

**Minutes of the Pre-bid Meeting held on 30 September 2019 regarding the RFP
For
Hiring a firm for developing Television Commercial (TVC)
on Sustainable Development Goals (SDGs)**

Reference: RFP-BD-2019-042

Members attended the meeting:

Name	Designation
Shariful Hoque	Project Coordinator, SFLP Project
Md Abdul Quayyum	Communication Officer
Rezwana Haque Chaity	Programme Support Manager- UNDP Bangladesh
Asma Nargis Sultana	Programme Support Officer- UNDP Bangladesh
ASM Mahbubul Alam	Consultant- SFLP Project
Md. Riaz Uddin Khan	Consultant- SFLP Project
Bidders	As per attached Attendance sheet.

With reference to the subject RFP issued on 22 September 2019, please find below the queries raised by Invitees and answers thereto from UNDP Bangladesh:

S/L	Queries	UNDP Response
1	Duration of the TVC (Ref: ToR, page-18 under Task)	60 seconds shall remain as standard duration of the TVC. Here it will not be required to project or highlight every individual 17 goals of SDG. Rather it will be a holistic production to introduce SDGs as a whole to the citizen of the country.
2	Focus of the TVC (Ref: ToR, page-18 under Main Message)	There was a focus of the TVC to include 'role of citizen to play in achieving SDGs'. This focus is reduced but not omitted. There could be a generic message for the citizen to keep SDG issues in their mind and play their individual roles in achieving SDGs
3	Performers of the TVC (Ref: ToR, page-18 under Selection of Performer)	There may not require including multiple star performers in the TVC. But it is preferred to include one-star performer for call for action part.
4.	Music and signature tune (Ref: ToR, page-18 under Music)	The music for the TVC has to be a newly composed product. The music needed to be set like a signature tune.

5	Shorter version of SDG goals	<p>There is a short Bangla version of SDG goals which UNDP commonly uses in its communication materials. This version is copied herewith</p> <p>১৭টি টেকসই উন্নয়ন অর্জন হচ্ছে:</p> <ol style="list-style-type: none"> ১) দারিদ্র বিলোপ ২) ক্ষুধা মুক্তি ৩) সুস্বাস্থ্য ও কল্যাণ ৪) গুণগত শিক্ষা ৫) জেন্ডার সমতা ৬) নিরাপদ পানি ও পয়ঃনিষ্কাশন ৭) সশস্ত্রী ও দূষণমুক্ত জ্বালানি ৮) যথাযোগ্য কাজ ও অর্থনৈতিক প্রবৃদ্ধি ৯) শিল্প, উদ্ভাবন ও অবকাঠামো ১০) অসমতা হাস ১১) টেকসই নগর ও জনপদ ১২) দায়িত্বশীল ভোগ ও উৎপাদন ১৩) জলবায়ু কার্যক্রম ১৪) জলজ জীবন ১৫) স্থলজ জীবন ১৬) শান্তি, ন্যায়বিচার ও কার্যকর প্রতিষ্ঠান ১৭) অর্জন লক্ষ্য অর্জনে অংশীদারিত্ব
6	Airing	<ul style="list-style-type: none"> ▪ Existing Terms of Reference (ToR) was excluding the provision of airing in the televisions. Now it has been decided to include the provision of airing of the TVC in Television channels. ▪ Bidders shall include the costing of the airing of the TVC in Television channels. <p><u>Specification of airing</u></p> <p>Broadcast: TVC- 1 popular TV channel and Bangladesh Television who regularly broadcast development program.</p> <p>Days & Timing: The TVC (60 secs) will be broadcasted 2 times (peak and off peak) per day, on 2 TV channels in December for 20 days.</p> <p>Peak time- 7.00 pm - 9.00 pm</p> <p>Off-Peak - 2.00pm - 4.00pm</p> <p>The bidders must include the financial proposal for airing.</p>

7	Submission of Financial proposal	<p>1. The scope of works is now divided into 2 Lots. LOT 1: Production of TVC (As per the existing ToR) LOT 2: Airing of TVC (As mentioned above in point no. 6)</p> <p>2. The firms are expected to provide two options of financial proposal for LOT-1:</p> <ul style="list-style-type: none"> • First option is to quote without star performer. and • Second option is to quote including star performer - the firms are requested to mention 3 different categories of performers and propose the costing accordingly for each category. <p>The firm must quote for both the LOTs. Only one bidder will be awarded (LOT-1 & 2). However, awarding the contract for LOT 2 shall remain conditional upon approval of the appropriate authority on the produced TVC.</p> <p>The Financial Proposal and the Technical Proposal files <u>MUST BE COMPLETELY SEPARATE</u> and uploaded separately in the system and clearly named as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”, as appropriate (mentioned in page 1 of RFP document)</p> <p>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 (page 9 of RFP document). Please do not mention/disclose the proposed amount anywhere in your submitted proposal and in UNDP eTendering submission.</p>
9	Deadline of submission	Deadline for submission of the proposal has been extended to 4.30 pm, 09 October 2019.

Note: Above Clarifications in response to queries raised during the pre-bid meeting and amendments shall be an integral part of the RFP document and supersede the all provisions as applicable.