



Pre-Proposal meeting minutes against meeting held on 11 July, 2021
For
Hiring firm for Innovative Digital Communication and Outreach
Reference: RFP-BD-2021-022

Members attended the meeting

Srl	Name	Designation
1	Rifaat Newaz	National Consultant
2	Mohammad Masud Parvez Siddique	Procurement Associate, cluster CO/BD
3	Kazi Zilla Haider	Communication Associate-CO/BD
5	Bidders	In Zoom meeting

With reference to the subject **RFP issued on 06 July, 2021**, please find below the queries raised by Invitees and answers thereto from UNDP Bangladesh. Also, as per request of Invitees, UNDP Bangladesh has amended in some points as stated below.

S/L	Queries from Invitees (Bidders)	UNDP Response
1	How many boosting & Contents require for Facebook, YouTube, Instagram etc?	A 100% increase in number of followers is envisioned in the scope of this contract.
2.	Since we are unable to run ad on TikTok, how are we planning to intervene in this platform in terms of media planning and buying?	Through development of attractive content.
3.	What is your expectation against the “Field Documentation” (point 3 under expected outputs and deliverables)?	Shooting in the field outside Dhaka
4.	What is the ratio of static and motion posts?	Static and Motion ratio should be 30% - 70% Of the motion based content: 30 percent should be shoot based and 70 percent should be animation based
5.	How many post will be boost? how many peoples will be reach in all social media?	Same as query 1

6.	In this ToR, output and deliverables section SL 3, 4, 5, 6 here you not mentioned the duration of those tasks. please provide us the duration of this tasks because of the budget will depend on it.	<p>For Deliverable 3 360 AV - 8-10 minutes</p> <p>For Deliverable 4 Long version - 10-15 minutes Short Version (8-10) - 1-2 minutes</p> <p>For Deliverable 5 3D Character based animation Each episode 8-10 minutes Minimum 4 episodes, can propose higher number</p> <p>The total plan should target 100% increase in followers</p>
7.	How are we visualizing the motion video contents?	Detailed in Query 4
8.	Could you extend the deadline?	No, we are not in a position to extend
9.	For the master documentary video, will it be shoot-based or animated? And, will UNDP provide video clips for this deliverable?	It will be shoot-based and also have animation. If required, UNDP will share stock footage.
10.	Under the Scope of Work "Track and collect regular insights of UNDP Bangladesh Digital platforms and provide feedback about content and campaign performances", what data are you looking forward to in this scope?	All social media analytics data.
11	If we mention VAT amount with proposal in that case, how can we get the refund this amount/what is your mechanism while settling the bill?	Bidder has to mention exclusive VAT and mention it in Invoice as well then there is no issue from vendor part, to submit any other supporting documents like Mushok-6.3 & Treasury challan. And UNDP don't deduct any VAT amount.
<p>It is requested to submit your bid 1 or 2 days prior or well before the closing time. Please avoid last minute submission. Please protect your financial proposal with a password while submitting proposal.</p> <p>*Any bidder seeking E-tendering access/submission related support should specify RFP number' on the Email subject line and send it to bd.procurement@undp.org within 13 July, 2021.</p>		

Note: Above Clarifications in response to queries raised during advertising period shall be an integral part of the RFP document and supersede the all provisions as applicable.

