

Request for Proposal (RFP) – Nepal EGRP-RFP-FY19-P003

Service Required:	Documentary Film Production of National Early Grade Reading Program (NEGRP)
Type of Procurement:	One Time Purchase Order
Type of Contract:	Firm Fixed Price
Term of Contract:	9.5 Months
Contract Funding:	AID-367-TO-15-00002
This Procurement supports:	USAID’s Early Grade Reading Program (EGRP)
Submit Proposal to:	The Selection Committee RTI- USAID Early Grade Reading Program House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu, Nepal
Date of Issue of RFP:	Tuesday, April 30, 2019
Date Questions from Supplier Due:	Tuesday, May 07, 2019, 11:00 AM Nepal Standard Time at procurement@np-egrp.rti.org Note: Question and answer will be posted on RTI Website
Pre-submission conference on RFP	Wednesday, May 08, 2019, 11:00 AM Nepal Standard Time (NST),
Date Proposal Due:	11:00 AM NST, Wednesday, May 29, 2019
Approximate Date Purchase Order Issued to Successful Bidder(s):	Friday, June 07, 2019
Method of Submittal:	
Hard Copy of proposal along with the soft copy in a CD or pen drive.	
Proposal documents should be submitted in a closed envelope with wax seal (laahchhap) and clearly marked with the solicitation number to the following address: The Selection Committee RTI-USAID Early Grade Reading Program House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu, Nepal Bidder’s Quote must be printed on firm/company’s letterhead, signed, stamped, dated and must include all items and/or services. Also each and every page of the proposal documents needs to be signed and stamped by the authorized person in order to be considered for	

evaluation.

The bidder will submit one technical proposal and one cost proposal in response to this RFP, and a separate envelope containing all necessary documents specified under the "Eligibility Requirements". Each envelope should be clearly marked with 'Technical Proposal', 'Cost Proposal' and 'Eligibility Requirements' as per its content and then put together in a larger envelope clearly marked with "Nepal EGRP-RFP-FY19-P003" Proposal for **"Documentary Film Production of National Early Grade Reading Program"**.

List of inner envelopes

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| Envelop 1:- Eligibility Requirements (legal documents, audit report, tax clearance and experiences, as specified in attachment "A") |
| Envelop 2:- Technical Proposal (as specified in attachment "B") |
| Envelop 3:- Cost proposal (two files, detail budget and budget narratives, as specified in attachment "B") |

The technical proposal should contain the detailed breakdown of activities. The bidders are requested to submit all the information in prescribed order and with documentary evidence so that the evaluation committee can fairly evaluate all the proposals without any missing information. [please see attachment B for selection criteria]

The Bidder agrees to hold the prices in its offer firm for 120 days from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP.

Solicitation Number:

Nepal EGRP-RFP-FY19-P003

Attachments to RFP:

1. Attachment "A" – Service Specifications
2. Attachment "B" – Instructions to Bidders
3. All PO Terms and Conditions are listed on our website at forth at: <http://www.rti.org/POterms>, http://www.rti.org/files/PO_FAR_Clauses.pdf or for commercial items: http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf (hereinafter the "Terms"). Supplier's delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier's agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All bidders are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

Attachment A
Service Specifications or Statement of Work

Statement of Work

Description of Activity/Service:

Documentary Film Production of National Early Grade Reading Program

Background

Early Grade Reading Program (EGRP) is a five-year project (2015-2020) funded by the United States Agency for International Development (USAID) to assist the Government of Nepal's (GON) education initiatives to improve reading skills of public primary school students in grades one to three. Project Years (PY) 1-3 implemented the program in six districts: Banke, Bhaktapur, Kanchanpur, Kaski, Manang, and Saptari. In PY4, the program has been expanded to 10 new districts: Bardiya, Dadeldhura, Dang, Dhankuta, Dolpa, Kailali, Mustang, Parsa, Rupandehi, and Surkhet.

The program works in close collaboration with the Ministry of Education, Science and Technology (MOEST), Curriculum Development Center (CDC), Center for Education and Human Resource Development (CEHRD) [which includes the former Department of Education (DOE), National Center for Educational Development (NCED), now HRDD—Human Resource Development Division, and Non-Formal Education Center (NFEC)] and Education Review Office (ERO) in planning and developing EGRP implementation strategies and carrying out actions.

In line with the Government of Nepal's implementation of the National Early Grade Reading Program (NEGRP) in 2015, the Early Grade Reading Program (EGRP) has been providing technical assistance to help GON meet its commitment to ensure that all children in the country develop the foundational skill of reading. This has been in the form of material development and instructional support to teachers, system strengthening to make better and implementable policies, and promoting parental and community engagement in early grade reading.

Scores of research from around the world have been continually showing that children who are able to read fluently by the end of third grade perform better academically in the long run, as well as have better economic opportunities in the future. Nepal is no exception. While access to primary school has significantly improved in the country, delivery of quality education remains a major challenge. This has been often attributed to lack of age-appropriate teaching and learning materials for teachers and students, limited professional development opportunities for teachers, limited awareness about reading and education among parents and communities, and a weak system of governance.

An assessment study conducted by RTI International in 2014 with support from USAID, the then Ministry of Education (now MOEST) revealed that 37 percent students of grade two, and 19 percent of grade three could not read a single word correctly from a given short passage.

Rationale

The importance of reading is an evolving concept in Nepal with many parents/guardians and teachers gradually beginning to understand that learning to read is a developmental process. Therefore, the Government of Nepal is committed to strengthening its programs and policies for early grade education through NEGRP.

As the importance of reading in the early grades gains global recognition, it is imperative for the general public in Nepal to understand the importance of reading in the early grades. This can be illustrated by showcasing the visible impacts of NEGRP in schools and communities through a documentary film.

Purpose

The overall purpose of developing this documentary film is to highlight behaviors and practices adopted by teachers, parents/guardians and communities to help children learn to read as a result of NEGRP's initiatives and interventions.

The film will capture the best practices in early grade reading highlighting the NEGRP's impacts, challenges and future directions. It will focus on the key behaviors adopted by teachers, parents/guardians, and communities. These include improved teaching skills of teachers, increased parental and community engagement in improving children's reading skills and learning achievements, and strengthened communication and collaboration between teachers and parents/guardians.

It will also be used as a vehicle to increase awareness about the importance of early grade reading among the public and key influential actors.

Target Audience

The primary audiences of the documentary film will be parents (mothers and fathers), guardians, and teachers of grade one to three children and other school community members.

Secondary audiences include family members such as older siblings, grandparents, caregivers; community stakeholders and gatekeepers such as Parent Teacher Associations

(PTAs), School Management Committees (SMCs), community leaders and influencers and relevant government and non-government institutions.

Length

The documentary film is not to exceed 15 minutes with a range of 12 to 15 minutes.

Geographic coverage

The film should be shot at various locations in eight of the 16 NEGRP districts. The eight districts proportionately represent the diverse geographical terrain (hills, mountains and Terai) of the program, the diverse ethnicity, and the socio-economic segments. The proposed districts are Dhankuta, Parsa, Bhaktapur, Kaski, Manang, Banke, Surkhet, and Dadelhdhura. EGRP will provide the selected documentary/filmmaker B-roll footages of a selection of key EGRP events and activities that are to be included in the documentary.

Language

The documentary should be in Nepali and English languages. The Nepali version should have English subtitles and video inset of the entire documentary in sign language.

Scope of Work (SOW)

The documentary is to be engaging, informative, and innovative. The story is to be told through selected project beneficiaries from local communities including children, parents/guardians, and teachers.

Under the direct supervision of the EGRP team, the selected documentary filmmaker will be required to do the following:

Planning and Concept Development

- Hold preparatory meetings with EGRP team to understand EGR issues, N/EGRP interventions and successful cases and challenges in the program districts
- Prepare an activity schedule and timeline for the assignment
- Based on information shared by EGRP and with their consultation, develop a structure, outline and storyboard of the documentary

Script Writing

- Based on the agreed structure and outline, develop the draft script in Nepali (with English translation) and share with EGRP for feedback

- Finalize the script in Nepali and English

Shooting

- EGRP will provide information about the activities and impact stories to be captured as well as the beneficiaries and relevant stakeholders to be interviewed as outlined in the final script. Written consent of the interviewees will be mandatory prior to their interview and filming. Parent/guardian's consent will be mandatory for children to be interviewed.
- Travel to the selected program districts and spots as suggested by EGRP to capture the required footages
- Organize logistics (travel, accommodation, communication, and meals) for the production crew

Production

- Edit the footages (including B-roll) to produce a broadcast quality documentary of maximum 15 minutes duration in Nepali and English languages separately, with English subtitles and video inset of the entire documentary in sign language in the Nepali version, and share the drafts with N/EGRP for review and feedback for approval
- Identify and finalize professional voice-over artists for the documentary in consultation with EGRP
- Record narration and manage background music and sound effects for the documentary as required
- Prepare suitable visual effects, info-graphics, and animation as needed
- Finalize the 15-minute documentary incorporating N/EGRP's feedback
- Based on the main documentary, edit and produce two to five minutes long four to five short promotional videos specific to EGRP thematic areas
- Submit the final products in HD, AVI and MP4 formats that are compatible for internet and TV screening
- Manage all necessary tools and equipment for shooting, production and editing

Responsibilities of EGRP

- Work with the selected documentary/filmmaker in drafting, writing, and finalizing the outline and script
- Obtain feedback and approval from GON and USAID on the script
- Assure monitoring of documentary shooting and analyze the quality aspects of the videos
- Identify potential filming locations, successful cases, beneficiaries and thematic areas and arrange the meetings and interviews for the production crew
- Organize coordination meeting with the N/EGRP field staff and relevant stakeholders

- Travel with the filmmaker to the locations, as needed
- Provide feedback when and where necessary
- Select appropriate footages (including B-roll) for the documentary
- Ensure timely payment to the vendor as per agreement
- EGRP will take care of the travel, accommodation and meals of its team accompanying the production crew.

Expected Deliverables/Output

- A detailed timeline of activities
- Draft structure, outline, and storyboard
- Draft scripts in Nepali and English
- Final scripts in Nepali and English
- Draft version of the 15-minute documentary in Nepali with English subtitles, and video inset of the entire documentary in sign language
- Draft version of the 15-minute documentary in English
- Final broadcast quality 15-minute film in AVI and MP4 formats in 10 DVDs
- Final broadcast quality 2-5 minute films in AVI and MP4 formats in 10 DVDs
- All raw footages

Intellectual Property

All outputs produced in this action shall remain the property of Government of Nepal's Ministry of Education, Science and Technology, and USAID, who shall have exclusive rights over their use. As such, the service provider (documentary/filmmaker) may not acknowledge their involvement or use their company's logo or identity in any manner.

Branding and Marking

The USAID and MOEST identities will be included in opening or closing title sequences, and on the DVD or tape face and packaging, as appropriate. The official animated USAID bumper should be used in the opening or closing title sequences of the video. EGRP Communication Specialist will provide the documentary/filmmaker further guidance on this at the production stage. In any case, USAID's Graphic Standards Manual and Partner Co-Branding Guide must be followed thoroughly in all the outputs produced.

Service Expectations:

RTI is seeking to contract with a Nepali documentary film production company to direct, edit and produce a 12-15 minute documentary film on the situation of early grade reading in Nepal and NEGRP's response and impact in this area.

Timeline, and Special Terms and Conditions, Terms of Payment

The expected period of the NEGRP documentary film production will be from June 07, 2019 to March 20, 2020.

The SOW covers what EGRP expects to be accomplished, however, having discussed with selected firm/company if necessary minor adjustments will be made in the SOW. The SOW will be included in the official purchase order. The bidders may be asked to make a brief presentation to discuss their proposed plan, past experience, timeline, and results.

Payments will be deliverable/milestone based.

Eligibility Requirement:

The bidders must submit the following documents for minimum eligibility. Only bidders meeting the minimum eligibility will be considered for technical and financial evaluation.

1. Firm/ company registration certificate
2. A copy of PAN/VAT registration certificate
3. Latest tax clearance certificate (B.S. 2074/75)
4. Latest audit report of the firm/ company (B.S. 2074/75)
5. Letters from at least two (2) previous and/or existing clients certifying the firm's past work experience in documentary production in Nepal
6. Evidence (at least two samples) of previously produced documentaries/short films in a pendrive/CD/DVD
7. Company profile
8. Signed copy of this RFP

By signing this attachment, the bidder confirms s/he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:

**Attachment “B”
Instructions to Bidders**

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase services identified in Attachment A. The Buyer intends to purchase the services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFP, supplier understands that services indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase service of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

RTI- USAID Early Grade Reading Program House no. 46/64, Uttar Dhoka, Lazimpat, Kathmandu, Nepal
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Who has a purchase requirement in support of a project funded by

USAID

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to bidder by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All bidders will submit a proposal which contains offers for all items and options included in this RFP. All information presented in the bidder’s proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFP may result in bidder’s offer being deemed non-responsive. Bidders are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFP by the time and date specified in the RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The bidder’s proposal shall include the following:
 - (a) The solicitation number: Nepal EGRP-RFP-FY19-P003
 - (b) The date and time submitted:
 - (c) The name, address, and telephone number of the bidder and authorized signature of same:
 - (d) Validity period of Quote: 120 days.

- (e) A technical description (understanding of assignment, implementation plan with timeline etc.) being offered are sufficient detail to evaluate compliance with the requirements in the solicitation.
 - (f) Lead Time Availability of the Service.
 - (g) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.
 - (h) Payment address or instructions (if different from mailing address)
 - (i) Acknowledgment of solicitation amendments (if any)
 - (j) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
 - (k) **Special Note:** The bidder, by his response to this RFP and accompanying signatures, confirms that the terms and conditions associated with this RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.
4. **Forms:** Bidders (potential bidders or suppliers) must sign the single hardcopy submitted and send to address listed on the cover page of this RFP.
5. **Questions Concerning the Procurement.** All questions in regards to this RFP to be directed to
- The Selection Committee
RTI-USAID EGRP
- at this email address:
- procurement@np-egrp.rti.org
- The cut-off date for questions is
- Tuesday, May 7, 2019, 11:00 AM Nepal Standard Time
6. **Notifications and Deliveries:** Time is of the essence for this procurement. Bidder shall deliver the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFP. The Bidder shall immediately contact the Buyer's Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Bidder.
7. **Documentation:** The following documents will be required for payment for each item:
- (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)

- (b) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in www.rti.org/poterms, <http://www.rti.org/POterms>, [http://www.rti.org/files/PO FAR Clauses.pdf](http://www.rti.org/files/PO_FAR_Clauses.pdf), or [http://www.rti.org/files/PO FAR Clauses Commercial Items.pdf](http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf). Payment can be made via wire transfer or other acceptable form. Bidders may propose alternative payment terms and they will be considered in the evaluation process.
 9. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
 10. **Evaluation and Award Process:** The RTI will award an agreement contract resulting from this solicitation to the responsible bidder whose offer conforms to the RFP will be most advantageous to RTI based on the technical and cost proposal. The award will be made to the bidder representing the **best value** to the project and to RTI. For the purpose of this RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the “best value” awardee. RTI intends to evaluate offers and award an Agreement without discussions with bidder. Therefore, the bidder’s initial offer should contain the best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

SUBMISSION REQUIREMENTS

Interested bidders should provide all the required information indicated below, in English, typed in a Microsoft Word compatible program, single-spaced with a 12-point Times New Roman font and one inch margins:

Technical Proposal:

1. **Understanding of the assignment (maximum 1 page):** The bidder is to include in its technical proposal its knowledge of and familiarity with the situation of early grade reading in Nepal. It should also demonstrate its expertise with respect to the objectives and the scope of work of this assignment.
2. **Proposed approach to the assignment (maximum 1 page):** The bidder should provide a brief description of the methodology for how it will achieve the outputs and objectives described in the scope of work. Please describe the proposed creative treatment for the documentary, including specific ideas on how to communicate the key messages of early grade reading effectively to the targeted audience.

3. **Narrative synopsis of the initial idea/concept for the documentary (maximum 2 pages):** Please describe the initial idea/concept based on which the documentary will be developed and produced.
4. **Detailed implementation plan and timeline (maximum 2 pages):** Please provide activity-wise detailed time plan for the pre-production, production, and post-production phases. The bidder is to include in its technical proposal a detailed implementation plan with realistic timeline for accomplishment of all activities specified in the scope of work.
5. **Proposed management approach (maximum 1 page):** Please specify which personnel are key to the documentary production and include a short biographical statement on each, with clear indication about their respective roles.
6. **Summary of relevant work experience (maximum 2 pages):** The bidder should provide at least two (2) brief examples of its past work experience in documentary/film production. Work needs to have been completed within the last ten years.
7. **Company profile (maximum 1 page):** A brief description of your company, including its date and location of incorporation, number of years of work experience relevant to this RFP.

Note: Assumptions: Please include any assumptions that have been made in the preparation of your proposal.

Cost Proposal:

Please submit a pricing schedule along with your proposal, in your format. The cost proposal must contain a detailed line item-wise budget for the pre-production, production, and post-production phases accompanied by a budget narrative (a separate document) explaining rationale for all unit costs and numbers.

An acceptable budget will have all costs broken down by *unit costs*, with the number of units used for each line item shown clearly. The narrative will describe how the bidder arrived at each unit cost and the number of units for each line item. Bidders are encouraged to provide as much detail as possible. The combination of the detail budget and budget narrative must be sufficient to allow a determination of whether the costs estimated are reasonable, allocable and allowable.

The evaluation factors comprise of the following criteria:

- a) **PRICE - Maximum Weight – 30 Points**

Cost proposal will be evaluated on the basis of the most effective rates and completeness of price schedules in line with the technical proposal covering all activities outlined in the scope of work.

b) TECHNICAL APPROACH – Maximum Weight – 40 Points

Proposals will be evaluated on how well the firm demonstrates technical strength and its ability/availability to conduct the activities included in the scope of work, as explained under the submission requirements.

c) PROJECT MANAGEMENT APPROACH – Maximum Weight- 15 Points

Proposals will be evaluated on suitability and level of expertise of the personnel proposed to conduct the activities outlined in the scope of work, and list of production equipment to be used for production of this documentary as per the specification outlined in the scope of work.

d) PAST PERFORMANCE - Maximum Weight – 15 Points

Proposals will be evaluated on their response to the information requested including how closely past experiences matches the proposed work to be performed as defined in the scope of work.

Total weightage – 100 Points

11. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.
12. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Bidder in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 120 days after submission.
13. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.
14. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.



Acceptance:

Bidder agrees, as evidenced by signature below, that the Bidder's completed and signed solicitation, bidder's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: *(Bidder Company Name)*

Signature: _____

Title:

Date: