</u> and uploaded <u>SEPARATELY</u>. Financial proposal must be 'password' protected.</p> <p>A pre-bid meeting will be held at IDB Bhaban, (12th floor), meeting room, for the clarification on the bidding document and ToR on 30 September 2019 at 11.00 AM.</p> <p>Note: Bidder needs to carry a valid Passport/NID/Credit or Debit card with photo/Original driving license to enter IDB Bhaban for the pre-bid meeting.</p>

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FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL
(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery)

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider**Minimum eligibility criteria of the consultancy firm:**

1. The vendor must have valid trade license or business registration certificate and/or corporate documents (Articles of Association and so on), TIN number and VAT Registration certificate.
2. The vendor must be a **communications and media firm** having an updated website to understand its nature of works in addition to an office set-up in Dhaka
3. The firm must have **minimum five years of experience** in producing documentaries/drama/profile video/TVC for national/international/UN/donor agencies;
4. The firm must have produced at least **10 documentaries/TVC/dramas** for developing agencies i.e. national/international/UN / donor agencies earlier (please share the link)
5. Experience of working with LGD, UNDP and on Sustainable Development Goals (SDGs)

Minimum eligibility criteria of the key personnel:

1. The Team Leader/ Director (01 person)
 - Educational Qualification: Minimum master's in Media/ Communication or related subject
 - Experience: Must have **minimum 7 years of experience** in leading audio-visual communication material development for developing agencies. (Signed CV to be submitted along with bid submission).
2. The Script Writer (01 person) must have **minimum 5 years of experience** in writing scripts for video production, for developing agencies. (Signed CV to be submitted along with bid submission).
3. Graphics designer (01 person) should have **minimum 5 years of experience** in developing graphical presentation and animations for visual media e.g. TVC, documentaries, YouTube etc (Signed CV to be submitted along with bid submission).
4. Animator (01 person) should have **minimum 5 years of experience** in developing graphical presentation and animations for visual media e.g. TV, documentaries, YouTube etc. (Signed CV to be submitted along with bid submission).
5. The cameraman should have **minimum 5 years of experience** as Cameraman in producing at least 5 videos, documentaries/ docudrama etc (Signed CV to be submitted along with bid submission).
6. The Video editor should have **minimum 5 years of experience** in video editing for producing at least 5 video-documentaries/docudrama; (Signed CV to be submitted along with bid submission).

Note: Proposers must submit necessary documents to substantiate above eligibility criteria. Proposals which shall not submit/meet above mentioned eligibility criteria will not be considered for further evaluation.

Core Competencies of the vendor:

- Experience with UNDP or other UN agencies will get preference.
- Experience with GOB Project is desired.

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel


If required by the RFP, the Service Provider must provide:

- Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- CVs demonstrating qualifications must be submitted if required by the RFP; and
- Written confirmation from each personnel that they are available for the entire duration of the contract.

D. Cost Breakdown per Deliverable (This Section Should be submitted as Password Protected Document)

SL No.	Outputs and deliverables	Payments (% of total)
Developing a 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs)		
1.	1st Payment will be paid after submission of inception report	30%
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3.	Final Payment of the production will be paid on completion and satisfactory delivery of video including English sub-titles in DVDs and assignment completion report.	40%
	Total	100 %

E. Cost Breakdown by Cost Component (This Section Should be submitted as Password Protected Document):

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
Team Leader/Director				
Script Writer				
Graphic Designer				
Animator				
Camerman				
Video Editor				
II. Out of Pocket Expenses				
Transport				
Food and miscellaneous				
III. Other Related Costs				
Video editing				
DVD				
Sub-total (I+II+III)				
VAT				
Grand Total				

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[Name and Signature of the Service Provider's Authorized Person]
[Designation]
[Date]

General Terms and Conditions for Services**1.0 LEGAL STATUS:**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

2.0 SOURCE OF INSTRUCTIONS:

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4.0 ASSIGNMENT:

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

5.0 SUB-CONTRACTING:

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

6.0 OFFICIALS NOT TO BENEFIT:

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7.0 INDEMNIFICATION:

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:

8.1 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.

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8.2 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.

8.3 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.

8.4 Except for the workmen's compensation insurance, the insurance policies under this Article shall:

8.4.1 Name UNDP as additional insured;

8.4.2 Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;

8.4.3 Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.

8.5 The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

9.0 ENCUMBRANCES/LIENS:

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10.0 TITLE TO EQUIPMENT:

Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:

11.1 Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

11.2 To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

11.3 At the request of the UNDP; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.



- 11.4** Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

- 13.1** The recipient ("Recipient") of such information shall:

13.1.1 use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,

13.1.2 use the Discloser's Information solely for the purpose for which it was disclosed.

- 13.2** Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:

13.2.1 any other party with the Discloser's prior written consent; and,

13.2.2 the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract, and employees officials, representatives and agents of any legal entity that it controls controls it, or with which it is under common control, who have a need to know such Information for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

13.2.2.1 a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,

13.2.2.2 any entity over which the Party exercises effective managerial control; or,

13.2.2.3 for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

- 13.3** The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.

- 13.4** The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.

- 13.5** The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.

- 13.6** These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

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14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

- 14.1** In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion; it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 14.2** If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.
- 14.3** Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.
- 14.4** The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract..

15.0 TERMINATION

- 15.1** Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.
- 15.2** UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3** In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.
- 15.4** Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

16.0 SETTLEMENT OF DISPUTES

- 16.1 Amicable Settlement:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.
- 16.2 Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar Association, 28 May 1983 edition. The arbitral

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tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

17.0 PRIVILEGES AND IMMUNITIES:

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18.0 TAX EXEMPTION

18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter-alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

18.2 Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19.0 CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

20.0 MINES:

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

21.0 OBSERVANCE OF THE LAW:

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The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22.0 SEXUAL EXPLOITATION:

22.1 The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.

22.2 The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

23.0 AUTHORITY TO MODIFY:

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Contract, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Contract signed by the Contractor and jointly by the UNDP Authorized Official.



TERMS OF REFERENCE**For****Hiring a firm for developing 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs).**

A. Project Title:
SDG Financing and Localization Platform (SFLP)
B. Description of the Assignment:
<ul style="list-style-type: none"> ▪ Task: Production of an audio-visual material under the format of Television Commercial (TVC) with a duration of 40 to 60 seconds on Sustainable Development Goals (SDGs). ▪ Major Objective: The major objective of this assignment is to design and prepare a Television Commercial (TVC) on the SDGs. The TVC would promote the issues of SDGs among different direct, indirect stakeholders and citizen at large. This video will be broadcast in electronic media, displayed during various meetings, workshops, uploaded in website and different social media platform. ▪ Main Message: The main message of the TVC would be about introducing 17 goals of SDGs to citizen, why citizen show be active to achieve the goals and what role citizen can play in achieving the SDGs. ▪ Script: Drafting and finalizing script on Sustainable Development Goals (SDGs) keeping the objective and main message forefront. Drafting more than one script is appreciated. Vendor need to keep enough flexibility in accommodating necessary changes suggested by the experts during the process of finalization of the script. ▪ Selection of performers: This TVC shall display a set of messages through nationally and internationally reputed personalities like cricketer(s) of the national team, actors of the movie or drama, singer, educationist(s) and/or high official from UN and Government. ▪ Shooting locations: Shooting location would be decided based on the requirement derived from the script. ▪ Format and Camera: DV format and Professional HD camera (Sony F55/Sony F5/RED 4K or similar one, Sony F55 preferable, Resolution minimum-4K/2160 P). Use bird's eye view shot if deemed necessary by the scrip. ▪ Language: The language of the TVC on SDGs would be Bangla. There will be English subtitles in the video for using in other communication channels like social media: Facebook, YouTube etc. ▪ Graphics and animation: The TVC shall use info-graphs to showcase the key messages. It may also use 3D animations (3D) to display key messages. Use animations at the beginning and end of the TVC. ▪ Music: The music of the TVC must be originally composed by a professional music composer. The music has to be something unique and innovative which will be able to set a tone for the project. ▪ Editing: Standard editing (non-linear) for quality assurance in terms of content and time. ▪ Compliance: Vendor must comply the compliance issues of SFLP Project and UNDP and Local Government Division during production and post-production period of the TVC aligning with the guidance of the Project Coordinator. ▪ Quantity of delivery: 5 (five) master copies in DVD and raw footage of the video for future editing. In addition, 100 copies of DVD with 4 color laser print design (on each DVD surface), DVD cover design with 4 color printing in 120 GSM art paper (following same design of DVD.) ▪ Delivery: final production in total by 30 days within one and half months following approval of SFLP, UNDP and would be delivered at SFLP desk in UNDP. (IDB Bhaban, Agargoan, Dhaka)
C. Target Audience:
Audience: All types of people of the country including local government representatives, businesspersons, farmers, teachers, day labors, students, youth, women and girls, etc.
D. Timeframe:
<ul style="list-style-type: none"> ▪ Duration of the assignment: The assignment will be started on October 2019.
E. Project Description:
Background of the Project Bangladesh has already taken significant steps in aligning Government priorities with the Sustainable Development Goals (SDGs). However, the country requires additional financial resources in the order of around \$1 trillion to implement the SDGs by 2030. At the same time, with prospective graduation from UN's Least Developed Country (LDC) category by 2024, Bangladesh needs to attract increased FDI and local investments through strategic coordination to mitigate the effects of reduction in concessional financing.

UNDP Bangladesh is piloting a SDG Financing and Localization Platform (hereinafter referred to as SFLP) to support the Government of Bangladesh in implementing and achieving the Global Goals.

SFLP has been envisaged as a broad platform to meet the challenges of pooling resources and building capacities for implementation of SDGs; it will consist of actors from across the sources like Government, private sector international development community and NGOs. With UNDP as facilitator, it will test approaches to: i) ensure efficient allocation of public resources through SDG-aligned budgeting; ii) improve operational efficiency so that the use of existing resources achieve the best value for money and iii) support strategic coordination so that the right investors come forward to make investment in public programmes/projects.

To set up a good business model, SFLP is piloting with the Local Government Division (LGD) as LGD has an extensive portfolio, geographic coverage and network.

F. Scope of Work

The contracted communications and media firm will be responsible for carrying out the assignment with the following specific tasks but not limited to:

- Meeting with SDG Financing and Localization Platform (SFLP) Project Team and UNDP Communications Team and prepare inception report;
- Review relevant communications materials/ published literature relating to the SDGs in Bangladesh for clear understanding;
- Develop the draft script and finalize that with the LGD, SFLP Project Team and UNDP Communications Team
- Finalize the list of the performers upon consultation with LGD, SFLP Project Team and UNDP Communications Team;
- Conduct shooting for the production of TVC. The video must be shot by standard HD Professional Camera (Sony F55/Sony F5/RED 4K or similar one, Sony F55 preferable, Resolution minimum-4K/2160 P) and drone for birds eye view; edited in non-linear;
- Submit the rough-cut of the video for feedback and comments from LGD, SFLP Project Team and UNDP Communications Team;
- Incorporating feedback from SFLP Project Team and UNDP Communications Team and finalizing the TVC;
- Taking approval from UNDP/LGD before releasing for multiple production;
- Submission of the final TVC in DVD as master copy. Provide original background music, ensure high quality recording with appropriate graphics and animations. Where the language of video is Bengali with English sub-title;

G. Expected Outputs/Deliverables timeline	Timeline (from date of contract signing)
Phase-1: Inception report describing the methodologies and approaches of the work including the timeline.	Within 3 days of the signing of the contract
Phase-2: Prepare the script, shooting plan, shooting locations and finalize through incorporating feedback from UNDP and LGD.	Within 10 days of the signing of the contract following feedback of SFLP, UNDP/LGD
Phase-3: Shooting completion and producing draft version of the video (rough-cut edits) will be submitted to SFLP for review and final approval from LGD.	Within 20 days of the signing of the contract following feedback of SFLP, UNDP/LGD
Phase-4: Final production and submission (sound mixing, editing, graphics/animation, subtitle and other necessary) following feedback of SFLP, UNDP team and LGD.	Within 27 days after receiving feedback from UNDP/ LGD on draft production (rough cut)
Phase-5: Final assignment completion report.	Within 30 days of the signing of the contract.

H. Impact of Results

The video would help to raise awareness of the citizen on SDG goals and their role in achieving the SDG goals.

I. Institutional Arrangement

The Project Coordinator of SFLP, UNDP will act as the contract administrator for this contract. Under the overall directives of the PC and in close coordination and guidance of the Knowledge Management and Communication Expert of SFLP, the firm will

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accomplish all necessary task and relevant activities. The firm will be based in their own office in Dhaka. No transport and logistics cost both for within and outside Dhaka movement will be paid by SFLP in addition to the contract amount.

J. Duty Station

The principal working location /duty station is in Dhaka (vendors own office), with travel out of Dhaka for shooting during the production time if deserved based on the script. The firm must need to attend meetings whenever necessary by SFLP, UNDP at Dhaka.

K. Final Products/Services

Awarded production company will deliver the following:

- Complete TVC in audio-visual format incorporating feedbacks of SFLP, UNDP and LGD;
- Master copy of the video of the TVC in HD format;
- Final product of video with proper cover and print on DVD
- Provide 5 (five) master copies in DVD (4k HD format) and 100 copies (HD format 1080 P) with printed 4 (four) color cover.

L. Qualification of the successful contractor

Minimum eligibility criteria of the firm:

1. The vendor must have valid trade license or business registration certificate and/or corporate documents (Articles of Association and so on), TIN number and VAT Registration certificate.
2. The vendor must be a **Communication and Media firm** having an updated website to understand its nature of works in addition to an office set-up in Dhaka;
3. The firm must have **minimum five years of experience** in producing documentaries/drama/profile video/TVC for national/international/UN/donor agencies;
4. The firm must have produced at least **10 documentaries/TVC/dramas** for developing agencies i.e. national/international/UN / donor agencies earlier;
5. Experience of working with LGD, UNDP and on Sustainable Development Goals (SDGs)

Minimum eligibility criteria of the key personnel:

1. The Team Leader/ Director and key personnel (01):
 - Educational Qualification: Master's in media/communication or other related subject
 - Must have **minimum 7 years of experience** in leading audio-visual communication material development for developing agencies. (Signed CV to be submitted along with bid submission).
2. The Script Writer - (01): must have **minimum 5 years of experience** in writing scripts for video production, for developing agencies. (Signed CV to be submitted along with bid submission).
3. Graphics Designer - (01): should have **minimum 5 years of experience** in developing graphical presentation and animations for visual media e.g. TVC, documentaries, YouTube etc. (Signed CV to be submitted along with bid submission).
4. Animator - (01): should have **minimum 5 years of experience** in developing graphical presentation and animations for visual media e.g. TVC, documentaries, YouTube etc. (Signed CV to be submitted along with bid submission).
5. The Cameraman - (01): should have **minimum 5 years of experience** as Cameraman in producing at least 5 audio-visual communication material including TVCs, documentaries, docudrama etc. (Signed CV to be submitted along with bid submission).
6. The Video Editor (01): should have **minimum 5 years of experience** in video editing for producing at least 5 audio-visual communication material including TVCs, documentaries, docudrama etc. (Signed CV to be submitted along with bid submission).

Note: Proposers must submit necessary documents to substantiate above eligibility criteria. Proposals which shall not submit/meet above mentioned eligibility criteria will not be considered for further evaluation.

Core Competencies of the vendor:

- Experience of working with UNDP/ other UN agencies/ INGO/Donor agencies.

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- Experience of working with GoB Project is desired.

M. Scope of Bid Price and Schedule of Payment

Remuneration of the successful contractor will be fixed and bids should be submitted on this basis. No adjustment will be given for the period and determined by the specified outputs as per this ToR. The price should take into account all HR costs, professional fees, travel costs, DSA, subsistence and ancillary expenses.

UNDP will made payments by bank transfer to the firm's bank account, upon acceptance of the deliverables in time and good quality as specified in the ToR. Payments will be made in tranches based on the milestone deliverables upon submission of invoice and upon certification of the work completed.

SL No.	Outputs and deliverables	Payments (% of total)
Production of a 40-60 seconds audio-visual communication material (TVC) on Sustainable Development Goals (SDGs).		
1	1st payment after the submission of inception report.	30%
2	2nd payment after finalizing the script and work plan including shooting dates, locations and choosing beneficiaries and stakeholders, producing a draft (rough cut) video in Bengali.	30%
3	Final Payment of the production will be paid on completion and satisfactory delivery of video including English sub-titles in DVDs and assignment completion report.	40%
Total		100 %

Terms:

- Payment for services of the contractor will be made upon satisfactory certification by the contract administrator.

N. Recommended Presentation of Proposal

Interested firms must submit the following detailed proposal made up of documentation to demonstrate the qualifications of the prospective firm, to enable appraisal of competing bids. This should include technical and financial proposals, details of which are listed below.

1. Technical Proposal

- Submission of a 2/3 pages' profile of the firm is must which will describe an office set-up in Dhaka with at least 10 technical staff including a structure of social communications/work unit having 3-5 members, who have experience in producing audio-visual communication materials like TVCs, documentaries or others formats for development organizations, like, UN/ donors/ international organization.
- The firm must share the links of their updated website with sample work for assessing its nature of works;
- Submission of a draft script (in Bengali) in the technical proposal is must for assessing its technical quality (following core message/story in annex I)
- Submission of a work plan and methodology (showing days after getting the work order or approval) in the technical proposal is a must to evaluate its understanding of the required task
- Relevant Experience – The firm needs to mention the years of experience in developing video documentary for development organizations (UN/donors/international/national organizations)
- Human Resources - The Technical Proposal needs to contain a list and detailed information on the proposed Human Resources which will be utilized for the task including brief CVs of the team leader/ Director or key personnel (script writer, video editor, cameraman)
- Logistic - own video camera, permanent staff for shooting and editing and own editing panel;
- Must mention names, addresses, phones and email numbers of 2 relevant references by the vendor where previous works have been undertaken.

2. Financial Proposal (including fee, travel cost, DSA, and other relevant expenses)

- The Financial Proposal shall specify a total delivery amount (in BDT) including all associated costs, i.e. travel cost, production cost, printing on DVD costs, and others;
- In order to assist UNDP in the comparison of financial proposals, the financial proposals will include a breakdown of this amount disclosing the key assumption employed in costing of the task;
- The cost of preparing a proposal and of negotiating a contract, including any related travel, is not reimbursable as a direct cost of the assignment.

O. Evaluation

In response to the invitation of tender, **the contractor will have to submit a Technical proposal as per the Terms of Reference of the scheme and a financial Proposal separately.** The tender selection committee will first evaluate the technical proposal of the institutions/firms. Any institutions/firms getting more than 70% of the maximum achievable points (i.e. 49 points out of 70) in the technical proposal will be considered for financial appraisal.

The total scoring points for both the evaluations will be 100; the technical evaluation will be based on 70 points and the rest 30 points are to be allotted to the bidder proposing cost effective financial offers.

A cumulative analysis weighted-scoring method will be applied to evaluate the firm. The award of the contract will be made to the tenderer whose offer has been evaluated and determined as:

- c) Responsive/compliant/acceptable with reference to this ToR, and;
- d) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to this solicitation, with the ratio set at 70:30 respectively.

BASIS FOR EVALUATION

Criteria	Weight	Max. Points
Technical	70	
1. Overall experience and qualifications of the firm		
1.1 Experience in developing and producing Video Documentary for national/international NGOs/UN/other donor agencies	10	
2 Experience of working with LGD/ UNDP/ Other UN agencies/INGO/ Donor agencies and on Sustainable Development Goals (SDGs)	10	
2.1 Profile of the communications firm in terms of working on development issues (i.e. audio-visual production), updated website, social communications team and other technical team members etc. and 2/3 work samples	5	
Sub-total of overall experience and qualifications of the firm	25	
2. Proposed Methodology		
2.1 Proposed Work Plan and approach to assignment	15	
Sub-total of proposed methodology	15	
3. Draft Script		
2.2 Proposed draft script indicating storyline and performers list as attached in technical proposal)	10	
Sub-total of Draft Script	10	
4. Qualification and competency of the proposed personnel for the assignment		
4.1 Team leader/ Director		
Experience of the team leader/ director of the firm in producing TVCs, Video Documentary/ TV Spots/Film/ Drama for national/international/UN agencies	10	
4.2 Script Writer, Graphics Designer, Animator, Cameraman and Video Editor		
Experience in writing scripts, shooting, designing, editing for TVCs, Video Documentary/ TV Spots/Film/ Drama for national/international/UN/ other donor agencies	5	
4.3. Equipment and Logistics		
Availability appropriate logistics and equipment	5	
Sub-total of human resources and equipment	20	
Total Technical Evaluation	70	
Total Evaluation		
Technical	70	
Financial	30	

Criteria	Weight	Max. Points
Total	100	

P. Responsibilities of the Contractor regarding cost component

In order to produce deliverables stipulated in the ToR, the contractor/firm will bear all necessary cost relating to required fees of the assignment, logistics, travel, meeting food, printing and also the cost of the office premises for themselves.

Q. Responsibilities of UNDP regarding cost component

SFLP, UNDP will only pay the Lumpsum cost for this assignment mentioned in the contract.

R. Identification of Risk and Risk Mitigation Plan

Some risks have been identified by the Project which may affect the delivery of the outputs as stipulated in this ToR. The Project has identified a few mitigation options to address those risks described below:

- **Timely delivery of planned outputs:** Due to unforeseen factors, the firm/company may not be able to produce outputs as per the plan. To mitigate such risks, fortnightly progress review and planning meeting will be held between two parties to explore the ways and strategy for producing the output in time.
- **Quality of the Outputs:** In order to ensure quality of outputs/deliverables up to the expected level, SFLP, UNDP can seek support from advisors/media personnel who have experience in producing TVCs to check quality of the outputs/deliverables produced by the firm/company. This meeting could be organized in SFLP Office.
- **Clear Understanding:** Clear understanding among professionals (e.g. Team Leader/ Director, Artists, Script Writer, Cameraman, Video Editor) of the firm/company about this assignment could be one of potential risks. To mitigate this risk, SFLP may organize a briefing session with the selected professionals of the firm/company to clarify the objectives and outputs of this assignment.

S. Key Performance Indicator

The quality of works and deliverables to be produced by the firm/company according to the ToR will also be monitored by the contract administrator. The proposed performance indicators of the contractor's deliverables are illustrated below:

- 100% accuracy in terms of message delivered in the TVC following feedback of the SFLP, UNDP and LGD. Firm must do the tasks to ensure it fully free from error.
- Milestones achieved as per the plan submitted by the contractor;
- Fortnightly progress update by the contractor through emails/over phone to Project Coordinator and Knowledge management and Communication Expert of SFLP.

Anna

Declaration

Date:

United Nations Development Programme

UNDP Registry, IDB Bhaban, Agargaon
Sher-E-Bangla Nagar, Dhaka, Bangladesh

Assignment: Hiring a media firm for developing 40-60 seconds Television Commercial (TVC) on Sustainable Development Goals (SDGs).

Reference: RFP-BD-2019-042

Dear Sir,

I declare that is not in the UN Security Council 1267/1989 List,
UN Procurement Division List or Other UN Ineligibility List.

Yours Sincerely,

