

REQUEST FOR PROPOSAL

Issue Date:	July 14, 2022
Questions Submission Due Date:	July 21, 2022
Proposal Submission Due Date:	July 28, 2022

Subject: USAID Feed the Future Bangladesh Improving Trade and Business Enabling Environment Activity Audiovisual Content Development.

To All Prospective Offerors:

International Development Group Advisory Services, LLC (International Development Group LLC or IDG) is soliciting proposals from qualified local organizations to provide technical services as described in this solicitation. This procurement will require a formal technical and cost proposal submission as outlined by the Request for Proposal (RFP). This procurement will be conducted through a complete and open competition process under which any type of organization is eligible to compete. Feed the Future Bangladesh Trade and Business Enabling Environment (Feed the Future Bangladesh Trade) Activity anticipates awarding a firm-fixed-price contract with a period of performance of four months (120 days) from the date of award as a result of this solicitation. The ceiling for this activity is BDT 2,500,000. Competition under this procurement will be limited to local organizations.

A local organization is defined as a corporation, a nonprofit organization, or another body of persons that:

- 1) Is legally organized under the laws of The People's Republic of Bangladesh;
- 2) Has as its principal place of business or operations in The People's Republic of Bangladesh;
- 3) Is majority-owned by individuals who are citizens or lawful permanent residents of The People's Republic of Bangladesh; and
- 4) Is managed by a governing body the majority of who are citizens or lawful permanent residents of the country in which this contract will be primarily performed.
- 5) Is not owned, operated, or funded in whole or in part by the Bangladeshi government (companies or enterprises in which the government has a controlling interest are not eligible for this opportunity).

Questions regarding this opportunity must be submitted by **Thursday, July 21, 2022 at 5pm** to **procurement@internationaldevelopmentgroup.com**. In the subject line reference: **Questions Audio Visual Content Development**. Proposals, consisting of the documentation required in Section B must be submitted electronically to **procurement@internationaldevelopmentgroup.com** on or before the due date stipulated above. All submitted documents must conform to the requirements outlined in the solicitation.

Documents received after the deadline will not be considered. This solicitation in no way obligates IDG to award a contract nor does it commit IDG to pay any cost incurred in the preparation and submission of a proposal.

Thank you for your interest in working with IDG.

Sincerely,
IDG Procurement Team

TABLE OF CONTENTS

SECTION A. STATEMENT OF WORK.....	3
A.1 BACKGROUND AND INTRODUCTION.....	3
A.2 OBJECTIVES	3
A.3 GUIDANCE ON METHODOLOGY	4
A.4 TECHNICAL SPECIFICATIONS	5
SECTION B. DELIVERIES AND PERFORMANCE.....	6
B.1 PERIOD OF PERFORMANCE.....	6
B.2 LIST OF DELIVERABLES.....	6
SECTION C. PAYMENT.....	7
C.1 PAYMENT SCHEDULE.....	7
C.2 PAYMENT DETAILS	7
SECTION D. PROPOSAL INSTRUCTIONS.....	8
D.1 QUESTIONS CONCERNING THE RFP	8
D.2 PROPOSAL DUE DATE	8
D.3 PROPOSAL SUBMISSION INSTRUCTIONS	8
D.4 MAXIMUM CONTRACT CEILING.....	9
D.5 ADDITIONAL REQUIREMENTS	9
SECTION E. EVALUATION CRITERIA FOR AWARD	10
E.1 QUALIFICATIONS AND EXPERIENCE OF THE FIRM	10
E.2 EVALUATION CRITERIA.....	10
ANNEX A: SECTION 889 CERTIFICATION.....	11
ANNEX B: EVIDENCE OF RESPONSIBILITY	12
ANNEX C: BUDGET TEMPLATE.....	13

SECTION A. STATEMENT OF WORK

A.1 BACKGROUND AND INTRODUCTION

The Feed the Future Bangladesh Improving Trade and Business Enabling Environment (hereafter referred to as the “Feed the Future Bangladesh Trade Activity” or “the activity”) is a 5-year USAID and Feed the Future activity launched in November 2019 and is being implemented by International Development Group LLC (IDG). The Activity aims to improve economic growth in Bangladesh through the following objectives:

- Objective 1: Improving Trade Facilitation
- Objective 2: Improving Business Enabling Environment
- Objective 3: Best Practices in Economic Growth: Improved Private Sector Enabling Environment

The Feed the Future Bangladesh Trade Activity aims to reduce costs and regulatory burden related to trade as well as to streamline and improve the business environment in Bangladesh. To achieve success and sustainability, the reform process under each component must be supported and driven by local stakeholders. The Activity collaborates with key public agencies, private sector stakeholders, and civil society organizations to strengthen technical capacity across agencies, assist in modernizing procedures through digitization and ICT, generate awareness, and disseminate information.

A.2 OBJECTIVES

This RFP seeks an audio-visual producer to create several short informational videos related to three of the Activity’s sub-objectives:

- Objective 1.3: Enhancing Food Safety and Sanitary and Phytosanitary Procedures
- Objective 2.1: Streamline and Simplify Business Processes
- Objective 2.2: Regulatory Analysis, Mapping, and Digitization of Government Services to Ease Business Operations and Make Services More Transparent and Accessible to Both Men and Women

The overall objectives are:

- Promote exports of Bangladesh food products and support exporters by providing information on food safety requirements in different countries.
- Improve business owners’ understanding of the business pre-registration and registration requirements with the Bangladesh Registry of Joint Stock Companies (RJSC) to reduce burden and ease the process of doing business.
- Raise awareness and develop a clear understanding among entrepreneurs of trade license registration and renewal requirements and processes in Bangladesh.

There are three target audiences for this multi-media awareness campaign:

1. Bangladesh producers of fresh fruits and vegetables (FFV) and food processors (Objective 1.3)
2. Bangladesh business owners who must register their companies with RJSC (Objective 2.1)
3. Bangladesh entrepreneurs (particularly women) seeking to obtain a trade license (Objective 2.2).

A.3 GUIDANCE ON METHODOLOGY

The selected firm will provide a professional filming crew, to include at least director, photographer, animator, and producer. The video production process for all videos should consists of the following main steps:

- **Pre-production:** Consists of a production brief that should include research and information collected related to the topics of the videos, video objective(s), and script. The Trade Activity also developed a core document on 'European Union (EU) requirement of exporting Fresh Fruits and Vegetables from Bangladesh,' a concept note for RJSC related video tutorials and a draft script on 'Get a Trade License for a Sole Proprietorship.' The selected firm will develop video script and story board/ treatment note on the basis of these documents in consultation with the communications and other members of the team.
- **Production:** Based on approved script and story board/treatment note, as required, the selected firm will shoot the video and develop necessary steps for the animations. The firm also needs to share the draft version of the video and animation with the Trade Activity team for the review and feedback. The offeror must develop original music or use publicly available music to avoid copyright infringement. It must also provide voice-over for the videos and animations as needed.
- **Post-production:** Final editing of the video, including adding sounds, music, visual effects and English subtitles.

No.	Video Title and Duration	Description	Audience	Shooting Place	Type
Objective 1.3: Enhancing Food Safety and Sanitary and Phytosanitary Procedures					
1.	Traceability, estimated 1 to 2 min	Proper follow up of source identification or traceability method for export of FFVs to the EU	Existing and potential exporters	N/A	Video/ Animation
2.	Labeling Information, estimated 1 to 2 min	Required labeling information and system of FFVs for exporting to the EU	Existing and potential exporters	N/A	Video/ Animation
3.	Uses of Pesticides, estimated 1 to 2 min	Using procedures of pesticide and information about EU established maximum residue level (MRL) of pesticides in FFVs for exporting to the EU	Existing and potential exporters	N/A	Video/ Animation
4.	Food Hygiene, estimated 1 to 2 min	Food hygiene is the application of the necessary measures or precautions to control the risk at any stage of the food chain such as production, processing, packaging, delivery, storage and distribution of food	Existing and potential exporters	N/A	Video/ Animation

		products to ensure their suitability for human consumption.			
5.	Overall documentary video on the main principles for the export of FFVs to the EU, estimated 5 to 7 min	Main food safety-related principles for the export of FFVs to the EU from Bangladesh	Existing and potential exporters	Two days in Dhaka, Two Days in Chattogram	Video
Objective 2.1: Streamline and Simplify Business Processes					
6.	Role of RJSC and company registration in Bangladesh, estimated 2-3 min	General brief and activities on RJSC for company registration in Bangladesh	Existing and potential entrepreneurs	One day in Dhaka	Video
7.	Who Needs to Register with RJSC, estimated 1-1.30 min	Video tutorial on types of companies and criteria to register with RJSC	Existing and potential entrepreneurs	N/A	Animation
8.	Choosing a Business Structure, estimated 1-1.30 min	Brief description of private limited companies and public limited companies; Brief description of trade organizations, societies; and foreign companies and their structure	Existing and potential entrepreneurs	N/A	Animation
9.	Introduction to Model Articles of Association, estimated 1-1.30 min	Brief description of the Model Articles of Association (MoA), its use and how to complete a MoA online	Existing and potential entrepreneurs	N/A	Animation
Objective 2.2: Regulatory Analysis, Mapping, and Digitization of Government Services to Ease Business Operations and Make Services More Transparent and Accessible to Both Men and Women					
10.	How to Get a Trade License for a Sole Proprietorship, estimated 1.30-2 min	The procedure and steps to get a trade license for a sole proprietorship business	Existing and potential entrepreneurs	N/A	Animation

A.4 TECHNICAL SPECIFICATIONS

For Video:

- High-quality cinematic cameras with a resolution of 4k
- Modern units of editing, coloring, and English subtitles
- Original music or publicly available music.
- Final submitted video and clips should be in 2K quality and suitable for display in all media, advertising, and social media channels
- Adherence to the Activity's Branding Implementation Plan and Marking Plan

For Animation:

- 2D animation video infographics style
- Original music or publicly available music and Bangla voiceover with English subtitles

- Quality must be Full HD
- Adherence to the Activity's Branding Implementation Plan and Marking Plan

SECTION B. DELIVERIES AND PERFORMANCE

B.1 PERIOD OF PERFORMANCE

The period of performance will be four months from the date of contract signing. The estimated starting date is August 7, 2022.

B.2 LIST OF DELIVERABLES

The prospective subcontractor is responsible for the following outputs and deliverables in the timeframe indicated in the table below:

Deliverable/Output	Estimated Due/Completion Date*
Draft concept notes, plan, and script	15 business days upon contract signing.
Finalized script and storyboard of animations	Within 15 business days of receiving comments and inputs from the trade activity on the draft concept and plan.
Rough edit and assembly cut of all videos	Within 60 calendar days of receiving the approved script.
First complete version of all videos	Within 15 business days of receiving comments and inputs from the trade activity on the rough-cut videos.
Final versions of all videos	Within 15 business days of receiving the feedback on the first version.

**The dates will be finalized during contract negotiations.*

Unless specifically instructed otherwise, all deliverables shall be submitted electronically in mp4 format. All written deliverables are to be submitted in English. Final due dates for all deliverables will be discussed with IDG and then included in the contract.

SECTION C. PAYMENT

C.1 PAYMENT SCHEDULE

The prospective subcontractor will be paid based on the submission of deliverables as listed below. All deliverables must be approved by IDG before payment is made.

Output	Contract Amount (%)
Draft concept note, plan, and script of the videos	10%
Rough edit and assembly cut of all 10 videos	20%
First complete version of all 10 videos	30%
Final versions of all videos	40%

C.2 PAYMENT DETAILS

The prospective subcontractor will be responsible for any correspondent bank fees associated with transfers. The payment will be sent by IDG (US-based) with funding provided by USAID.

SECTION D. PROPOSAL INSTRUCTIONS

D.1 QUESTIONS CONCERNING THE RFP

Questions regarding this opportunity must be submitted by **July 21, 2022, at 5PM**, local Dhaka time to **procurement@internationaldevelopmentgroup.com**. In the subject line reference: **Questions – Audio Visual Content Development**.

D.2 PROPOSAL DUE DATE

Proposals, consisting of the documentation required in Section B must be submitted electronically to **procurement@internationaldevelopmentgroup.com** on or before **July 28, 2022 at 5PM**, local Dhaka time. Submitted documents must conform to the requirements outlined in the solicitation. In the subject line reference: **Proposal – Audio Visual Content Development**.

Documents received after the deadline will not be considered. This solicitation in no way obligates IDG to award a contract nor does it commit IDG to pay any cost incurred in the preparation and submission of a proposal.

D.3 PROPOSAL SUBMISSION INSTRUCTIONS

Documents prepared in response to this RFP must be submitted in accordance with the instructions described below. Offers submitted in response to this solicitation shall be in the English language. Proposals received in a language other than English shall be rejected.

Financial offers submitted in response to this solicitation shall be denominated in BDT.

In preparing the financial offer, Offerors should take note of the following:

1. **The USAID / Feed the Future Bangladesh Trade Activity is a VAT exempt project and any budget proposed will not include VAT.** A VAT coupon will be made available to the successful Offeror.
2. Offeror is responsible for any other taxes or levies that may be due to the Government of Bangladesh. **The Offeror expressly agrees that any taxes imposed upon it will be their responsibility.**

Details on the proposal instructions are as follows:

- **Volumes:** Each offeror's proposal shall be prepared as two (2) separate electronic volumes:
 - **Volume 1 – Technical Proposal (5-page limit)**
 - **Company Qualifications and Experience:** Offerors must provide their company qualifications as relevant to the required work described in Section A.
 - **Methodology and Workplan:** Offerors must describe their methodology, including a draft work plan to achieve the deliverables stated in this RFP within the period of performance.
 - **Annexes:**

- **Personnel:** Offerors must submit the CVs of two to three (2-3) personnel who will be responsible for the production and editing of videos (CVs must be no longer than 3 pages each).
- **Past Performance:** The offeror should provide a minimum of three (3) examples of animation/documentary video clips previously produced. These references shall be used by IDG to determine the offerors' past performance.
- **Creative Concept:** Offerors must provide their creative concept showing the proposed style of the video/animation.

○ **Volume 2 – Cost Proposal (no page limit)**

- Detailed Excel budget (template provided)
 - Budget Narrative
 - Evidence of Responsibility
 - Section 889 Certification
- **Format:** Technical proposals must be submitted in either PDF or Microsoft Word. Cost proposals must be submitted with a detailed budget in the Excel budget template provided with clear quantities and unit costs (including required travel) and a detailed budget narrative in PDF or Microsoft Word describing the basis of each line item proposed. All text should be in Times New Roman font, in no smaller than 12-point for text and 10-point for spreadsheets, and any font size for graphics as long as they are legible.
 - **Language:** Technical and cost proposals shall be submitted in English.
 - **Validity:** Proposal submissions must remain valid for 120 days from the date of submission.

D.4 MAXIMUM CONTRACT CEILING

This is a firm-fixed-price contract with a budget ceiling of BDT 2,100,000.

D.5 ADDITIONAL REQUIREMENTS

1. **Authorizations, Licenses, and Permits:** The offeror must provide copies of registration documents required to operate and do business in Bangladesh, such as an incorporation certificate issued by the relevant government body.
2. **Representations and Certifications:** A completed copy of the representations and certifications must be submitted with the proposal. A copy of Section 889 Certification (Annex A) filled out by the organization must be submitted with the proposal.
3. **Evidence of Responsibility:** the offeror will make an affirmative determination of responsibility and must address each element of responsibility in the template provided (Annex B).

The proposal must be emailed to procurement@internationaldevelopmentgroup.com no later than the time and date are shown on the cover letter.

Note: Please make sure to type the email addresses as per instructions. It is the offeror's responsibility to verify receipt of their quote by Feed the Future Bangladesh Trade Activity.

SECTION E. EVALUATION CRITERIA FOR AWARD

E.1 QUALIFICATIONS AND EXPERIENCE OF THE FIRM

The selected organization/consortium shall possess the following qualifications:

- Legally organized under the laws of The People's Republic of Bangladesh;
- Principal place of business or operations in The People's Republic of Bangladesh;
- Majority-owned by individuals who are citizens or lawful permanent residents of The People's Republic of Bangladesh; and
- Managed by a governing body, the majority of whom are citizens or lawful permanent residents of the country in which this contract will be primarily performed;
- At least five (5) years of professional experience in video and animation production;
- Demonstrated experience in conception, production, and editing of short video documentaries, including demonstrated capacity in developing communication materials, designing, and producing documentary videos and animated videos; and
- Excellent written and oral communication skills in English and Bangla.

E.2 EVALUATION CRITERIA

Proposals will be equally evaluated according to the following criteria:

- Organizational experience in developing videos and animated video;
- Demonstrated understanding of the requirements set forth in the RFP;
- Relevance and quality of proposed methodology;
- Quality and relevance of past performance and creative concept;
- A review of the qualifications and experience of key personnel responsible for managing the project; and
- Reasonableness of the proposed costs.

E.3 CONTRACTING ELIGIBILITY

As per USAID requirements, all prospective companies wishing to submit a proposal must be owned and operated independently and may not be owned (in full or in part) or operated by any government entity. Any company or enterprise in which the government has a controlling interest is not eligible for this procurement.

ANNEX A: SECTION 889 CERTIFICATION

See separately attached document.

ANNEX B: EVIDENCE OF RESPONSIBILITY

See separately attached document.

ANNEX C: BUDGET TEMPLATE

See Excel file provided.