

Minute of Prebid meeting UNDP-ITB-2021-028 Creative Media

Date & time: 16th Feb 2021, 3:00PM

Note: Links to the video for developed by UNDP as a required minimum standard by UNDP

Social Stigma: <https://www.youtube.com/watch?v=nxBxQFG6edM&t=12s>

Bashar Ullah 6 feet distance: <https://www.youtube.com/watch?v=Aq9TgUZPiTg>

Sehat Card, Maternal Health: <https://www.youtube.com/watch?v=Xxs6xZpIZI8>

Below is questions asked by the participating firms and answers provided by the UNDP team.

Question1) What is the anticipated production schedule for this ITBQ1: what are the total number of TVCs considering the language adaptations.

Answer: The total expected duration of contract is one year from the date of signing of the contract however the production works are required to be completed within 2 months of the signing of the contracts.

Question 2) What is the required number of TVCs?

Answer: The required number of TVCs category A is 14(fourteen) with 2 shorter duration adaptations of the same production. Audio/ radio adaptation with up to 5 linguistic variations that does not require new production.

Question 3) What is the required number of Cartoon animations?

Answer: Required number of Cartoon animations is 4.

Question 4) The firm shall quote for cartoon animations in 2D or 3D?

Answer: 2D/3D specifications have not been covered in the ITB, UNDP technical team may determine the requirement in conformity with the requirement of the script. However, the firms may submit the quotation for both 2D and 3D,

Question 5) What is the maximum number of Linguistic adaptations for TVCs and Cartoon animations?

For TVCs Up to 5 linguistic variations (5 is maximum number and may not always be utilized) that do not require new production.

For cartoon animations Up to 2 linguistic variations are required that do not require new production, will be complimentary.

Question 6) Does this ITB comprise Dissemination/Airing Cost?

Answer: This ITB is solely designed to obtain proposals for Creative Media Products Dissemination/Airing is not part of this ITB.

Question 7) What is the Success matrix of the ITB?

Answer: UNDP would be looking at “recall” of the Public and if the Public has understood the message and they are practicing what had been deiminated in the message.

Question 8) What is the most important expectation out of this contract?

Answer: Creative side is an important part of this contract. The firm to be hired should have the ability to conduct desk research so they are knowledgeable about WASH, should have researched successful examples of WASH communications, be able to consult for technical advice related to Medical and Wash; maintain the focus of the campaign.

Question 9) What are the Top 3 selection criteria for this ITB?

The selection criteria for ITB is explained in the ITB document on page 21, 22 and 23. The response and the firm competency should comply to the minimum and technical requirements of the ITB mentioned on the page 21,22 and 23.

Question 10) What is the requirement/range of samples, to be submitted along with the proposal.

Answer: It is important to include, the most remarkable and relevant work done, among the samples. Please avoid sending all the work you have done (as in a data dump) and remain specific to the requirement of the Terms of references and provide samples of what you consider to be representative and made to the highest orders of quality.

Question 11) What is the requirement of the background setting of the video products; does the firm require to shoot in the original settings/Tribal Areas.

Answer: The setting of the shooting area: We have no specific requirement to go to the exact location the scenes (i-e Tribal areas) but the locals must be representatives of the tribal areas. Our final product should look according to the requirements of the script.

Question12) Please provide clarification on the Financial standing: PKR 80million.

Answer: Minimum average annual turnover of PKR 40 million for last two years. Financial standing shall be evidenced with Audited financial statements for years 2018-2019 & 2019-2020. To further elaborate

Turn over in year 1	Turn Over in year 2	Average	Pass/Fail
10	50	30	Fail
30	70	50	Pass
40	40	40	Pass
50	30	40	Pass

Question13) What should be done If the audited statements for the year 2019-2020 are unavailable until the submission date of the response 1st March 2021.

Answer: if the firm has not yet received its audited statement for the year 2019-2020, they may submit the un-audited statements for the same year and audited statements for the previous years. The firm is required to submit the audited version upon receipt.

Saima Feroz *Saima Feroz*
Project HR & Procurement Officer
MAGP-UNDP

Fasi Zaka *Fasi Zaka*
Communication Strategist
MAGP-UNDP

Seemab Rashid *Seemab Rashid*
Senior Procurement Associate
UNDP