



SUPPLY CHAIN MANAGEMENT (SCM)

icddr,b with support from USAID is issuing a

REQUEST FOR PROPOSALS (RFP)

For

**Producing and Broadcasting A 13-Episode Television
Talk Show on Tuberculosis.**

RFP Ref. No. icddr,b/SCM/OTM/2023/ NS-22-4787

Contracting Entity:

icddr,b
68 Shaheed Tajuddin Ahmed Sharani
Mohakhali, Dhaka 1212

Funded by:

United States Agency for International Development (USAID)

Funded under:

USAID's Alliance for Combating TB in Bangladesh Activity

LETTER OF INVITATION

Date: May 31, 2023

Request for Proposals # icddr/SCM/OTM/2023/NS-22-4787

Dear Sir/Madam,

icddr,b with support from USAID is undertaking a four-year implementation project “USAID’s **Alliance for Combating TB in Bangladesh Activity**” is issuing a **Request for Proposals (RFP) for Producing and Broadcasting A 13-Episode Television Talk Show on Tuberculosis**. The attached RFP contains all the necessary information for interested offerors. With most proficient bidder, icddr,b will sign a Service Agreement for currently established scope.

Selected organization/agency will require producing and broadcasting A 13-Episode Television Talk Show on Tuberculosis.

This RFP does not obligate icddr,b to execute a contract nor does it commit icddr,b to pay any costs incurred in the preparation and submission of the proposals. Furthermore, icddr,b reserves the right to reject any and all offers, if such action is considered to be in the best interest of icddr,b.

Sincerely,

Mirza Muhammad Masud Rana
Sr. Manager, Supply Chain Management
icddr,b

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SECTION – A: INSTRUCTIONS TO PROPOSERS

1. Introduction

The USAID's Alliance for Combating TB in Bangladesh Activity will develop a dynamic, strategic, and fresh approach to accelerate Bangladesh's fight against TB. The solutions will be aimed at creating an environment aligned with the universal health coverage (UHC) vision and focused on defined priority areas – increased TB detection, decentralized DR-TB management, child TB, expanded prevention and others.

Under the USAID's ACTB, icddr,b intends to select an organization for the purpose of **Producing and Broadcasting A 13-Episode Television Talk Show on Tuberculosis.**

Our philanthropic activities are supported by donors like UN specialized agencies, foundations, universities, etc. Also, icddr,b is exempted from import duty and tax for all of its purchases from overseas. These privileged benefits assist us Cost effective procurement directly from overseas manufacturers or sole distributors.

Would say above, Sealed Tenders are invited by icddr,b Mohakhali, Dhaka for engagement of the firm for **"Producing and Broadcasting A 13-Episode Television Talk Show on Tuberculosis"** from bonafide Media/Production Houses/Advertising agencies/Service Providers who have valid trade licenses and have at least 5 years work experience in the relevant field. The hiring is subject to the general terms and conditions set out below.

Furthermore, icddr,b reserves the right to reject any offers, if such action is considered to be in the best interest of icddr,b.

Unless otherwise stated, the periods named in the RFP shall be consecutive calendar days.

2. Overview

The purpose of this Request for Proposal (**RFP**) is to determine the bonafide organisation best suited to play these roles. Proposers are invited to submit proposals in response to this RFP under **Section - A** Instructions to Proposers.

This RFP does not obligate icddr,b to execute any contract(s) nor does it commit icddr,b to pay any Costs incurred in the preparation and submission of the proposals. Unless otherwise stated, the periods named in the RFP shall be consecutive calendar days.

3. Offer Deadline: Offers must be received no later than **June 06, 2023, by 5 PM** addressed to:

Director, Supply Chain Management
icddr,b

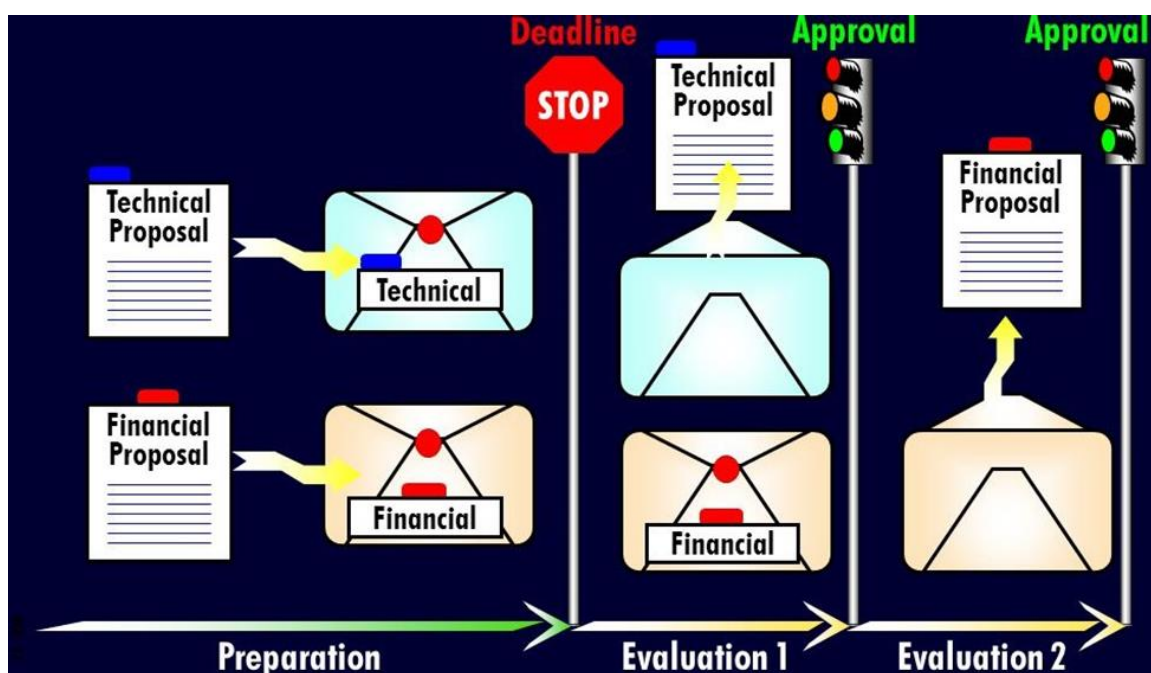
68 Shaheed Tajuddin Ahmed Sharani, Mohakhali, Dhaka 1212

Proposers are responsible for ensuring that their offers are received following the instructions stated herein and shall submit their offers through Hard copy printed documents.

4. Instructions for the Submission of Proposal:

The bidding process will be conducted through a **TWO Envelope System**. Separate Technical and Financial proposals (containing price information) **must be submitted through separate envelopes no later than the time and date specified above**. Proposers are required to submit their Technical Proposal separately from their Financial Proposal. Mixing of the technical and Financial proposals shall lead to disqualification.

Media/Production Houses/Advertising agencies/Service Providers shall submit proposals for all activities. When submitting both technical and Financial proposals separately please note, both sealed envelopes should be placed in a third sealed envelope superscripted **Request for Proposals (RFP) For Producing and Broadcasting A 13-Episode Television Talk Show on Tuberculosis**.



If all envelopes are not sealed and marked as required, icddr,b will assume no responsibility for the misplacement or premature opening of the Proposal.

The Proposer/s will be selected based on QCBS (Quality and Cost Based Selection) as recommended by the Bid Evaluation Committee. The evaluation will be done based on the highest combined score obtained in the technical bid evaluation and the figures quoted in the Financial bid.

The Financial proposals of the Proposers shall only be opened by the committee that qualifies in technical bid evaluation. The Financial bids of all those Proposers who have failed to qualify in the technical bid will not be opened under any circumstances.

Please note, technical proposals must not make any reference to pricing data so that the technical evaluation may be made strictly based on technical merit.

**Bid Submission
Location**

- Supply Chain Management, icddr,b, Chiller Building, Ground Floor (through Hospital Gate Entry), Mohakhali; Dhaka 1212
- Proposers are advised **not to** submit the bid to any other location or through e-mail except to the location mentioned above.



5. Communication

icddr,b requests that no icddr,b staff are contacted during this process other than Assistant Scientist, IDD who may be contacted only to clarify questions concerning the RFP via email anjan.saha@icddr.org **by June 1, 2023** copy to SCM (email: abdul.wadud@icddr.org). The clarification will be shared via email. Please be advised local working hours are 08.30 AM to 05.00 PM, please allow us till **June 4, 2023** response. Where the inquiry may have an impact on other Proposers within the process, icddr,b will notify all other Proposers to maintain a fair and transparent process.

6. Chronological List of Proposal Events:

The following calendar summarizes important dates in the solicitation process. Proposers must strictly follow these deadlines. The dates above may be modified at the sole discretion of icddr,b.

Events	Date	Time
RFP published	May 31, 2023	-
Proposal submission date	June 06, 2023	5 pm
Notification of Award	June 11, 2023	-

7. Documents Required to Be Submitted With The Proposal (Tick ✓ if attached)

SL.	Description of the Attached Document	Attached
1	Copy of updated Trade License	<input type="checkbox"/>
2	Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.	<input type="checkbox"/>
3	VAT Registration Certificate/ <u>BIN Certificate</u>	<input type="checkbox"/>
4	Copy of latest Income Tax Assessment certificate / Acknowledgement	<input type="checkbox"/>
5	Cover Letter (Annex – 1)	
6	Details of at least two contracts entered into during the past five years which are similar in nature to that which will arise from this RFP (Annex - 3)	<input type="checkbox"/>
7	Template for Technical Proposal (Annex - 4)	<input type="checkbox"/>
8	Profile (portfolio) of the Organizations including organizational structures, and management capacity and other sections meeting the evaluation criteria.	<input type="checkbox"/>
9	Filled-up Information of the Bidder [Section - F]	<input type="checkbox"/>
10	Signed Vendor Self-Declaration Form [Section - G]	<input type="checkbox"/>
11	Declaration form stating that no client has any dispute/claim against the bidder [Section - H]	<input type="checkbox"/>
12	Signed Affidavit in Vendor's Letterhead to be submitted by Bidders, as proof of entering into a contract with icddr,b [Section - I]	<input type="checkbox"/>
13	Non-Discloser Agreement [Section - J]	<input type="checkbox"/>
14	Evidence of Responsibility Statement [Section - K]	<input type="checkbox"/>
15	Any Other Document/Certificate/OEM Authorization letter/Dealership Certificate related to your business portfolio	<input type="checkbox"/>

Bidder's company name: _____

Address: _____

Name of the authorized person: _____

Designation: _____

Place, Date, Seal & Signature: _____

SECTION - B:. GENERAL REQUIREMENTS

1. icddr,b shall not enter into a contract with any individual or organizations that have the following characteristics:
 - Have active exclusions in the System for Award Management (SAM) (<https://www.sam.gov>)
 - Appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, sometimes referred to as the "OFAC List" (<http://www.treasury.gov/resource-center/sanctions/SDN-List/Pages/default.aspx>)
 - Are listed in the United Nations Security designation list (http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml)
 - If, at any time, the organization has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a contract under any fund;

icddr,b defines, for the purposes of this provision, the terms set forth below as follows:

- (a) "*corrupt practice*" means offering, giving, or promising to give, directly or indirectly, to any officer or employee of a Procuring Entity or other Recipient/governmental/private authority or individual a gratuity in any form, an employment or any other thing or service of value, as an inducement with respect to an act or decision of, or method followed by, a Procuring Entity in connection with the procurement proceeding;
- (b) "*fraudulent practice*" means a misrepresentation or omission of facts in order to influence a procurement proceeding or the execution of a contract to the detriment of the Client,
- (c) "*collusive practice*" means a scheme or arrangement among two and more organizations/consortiums with or without the knowledge of the Client (prior to or after proposal submission) designed to establish proposal prices at artificial, non-competitive levels and to deprive the Client of the benefits of free, open and genuine competition; and
- (d) "*Coercive practice*" means harming or threatening to harm, directly or indirectly, persons or their property to influence the procurement proceedings, or affect the execution of a contract.

icddr,b will use an online screening service (if required) to check the background of the participants. icddr,b anticipates issuing a contract to a Bangladeshi registered company or organization, provided it is legally registered and recognized under the laws of Bangladesh and is in compliance with all applicable civil, fiscal, and other applicable regulations. Such a company or organization could include a private firm, non-profit, civil society organization, or university.

Companies and organizations that submit proposals in response to this RFP must meet the following requirements:

- I. Companies or organizations, whether for-profit or non-profit, must be legally registered under the laws of Bangladesh upon award of the contract.
- II. Firms operated as commercial companies or other organizations or enterprises (including nonprofit organizations) in which foreign governments or their agents or agencies have a controlling interest are not eligible as suppliers of commodities and services.

SECTION - C: GENERAL TERMS AND CONDITIONS

1. **Instructions for the Submission of Proposal:**

The Bid document should be placed in a sealed envelope superscripted **Request for Proposals (RFP) For Producing and Broadcasting A 13-Episode Television Talk Show on Tuberculosis.**

2. **Performance Security Deposit:**

The successful Proposer shall be required to deposit security money, in the form of a security bond for security against sub-standard service and other contractual defaults. The amount of the security deposit shall be 10% of the total contract value and shall be submitted in the form of a bank draft or pay order or in the form of an irrevocable bank guarantee issued by a scheduled Bank functioning or operating within Bangladesh in favor of icddr,b. The security money shall be claimed by the contractor/supplier in writing within 30 days from the date of contract expiry and will be returned to the contractor without interest.

If the successful Proposer fails in fulfilling the terms and conditions mentioned here in different parts of this tender document, such failure will constitute a breach of the contract, and the icddr,b shall be entitled to make other arrangements at the risk and expense of the successful Proposer. Also, nonperformance/unsatisfactory performance or violation of terms and conditions of the contract will make the successful Proposer liable for forfeiture of the security deposit. The decision of icddr,b shall be final and binding on this count.

3. **Compensation for Accidents and Damages:**

From the start date of the contract, icddr,b will not be responsible for any kind of injury/accident or death of any staff or supplier while executing the contract.

4. **Adherence to icddr,b's Code of Conduct:**

The Proposer shall ensure that his/her personnel adhere to the icddr,b code of conduct and must abide by icddr,b core values. Misbehavior with the officers and staff of icddr,b will not be accepted. icddr,b reserves the right to ask the contractor to withdraw his staff for any reason whatsoever by oral or written notice. The contractor shall replace that staff after getting information/notice from icddr,b management. All procurement of icddr,b is subject to the relevant policies outlined in the policy manual, and all icddr,b suppliers must abide by the icddr,b's code of conduct. <https://www.icddr.org/about-us/governance/policies>.

5. **Price:**

The price shall remain fixed during the contract period. However, the price for an extended period (if any) will be at the discretion of icddr,b.

6. **VAT and TAX:**

Service Provider shall be entirely responsible for all taxes, duties, fees, and other such levies imposed inside and outside Bangladesh. The Service Provider shall submit the original Mushak-6.3 (challan) with the invoice and provide a copy of Treasury Challan

subsequently (if required). icddr,b will deduct Tax and VAT at sources as per the applicable rate prescribed by the National Board of Revenue (NBR). The rate of tax shall be fifty percent higher (50%) than the applicable rate if the payee fails to submit proof of submission of tax return (acknowledgment copy) at the time of payment. Any change in Tax and VAT rate by the National Board of Revenue (NBR) payable by the Service Provider shall be adjusted by icddr,b.

However, as far as the VAT applicable under this Agreement is concerned, Service Provider shall be obliged to forward VAT Chalan to icddr,b; and icddr,b shall as per the donor (USAID) requirement, pay the applicable VAT amount through NBR approved VAT coupon.

7. Mode of Payment:

Payment will be made through Bank Transfer and within 30 (thirty) days after a thorough examination of the invoice and certification by icddr,b. Under no circumstances will icddr,b entertain any request for cash payment or partial payment for the invoice. The invoice will incorporate any penalties that might need to be enforced, based on the terms and conditions stated in this tender document. The Purchase Order is to be produced to the receiving officer at the time of the delivery of the materials with 3 (three) copies of the Delivery Challan and the relevant bill(s). Receiving Officer will return one copy of the Delivery Challan to the Supplier duly signed.

The payment of monies pursuant to this clause shall not be taken as evidence against, or as an admission by icddr,b that the Services have been executed in accordance with the Contract or the value thereof, but shall be taken to be payment on account only.

Failure by icddr,b to pay the amount by the due date will not be grounds to vitiate or avoid the contract.

However, payment shall be made as per the workplan and deliverable schedule agreed with icddr,b at the time of contract award.

8. Penalty Clause:

If the Proposer is unable to meet conditions for the Purchase Order and contract, particularly quality and timelines, Purchaser reserves the right to penalize the awardee at the rate of 10% of the last invoice value.

9. Key Performance Indicators:

icddr,b expects to monitor the performance of the selected proposer. icddr,b will draw up specific deliverables associated with the project through the delivery of a project brief and work with the chosen company to monitor final outputs.

10. Contract Period:

The contract period will be determined based on the submitted proposal and its timeline. The decision of icddr,b shall be final and binding on this count.

11. Scope of Work:

The successful Proposer shall deliver the ordered services as per instruction and direction and within the stipulated time of icddr,b and after getting information/written

notice from icddr,b. The Proposer will be responsible for delivering all the services as frequently as necessary as per the requirement of the icddr,b.

12. Intellectual Property Rights:

icddr,b shall be entitled to all intellectual property, including but not limited to copyrights, patents, and trademarks, with regard to products, documents, or other materials which are produced under the Contract. The products shall not be disclosed to the public nor used in whatever format without written permission of icddr,b in line with the national and International Copyright Laws applicable. icddr,b owns the rights to all material used to create the video and can re-use the raw files as needed. Both the video and the content to be delivered should not be used or reused without icddr,b's written consent.

13. Evaluation and Basis for Award

An award will be made to the Proposer whose proposal(s) is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical, management/personnel, and corporate capability requirements, and is determined to represent the best value to icddr,b.

14. Amendment of Request for Proposals:

At any time before the deadline for submission of Proposals, icddr,b may for any reason, such as in response to a clarification requested by a Proposer, modify the RFP in the form of a Supplemental Information to the RFP. All Proposers who have attended the pre-bid meeting will be notified in writing of all amendments to the RFP. In order to afford prospective Proposers reasonable time to consider the amendments in preparing their Proposals, icddr,b may, at its discretion, extend the deadline for submission of Proposals, if the nature of the amendment to the RFP justifies such extension.

15. Applicable Law :

The Contract shall be governed by and construed in accordance with the laws of the People's Republic of Bangladesh.

16. Joint Venture, Consortium, or Association

If the Proposer is a joint venture, consortium, or association, all of the parties shall be jointly and severally liable to icddr,b for the fulfillment of the provisions of the Contract and shall designate one party to act as a leader with authority to legally bind the joint venture, consortium, or association. The leader or lead entity, composition, or the constitution of the joint venture, consortium, or association shall not be altered without the prior consent of icddr,b.

17. Contract Termination:

Either party may terminate this agreement by giving 1 (one) month prior notice in writing in the event that the other party defaults in the performance or observance of any terms or undertaking stipulated in this agreement. Service Providers of inferior quality materials or extreme delay in supply within the scheduled period or approved

extension time will lead to writing a “**letter of complaint**”. Repetitions of similar activities will cause the issuance of a warning letter which may lead to the termination of the contract if required. Termination of the Agreement shall be affected after the settlement of all outstanding issues of both parties.

18. Arbitration:

The Parties shall use their best efforts to settle amicably all possible disputes arising out of or in connection with this Contract or its interpretation. If it fails, then the same shall be referred to an Arbitration of two Arbitrators each party nominating one and in case of difference in opinion, both the Arbitrators shall appoint an umpire, and the decision of the Arbitrator and /or Umpire as the case may be shall be final and binding on the parties. The Arbitration proceeding shall be in accordance with the Arbitration Act 2001 of Bangladesh and the venue of Arbitration shall be at icddr,b Dhaka.

19. Indemnity

The Proposer shall indemnify the icddr,b against all actions, suits, claims, and demands brought or made against it in respect of anything done or committed to be done by the Proposer in the execution of or in connection with the work of this contract and against any loss or damage to the icddr,b or its user in consequence to any action or suit being brought against the Proposer for anything done or committed to be done in the execution of this contract.

The Proposer will abide by the safety measures prevalent in Bangladesh and will free the icddr,b from all demands or responsibilities arising from accidents or loss of life, the cause of which is the Proposer’s negligence. The Proposer will pay all indemnities arising from such incidents without any extra cost to icddr,b and will not hold the icddr,b responsible or obligated. icddr,b may at its discretion and entirely at the Cost of the Proposer defend such suit, either jointly with the Proposer or single in the case the latter chooses not to defend the case.

20. Declaration:

- a) We do hereby accept the above terms and conditions of the tender document.**
- b) We have read and understood the SOW/TOR specified in Section E.**
- c) We also declare that we are liable to bear any Cost regarding the supply of inferior quality services and its impact if any.**

Proposer’s company name: : _____

Address: : _____

Name of the authorized person: : _____

Designation : _____

Place, Date, Seal & Signature : _____

SECTION – D: TENDER EVALUATION CRITERIA

1. Minimum Eligibility Criteria

The bidders must have following minimum eligibility criteria:

- At least 8 years' experience of producing similar television program;
- The firm must have at least 02 (two) similar work experiences in the past 5 years.

2. Mandatory Documents:

Proposers must possess the following documents and accompany them with the Technical proposal.

Mandatory Documents	
1	Copy of updated Trade License
2	VAT Registration Certificate/ <u>BIN Certificate</u>
3	Copy of Updated Income Tax Assessment certificate / Acknowledgement
4	Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
5	At least two contracts issued in favor of your organization in the past five years which are similar in nature

3. This RFP will use Quality-Cost Based method for proposal evaluation.

- The Technical Proposal will be assessed based on the 3 major criteria as shown in the table below.
- The highest technical scorers (top three) will be invited for a presentation. Bidders will be assessed on their presentation too.

SI	Evaluation Category	Areas of Evaluation within Categories	Total Possible Points per category	Total Possible Points
01	Company/Agency's experience	Brief overview showing the organization's business continuation in Bangladesh such as years of operation, clients, etc.	10	20
		Proven experience in rolling out similar services performed, work order(s), and work completion certificate(s) showing the capacity to implement similar campaigns.	5	
		Experience of working with USAID funded project	5	
02	Proposed methodology, work plan, approach covering the SOW/ToR and presentation	Quality and ingenuity of the proposed outline of the entertaining television show	15	30
		Presenter's/Host's profile and experience	10	
		Detailed work plan, including details on specific tasks and timeline as well as contingency measures	5	
03	Resource team's capacity, work plan, and approach	Provide the intended human resources with relevant professional qualification (attach CVs) with local language fluency to undertake scope of work and deliverables. Should have a team composed of team leader and technical experts (key persons) in different areas which demonstrates the ability to undertake the scope of work and deliverables, including subject matter expertise.	5	10
		Relevant professional qualifications of the resource team: The team leader should have at least 10 years of professional experience in producing TV shows. The technical experts should have at least 5 years of professional experience in their specific area and should have been engaged in entertaining show production.	5	
Total Technical Score				60

4. Evaluation Process.

- A two-stage procedure will be followed in evaluating proposals, with an evaluation of the Technical Proposal being completed before any Financial Proposal assessment. Evaluators of the technical proposals shall have no access to the Financial Proposals until the technical evaluation is completed.
- As indicated in (Section - D): "Mandatory Documents" will be considered on a Pass or Fail basis – i.e. failure to comply with all these points will disqualify the Proposer for technical evaluation.
- icddr,b will use the Combined Scoring Method which is 60%-40% distribution for technical and Financial proposals, respectively. The minimum passing score for technical proposals is 40 points out of 60.

I. Technical Evaluation: The evaluation committee shall review and evaluate the Technical Proposals based on their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified in the evaluation table. Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP, particularly the Terms of Reference, or if it fails to achieve the minimum technical score indicated in the evaluation table. No changes may be made by icddr,b in the criteria, sub-criteria, and point system indicated in the evaluation table after all Proposals have been received. The minimum passing score for technical proposals is 60 points out of 80.

II. Financial Evaluation: During the second stage, only the Financial Proposals of Proposers who have achieved the minimum technical score will be evaluated and compared. Responsive Proposers who pass the technical evaluation will have their Financial Proposals assessed by icddr,b.

The overall evaluation score will be determined by icddr,b based on the combination of the technical score and the financial offer.

III. Verification and reference check: icddr,b shall reserve the right to determine to its satisfaction the validity of the information provided by the Proposer, through verification and reference checking, among other means that it deems appropriate, at any stage within the selection process.

IV. Negotiation and Award: The Award will be made to the responsive proposer who achieves the highest combined technical and financial score, following the negotiation of an acceptable contract. icddr,b reserves the right to conduct negotiations with the proposer regarding the contents of their offer. The award will be in effect only after acceptance by the selected proposer of the terms and conditions and the technical requirements.

SECTION E: SCOPE OF ACTIVITIES, OBJECTIVES, AND DELIVERABLES

Gaps in TB communications

In recent times, there has not been much tuberculosis (TB) communications for mass population. Though an estimated 120 people die from TB every day, TB still remains some forgotten agenda in the society. Moreover, TB is popularly seen as “poor people’s” disease, thus it is the problem of weaker segment of the society. As a contagious disease, TB can affect anyone and it does so. Lack of resources in developing TB communications is a key factor. As icddr,b-led USAID’s Alliance for Combating TB in Bangladesh (ACTB) is committed to promoting TB related issues among policymakers and general people, a television talk show on TB can be an effective vehicle to transmit the intended messages.

Scope under USAID’s ACTB and the roadmap

The USAID’s ACTB Activity will develop a dynamic, strategic, and fresh approach to accelerate Bangladesh’s fight against TB. The solutions will be aimed at creating an environment aligned with the universal health coverage (UHC) vision and focused on defined priority areas – increased TB detection, decentralized DR-TB management, child TB, expanded prevention and others. The USAID’s ACTB is a four-year implementation project, which is implemented by an icddr,b-led consortium.

To end the TB epidemic, an integrated approach to address TB issues such as stigma related to TB, behaviors that drive and stops individuals and communities from seeking free TB services are key to success. When media intervention is crafted for a cause, it expedites working across geographical locations and diverse stakeholders in an inclusive fashion. Moreover, informative contents drive general population and all other stakeholders in the fight against the TB epidemic. It helps confront stigma and social isolation associated with the disease as well.

Use of television has proven to be useful in social and behavior change communication for public health causes. Crafting and translating health messages in the laypersons’ term and broadcasting a talk show will mobilize and engage target populations to help fight the TB epidemic. With the advent of the internet, more contents are accessible through different media to diverse population. Capitalizing on this opportunity, a momentum can be built for TB causes on both television and social media platform.

Though we are issuing this RFP for broadcasting a weekly television talk show over 13 weeks, we envisage to continue the show further during the project timeline based on the learnings and findings from these 13 weeks of broadcasting.

Objectives

To these goals, we strive for:

- Producing and broadcasting a 13-episode weekly television talk show on tuberculosis;
- Offering audience-friendly, easily accessible TB related dialogs through television, and subsequently on social media;
- Engaging policymakers, TB stakeholders with the aim of securing pledge from them to end TB by 2035.

13-episode weekly television talk show

The objective of the task is to produce and broadcast a 13-episode weekly television talk show on tuberculosis which will target the following audiences: decision-makers and policymakers, adult males and females as primary audiences; service providers, community leaders, opinion leaders and other gatekeepers as secondary/influencing audiences. The intervention needs to reflect personality, values, attitudes, interests, and lifestyles of the audiences, focusing on the primary audiences. The talk show will deal with matters related to the diagnosis, treatment and management of all forms of TB; attempt to get enough attention from policymakers to address the challenges engulfing the TB field; raise public awareness on TB and reduce TB-related stigma. For successful implementation, use of a gender lens is mandatory – warding off existing gender norms and roles, gender relationships, gender inequity that affect initiatives to end TB from Bangladesh.

Coverage

The talk show will be broadcasted on a television channel and later uploaded on their social media platform(s); hence is expected to cover whole Bangladesh where these platforms reach.

Engagement of subject matter experts and guests

The organization will explore and engage technical and subject matter experts for each episode. However, icddr,b may also assist in identifying relevant experts and guests, and clearance must be taken from icddr,b before finalizing any subject matter specialists and guests, and the topic of each episode.

Advocacy

Changes are hard to achieve without the engagement of policymakers. They play a critical role in forming a general consensus among the decision makers to carry forward any development agenda. With this intervention, advocacy for TB issues among the policymakers will be an avenue for the achievement of expected outcomes.

Quality control

Selected vendor will require submitting each episode's talk show plan for icddr,b and others' review and approval. After review, necessary feedback needs to be incorporated for multiple

times. When approvals on the episodes are received, the vendor will then go for executing the tasks accordingly.

Team: Minimum Qualifications and Experiences

The firm will be responsible for implementing the day-to-day operations of the activity. The firm should have key professionals and other staff for implementation of the tasks. CVs of relevant personnel must be submitted for evaluating their experiences and capacity. Moreover, the firm is highly encouraged to propose cost-effective option(s) offering value for money.

Suggested Deliverables:

1. Produce and broadcast a 13-episode weekly television talk show on tuberculosis
2. Give a name of the show and establish it across media platform(s)
3. Engage at least one recurring presenter
4. Leverage social media for promotion of the show and publish the episodes on the television channel's social media platform
5. Do appropriate promotion of the television talk show across media platform(s), including television channel in order to inform target audiences about the show and attract as many audiences as possible
6. The selected vendor will translate TB related health messages into engaging contents, design and develop appropriate products for the activities, etc.
7. Final products, photos, video documentation of all activities will need to be submitted in appropriate formats as required by USAID's ACTB, icddr,b
8. Detailed timeline/implementation plan (work completion timeline with breakdown) will need to be submitted with the proposal as well
9. The vendor will be responsible for taking all relevant government authorities' permission and approval while implementing the tasks.

SECTION - F: INFORMATION OF THE BIDDER

Information of the Bidder		
Sl.	Required Information	Put your information below
1	Constitution of Bidder: (If available please attach Company Profile) <i>[USE ✓ MARKS]</i>	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Joint Venture <input type="checkbox"/> Franchise <input type="checkbox"/> Non-Profit <input type="checkbox"/> Limited Company <input type="checkbox"/> Cooperative Society
2	Name of the Organization/Company (In block letters):	
3	(a) Registered Address (in full): 	<input type="checkbox"/> Vill/Street: <input type="checkbox"/> P.O.: <input type="checkbox"/> District/City: <input type="checkbox"/> Post Code: <input type="checkbox"/> Telephone: <input type="checkbox"/> Cell : <input type="checkbox"/> E-Mail: <input type="checkbox"/> Website
	(b) <u>Corporate Office/</u> Store/Factory/Manufacturing Plant Address (if any):	<input type="checkbox"/> Vill/Street: <input type="checkbox"/> P.O.: <input type="checkbox"/> District/City: <input type="checkbox"/> Post Code: <input type="checkbox"/> Telephone: <input type="checkbox"/> Cell : <input type="checkbox"/> E-Mail:
4	Trade License number with date of registration (Please attach an updated copy of the Trade License)	
5	VAT Registration No. (Please attached copy of the VAT Registration Certificate)	
6	Income Tax ID (E-TIN) No. (Please attach a copy of the latest Income Tax Clearance Certificate)	

Information of the Bidder				
Sl.	Required Information	Put your information below		
7	Primary Contact Person	Name	:	
		Phone no	:	
		E-mail	:	
8	Secondary Contact Person	Name	:	
		Phone no	:	
		E-mail	:	
9	Other certificates (s) [i.e., ISO, BSTI, etc. (if any)]			
10	Details of recognition/awards (if any)			
11	Bank Information	Account Name	:	
		Account No	:	
		Account Type	:	
		Bank Name	:	
		Branch Name	:	
		Routing Number	:	

Bidder's company name: :

Address: :

Name of the authorized person: :

Designation :

Place, Date, Seal & Signature :

SECTION - G : VENDOR SELF-DECLARATION FORM

[Fundamental principles for doing business with icddr,b]

As part of our commitment to following the standard business principals being a supplier/vendor of icddr,b; we are committed to follow comparable standards in our conduct, which we are contractually obliged to follow:

1. Compliance with law, anti-terrorism and adherence to generally accepted Ethics Standards

As a supplier to icddr,b, you are expected to:

- Comply with local laws and regulations, including without limitation relevant Anti-Money Laundering legislation. Adhere to the international laws and regulations, if applicable or requested by icddr,b due to icddr,b's contractual requirements / obligations with third parties.
- Operate in accordance with generally accepted Ethics principles and standards relating to social and environmental responsibility, including without limitation the laws/rules/principles relating modern slavery, human trafficking, etc., and, if applicable or requested by icddr,b due to icddr,b's contractual requirements/obligations with third parties, internationally recognized human rights including laws preventing modern slavery.
- Shall not do anything that is in contravention with the local anti-terrorism law (i.e. Anti-Terrorism Act 2009 and relevant Rules) and the international anti-terrorism laws / rules / regulations if applicable or requested by icddr,b due to icddr,b's contractual requirements/obligations with third parties

2. Anti-competition and economic and trade sanctions

As a supplier to icddr,b, you are expected to:

- Not engage in any activities that could reasonably be construed as being anti-competitive, abusive or unfair.
- Comply with laws and regulations governing the export or import of goods, products and services, and those relating to economic and trade sanctions, and anti-boycott.

5. Employees' Health Safety at Work

As a supplier to icddr,b, you are expected to:

- Provide for safe workplaces that comply with national & international labor standards; in case of waiver or exemption from any such standards/laws, the supplier shall have to provide evidence of such waiver or exemption.
- Provide a healthy and safe workplace to prevent accidents and injury arising out of,

3. Protection of assets, information & good name

As a supplier to icddr,b, you are expected to:

- Contribute to safeguarding icddr,b's assets from theft, misuse, or waste.
- Take necessary measures to protect, and keep icddr,b data and information that is available to us confidential.
- All competitor information is obtained and used legitimately and in compliance with all applicable laws and regulations. No attempt is made to divulge to icddr,b any information about its competitors. Likewise, icddr,b's confidential information must not be shared with any third party unless expressly permitted by icddr,b.
- Avoid any investment, interest or association (direct or indirect) which might reflect or be seen to reflect unfavorably on icddr,b's good name and reputation or on your own.

4. Preventive measures against sexual exploitation and abuse

As a supplier to icddr,b:

- You agree to abide by the contents of icddr,b Code of Conduct, including without limitation, the ones with regard to Prevent and Respond to Sexual Harassment, Exploitation and Abuse and also agrees to comply with the icddr,b Safe-Guard Policy, Harassment Policy and Standard of Conduct as to Prevention of Sexual Exploitation and Abuse in the course of this agreement.
- You undertake that a breach of the icddr,b Safe-Guard Policy may provide grounds for appropriate necessary and reasonable measure/action, including termination of agreement and blacklisting for future transaction with icddr,b and could result in criminal prosecution, administrative penalties or other legal proceedings.

8. Protection of Community Rights

As a supplier to icddr,b you are expected to:

- Respect the local community and seek to prevent and mitigate adverse impact on local community.
- Respect the rights of the indigenous people e.g. title to property and land. All negotiations with regard to their property or land, including the use of and transfers of it,

linked with, or occurring in the course of work or as a result of the employer's operations.

- Ensure fair employment practices, and refrain from any form of unethical or illegal employment practices (such as harassment or physical assault, any form of slavery, servitude and forced or compulsory labor including, but not limited to child- labor).
- Not discriminate against employees on the grounds of their ethnicity, gender, sexual orientation, religion, ideology, disability or age.
- Ensure that wages, working hours, vacation and leave periods provided to employees and hired external contractors are in accordance with applicable law and/or agreements.

6. Books and records

As a supplier to icddr,b, you are expected to:

- Maintain complete books and records that accurately reflect all business transactions and expenditures that are prepared in accordance with applicable laws and regulations

7. Conflicts of interest

As a supplier to icddr,b, you are expected to:

- Avoid situations where our own interests' conflict or could conflict, with the business interests of icddr,b.
- Notify Icddr,b without delay, if we become aware of a conflict of interest, including if an icddr,b employee has a financial interest in our company or is related to our company in any other way.

adhere to local, and international laws if the international laws are applicable or requested by icddr,b to follow due to icddr,b's contractual requirements / obligations with third parties.

9. Standards towards our own Suppliers

As a supplier to icddr,b, you are expected to:

- Demand from our own suppliers and subcontractors to adhere to the principles set forth in this Supplier Declaration.
- Systematically include and follow up on these obligations in our business relationships with them.

10. Freedom of Association

As a supplier to icddr,b, you are expected to:

- Recognize and respect the rights of workers to freedom of association and collective bargaining. Workers will not be intimidated or harassed in the exercise of their right to join or refrain from joining any organization.

11. Environmental sustainability

As a supplier to icddr,b, you are expected to:

- Conduct our operations safely and minimize the environmental impact of our business activities.
- Comply with applicable environmental legislation and permits.
- Taken every possible action to reduce carbon footprint.

By signing this document, we confirming that all information and declaration we provided in this Supplier Declaration, all are true and correct.

Being the procuring entity, icddr,b reserves the right to request further investigation on our self-declarations, certifications or to take any other reasonable action as contractually agreed where there may be concerns.

Declaration signed by Bidder:

Bidder's company name:	:	_____
Address:	:	_____
Name of the authorized person:	:	_____
Designation	:	_____
Place, Date, Seal & Signature	:	_____

SECTION - H: DECLARATION FORM STATING THAT NO CLIENT HAS ANY DISPUTE/CLAIM AGAINST THE BIDDER.

To,
Director, Supply Chain Management
icddr,b

Subject: Declaring that no client has any dispute/claim against the us.

Dear Sir,

We hereby confirm that we are not blacklisted due to "poor performance" or "corrupt and fraudulent practices" or banned by Government department/ Public Sector.

We also confirm that we are not under any liquidation, court receivership or similar proceedings or 'bankruptcy'.

Further, we also confirm that in case there is any change in status of the declaration prior to award of contract, the same will be promptly informed to icddr,b by us.

Bidder's company name:	:	<hr/>
Address:	:	<hr/>
Name of the authorized person:	:	<hr/>
Designation	:	<hr/>
Place, Date, Seal & Signature	:	<hr/>

SECTION - I: SIGNED AFFIDAVIT IN VENDOR'S LETTERHEAD TO BE SUBMITTED BY BIDDERS, AS PROOF OF ENTERING INTO A CONTRACT WITH ICDDR,B

(To be executed on the company's letterhead)

I,.....on behalf of
.....(the bidder), having business
address.....
..... take an oath and solemnly declare/affirm
that, we have the legal capacity to enter into a contract with Procuring Entity i.e. icddr,b, and have
not been declared ineligible by any of the Procuring Entity's under any Government/semi
Government/autonomous bodies of Government of Bangladesh on charges of engaging in Corrupt,
Fraudulent, Collusive or Coercive practices and I further declare that I am a Citizen of Bangladesh
and the particulars furnished by me above are correct and that I have not concealed or
misrepresented any facts.

Bidder's company name: : _____

Address: : _____

Name of the authorized person: : _____

Designation : _____

Place, Date, Seal & Signature : _____

SECTION - J: NON-DISCLOSURE AGREEMENT

It is understood and agreed that the below-identified disclosure of confidential information may provide certain information that is and must be kept confidential. To ensure the protection of such information and to preserve any confidentiality necessary, it is agreed that

1. The Confidential Information to be disclosed can be described as and includes:
RFP **Reference No. icddrb/SCM/OTM/2023/NS-22-4787, dated May 31, 2023** of icddr,b and its technical and business information relating to trade secrets, drawings and/or illustrations, existing and/or contemplated materials and services, research and development, production, costs, profit and margin information, finances and financial projections, users, clients, and current or future business plans and models, regardless of whether such information is designated as "Confidential Information" at the time of its disclosure.
2. The Recipient agrees not to disclose the confidential information obtained from the disclosure to anyone unless required to do so by law.
3. This Agreement states the entire agreement between the parties concerning the disclosure of Confidential Information. Any addition or modification to this Agreement must be made in writing and signed by the parties.
4. All materials/services in regards to RFP Reference No. **icddrb/SCM/OTM/2023/NS-22-4787** that will be received by the recipient undersigned from icddr,b shall be returned immediately after completion of the project.
5. If any of the provisions of this Agreement are found to be unenforceable, the remainder shall be enforced as fully as possible and the unenforceable provision(s) shall be deemed modified to the limited extent required to permit enforcement of the Agreement as a whole.

WHEREFORE, the parties acknowledge that they have read and understand this Agreement and voluntarily accept the duties and obligations set forth herein.

Recipient of Confidential Information:

Bidder's company name:	:	_____
Address:	:	_____
Name of the authorized person:	:	_____
Designation	:	_____
Place, Date, Seal & Signature	:	_____

SECTION – K: EVIDENCE OF RESPONSIBILITY STATEMENT

01	<p>Authorized Negotiators <i>[Proposers will confirm their official negotiator and signatory for who is authorized to represent the Proposer in the negotiation of this offer in response to this RFP.]</i></p>	<p>List Names of Authorized signatories: 1. (Name & Designation): 2. (Name & Designation):</p> <p>These individuals can be reached at: Address : Telephone/Cell : Email address :</p>
02	<p>Adequate Financial Resources <i>[Offeror will submit evidence to proof their adequate financial resources to manage this contract, as established by audited financial statements for last three years (OR equivalent) with the proposal.]</i></p>	
03	<p>Adequate Human Resources <i>[Proposers will submit evidence to prove their adequate human resources to manage this contract.]</i></p>	
04	<p>Record of Performance, Integrity, and Business Ethics <i>[Proposers should confirm that they have no allegations of lack of integrity or questionable business ethics.]</i></p>	
05	<p>Equipment and Facilities <i>[Proposers should state they have the necessary facilities and equipment to carry out the contract with specific details as appropriate per the contract SOW.]</i></p>	
06	<p>Eligibility to Receive Award <i>[Offeror should state that they are qualified and eligible to receive an award under applicable laws and regulation and that they are not included in any list maintained by the US Government of entities debarred, suspended or excluded for US Government awards and funding. The Contractor should state whether they have performed work of similar nature under similar mechanisms for USAID.]</i></p>	

SECTION - M: GUIDE TO CREATING TECHNICAL PROPOSAL

Offerors should consider the proposal accordingly in response to the technical and cost requirements of this RFP.

1. Pre-production Phase:

(a) Research and Concept Development:

- Conduct research on TB, including its prevalence, impact, and current initiatives.
- Develop a concept for the talk show, including episode topics, structure, and key messages.

(b) Scriptwriting and Episode Outlines:

- Develop scripts for each episode, ensuring accurate information and engaging content.
- Create episode outlines, including segment breakdowns, guest list, and discussion points.

(c) Location Scouting and Set Design:

- Identify suitable locations for filming the talk show, considering aesthetic and technical requirements.
- Design and set up a visually appealing and functional set for the talk show.

2. Production Phase:

(a) Filming and Direction:

- Coordinate with the production team to ensure smooth filming of each episode.
- Direct the host, guests, and crew during the shoot to maintain the desired quality and flow.

(b) Guest Coordination:

- Identify and invite expert guests, including doctors, researchers, and individuals affected by TB.
- Coordinate guest schedules and ensure their readiness for the show.

(c) Production Crew:

- Assemble a professional production crew, including camera operators, sound technicians, lighting specialists, and makeup artists.
- d. B-roll and Visuals:
 - Capture relevant B-roll footage, including scenes depicting TB prevention, treatment facilities, and community activities.
 - Incorporate visually engaging graphics, charts, and images to support the information shared during the talk show.

3. Post-production Phase:

(a) Video Editing and Post-production:

- Edit the recorded footage, ensuring smooth transitions, appropriate pacing, and visual enhancements.
- Incorporate relevant graphics, text overlays, and supporting visuals.

(b) Sound and Music:

- Enhance audio quality by adjusting levels, removing background noise, and adding suitable music and sound effects.

(c) Episode Packaging and Delivery:

- Create episode intros, outros, and packaging to enhance the visual appeal and branding of the talk show.
- Deliver the final edited episodes in suitable formats for broadcasting.

4. Broadcasting and Promotion:

(a) Channel Partnership:

- Collaborate with a broadcasting channel or platform to air the talk show.
- Negotiate airtime, scheduling, and any financial or licensing agreements.

(b) Marketing and Promotion:

- Develop a comprehensive marketing strategy to promote the talk show, including online and offline promotional activities.
- Utilize social media, press releases, interviews, and other channels to generate buzz and increase viewership.

(c) Audience Engagement:

- Encourage audience participation through social media interactions, live Q&A sessions, and feedback collection.
- Respond to audience inquiries, comments, and concerns regarding the talk show.

5. Evaluation and Impact Assessment:

(a) Monitor viewership ratings and feedback to gauge the talk show's success and impact.

(b) Conduct surveys or interviews with the audience to gather insights and assess knowledge gain and attitude change related to TB.

(c) Analyze the effectiveness of the talk show in achieving its objectives and identify areas for improvement.

SECTION - L: GUIDE TO CREATING A FINANCIAL PROPOSAL

The purpose of this annex is to guide offerors in creating a budget for their cost proposal. Because the contract will be funded under a United States Government-funded project, it is important that all offerors budgets conform to this standard format. It is thus recommended that offerors follow the steps described below.

Step 1: Design the technical proposal:

Offerors should examine the market for the proposed activity and realistically assess how they can meet the needs as described in this RFP. Offerors should present and describe this assessment in their technical proposals.

Step 2: Determine the basic costs associated with each deliverable:

The cost proposal should provide the best estimate of the costs associated with each deliverable, which should include labor and all non-labor costs.

Under no circumstances any cost information can be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, can be included in the technical proposal. Cost information must only be shown in the cost proposal.

Step 3: Create a budget for the cost proposal:

The budget period should follow the technical proposal period. A sample budget is shown on the following page.

Annex - 1:

Sample Cover Letter

[Offeror: Insert date]

Director, Supply Chain Management
icddr,b
68 Shaheed Tajuddin Ahmed Sharani
Mohakhali, Dhaka 1212
Bangladesh

Reference: Request for Proposals # icddrb/SCM/OTM/2023/NS-22-4787

Subject: [Offeror: Insert name of your organization]'s technical and cost proposals

Dear Sir:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization:	_____
Type of Organization:	_____
Taxpayer Identification Number:	_____
VAT Number:	_____
Address:	_____
Telephone:	_____
Bid Security ref. and date	_____
E-mail:	_____

we confirm that our proposal, including the cost proposal will remain valid for 180 calendar days after the proposal deadline.

Sincerely yours,

Signature

Cover Letter for Financial Proposal

To: Director,
Supply Chain Management
icddr,b
68 Shaheed Tajuddin Ahmed Sharani, Mohakhali
Dhaka 1212

Dear Sir:

We, the undersigned, offer to provide the consulting services for [*Insert title of assignment*] in accordance with your Request for Proposal dated [*Insert Date*] and our Technical Proposal. Our attached Financial Proposal is for the sum of [*Insert amount(s) in words and figures¹*]. This amount is inclusive all regulatory levies **and VAT**. Respective VAT amount is shown in separate cost head in the cost proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Bidder's company name:	:	_____
Address:	:	_____
Name of the authorized person:	:	_____
Designation	:	_____
Place, Date, Seal & Signature	:	_____

RECENT REFERENCES
RELEVANT EXPERIENCE WITHIN THE PAST FIVE YEARS

Each Bidder will provide, in the sample table below, the reference information of up to three (3) but at least two projects carried out by them which are of similar nature to that which will arise from this RFP. The information must include as a minimum:

- ☐ Client name, location, and date of execution;
- ☐ Description of project and specifically the work done by the Bidder in the project; The Contract value;
- ☐ Contact details for checking references.

	Client Name, Location, and Date of Execution	Description of the Project and the Work Performed	Contract Value (Currency)	Contact Details for Reference Check (Email and mobile number)
1				
2				
3				

Template for Technical Proposal

TO BE RETURNED ON BIDDER'S LETTERHEAD

Checklist of Technical Proposal	Yes/No
Part 1: Company/Agency's experience	
Part 2: Proposed methodology, work plan and approach covering the SOW/ToR	
Part 3: Resource team's capacity	

Submitted by: (Company/Agency name and address)

Primary contact person:

Name:

Designation:

Contact Details:

Cell no:

Email:

Date:

Signature & company stamp:

emplate for Financial Proposal

TO BE RETURNED ON BIDDER'S LETTERHEAD

Checklist of Financial Proposal	Yes/No
Request for Proposals (RFP) for Producing and Broadcasting A 13-Episode Television Talk Show on Tuberculosis	

Submitted by: (Company/Agency name and address)

Primary contact person:

Name:

Designation:

Contact Details:

Cell no:

Email:

Date:

Signature & company stamp:

Annex - 6

COST BREAKDOWN FOR KEY TECHNICAL PERSONS

Example

Local Staff Cost Head	Number of Person	Number of days	Total Cost
Director			
Producer			
Art director			
Presenter/host			
Project manager			
Other personnel:			
Total personal cost:			

- Key Professional Staff should be indicated individually; Support Staff should be indicated per category.

Nº	Description	Unit	Numbers of Unit	Total Cost
1	Per diem allowances			
2	Travel expenses			
3	Broadcasting the talk show episodes			
4	Equipment, instruments, materials			
5	Manual labor costs			
6				
7				
8				
9				
10				
11	Grand Total			

Annex - 7

SUMMARY OF COST PROPOSAL

<i>Item</i>	Costs
	<i>In BDT</i>
Total Personnel Cost:	
Total Reimbursable Cost:	
VAT Amount 15%:	
Grand Total:	

Signature of Tenderer:

Full Name of Tenderer:

Name of the Company:

Address:

Mobile and Land Phone:

E-mail: