



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: August 18, 2021 REFERENCE: UNDP-RFP-2021-285
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Dear Sir / Madam:

We kindly request you to submit your Proposal for Conducting "**Engagement of firm for Production of SDGs Video Anthem and SDGs Stakeholders' Endorsements**". Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Your proposal should be submitted through e-Tendering online system by or before the deadline of **Wednesday 01st September 2021 12:30 PM PST OR 03:30 AM EDT** indicated in <https://etendering.partneragencies.org>.

Detailed instructions on how to register, submit, modify or cancel a bid in the e-Tendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this [link: http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/](http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/)

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" button no later than **Friday, 27th August 2021 [12:30 PM Pakistan Standard Time OR 03:30 AM EDT]**. If that is not the case, UNDP would appreciate your indicating the reason, for our records. Clicking the Acceptance button **will enable you to receive updates/notifications, but it will not restrict you from submitting the bid till the deadline.**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it is submitted through the e-Tendering system on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If there is requirement of any clarification related to this RFP, kindly send queries to pakistan.procurement.info@undp.org.

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.

Haroon Gul

Karwal Abbas

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 4.

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,



18-Aug-2021

**(For) Knut Ostby
Resident Representative**

Haroon Gul

Karwal Abbas

Annex 1**Description of Requirements**

Context of the Requirement	Engagement of firm for Production of SDGs Video Anthem and SDGs Stakeholders' Endorsements
Project Title	Mainstreaming, Acceleration and Policy Support for SDGs in Punjab
Project Description	<p>The far-reaching impact of COVID-19 has significantly increased the importance of creating an enabling environment for Mainstreaming, Acceleration, and Policy Support (MAPS) for SDGs at the provincial and district level. There is a dire need to sensitize all public and private stakeholders to understand the significance and relevance of the 17 SDGs and adopt an inclusive approach to own, synergize, implement, and accelerate SDGs in diverse capacities.</p> <p>Based on the guidelines developed by United Nations Development Group (UNDG), the Punjab SDGs Support Unit aims to create an enabling environment for Mainstreaming, Acceleration, and Policy Support (MAPS) for SDGs at the provincial and district level. In keeping with this objective, the unit pursues an inclusive approach, engaging the diverse public and non-public stakeholders ranging from parliamentarians, public officials, academia, private sector organizations, businesses, CSOs, youth, and district governments. These engagements are not just limited to coordination for SDGs but also focus on building partnerships to mobilize resources and identify innovative solutions to accelerate progress on priority SDGs.</p> <p>Building national consensus, commitment, and partnerships for SDGs mainstreaming requires extensive advocacy and outreach efforts to influence public opinion at large.</p> <p>In today's digitized World, innovative communications channels need to be tapped, which can help resonate with the diverse stakeholders, creating a mass appeal for SDGs among them. Developing and disseminating a very vibrant, upbeat, multilingual, cross-cultural 'SDGs Video Anthem' and a series of 'SDGs Stakeholders' Endorsements' will be unique communication mediums to sensitize a wide range of audiences. The two digital products primarily aim to reinforce the Government of Punjab's efforts, geared towards implementing SDGs and UNDP's valuable technical support to institutionalize the Agenda 2030 at the national and sub-national level.</p> <p>Against this backdrop, UNDP is seeking the service from leading production houses/visual arts services providers to conceive, design, shoot and produce a 4-5 -minute multi-lingual and culturally diverse SDGs Musical Video Anthem and series of (6-8) 90 -120 sec SDGs Stakeholders' Endorsements (Interview Snippets).</p> <p>Scope of Work</p> <p>SDGs Video Anthem</p> <p>The goal of this unique communication initiative is to reach out to mass audiences in Punjab to create awareness and to popularize the concept of and the need for adopting Sustainable Development Goals. This will help promote an understanding of the relevance and significance of SDGs to the lives of the audience on a wider scale.</p>

With a representation of local culture, regional landmarks traditions, industry, arts and crafts, men, women, transgender, and children (from diverse sets of backgrounds), the video anthem will be reflecting the unity of vision and a strong commitment to the concept and significance of the SDGs.

Furthermore, the 'SDGs Video Anthem' will assist the audience in absorbing the essence of the concept of the SDGs and to improve the recall of the key objectives behind its adoption. It will sow the seeds of imagination and ignite creativity to empower the audience to critically review their current circumstances and to seek more sustainable solutions to the problems they face (both at an individual and societal level).

The overarching message to be communicated through this initiative is to ignite the aspirations of the audience to strive for a more equitable, just, and sustainable world; while focusing on the "5 Ps" that shape the SDGs i.e. People, Planet, Prosperity, Peace, and Partnerships, which encompass the vision behind the 17 SDGs.

The core principle to form part of the anthem's message will be to "leave no one behind". This commitment builds upon a holistic approach and signifies that people should be allowed to thrive through policy interventions that promote equal opportunities for all to voice their concerns and be able to shape the course of human, socio-economic, political, and ecological development.

SDGs Stakeholders' Endorsements

In the face of multiplied challenges spiked during the pandemic, this communications medium will help reinforce the relevance and significance of adopting sustainable development goals for a better world through reducing inequalities.

The goal of this unique communication initiative is to encourage the policy and decision-makers to become more sensitized and the relevant stakeholders and masses more aware of and affiliate with the SDGs through enhanced understanding and ownership.

It will sow the seeds of imagination and ignite creativity to empower the audience to critically review their current challenges posed with the onset of COVID-19 and seek more sustainable solutions (both at an individual and societal level).

At the heart of these endorsements would be the same exhilarating, vocal, and instrumental SDGs Anthem soundtrack, while the representation of diverse stakeholders will reflect the vision of hope; inviting the audience to become part of the campaign and reimagine a world where all have a fair chance to excel and thrive with equal opportunities.

The production house/ firm will be responsible for the following deliverables:

A. Conceive, design, shoot, animate, and produce a 4-5-minute exhilarating, vibrant, upbeat, and culturally diverse SDGs Musical Video Anthem vocal and instrumental soundtrack representing the diverse regional languages of Punjab Urdu, Punjabi, and Seriaki languages (in a multilingual format) with English subtitles.

B. Conceive, design, shoot, and produce a series of (6-8) short 90-120 sec Interview Snippets(endorsements), showcasing the views, best practices, and successes of the industry leaders, parliamentarian, media personalities, academicians, and the key Civil Society players

	<p>concerning the localization of SDGs for sustainable community development, especially in terms of the COVID context.</p> <p>C. Provide all pre-production services, including concept note, production methodology, lyrics, mood board, and production schedule. The concept/screenplay of the video anthem should be easily comprehensible; contain clear and direct messages and slogans, and capable to leave a strong impact on the audience's minds for a longer recall.</p> <p>D. Provide all post-production facilities such as editing, soundtrack composition, graphics, and voiceover in other languages, subtitles, translations, typography, and final mastering</p> <p>E. Written consent of all the featured officials and other audience must be obtained by the production house with assistance from Punjab SDGs Unit (where applicable) and shall be documented likewise</p> <p>F. SDGs Stakeholders 'engagement will be carried out in close consultation with the Punjab SDGs Unit team</p> <p>G. All post-production and finishing will be completed according to international standards.</p> <p>H. All raw master tapes, still photos taken during the activity, and all the footage/b-roll filmed on location will be delivered to the Punjab SDGs Support Unit on a hard drive with prescribed branding</p> <p>I. All material used will be the sole property of the Punjab SDGs Support Unit</p> <p>J. The production house will not use the said material for any purpose or in any way which would disparage, discredit, embarrass or cause concern to Punjab SDGs Support Unit, UNDP, and/or P&D Board's image and reputation</p> <p>K. Ownership of and copyright in all material prepared as part of the service shall vest with Punjab SDGs Support Unit and shall be treated as the sole property of the Unit with all intellectual property rights reserved.</p>
List and Description of Expected Outputs to be Delivered	The detailed Outputs and deliverables are given in TORs as Annex- 5
Person to Supervise the Work/Performance of the Service Provider	Assistant Resident Representative, Development Policy Unit, UNDP.
Frequency of Reporting	<i>As per deliverables mentioned in the Detailed TORs</i>
Progress Reporting Requirements	Deliverables based.
Location of work	<input checked="" type="checkbox"/> Lahore

Expected duration of work	06 Months (90 Working Days)
Target start date	10 th September 2021
Latest completion date	10 th March 2022
Travels Expected	Not Required
Special Security Requirements	Note: UNDP will not be liable to provide the security to the selected firm and it is the responsibility of the selected firm to arrange the security of its employees.
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	Not Applicable
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
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 [PAK RUPEES]
Value Added Tax on Price Proposal	<p><input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (the invoice submitted should indicate the price and tax portion separately).</p> <p>Further, 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.</p>
Validity Period of Proposals	<input checked="" type="checkbox"/> 90 days

<i>(Counting for the last day of submission of quotes)</i>	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	Deliverables and Payment Schedule <table border="1"> <thead> <tr> <th>Deliverables/ Outputs</th><th>Estimated Duration to Complete</th><th>% Of Payment</th><th>Review and Approvals Required</th></tr> </thead> <tbody> <tr> <td>Provide all pre-production services, including concept note/approach, production methodology, screenplay, lyrics of background soundtrack, mood board, shooting itinerary, and production schedule. The concept/screenplay of the video anthem should be easily comprehensible; contain clear and direct messages and slogans, and capable to leave a strong impact on the audience's minds for a longer recall.</td><td>30 Working days</td><td>30%</td><td rowspan="3">Project Manager, MAPS for SDGs in Punjab Project and Assistant Resident Representative, Development Policy Unit, UNDP</td></tr> <tr> <td>Filming, recording, and background soundtrack composition</td><td>15 Working days</td><td>30 %</td></tr> <tr> <td>Editing, subtitles, typography, revisions, and final mastering. Submission of Final video Anthem and Stakeholders' Endorsements with prescribed branding in a hard drive</td><td>45 Working days</td><td>40 %</td></tr> </tbody> </table>	Deliverables/ Outputs	Estimated Duration to Complete	% Of Payment	Review and Approvals Required	Provide all pre-production services, including concept note/approach, production methodology, screenplay, lyrics of background soundtrack, mood board, shooting itinerary, and production schedule. The concept/screenplay of the video anthem should be easily comprehensible; contain clear and direct messages and slogans, and capable to leave a strong impact on the audience's minds for a longer recall.	30 Working days	30%	Project Manager, MAPS for SDGs in Punjab Project and Assistant Resident Representative, Development Policy Unit, UNDP	Filming, recording, and background soundtrack composition	15 Working days	30 %	Editing, subtitles, typography, revisions, and final mastering. Submission of Final video Anthem and Stakeholders' Endorsements with prescribed branding in a hard drive	45 Working days	40 %
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Assistant Resident Representative, Development Policy Unit, DPU- UNDP														
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract for Institutional Services														
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) Where the minimum passing score of technical proposal is 70%. <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion 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

Technical Proposal (70%)

☒ Expertise of the Firm **40% with 280 Marks out of 700**

☒ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan **40% with 280 marks out of 700**

☒ Management Structure and Qualification of Key Personnel **20% with 140 marks out of 700**

Financial Proposal (30%)

To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP. (**Financial Score = (Lowest Offer/Offer*300)**)

Summary of Technical Proposal Evaluation		Score Weight	Points Obtainable
1.	Expertise of Firm/ Organization/Institute	40%	280
2.	Proposed Methodology, Approach & the Implementation Plan	40%	280
3.	Management Structure and Qualification of Key Personnel	20%	140
Total 70% weightage			700
Financial Proposal 30% weightage			300
Total			1000

Form 1: Technical Proposal Evaluation		Points Obtainable
Expertise of Firm / organization		
1.1	Reputation of Organization and Staff (Competence / Reliability)	20
1.2	Financial Stability: Financial stability Last Two Years Audited Account (2018-19 and 2019-2020) Quick ratio should be more than one for each year. (10 marks for each year).	20
1.3	Relevant Experience: Three satisfactory performance certificates for Projects completed in last five Years (Each proof carries 30 marks)	90
1.4	Similar working experience with UN agencies, international development organizations, multinational companies and government departments. Please provide Copies of three contracts. (Each contract Copy carry 50 marks).	150
Total Part 1		280
Form 2: Technical Proposal Evaluation		Points Obtainable

Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan		
2.1	To what degree does the offeror understand the task, its objectives and scope of work?	75
2.2	Have the important aspects of the task been addressed in sufficient detail?	40
2.3	Is the work plan clear with sufficient breakdown?	40
2.4	Has the approach to undertake the assignment provided sufficient details?	75
2.5	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	50
Total Part 2		280
Form 3: Management Structure and Qualification of Key Personnel– (Names and curriculum vitae of individuals who will be involved in completing the services)		
3.1	Team Leader	
	Qualification	
	Education: Minimum graduate, preferably advanced degree in performing and liberal arts, media, communications, cultural and/or development studies	20
	Demonstrated experience with the diverse clout clientele in the realms of the performing arts, new media art, film, television, radio, comics, and interactive arts, particularly in public and development sector projects. The proven technical expertise of translating the visionary approach and relevant subject matter into an outclass, highly innovative, and creative digital product to resonate with the wider audience. Knowledge of and the creative ability to incorporate the distinct flavor of Punjab's traditional motifs to ensure greater acceptance and ownership of the targeted audience <ul style="list-style-type: none"> • 7-8 or more Years of experience- 50 Marks • 4-6 Years of experience – 30 Marks 	50
	Sub Total	70
3.2	Support Team (Key Positions: Scriptwriter/Lyricist and Post Production Team Lead)	
	The support team, having a strong professional background must be including but not limited to:	
	3.2.1 Scriptwriter/Lyricist	15

		Having at least graduation preferable advanced degree in development communications, Content Development, and Scriptwriting	
		10-year proven experience in translating a concept into a highly impactful script and/or poetic composition <ul style="list-style-type: none"> • 8-10 or more Years of experience- 20 Marks • 5-7 Years of experience – 15 Marks 	20
		Sub Total	35
		3.2.2 Post Production Team Lead	
		Qualification	
		Bachelors degree, preferably in Cinematic Arts or Film/TV Production	15
		5-year experience in animation, color-grading, visual design, and other creative software, required for developing highly creative, research-based, thought-provoking visual products for public and development projects <ul style="list-style-type: none"> • 5-7 Years of experience- 20 Marks • 3-4 Years of experience – 15 Marks 	20
		Sub Total	35
		Total Part 3	140
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"/> Form for Submission of Financial Proposal (Annex 3) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 4) <input checked="" type="checkbox"/> Detailed TOR [Annex-5]		
Contact Person for Inquiries (Written inquiries only)	<p><i>pakistan.procurement.info@undp.org</i></p> <p>Any delay in UNDP's response shall not be 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>		

Minimum Eligibility Criteria	<ol style="list-style-type: none"> 1. Technical and financial proposals should be submitted in separate PDF files and financial proposal must be password protected. 2. Three relevant Contracts with National/Multinational Organizations (please attach copies of contracts). 3. Profile of the company/firm along with details of employee, CVs of key professionals and available facilities/expertise. 4. Three satisfactory performance certificates along with duration of each assignment completed in last five years. (Provide weblinks of previous videos produce). 5. Proof of financial stability such as Audited Financial Statements along with the auditor's report for the last two years (2018-19 and 2019-2020). 6. Firm is legally registered entity. Firm's valid registration with Income Tax/Sales Tax Department. (Sole proprietors are not eligible to apply). 7. An affidavit on stamp paper that the company/firm has never been black listed by any institution / department / agency and that it has not been involved in litigation with any of its clients. 8. Copy of Certificate of Registration of the Business, including Articles of Incorporation, or equivalent document if Proposer is not a corporation/ or SECP Registration <p>Note: Joint venture/consortium are not eligible to apply for this RFP document.</p>
Deadline for Submission	<p>Wednesday 01st September 2021 12:30 PM PST OR 03:30 AM EDT</p> <p>Please note:</p> <ol style="list-style-type: none"> 1. Date and time visible on the main screen of event (on e-tendering portal) will be final and prevail over any other closing time indicated elsewhere, in case they are different. Please also note that the bid closing time shown in the PDF file generated by the system is not accurate due to a technical glitch that we will resolve soon. The correct bid closing time is as indicated in the e-tendering portal and system will not accept any bid after that time. It is the responsibility of the bidder to make sure bids are submitted within this deadline. UNDP will not accept any bid that is not submitted directly in the system. 2. Try to submit your bid a day prior or well before the closing time. Do not wait until last minute. If you face any issue in submitting your bid at the last minute, UNDP may not be able to assist.

Electronic submission (eTendering) requirements	<ul style="list-style-type: none"> • Technical and financial proposals should be submitted in separate PDF files • File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard. • All files must be free of viruses and not corrupted. • Password for financial proposal must not be provided to UNDP until requested by UNDP (see notes below) <p>Important Notes for financial proposal:</p> <ul style="list-style-type: none"> • The proposer is required to prepare and submit the financial proposal in a password protected PDF file separate from the rest of the proposal submission as indicated in the instructions to proposers. • Password for financial proposal must not be provided to UNDP until it is formally requested by UNDP focal point indicated below: haroon.gul@undp.org • While entering financial proposal in the e-tendering system, always mention your bid price as PKR 1. Please do not mention the value of your financial proposal in the e-tendering system. It should only be mentioned in the password protected file/ attachment of financial proposal. The proposals of those organizations who would reveal their financial proposal value in the e-tendering system will be considered as disqualified.
Pre-proposal conference	N/A

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

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
- f) 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.
- g) Include all the documents mentioned in the **Minimum Eligibility Criteria** mentioned in Annex 1.

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 :

- 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.

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

[Designation]

[Date]

(Financial Proposal Must be Password Protected)

FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery)

A. Cost Breakdown per Deliverable*

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Percentage for payment	Amount in PKR
Provide all pre-production services, including concept note/approach, production methodology, screenplay, lyrics of background soundtrack, mood board, shooting itinerary, and production schedule. The concept/screenplay of the video anthem should be easily comprehensible; contain clear and direct messages and slogans, and capable to leave a strong impact on the audience's minds for a longer recall.	30 Working days	October-November 2021	30%	
Filming, recording, and background soundtrack composition	15 Working days	December 2021	30%	
Editing, subtitles, typography, revisions, and final mastering. Submission of Final video Anthem and Stakeholders' Endorsements with prescribed branding in a hard drive	45 Working days	January - March 2022	40 %	
TOTAL-PKR			100%	

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

Sr #	Description of Activity	Qty	Unit Price	Total Price in Rs.
	I. Personnel Services			
1	Pre production cost	1		
2	Lyricist	1		
3	Singer	3		
4	Composer	1		
5	Studio	1		
6	script writer	1		
7	Editing staff	2		
8	Camera men	2		
9	Production assistant	3		
10	Support staff	4		
11	Filming	15		
12	Pick - up shorts (Equipment)	1		
13	Team leader	Lumpsum		
14	Post Production	1		
15	Travel and logistics	1		
16	Extras for anthem	40		
17	Actors	10		
	II. Out of Pocket Expenses-If any			
	Miscellaneous Cost-If any			
	III. Other Related Costs-If any			
	Total-PKR			

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

[Designation]

[Date]

Note:

a) Please mention the currency of your proposal. Local vendors are paid in PKR hence their proposal should be in PKR.

b) Note: The Price of proposal should be inclusive of all applicable tax, UNDP will not provide any exemption to the bidder.

Annex 4

General Terms and Conditions for Services
Separately attached

Terms of Reference

Engagement of firm for Production of SDGs Video Anthem and SDGs Stakeholders' Endorsements

A. Project : Mainstreaming, Acceleration and Policy Support (MAPS) for SDGs in Punjab

B. Project Description

The far-reaching impact of COVID-19 has significantly increased the importance of creating an enabling environment for Mainstreaming, Acceleration, and Policy Support (MAPS) for SDGs at the provincial and district level. There is a dire need to sensitize all public and private stakeholders to understand the significance and relevance of the 17 SDGs and adopt an inclusive approach to own, synergize, implement, and accelerate SDGs in diverse capacities.

Based on the guidelines developed by United Nations Development Group (UNDG), the Punjab SDGs Support Unit aims to create an enabling environment for Mainstreaming, Acceleration, and Policy Support (MAPS) for SDGs at the provincial and district level. In keeping with this objective, the unit pursues an inclusive approach, engaging the diverse public and non-public stakeholders ranging from parliamentarians, public officials, academia, private sector organizations, businesses, CSOs, youth, and district governments. These engagements are not just limited to coordination for SDGs but also focus on building partnerships to mobilize resources and identify innovative solutions to accelerate progress on priority SDGs.

Building national consensus, commitment, and partnerships for SDGs mainstreaming requires extensive advocacy and outreach efforts to influence public opinion at large.

In today's digitized World, innovative communications channels need to be tapped, which can help resonate with the diverse stakeholders, creating a mass appeal for SDGs among them. Developing and disseminating a very vibrant, upbeat, multilingual, cross-cultural 'SDGs Video Anthem' and a series of 'SDGs Stakeholders' Endorsements' will be unique communication mediums to sensitize a wide range of audiences. The two digital products primarily aim to reinforce the Government of Punjab's efforts, geared towards implementing SDGs and UNDP's valuable technical support to institutionalize the Agenda 2030 at the national and sub-national level.

Against this backdrop, UNDP is seeking the service from leading production houses/visual arts services providers to conceive, design, shoot and produce a 4-5 -minute multi-lingual and culturally diverse SDGs Musical Video Anthem and series of (6-8) 90 -120 sec SDGs Stakeholders' Endorsements (Interview Snippets).

C. Scope of Work

SDGs Video Anthem

The goal of this unique communication initiative is to reach out to mass audiences in Punjab to create awareness and to popularize the concept of and the need for adopting Sustainable Development Goals. This will help promote an understanding of the relevance and significance of SDGs to the lives of the audience on a wider scale.

With a representation of local culture, regional landmarks traditions, industry, arts and crafts, men, women, transgender, and children (from diverse sets of backgrounds), the video anthem will be reflecting the unity of vision and a strong commitment to the concept and significance of the SDGs.

Furthermore, the 'SDGs Video Anthem' will assist the audience in absorbing the essence of the concept of the SDGs and to improve the recall of the key objectives behind its adoption. It will sow the seeds of imagination and ignite creativity to empower the audience to critically review their current circumstances and to seek more sustainable solutions to the problems they face (both at an individual and societal level).

The overarching message to be communicated through this initiative is to ignite the aspirations of the audience to strive for a more equitable, just, and sustainable world; while focusing on the "5 Ps" that shape the SDGs i.e. People, Planet, Prosperity, Peace, and Partnerships, which encompass the vision behind the 17 SDGs.

The core principle to form part of the anthem's message will be to "leave no one behind". This commitment builds upon a holistic approach and signifies that people should be allowed to thrive through policy interventions that promote equal opportunities for all to voice their concerns and be able to shape the course of human, socio-economic, political, and ecological development.

SDGs Stakeholders' Endorsements

In the face of multiplied challenges spiked during the pandemic, this communications medium will help reinforce the relevance and significance of adopting sustainable development goals for a better world through reducing inequalities.

The goal of this unique communication initiative is to encourage the policy and decision-makers to become more sensitized and the relevant stakeholders and masses more aware of and affiliate with the SDGs through enhanced understanding and ownership.

It will sow the seeds of imagination and ignite creativity to empower the audience to critically review their current challenges posed with the onset of COVID-19 and seek more sustainable solutions (both at an individual and societal level).

At the heart of these endorsements would be the same exhilarating, vocal, and instrumental SDGs Anthem soundtrack, while the representation of diverse stakeholders will reflect the vision of hope; inviting the audience to become part of the campaign and reimagine a world where all have a fair chance to excel and thrive with equal opportunities.

The production house/ firm will be responsible for the following deliverables:

- A. Conceive, design, shoot, animate, and produce a 4-5-minute exhilarating, vibrant, upbeat, and culturally diverse SDGs Musical Video Anthem vocal and instrumental soundtrack representing the diverse regional languages of Punjab Urdu, Punjabi, and Seriaki languages (in a multilingual format) with English subtitles.

- B. Conceive, design, shoot, and produce a series of (6-8) short 90-120 sec Interview Snippets(endorsements), showcasing the views, best practices, and successes of the industry leaders, parliamentarian, media personalities, academicians, and the key Civil Society players concerning the localization of SDGs for sustainable community development, especially in terms of the COVID context.
- C. Provide all pre-production services, including concept note, production methodology, lyrics, mood board, and production schedule. The concept/screenplay of the video anthem should be easily comprehensible; contain clear and direct messages and slogans, and capable to leave a strong impact on the audience's minds for a longer recall.
- D. Provide all post-production facilities such as editing, soundtrack composition, graphics, and voiceover in other languages, subtitles, translations, typography, and final mastering
- E. Written consent of all the featured officials and other audience must be obtained by the production house with assistance from Punjab SDGs Unit (where applicable) and shall be documented likewise
- F. SDGs Stakeholders 'engagement will be carried out in close consultation with the Punjab SDGs Unit team
- G. All post-production and finishing will be completed according to international standards.
- H. All raw master tapes, still photos taken during the activity, and all the footage/b-roll filmed on location will be delivered to the Punjab SDGs Support Unit on a hard drive with prescribed branding
- I. All material used will be the sole property of the Punjab SDGs Support Unit
- J. The production house will not use the said material for any purpose or in any way which would disparage, discredit, embarrass or cause concern to Punjab SDGs Support Unit, UNDP, and/or P&D Board's image and reputation
- K. Ownership of and copyright in all material prepared as part of the service shall vest with Punjab SDGs Support Unit and shall be treated as the sole property of the Unit with all intellectual property rights reserved.

D. Expected Outputs and Deliverables

Deliverables/ Outputs	Estimated Duration to Complete		Review and Approvals Required
	Month/Date	Working Days	
Provide all pre-production services, including concept note/approach, production methodology, screenplay, lyrics of background soundtrack, mood board, shooting itinerary, and production schedule. The concept/screenplay of the video anthem should be easily comprehensible; contain clear and direct messages and slogans, and capable to leave a strong impact on the audience's minds for a longer recall.	October-November 2021	30	Project Manager, MAPS for SDGs in Punjab Project and Assistant Resident Representative, Development

Filming, recording, and background soundtrack compositio	December 2021	15	Policy Unit, UNDP
Editing, subtitles, typography, revisions, and final mastering. Submission of Final video Anthem and Stakeholders' Endorsements with prescribed branding in a hard drive	January - March 2022	45	

E. Institutional Arrangement

The production house will directly liaison with the Punjab SDGs Unit's Communications focal person in terms of the technical and operational aspects of the final products, whereas it will seek ultimate guidance from the Project Manager at Punjab SDGs Unit. UNDP Country Office and the P&D Board will provide a parallel review, guidance, and approvals.

F. Duration of the Work

The assignment will be 90 working days (Spread over six months).

G. Duty Station

Lahore, Pakistan

Scope of Price Proposal and Schedule of Payments

Remuneration will be made as per submission of deliverables as per the schedule below.

Deliverables/ Outputs	Payment Schedule
I. Research, literature review, Focus Group Discussions (FGDs) II. Concept III. Impact rationale IV. Approach V. Implementation methodology VI. Screenplay VII. Mood board VIII. Lyrics of background soundtrack IX. Production schedule	30%
Filming, recording, and background soundtrack composition	30%
Editing, subtitles, typography, revisions, and final mastering. Submission of Final video Anthem and Stakeholders' Endorsements with prescribed branding in a hard drive	40%