



22 July 2020

REQUEST FOR PROPOSAL (RFP-BD-2020-018)

Dear Sir / Madam:

UNDP kindly request you to submit your Proposal for **Hiring creative Firm/Agency to Development of Audio-Visuals for the SHIFT SAARC Project-UNCDF**

Proposals shall be submitted on or before 4.30 p.m. (local time) on Thursday, August 06, 2020

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 in the e-Tendering system. Bids must be submitted in the online e-Tendering system in the following link:

<https://etendering.partneragencies.org>; 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 are 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 and submitting your Proposal, it shall remain your responsibility to ensure that it submitted into the system by the deadline. The 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, shall 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.

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.

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,



Yonah Samo
International Operations Manager
July 22, 2020

Description of Requirements

Context of the Requirement	<p>UN Capital Development Fund (UNCDF) and Inclusive Finance: UNCDF provides investment capital and technical support to both the public and the private sector. It provides capital financing -- in the forms of grants, soft loans and credit enhancement -- and the technical expertise to unleash sustainable financing at the local level. UNCDF's work on inclusive finance seeks to develop inclusive financial systems and ensure that a range of financial products is available to all segments of society, at a reasonable cost, and on a sustainable basis. UNCDF supports a wide range of providers (e.g. microfinance institutions, banks, cooperatives, money transfer companies) and a variety of financial products and services (e.g. savings, credit, insurance, payments, and remittances). UNCDF also supports new delivery channels (e.g. mobile phones, digital platforms) that offer tremendous potential for scale.</p> <p>Shaping Inclusive Finance Transformations: The Shaping Inclusive Finance Transformations (SHIFT) programme framework for the South Asian Association for Regional Cooperation (SAARC) countries is a regional market-facilitation initiative aiming to improve livelihoods and reduce poverty in SAARC countries by 2021. SHIFT - SAARC seeks to stimulate investment, business innovations and regulatory reform to expand economic participation and opportunities for women and help small and growing businesses to be active agents in the formal economy.</p>
Implementing Partner	UN Capital Development Fund (UNCDF)
Brief Description of the Required Services	<p>Under this assignment, the selected bidder will be responsible for the following:</p> <ol style="list-style-type: none"> 1) Script development: Develop a draft script once the document review and required meetings held to understand the project and key objective of the video development. The draft script will be reviewed by the SHIFT team and provide relevant feedback to be incorporated. 2) Story board development and its approval: The vendor will develop a story board once the script is locked. Then they will submit the story board to the SHIFT team for feedback/comments. The vendor will review, captured, footage & stories in accordance with the feedback provided from the SHIFT team and fine tune the story board final approval. 3) Filming: The vendor will film as per the agreed plan in consultation with UNCDF. If needed project team will help them for filming. SHIFT Team will ensure the presence of project beneficiaries, respective persons for interviews for filming and the communications officer will ensure necessary support to vendor where and as require. 4) Photographs taking and development of photo stories: The vendor will ensure photographs taking during video shooting

	<p>featuring micro-merchants in actions especially using digital business platforms of our innovation partners. A total of around 50 photographs to be taken. The photographs will be using for UNCDF's different publications and development of series of photo stories. The vendor will develop a total of 5 photo stories from the photographs taken with subtitled and branding. These photo series will be posted to UNCDF web platforms and social media.</p> <p>5) Background music for video: Any music that will be used in video must be aligned with copyright laws. The vendor will be advised to use locally composed new music that fits better for story and creates emotion of the audiences.</p> <p>6) Post Production (Video Editing): The vendor will edit the video clip according to approved script and share to SHIFT team for review and feedback. Vendor must incorporate the feedback given by the SHIFT team. The feedback and incorporation may go on until the satisfactory output ensures. The SHIFT team will review the quality of video clip in accordance with specification. Vendor will provide all raw footage of the project to SHIFT team in a portable hard disk (hard disk will be provided by SHIFT)</p>								
List and Description of Expected Outputs to be Delivered	<table border="1"> <thead> <tr> <th data-bbox="649 999 1259 1077">Description</th><th data-bbox="1259 999 1445 1077">Target Completion</th></tr> </thead> <tbody> <tr> <td data-bbox="649 1077 1259 1256">Submission of the inception report that will contain detailed activity plan, working methodology, reporting and delivery mechanisms that has to be accepted by UNCDF</td><td data-bbox="1259 1077 1445 1256">By 10 days within the contract signed</td></tr> <tr> <td data-bbox="649 1256 1259 1543"> <ul style="list-style-type: none"> ▪ Submission of the draft video (audio visual) production the 5 minutes video ▪ Min. 25 photographs (high resolution) to be submitted ▪ Minimum two photo stories to be submitted </td><td data-bbox="1259 1256 1445 1543">By 30 days within the contract signed</td></tr> <tr> <td data-bbox="649 1543 1259 1995"> <ul style="list-style-type: none"> ▪ Submission of the final videos (5 mins and its short version of 2 mins with subtitled) incorporating the suggestion and recommendation of UNCDF Team ▪ Remaining min. 25 photographs (high resolution) to be submitted ▪ Remaining three photo stories to be submitted ▪ The final detailed assignment completion report </td><td data-bbox="1259 1543 1445 1995">By 45 days within the contract signed</td></tr> </tbody> </table>	Description	Target Completion	Submission of the inception report that will contain detailed activity plan, working methodology, reporting and delivery mechanisms that has to be accepted by UNCDF	By 10 days within the contract signed	<ul style="list-style-type: none"> ▪ Submission of the draft video (audio visual) production the 5 minutes video ▪ Min. 25 photographs (high resolution) to be submitted ▪ Minimum two photo stories to be submitted 	By 30 days within the contract signed	<ul style="list-style-type: none"> ▪ Submission of the final videos (5 mins and its short version of 2 mins with subtitled) incorporating the suggestion and recommendation of UNCDF Team ▪ Remaining min. 25 photographs (high resolution) to be submitted ▪ Remaining three photo stories to be submitted ▪ The final detailed assignment completion report 	By 45 days within the contract signed
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Person to Supervise the Work/Performance of the Service Provider	Country Project Coordinator, SHIFT SAARC, UNCDF in Bangladesh						
Frequency of Reporting	<i>As indicated in the ToR</i>						
Progress Reporting Requirements	<i>As indicated in the ToR</i>						
Location of work	<input type="checkbox"/> Exact Address/es <i>As indicated in the ToR</i>						
Expected duration of work	Duration of the assignment will be Upto 30 September'20						
Target start date	August 2020						
Latest completion date	September 2020						
Travels Expected	<i>As indicated in the ToR</i>						
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 <input type="checkbox"/> Others <i>[pls. specify]</i>						
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input checked="" type="checkbox"/> Others As per ToR						
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required						
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required						
Currency of Proposal	<input type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency, BDT						
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT						
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days <p>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.</p>						
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted						
Payment Terms	<table border="1"> <thead> <tr> <th>Delivery</th><th>Instalment</th></tr> </thead> <tbody> <tr> <td>Submission of the inception report that will contain detailed activity plan, working methodology, reporting and delivery mechanisms that has to be accepted by UNCDF</td><td>20% of the total contract amount</td></tr> <tr> <td>Submission of the draft film (audio visual) production</td><td>40% of the total contract amount</td></tr> </tbody> </table>	Delivery	Instalment	Submission of the inception report that will contain detailed activity plan, working methodology, reporting and delivery mechanisms that has to be accepted by UNCDF	20% of the total contract amount	Submission of the draft film (audio visual) production	40% of the total contract amount
Delivery	Instalment						
Submission of the inception report that will contain detailed activity plan, working methodology, reporting and delivery mechanisms that has to be accepted by UNCDF	20% of the total contract amount						
Submission of the draft film (audio visual) production	40% of the total contract amount						

	Min. 25 photographs (high resolution) to be submitted	
	Min. two photo stories to be submitted	
	Submission of the final video (5 mins and its short version of 2 mins with subtitled) incorporating the suggestion and recommendation of SHIFT Team	40% of the total contract amount
	Remaining min. 25 photographs (high resolution) to be submitted Remaining three photo stories to be submitted	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Country Project Coordinator, SHIFT SAARC, UNCDF in Bangladesh	
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Institutional Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract	
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <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	<p>Evaluation and comparison of proposals: Prior to the technical evaluation all proposals will be screened based on the minimum eligibility criteria mentioned below:</p> <p>Minimum eligibility criteria of the consultancy firm:</p> <ul style="list-style-type: none"> • Business Licenses – Registration Papers, Tax Payment Certification, etc. • Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc.; • Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List; • A minimum of 5 years of proven experience in film production; • Minimum 5 Years’ experience in producing news, documentary films and short format films (proof of experience is a MUST). • Must have minimum 3 Years’ experience in producing high quality broadcast video on tight deadlines on a variety of different issues and subject matter; 	

- Must have experience in different video formats and video file conversions;

Minimum eligibility criteria of the key personnel:

Team Leader:

- Must have minimum Bachelor's in relevant field
- Must have minimum 3 years' of relevant experience

Team members

- Must have minimum Bachelor's in relevant field
- Must have minimum 2 years' of relevant experience

Note: Necessary documentation must be submitted to substantiate the above eligibility criteria.

Consultancy firms that do not meet the above eligibility criteria shall not be considered for further evaluation.

The firm must provide CVs of all proposed personnel for the assignment, stating name, highest academic qualification, professional certification, length of experience, role/function and other related information.

Technical Proposal (70%)

☒ Background experience/ Expertise of Firm

☒ Adequacy and comprehensiveness of the proposal (concept, approach, work plan)

☒ Qualifications and competence of the key staff for the Assignment

BASIS OF TECHNICAL EVALUATION

	Maximum Points
A: Qualification of the firm and background experience	30
A1: Demonstrated similar track record of across multiple organizations	10
A2: Creative ideas on developing communications materials produced	10
A3: Previous experience in undertaking development of various kind of communications materials	10
B: Proposed Methodology, Approach and Implementation Plan	40
B1: Demonstration of understanding of the assignment on how to better communicate with the target audiences with the developed materials and throughout the entire campaign	10
B2: Detailed description of activities. Addresses each criterion and clearly explains how the contractor plans to meet each activity under the assignment	10
B3: Identification of risks and mitigation mechanisms	10
B4: Clarity in outlining the monitoring plan and reporting mechanisms	10
C : Qualification of key personnel & implementing team	30
<i>C1: Project Lead</i>	<i>10</i>
Education qualification	2

	Overall experience in in developing AV	3
	Professional experience in the area of developing high quality audio visuals with the community level and policy makers	5
	<i>C2: Proposed Team Members</i>	<i>20</i>
	Education qualification	3
	Overall experience in years to develop high quality audio visuals	3
	Professional experience in the area of video development that includes script writing, story board development, shooting and editing support)	10
	Inclusion of DFS Expert (s) to guide Digital Financial Services (DFS) and Fast-Moving Consumer Goods (FMCG) contents & messages	4
	Total	100
	<p>Financial Proposal (30%)</p> <p>In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation, will be compared. The contract will be awarded to the bidder offering the 'best value for money'. The contract will be awarded to the Contractor based on the cumulative method. The formula for the rating of the Proposals will be as follows:</p>	
	<p>Rating the Technical Proposal (TP): TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100 Rating the Financial Proposal (FP): FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100 Total Combined Score: (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%) =Total Combined and Final Rating of the Proposal</p>	
	<p>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</p>	
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"/> Written Self-Declaration (Annex 5)	
Contact Person for Inquiries (Written inquiries only)	bd.procurement@undp.org <i>Please mention the following in the subject while sending any query to UNDP regarding this RFP on or before 28July, 2020. "Queries on RFP-BD-2020-018"</i> 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.	
Other Information		

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:

Minimum eligibility criteria of the consultancy firm:

- Business Licenses – Registration Papers, Tax Payment Certification, etc.
- Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc.;
- Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List;
- The firm must have at least 3 years of experience in developing, producing and implementing communication campaign and materials targeting the awareness raising, social and behavioral change.
- The firm must have minimum 3 years' experience to manage local level field interventions with other organizations
- Experience in digital financial services (DFS) and fast-moving consumer goods (FMCG) supply chains, expertise in digital financial services relevant communication work.
- Previous experience of working with UN agencies/donor in Bangladesh

Minimum eligibility criteria of the key personnel:**Team Leader:**

- Must have minimum Bachelor's in relevant field
- Must have minimum 3 years' of relevant experience

Team members

- Must have minimum Bachelor's in relevant field
- Must have minimum 2 years' of relevant experience
-

The firm must provide CVs of all proposed personnel for the assignment, stating name, highest academic qualification, professional certification, length of experience, role/function and other related information.

A. 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.

B. Qualifications of Key Personnel

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

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

C. **Cost Breakdown per Deliverable*** (The file with the “FINANCIAL PROPOSAL” must be encrypted with a password)

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1		
2	Deliverable 2		
3		
	Total	100%	

**This shall be the basis of the payment tranches*

D. **Cost Breakdown by Cost Component** *[This is only an Example]* (The file with the “FINANCIAL PROPOSAL” must be encrypted with a password):

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

[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.
- 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 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.

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 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:

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 (ToR)

Development of Audio-Visuals for the SHIFT SAARC Project

1. Summary

ToR for	: Creative Agency/Firm
Category	: National/International Professional Video Developer
Project	: SHIFT SAARC in Bangladesh
Duration of contract	: 45 Days

2. UN Capital Development Fund (UNCDF)

The UN Capital Development Fund (UNCDF) makes public and private finance work for the poor in the world's 47 least developed countries (LDCs). With its capital mandate and instruments, UNCDF offers "last mile" finance models that unlock public and private resources, especially at the domestic level, to reduce poverty and support local economic development. This last mile is where available resources for development are scarcest; where market failures are most pronounced; and where benefits from national growth tend to leave people excluded.

UNCDF pursues innovative financing solutions through: (1) financial inclusion, which expands the opportunities for individuals, households, and small and medium-sized enterprises to participate in the local economy, while also providing differentiated products for women and men so they can climb out of poverty and manage their financial lives; (2) local development finance, which shows how fiscal decentralization, innovative municipal finance, and structured project finance can drive public and private funding that underpins local economic expansion, women's economic empowerment, climate adaptation, and sustainable development; and (3) a least developed countries investment platform that deploys a tailored set of financial instruments to a growing pipeline of impactful projects in the "missing middle".

By strengthening how finance works for poor people at the household, small enterprise, and local infrastructure levels, UNCDF contributes to SDG 1 on eradicating poverty with a focus on reaching the last mile and addressing exclusion and inequalities of access. At the same time, UNCDF deploys its capital finance mandate in line with SDG 17 on the means of implementation, to unlock public and private finance for the poor at the local level. By identifying those market segments where innovative financing models can have transformational impact in helping to reach the last mile, UNCDF contributes to a number of different SDGs and currently to 28 of 169 targets.

3. SHIFT SAARC and its focus

The Shaping Inclusive Finance Transformations (SHIFT) programme framework for the South Asian Association for Regional Cooperation (SAARC) countries is a regional market-facilitation initiative with the aim to improve livelihoods and reduce poverty rates in SAARC countries by 2021. The initiative seeks to stimulate investment, business innovations and regulatory reform to expand economic participation and opportunities for women, and help small and growing businesses to be active agents in the formal economy.

SHIFT SAARC is currently being implemented in Bangladesh where it focuses on accelerating the uptake and usage of DFS to respond to the needs for expanding financial inclusion through digital pathways as described in the Government of Bangladesh's (GoB) Seventh Five Year Plan 2016-2020.

4. SHIFT- MDDRM

The UNCDF's Shaping Inclusive Finance Transformations : Merchants Development Driving Rural Markets (SHIFT-MDDRM) is one of the components of the project. SHIFT-MDDRM is a market-facilitation initiative that

seeks to advance financial markets by improving the behavior of market actors.

SHIFT-MDDRM aims to enhance the growth and competitiveness of retail micro-merchants in rural Bangladesh through vertical integration with fast moving consumer goods (FMCG) value chains and horizontal integration with financial service value chains, especially through introduction and use of digital business technologies and services. SHIFT-MDDRM has been implementing its activities with the strategic partners to reach 10,000 micro-merchants (mudi-dokani) and 100,000 citizens by 2019.

5. Objective of the assignment

The overall objective of this assignment is to develop a professional video based on the key successes made of the project for the target audiences along with some key way forward for the development of the micro-merchants. The broader objective is to showcase the key research findings, field scenario, key changes made and recommendations through developing a video targeting micro-merchants, associations, financial institutions, service providers, retail sectors policy makers, regulators, practitioners etc.

Through the developed video, the impact will be shared to all the partners, regulators, donors, financial institutions, MNOs, service providers and other projects/organizations which would like to learn about the project for their feedback for future reference.

6. Scope of work and specific tasks

The selected firm will work closely with the Communications Officer and with the overall guidance of the Country Project Coordinator of SHIFT in Bangladesh programme. The developed video will be uploaded on UNCDF websites and online platforms, in the archive, in various multimedia projects and will also be shared with stakeholders during events, meetings, workshops.

Under the assignment, the selected firm will work to achieve the followings:

- **Script development** : Develop a draft script once the document review and required meetings held to understand the project and key objective of the video development. The draft script will be reviewed by the SHIFT team and provide relevant feedback to be incorporated.
- **Story board development and its approval:** The vendor will develop a story board once the script is locked. Then they will submit the story board to the SHIFT team for feedback/comments. The vendor will review, captured, footage & stories in accordance with the feedback provided from the SHIFT team and fine tune the story board final approval.
- **Filming:** The vendor will film as per the agreed plan in consultation with UNCDF. If needed project team will help them for filming. SHIFT Team will ensure the presence of project beneficiaries, respective persons for interviews for filming and the communications officer will ensure necessary support to vendor where and as require.
- **Photographs taking and development of photo stories:** The vendor will ensure photographs taking during video shooting featuring micro-merchants in actions especially using digital business platforms of our innovation partners. A total of around 50 photographs to be taken. The photographs will be using for UNCDF's different publications and development of series of photo stories. The vendor will develop a total of 5 photo stories from the photographs taken with subtitled and branding. These photo stories will be developed as per issue specific based on the interventions made from the project, e.g: capacity enhancement, digital transactions, business development, customers attractions, consumer rights. These photo series will be posted to UNCDF web platforms and social media.

- **Background music for video:** Any music that will be used in video must be aligned with copyright laws. The vendor will be advised to use locally composed new music that fits better for story and creates emotion of the audiences. Copyright must be added
- **Post Production (Video Editing):** The vendor will edit the video clip according to approved script and share to SHIFT team for review and feedback. Vendor must incorporate the feedback given by the SHIFT team. The feedback and incorporation may go on until the satisfactory output ensures. The SHIFT team will review the quality of video clip in accordance with specification. Vendor will provide all raw footage of the project to SHIFT team in a portable hard disk (hard disk will be provided by SHIFT).

Some other key activities to be considered for the video production:

- Take around 10 interviews with the selected participants (high profiled persons) in Dhaka going to their offices/selected location as per the scheduled date & time.
- Perform appropriate video filming and shoot interviews with the projects' beneficiaries and stakeholders in four implementing areas.
- Cover a range of respective issues related to micro-merchants subjects (different components of events/activities, as well as general footage that illustrates the real, positive and negative, situation of women and girls)-Avoiding gender stereotyping.
- The video will be developed in English and the final version of the video will be subtitled in Bangla.
- The videos has to be of high quality and resolution so that it can be used for various purposes.
- Develop video in-line with UNCDF branding guidelines

7. Technical Specifications

7.1 For the Video

- a. **Number of video documentary:** One video documentary with both subtitled (English and Bangla sub-titled to be places when Bangla/English conversation will be in the video footage/interview). Another shorter video will be developed (2 mins) once the main video is ready using the footages shot for the main video for various social medium like Facebook, Twitter, LinkedIn, YouTube etc
- b. **Duration:** 5 minutes
- c. **Location for shooting:** (1) Sherpur (2) Jamalpur (3) Tangail (4) Sirajganj (Project implementing areas) and (5) Dhaka
- d. **Footage Quality :** At least 1920X1080p footage preferably 4K, shot on cameras like 5D Mark II, III, Sony a7s or a7sII or black magic cine cameras quality
- e. **Sound :** Vendor must use separate sound recorder to ensure sound quality. But not the built- in-one sound of camera. Separate audio recording device and microphones will be used for location sound and voice recordings.
- f. **Subtitle:** Bangla Subtitle (if any interview is conducted in English) must be provided in Bangla version documentary. English Subtitle (if any interview is conducted in Bangla) must be provided in English version documentary.

7.2 For the photo stories

- a. **Number of photo stories:** Five (5) photo stories will be developed with English subtitled. The photo stories will be thematic issue specific as mentioned earlier.
- b. **Duration of photo story :** One (1) Minute of each

8. Duration of Assignment

The duration of the assignment is for 45 days after the contract is signed. The expected starting time will be from August 15, 2020

9. Institutional Arrangement

1. The selected firm will work closely with the Communications Officer under the overall supervision of the Country Project Coordinator of SHIFT SAARC in Bangladesh.
2. Updates on the progress of the assigned tasks will be held on regular weekly basis.
3. Coordinate with project staffs/stakeholders/fields to capture the footage.
4. SHIFT team will monitor the pre & during shooting works all through (scripting, shooting, content of the footage, quality of footage, sound quality etc.)
5. SHIFT team will monitor the editing works all through.
6. Provide feedback when and where necessary.
7. Give inputs to draft and finalize the video.
8. SHIFT team holds the authority to take any decision in the work process.
9. If deviation from the original Scope of Work arises, due to unforeseen circumstances, these will be discussed and a mutual agreeable solution will be identified and implemented.

10. Responsibilities of the vendor

The vendor should work closely with concern officials assigned by SHIFT in Bangladesh programme for accomplishment of the key following tasks:

1. The vendor must ensure the WHO guideline of safety measures are followed at all stages at this time of CoronaVirus pandemic. During the video shooting and photographs taking. The vendor will also create safety environment for video shooting and photography to prevent the spreading of infection so that the
2. The vendor must take approval of the subtitles (both-Bangla & English)
3. The vendor must take the approval of the background voice
4. The vendor must provide rough cut for feedback.
5. The vendor must provide color dummy copy of the DVD cover to take final approval.
6. The vendor must agree to collect footage until the quality ensured. The vendor must be open to reshoots if the initial quality requirements are not met to the satisfaction.
7. The vendor must edit content until the satisfactory output comes.
8. The vendor will deliver the products to UNCDF Bangladesh Office, IDB Bhaban, Level 7, Agargaon, Dhaka.

11. Final Product and Deliverables

- Broadcast quality full HD video, 1920 x1080p with
 - 5 minutes (Complete video), and
 - 2 Minutes as its shorter version.
- 1. Min. 50 high quality photographs
- 2. Five (5) photo stories of one (1) minute of each with sub-title and appropriate branding
- 3. **Specific requirements for video submission**
- 4. **Length:** 5 Minutes (2 mins as shortcut version from the 5 minutes video)
- 5. **Language:** English (English/Bangla sub-titled will be placed at the bottom of the entire video)
- 6. **Background music/speech:** Yes
- 7. **Format:** The video should be delivered in a digital format that can be used on YouTube, and other digital media platforms.

- 8. Target audiences:** Regulators, Policy Makers, DFS practitioners, Fintech, MNOs, Financial Institutions, UN Agencies, FMCG companies, DFS providers.

1. .

13. Technical Proposal Format

The bidder should prepare a proposal in word file and submit it in PDF form. The following structure should be followed, and the information provided:

- A. **General Information:** company name, contact details, web page, contact person, their email and the like information
- B. **Expertise of Firm:** section a) Brief Description of Proposer as Entity; and section b) track record and experience. The track record and experience should be presented in a table form outlining the following information: name of project, client, contract value, period of activity, types of activities undertaken, completion date and reference contact. Bidders should submit 3 most recent similar assignments as proof of expertise ..
- C. **Approach and Implementation Plan:** Section 1: Approach to Work: a) understanding of the assignment; b) important issues to consider when designing Facebook campaign; c) proposed approach – detailed phases and overall approach to work – how will the contractor execute the assignment; d) monitoring approach including approach to determine audiences statistics; Section 2: Technical Assurance and Quality Assurance Approach; Section 3: Detailed implementation plan; Section 4; Key risks and mitigation approach; 5. Reporting. Proposers should ensure they address the communication campaign criteria.
- D. **Personnel:** Management structure, personnel proposed for assignment, CVs of personnel proposed. **It is highly recommended that, if the firm has no in-house expertise on Digital Financial Services, should include a short-term expert in the proposed team who can provide technical input on DFS/FMCG messages for target audience.**

14. Scope of Proposal Price and Schedule of Payments

- a) The contract price is a fixed output-based price regardless of extension of the herein specific duration if required by the bidder and accepted by UNCDF.
- b) Specify the key outputs or milestone activities for which payments will be made, the corresponding percentage of the contract price that will be paid per milestone/output, including all the conditions/documentations required prior to the release of any tranches of payment.
- c) The payment will be made in three instalments.

Delivery	Instalment	Target date of payment
Submission of Inception report and accepted by UNCDF	20% of the total contract amount	Within 15 days of contract signing

Submission of the draft film (audio visual) production	40% of the total contract amount	Within 35 days of contract signing
Min. 25 photographs (high resolution) to be submitted		
Min. two photo stories to be submitted		
Submission of the final video (5 mins and its short version of 2 mins with subtitled) incorporating the suggestion and recommendation of SHIFT Team	40% of the contract amount	Within 45 days of contract signing
Remaining min. 25 photographs (high resolution) to be submitted		
Remaining three photo stories to be submitted		

15. . Criteria for Selecting the Best Offer

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:

- a) Responsive/ compliant/ acceptable with reference to this ToR, and;
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation, with the ratio set at 70:30 respectively (this is to reflect the high-level skills mix required).

Only firms obtaining a minimum of 70% of maximum achievable score in the technical analysis would be considered for financial appraisal

As per RFP Document

Declaration

Date:

United Nations Development Programme

UNDP Registry, IDB Bhaban, Agargaon

Sher-E-Bangla Nagar, Dhaka, Bangladesh

Assignment _____

Reference: RFP-BD-2020-018

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,