

REQUEST FOR PROPOSALS (RFP)

RFP Number:	Aaap - AF - 002
Description:	Production of an 8-minute documentary film in HD; in English and Urdu version
Release Date:	October 16, 2019
Deadline for queries:	October 21, 2019
Due Date:	October 28,2019
Bid opening:	October 30,2019
For Project:	Our Visionary Champions
Contracting Entity:	Aaap Communications
Funded by:	United States Agency for International Development (USAID)

THIS RFP:

- (A) Describes the types of activity for which proposals will be considered;
- (B) Describes process and requirements for submitting proposals; and
- (C) Explains the criteria for evaluating proposals;

Proposals must be directly responsive to the terms and conditions of this RFP. Eligible bidder interested in submitting a proposal must read this RFP thoroughly to understand the activity and the proposal submission requirements as well as the evaluation criteria. The complete downloading, receipt and follow-up for any amendments of this RFP remain the responsibility of the bidder. Aaap Communications is not liable for any technological or data related issues and will not be responsible for communicating changes to this solicitation on an individual basis. To be considered for the award, the bidder must provide all required information in its proposal and subsequent amendments to it, if any.

Aaap Communications reserves the right to award any or none of the proposals submitted with or without giving any reasons. Aaap Communications also reserves the right to make any final decisions with respect to this solicitation and intends to award the proposal(s) that meet the criteria laid down in the RFP are deemed as most advantageous for project objectives and provide(s) the best value for money. Issuance of this RFP does not constitute an award commitment on the part of Aaap Communicatiosn, nor does it commit Aaap Communications to pay for costs incurred in the preparation and submission of a proposal.

All guidance included in this RFP takes precedence over any reference documents referred to in the RFP. Bidders must retain a copy of their offer and accompanying enclosures for their records.

By submitting proposal under this RFP, the bidder certifies that all the information contained in the technical and cost proposals, their attachments and all supporting documentation provided with the proposal or subsequently during rounds of clarifications to the time an award is made are correct to the best of his/her knowledge and belief. Any misrepresentation or falsification will result in rejection of the offer.

Applications submitted late or incomplete will not be considered for award. Therefore, bidders are encouraged to submit proposals well before the end date.

CONTENTS OF RFP:

Section – 1: Instructions to Offerors

Section – 2: Description/Specifications/Statement of Work

Section – 3: Eligibility and Selection Criteria.

Section – 4: Contractual Requirements and Other Terms

Attachment A: Letter of Transmittal

Attachment B: Required Certifications

SECTION 1: INSTRUCTIONS TO OFFERORS

1. INTRODUCTION OF THE ORGANIZATION

AAAP Communications was established in 2015 and registered in 2015 under Section 32 of the Companies Ordinance 1984 vide registration number 0093528. It is a non-political and non-governmental public interest organization.

In the short span of 4 years, AAAP has worked with marginalized communities at the grass root level for their development through an integrated package focusing on social sector services such as health, education, and advocacy through media. Addressing women empowerment and their rights in the perspective of special needs persons have been integral in all project undertaken so far. A wealth of experience has been gained since inception in partnership with local and international Organizations.

AAAP Communications has a well-equipped office with all necessary equipment for smooth implementation of a project and has a competent & experienced core team. The team has multi sector experience ranging from media PR, to human rights and advocacy, monitoring and reporting. Through its team, AAAP communication has implemented projects such as Developing Health Communication Strategy for Sindh, Media monitoring for reproductive health projects, working for education of the blind and advocating women rights. **Vision of AAAP Communication**

Objectives of the organization

- Creating awareness among the masses about their positive role they can play regarding various social issues
- Policy level contribution on health communication strategies
- Baseline and end line evaluations of media impact
- Working for vulnerable population i.e. women and persons with disabilities.

Thematic Areas of the organization

1. Disability
2. Education
3. Health
4. Media & Communication

2. OBJECTIVE & PURPOSE

AAAP Communication, in the proposed project, will conduct capacity building exercise in the form of Leadership Training for the visually impaired students through the 8 Visually Impaired Persons from amongst our youth to bring change at grass root level.

These 8 men & women, with consideration to gender equality, will be termed as **Our Visionary Champions**. We pick these 8 champions from various parts of the country; based on the selection criteria developed by AAAP Communications and to impart leadership training to visually impaired students in 4 cities of Pakistan. **They will also be promoted through social media campaign and a Documentary film which will focus on the struggle of these heroes and will feature how they overcame the barriers.**

3. SERVICES AND PAYMENT

Payment for services under this Contract shall be processed upon approval of all deliverables; submission of appropriate documentation and invoice for services duly approved by Aaap Communications.

4. DEADLINE & PROTOCOL FOR SUBMISSION OF OFFERS

Proposals may be submitted by hand, through courier/post or Email; no later than **October 28, 2019** not later than **5:00 PM PST**. Late offers will not be considered for award. In the event of lesser qualified proposals, the procurement committee may decide upon reviewing the proposals received shortly (one business day) after the deadline.

Proposals should be addressed to:

Aaap Communications
Suite# 2nd Floor
Galaxy Arcade, G-11 Markaz, Islamabad

5. AWARD DECISION

Aaap Communications may award a contract resulting from this RFP to the responsible bidder whose proposal is in line with this RFP and offers the greatest value. Aaap Communications (a) may reject any or all proposals, (b) accept other than the lowest cost proposal, (c) waive informalities and minor irregularities in proposals received.

The contract may be awarded on the basis of initial proposals received and presentations made, without discussions or negotiations. Therefore, each initial offer and presentation should contain the bidder's best terms from a cost and technical standpoint.

Awards will be made to responsible bidders whose proposal offer the greatest value, technical, cost and other factors considered. Please note that until an executed contract is received by you, which is duly signed off by the Chief Executive Officer of Aaap Communications, no expenditures will be paid by Aaap Communications.

A written award/ contract mailed or otherwise furnished to the successful bidder within the time for acceptance specified either in the proposal or in this RFP (whichever is later) shall result in a binding agreement without further action by either party. Since the funding allocation is limited and defined, Aaap Communications may only award to the bidders deemed as "the best" for the program objectives while not awarding a contract to any otherwise qualified proposals.

SECTION 2: DESCRIPTION / SPECIFICATIONS / STATEMENT OF WORK

1. BACKGROUND

Attitudes toward the visually impaired in Pakistan are of a strange nature, oscillating between extreme indifference and ill-advised sympathy. Both are detrimental as they undermine the positive role such an individual can play in society. This is why many strive to generate discourse about the nuance of integrating persons with disabilities into society in a positive manner. AAAP Communication, in the proposed project, will conduct capacity building exercise in the form of Leadership Training for the visually impaired students through the 8 Visually Impaired Persons from amongst our youth to bring change at grass root level. It is a fact that persons with disabilities in Pakistan have tough and miserable lives. Their families refuse to invest on them thus making their lives even more difficult. What we want to do is, to promote a positive picture of those courageous enough to achieve something in their lives. We believe that this is the best way to point out their misery.

2. OBJECTIVES OF THE CAMPAIGN

These 8 men & women, with consideration to gender equality, will be termed as **Our Visionary Champions**. They are the people who have struggled and succeeded against all odds. These are the people who have made it big, despite their disability and did not let their impairment come in the way of their success. These are the 8 stories of inspiration, determination and power of human will.

We believe that these 8 inspiring stories will directly help transform around 240 visually impaired people (140 male, 100 female) in 4 institutions of major cities like Rawalpindi, Peshawar Lahore and Abbottabad and indirectly, thousands of persons with disabilities, leading a life of depression, dismay and darkness. Our Champions will not just be the celebrities, but ambassadors of change in behaviors and attitudes. These stories will help remove the stigma and misconceptions swaddling the lives of visually impaired.

Documentary Production

1. SERVICES REQUIRED

The following services will be required from the contracting firm:

1.1 Documentary film (1) with English and Urdu Versions

Aaap Communications intends to hire the services of a media house / production house to produce an 8 minute documentary film in English and Urdu, to highlight the achievements of 8 visionary champions who will be selected for this project. Aaap Communications will arrange 4 Leadership Training Workshops in 4 different cities of Punjab and KPK for this purpose. The documentary shall encompass these workshops, the stories of these Champions and their outcome in general.

The documentary production shall also include Travel to these destinations the cost of which will be borne by Aaap Communications. Requirements of this activity include:

- HD quality
- Urdu and English versions of Script and Voice Over
- First Cut of Videos

Aaap Communications

- Final Cut of Videos
- 4 copies each of English and Urdu video on DVD format
- Previous Experience of working on a similar projects will be preferred

1.2 Success stories (8)

In addition to the documentary, the bidders are also required to develop 8 video messages of our Visionary Champions. These Champions will be selected from all over the country. Their stories should highlight their achievements and the scripts of the messages will also be developed by the bidder.

Requirements of this activity include:

- Scripts for messages
- First Cut of Video messages
- Final Cut of Video messages
- HD format

2. GENERAL GUIDELINES

2.1 Coordination

The contracting firm will work closely with Aaap Communication's head for AV Production for the project.

2.2 Copyright & Intellectual Proprietary Rights

All material, information, footage, designs, and any other materials (cutaways, final versions, voiceovers, graphics with source files, variants of produced material) produced by the firm under this Contract shall be the sole and exclusive property of Aaap Communications and will not be reproduced on any other platform/forum without the written consent of Aaap Communicatiosn.

2.3 Duration of Assignment

The overall time span of the assignment is from the awarding of the contract till December 15, 2019

2.4 List of Cities for workshops

Sr. No.	City
1	Lahore
2	Peshawar
3	Abbottabad
4	Rawalpindi

(End of Section – 2)

SECTION 3: SELECTION CRITERIA

1. Evaluation of Proposals:

The Bidders should respond to the following information and be organized as specified below.

Section I. Executive Summary

Summarize all components of the technical proposal and how the Scope of Work will be met. This is mandatory, though this section will not be assigned any score.

Section II. Technical Approach

Provide the following information:

- 1- Elaborate the firms’ understanding of Scope of Work
- 2- Propose detailed methodology & plan for developing, producing & finalizing the content/material along-with realistic timelines
- 3- Be innovative and share creative ideas

Section III. Previous relevant experience

Provide the following information:

- 1- Past experience of relevant projects
- 2- Creative samples which demonstrate the firms’ ability to produce such documentaries. The samples should be presented on DVD.

2. Selection Criteria and Distribution of Marks

A tabular presentation of marks allocation is provided below:

Criteria for technical evaluation of proposals	Marks	Total Marks
		60
Technical Approach		
1- Understanding of Scope of Work		
2- Detailed Methodology & Plan for production along-with realistic timelines		
3- Strategy & approach to execute the task		
4- Innovative and creative ideas		
Previous relevant experience		
1- Experience of producing documentary on similar project		
Organizational Capacity		
1- Details of the Team proposed to be deployed to work with the		

Aaap Communicatiосn, with qualifications and experience of the team members must be provided.		
Marks assigned to Technical proposal (annex -1)		60
Marks assigned to Financial proposal (annex -2)		40
Cumulative total for Bid evaluation		100

3. Final Award :

The Offeror/Offerors with the highest overall score i.e. **the sum of the Technical Proposal (max. 60 marks) and the Price Proposal (max. 40 marks) may be proposed for award.** This is a way of structuring the decision and shall not overrule the best value or interest based decisions.

4. Best/ Greatest Value Decision

Award will be made to the Applicant whose application offers the best value to Aaap Communications. Best value is defined as the expected outcome of a process that, provides the greatest overall benefit in response to the requirement.

For this RFP, technical proposal merits are considered significantly more important than cost relative to deciding which bidder might perform the work best. Cost realism, effectiveness and reasonableness will be the determining factors in the event that the proposals receiving the highest ratings are closely ranked. Therefore, after the final evaluation of the proposal, Aaap Communications will make the award to the bidder whose proposal offers the best value to the project considering technical, cost and other factors.

(End of Section – 3)

SECTION 4: CONTRACTUAL REQUIREMENTS AND OTHER TERMS

CONTRACTUAL REQUIREMENTS

1. Required Qualifications

The bidder must be registered company having relevant experience.

2. Confidential and privacy requirements

The contractor shall be solely responsible for complying with Privacy Act requirements governing any personal financial information provided by Aaap Communications. The contractor will treat all documentation requested by any party as “Confidential” and will not discuss any detail with anyone without the express permission of Aaap Communications.

3. Negotiations

Best offer proposals are requested. It is anticipated that awards will be made solely on the basis of these original proposals. However, Aaap Communications reserves the right to conduct negotiations and/or request clarifications prior to awarding a subcontract.

4. Validity of Rates

The rates quoted should be valid for at least 90 days after the receiving of proposal

(End of Section – 4)

Annex – 1

Technical Proposal Template

a) Technical Approach

Executive Summary

Understanding of scope of work

Detailed Methodology & Plan for Production of Documentary and Video Messages

b) Previous Relevant Experience

Experience of running similar campaigns' on mainstream and social media with number of audience reached

c) Organizational Capacity

Details of the Team proposed to be deployed, with qualifications and experience of the team members

Annex – 2

Financial Proposal Template

Budget Template (PKR)				
S. No	Particulars	Units	Unit Rate	Amount
1	Documentary Production Cost	1		
2	Video Messages Cost	8		
Total Cost				

Please note that quoted cost must be without GST and inclusive of all other applicable taxes.