

REQUEST FOR PROPOSAL(RFP)

Ref: RFP/SPN/2024/004

RFP Submission Form for the provision of

Media Audio and Visual Production

Timescale

Event	Date and Time
RFP Issue Date	17/June/2024
Request for clarification of the RFP document content:	26/June/2024
Closing date for submission of RFP Documents:	01/July/2024
Bid Opening:	02/July/2024

1. Introduction

Sunaulo Parivar Nepal (SPN) is a not-for-profit NGO, registered in Nepal in 1994. It is the local implementing partner of MSI Reproductive Choices (MSI), a global reproductive health organization providing services in 37 countries. With MSI's technical and financial support, SPN provides abortion services, family planning and other sexual and reproductive health (SRH) services to over 268,000 SPNs a year across over 50 districts in Nepal through a variety of service delivery channels that include a network of static clinic centres, mobile outreach teams, public sector strengthening teams, MS Ladies (nurse entrepreneurs), and a commercial sales channel. As a member of the MSI global partnership, SPN can use the MSI global brand, and its clinics work under the title 'Marie Stopes Centre.'

SPN is dedicated to increasing access to high quality reproductive health information and services for the underserved, including youth, the poor and rural women.

2. Objective

To select an "Annual Vendor for Audio and Visual Production". Sunaulo Parivar Nepal (SPN) is seeking annual vendors to produce audio, photos and videos based on Sunaulo Parivar Nepal programmes. The audio, photos and videos will be utilized with available insight about SPN experience at all our service delivery channels (centres, outreach, MS Ladies, commercial sales) to develop key communication messages to address technicalities, specific barriers, and misconceptions, and to promote our programme to key target audience members.

3. **Language**

All bids should be submitted in English language.

The contract and all future correspondence will be in English language.

4. **Contract terms**

The Framework Agreement/Contract (FA) will be valid for a period of 2 years from the date of signature.

The contract will be a supply agreement/fixed term for the period stated above.

The Goods/Services required

4.1. Please also refer to the Appendix 5 Price Schedule_ Quotation

4.2. Terms of Reference

Specific creative briefs will be provided to the selected vendors that will highlight the requirements and determine the possible uses of the same in varied platforms, i.e. for TVCs, for print productions, social media promotions, etc.

Bidders will be selected, in a transparent and competitive manner, based on their capacity to ensure the highest quality audio, photos and videos, including the ability to apply innovative strategies to visually represent SPN's programme priorities in the most efficient and cost effective manner. Based on the comparative advantage of the applying Bidders, multiple or partial awards may be granted.

To increase access, SPN wishes to develop an innovative and effective behavior change communication strategy, based on human-centered design, that will fully exploit the opportunities presented by modern technology and innovative research concerning consumer behavior change to raise awareness of Sexual and Reproductive Health and increase SPN numbers at our Marie Stopes Centres and other service delivery channels. The production of photos and videos for our Photo Library will supplement the required visual element of the BCC strategy across varied platforms.

Pre-Production

Project Information Gathering – contracted vendor will arrange a meeting with SPN/MS Nepal team (SPN) to discuss overall project brief, scope, required deliverables, timeline and associated budgets. The agency

will be shared with the outline of the MS ladies program documentary. They will be briefed in the project by Project Manager.

Outline and Script Review – agency gathers all the relevant and required information after discussion with SPN. Once agency has all of the SPN’s outlined materials, agency’s writer work with SPN’s team (Communications and Technical team) to discuss more on a script developed by Marketing and Communications team. Then the SPN would be responsible to translate the script on Nepali. Once the script is finalized and approved, the agency proceeds to preparing the shoot list while casting.

Casting – the SPN is responsible for auditioning and casting actors, actresses and/or narrators where necessary based on the script finalized by both parties. The SPN reserves the right to review the casting list and request changes as necessary or to recommend certain actors, actresses and/or narrators where appropriate.

Shot List Preparation/Storyboarding - based on the final approved script, all of the needed shots are mapped out by the agency, including selected location for each video shooting, and presented to the SPN for approval before any shooting begins.

Production

Video Shoot – the agency is responsible for ensuring the utilization of professional cameras, other required equipment, actors/actresses (selected service providers from SPN/MSIN) and staff. Following the shoot list, the agency is expected to capture all of the footage with attention to creativity and detail while keeping the SPN’s target audience and overall objectives of each scene in mind.

Narration Recording – the agency is responsible for the casting of a narrator for the video and also to ensure that the recording of the narration is done in such a way that it will enhance the visuals.

Post-Production

Digital Editing – when the editing process begins, the agency must revisit and reference the final script. There should also be an emphasis on motion graphics, transitions and animation’ where appropriate. The agency is expected to deliver a rough edit for SPN’s review. A final edit is created based upon SPN’s feedback and creative input.

Mastering and Duplicating – the agency is responsible for ensuring that the final presentation is mastered onto a digital format. The agency is also responsible for handling the SPN’s duplication needs by providing pen drive, hard drive or other digital media formats and innovative new broadcasting channels.

COLLATERALS

The agency is expected to present a list of recommended collaterals to supplement the video library, to be placed at various customer touch points at our clinics. These collaterals are expected to help fortify the overall objectives of the video clips but also to be potent enough to drive behaviour change as a stand-alone tool. These could range from photos to infographics (made in such a way that the target audience could understand it) to IEC materials. Once the agency’s recommendations have been reviewed, the agency may proceed with production in close coordination with the SPN.

Geographical Focus

Behaviour Change Communication (BCC) activities related to general increase in SPN client flow, brand recognition, PAFP uptake and LAM uptake will run across all 50 districts where Marie Stopes operates. See Annex 6 (Marie Stopes Nepal Overview of activities and impact). Please note that districts may change due to the nature of our project-base and required government coordination.

Services Audience Segment

Primary target audience segments will be defined as the following:

1. Aspiring pre-children
2. Deferential pre-children
3. Passive Mother
4. Informed Matriarch
5. Aspiring Mother

Secondary target audience segments will be defined as the following:

1. Boyfriends
2. Husbands
3. Fathers & Fathers-in-Law
4. Mothers & Mothers-in-Law
5. Influencers (employers, teachers, religious leaders, opinion leaders and aspirational figures)

Niche target audience segments will be defined as the following:

1. Commercial sex-workers
2. Migrant couples
3. Muslim groups
4. Displaced and marginalized groups
5. Travelers and foreigners
6. Others that may be defined during project proposal scaling

Please note that the successful Bidder will have access to our Market Segmentation Study and other evidence gathered through the process of project implementation, primary and secondary research.

Bidders are encouraged to propose other sub-segments (egs. Urban vs. Rural) of the primary target audience based on their knowledge of the Nepal market, and suggest how the Services content could be designed to effectively reach these audiences and support the desired outcomes.

5.3. Payment terms and Invoicing details

The final payment schedule will be agreed with the Bidder and will be contingent upon the creative brief by assignment. However, SPN's standard payment schedule is as follows:

- Payment shall be made after the completion of all deliverables in the creative brief and Terms of Reference is verified and approved.

6. Bid evaluation criteria

SPN will seek to award the proposal to the best quality/price combination bid received. The criteria that will be assessed are:

6.1. Essential Criteria:

Bidders must meet the following criteria:

- Bidder's registration in Nepal, submit copies of company registration, tax clearance, and all required documents listed on Checklist below
- Bidders must have at least 2 years' experience in offering the goods or services in the category.
- Bidder can prove financial stability by providing audit report of last fiscal year.

- Bidder’s must confirm and sign all the bidding documents along with attached code of conduct

6.2. Weighting Criteria

Only bidders who submit administrative documentations allowing to check administrative requirements as stated above (also please refer to checklist) will be evaluated. Bids from bidders who do not fulfil those criteria will not be evaluated.

Proposals will be assessed against the below criteria:

	Technical Proposal Evaluation Criteria	Weight (Total 100%)
The potential capability to have quality services, capacity and coverage to be provided to SPN will be considered based on the following:		
1	Relevant Expertise of the agency (Customer service / Reference Check/ working experience with SPN)	20
2	Personnel capability and availability	20
3	Sample:- High quality photo and video footage based on sample provided	10
4	Cost/Price and Discount	50

SPN’s appointed RFP review committee will assess all criteria based on the information submitted in the RFP documents. The contract will be awarded to the Bidder scoring the highest combined scores.

Customer Service will be assessed from SPN’s previous experience or recommendation letter from clients.

6.3. Period of validity of proposal

Proposals shall remain valid for 90 days after the date of proposal submission. A proposal valid for a shorter period shall be rejected because it is non-responsive.

7. Requests for clarification

Please e-mail any requests for clarification to: procurement.spn@mariestopes.org.np

Please quote the bidding group reference in the subject of the email and reference the relevant section of the RFP documents which the query relates to. SPN will respond to all enquiries as soon as possible.

Please note that requests for clarification will not be accepted after date mentioned in the [Timescale](#).

Please tick ✓ in following whether "Yes, No or Not Applicable"					
S. No.	Documents Required	YES	NO	NOT APPLICABLE	Remarks if any
	Technical				
1	Application Letter				Compulsory
2	Signed and Stamped RFP Submission Form /Term of Reference (Appendix 1)				Compulsory
3	List of technical equipment owned by the Company				Compulsory
4	Experience letter with SPN List				If relevant
5	Personnel biography				If relevant
6	Catalogues/Brochures/Leaflets				If relevant
7	Other Supporting Documents				If relevant
	Financial				
8	Copy of Company Registration				Compulsory
9	Pan/Vat Registration with renewal documents				Compulsory
10	Tax Clearance Certificate (Year 2077/78)				Compulsory
11	Latest Audit Report (year 2077/78)				Compulsory
12	Price Schedule/Quotation (Appendix 5)				Compulsory
13	Other Certificates if any				

	Other				
14	Samples of recent (less than 3 years) past works, contextualized or in raw forms.				Compulsory – print or digital format
15	Signed Code of Conduct (Appendix 2)				Compulsory
16	Supplier Questionnaire (Appendix 3)				Compulsory
17	Bidders Representation Form (Appendix 4)				Compulsory

8. Preparing the RFP Documents

Please ensure that all bids are completed in full. Incomplete bids will be rejected.

A list of the items that need to be submitted with your bid are included below:

9. Submission of the bid

The Bidder shall submit their proposal in one sealed envelope as detailed below:

(a) Addressed to:

Procurement Department

Sunaulo Parivar Nepal

Baluwatar (opp. Chinese Embassy) Nepal

Reference marked with SPN/ RFP/2024/004 (Media Production)

The envelopes shall indicate the Name and Address of the Bidder

Please do not send soft copy documents via email. The documents must be delivered in SEALED ENVELOPE by 1st of July 2024, 5:00 pm at the reception of Sunaulo Parivar Nepal support office Baluwatar (opposite Chinese Embassy), Kathmandu

- In submitting a bid, it will be implied that the bidder accepts all the provisions of this RFP including all terms and conditions stated.
- SPN reserves the right to issue the response to any clarification request made by the bidder to all bidding Organizations.

- The information contained in these RFP documents and in any related written or oral communication is believed to be correct at the time of issue but SPN will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such.
- By issuing these RFP documents, SPN is not bound in any way to enter into any contractual or other arrangement with you or any other party.
- It is intended that the procurement will take place in accordance with the provisions of these RFP documents but SPN reserves the right to terminate, amend or vary the procurement process by notice to all bidding organizations in writing. SPN will accept no liability for any losses caused to bidders as a result of this.
- Bidders will not be entitled to claim from SPN any cost or expenses that they may incur in preparing their response irrespective of whether or not their proposal is successful.
- All information supplied to bidders by SPN, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to bidder's professional advisers) unless the information is already in the public domain.
- There must be no publicity by bidders regarding the Project or the future award of any Contract unless SPN has given expressed written consent to the communication.
- Any attempt by bidders or their appointed advisers to inappropriately influence the Contract award process in any way will result in their bid being disqualified.
- Any direct or indirect canvassing by a bidder or his appointed advisers in relation to this procurement or any attempt to obtain information from any SPN employees or agents may result in disqualification.
- SPN reserves the right to disqualify a bidder if he does not submit his bid in a manner consistent with the provisions set out in Instructions to Bidders.
- It is the bidder's responsibility to ensure that any sub-contractor and adviser abides by these Conditions of RFP.

10. List of Appendixes

Appendix	Appendix Reference Number
RFP Submission Form	Appendix 1
Code of Conduct	Appendix 2
Supplier Questionnaire	Appendix 3
Bidder Representation Form	Appendix 4
Price Schedule/Quotation	Appendix 5