



TENDER DOCUMENT

For Hiring PR Agency for

**Broadcasting Animation Film, TVC and
Production of TV Talk Show**

For

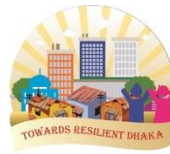
**Towards Resilient Dhaka Project
Under SIDA Fund**

Name of the Procuring Entity	Procurement Committee, Social and Economic Enhancement Programme-SEEP House # 05, Road # 10, Lane # 11, Block # C, Mirpur, Dhaka-1216.
Contact Person	AAO-TRD project & Convener , Procurement Committee, SEEP
Contact Number	01712966111, 01611-301635
Email:	smsblqiran@gmail.com , prodipsarker@ymail.com ,

Tender Ref. No. SEEP/TRD/2016/005

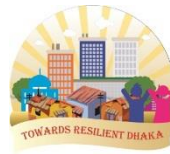
Issued on: 22 August 2016

THIS DOCUMENT HAS TO BE SUBMITTED ALONG WITH OTHER RELEVANT DOCUMENTS. PLEASE SIGN & STAMP ON EACH PAGE TO ACCEPT OUR TERMS & CONDITIONS.



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I. Advertisement for Tender

Broadcasting Animation Film, TVC and Production of TV Talk Show

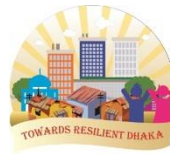
Ref. No. SEEP/TRD/2016/005

Date : 22 August 2016

Background	:	With an aim to build safe and resilient communities, Social Economic Enhancement Programme-SEEP is implementing a project titled Towards Resilient Dhaka-TRD in association with Plan International Bangladesh and funded by SIDA in which children and young people are contributing in managing and reducing the disaster risks associated with changes in the climate. Children, young people and their communities under this project will be supported to build their own skills and knowledge to identify, prepare for and respond to disaster risks associated with climate change. The project is aligned with the MDGs, as it seeks to secure development gains through building resiliency towards climate change and disasters. It thus directly contributes to achieving MDG 1 (eradicating extreme poverty and hunger); and MDG 7 (ensuring environmental sustainability). At this point, it also supports to achieve SDG 11 (Sustainable cities and communities) & SDG 13 (Climate action).
Scope of work	:	The agency would be responsible for Broadcasting Animation Film, TVC and Production of TV Talk Show
Objectives	:	To create mass awareness among the Children, Youth, Duty bearer and City dwellers on Urban Hazards.
Target Audience	:	<ul style="list-style-type: none">• Primary: Children, Youth, Duty bearer and City dwellers of Dhaka city• Secondary: Mass people
Procurement item	:	Broadcasting Animation Film, TVC and Production of TV Talk Show
Procurement Method	:	Open Tendering Method (National)
Tender document price, Selling date, Time & Place	:	A complete set of tender document may be obtained from 22.08.2016 to 05.09.2016 between 9:00 am to 4:00 pm on working day at Social and Economic Enhancement Programme-SEEP , House No-5, Road No-10, Section-11, Mirpur, Dhaka-1216, Bangladesh on payment of Tk. 1,000/- (Taka One Thousand) only (Non-refundable) in the form of pay order/ bank draft in favor of ' Social and Economic Enhancement Programme-SEEP ' issued by a scheduled bank in Bangladesh. Free Download for information only at : http://www.seep.org.bd/Tender



Tender Document Dropping Date, Time & Place	:	Sealed tender should be dropped into the tender dropping box kept at Social and Economic Enhancement Programme-SEEP , House No.5, Road No. 10, Block-C,Mirpur-II,Dhaka-1216 on or before 06.09.2016 within 2.00 pm.
Tender Opening Date, Time and Place		The tender shall be opened on 06.09.2016 at 2.30 pm in presence of Tenderer(s) representative (if any) at Social and Economic Enhancement Programme-SEEP, House No-5, Road No-10,Block-C,Mirpur-II,Dhaka-1216.
Contact number	:	AAO-TRD project & Convener , Procurement Committee, SEEP 01712966111, 01611-301635, smsblqiran@gmail.com , prodipsarker@ymail.com ,



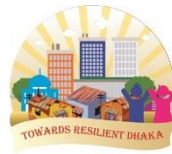
A. GENERAL

02.Tender Data Sheet/ Terms & Conditions

Procuring Entity	Broadcasting Animation Film, TVC and Production of TV Talk Show
Duration of Agreement	This agreement will be for the period from signing date and ending on 15 June 2017.
Eligibility	The Bidders shall possess the following qualifications : a) The tenderer shall have a minimum 3 (Three) years of overall experiences in Broadcasting Animation Film, TVC and Production of TV Talk Show. b) The tenderer shall have the availability of minimum liquid assets or working capital or credit facility. c) Bidder shall provide the best value of money. d) Bidder should maintain the delivery lead time. e) Bidder must meet the technical specifications of the TOR.
Documents Required	a) Company profile b) Copy of Up to date Trade license. c) Tax identification Number and Up-to-date VAT and Tax Certificate d) Work experience with Development/reputed organizations. A contract/work order copy is to be attached with the tender.
Language	The language of all correspondence and documents related to the Tender shall be in English .

B. THE TENDER DOCUMENTS AVAILABLE

Communication	Procurement Committee- Social and Economic Enhancement Programme-SEEP , House No.5, Road No. 10, Block-C, Mirpur-11, Dhaka-1216. Contact No- 01712966111, 01611-301635, Email: smsblqiran@gmail.com , prodipsarker@ymail.com ,
Tender document Collection date & time	A complete set of tender document may be obtained from 22.08.2016 to 05.09.2016 between 9:00 am to 4:00 pm on a working day at Social and Economic Enhancement Programme-SEEP , House No.5, Road No. 10, Block-C, Mirpur-11, Dhaka-1216 on payment of Tk. 1,000 (Taka One Thousand) only (Non-refundable) in the form of pay order/ bank draft in favor of Social and Economic Enhancement Programme-SEEP issued by a scheduled bank in Bangladesh. Free Download for information only at : http://www.seep.org.bd/Tender



Tender Opening Date, Time and Place	The tender shall be opened on 06.09.2016 at 2.30 pm in presence of Tenderer(s) representative (if any) at Social and Economic Enhancement Programme-SEEP , House No-5, Road No-10,Block-C,Mirpur-11,Dhaka-1216.
Tender Security	<ul style="list-style-type: none">▪ The Winner bidder have to submit 5% Performance Security Money in the form of Pay order/ Demand draft/ Bank guaranty in favor of 'Social and Economic Enhancement Programme - SEEP' along with the bid during submission.▪ 5% Performance Security Money will be returned after successfully completion of the work.
Liquidated Damages	The amount of Liquidated damages is 0.1% of the contact value of the undelivered service or any part thereof delivered after expiry of the Delivery and Completion Schedule or extended Delivery and Completion Schedule, as applicable, per day of delay.

C. SUBMISSION OF TENDER

Tender submission instruction	Interested bidders must submit their tenders in response to in envelopes and mentioned clearly the name of the bid on top of each envelope.
Date & Time of Tender Submission	Sealed tender should be dropped into the tender drop-in box kept at Social and Economic Enhancement Programme-SEEP , House No-5, Road No-10, Block-C, Mirpur-11, Dhaka-1216. on or before 06.09.2016 within 2.00 pm.
Modification	No Tender shall be modified subsequent to the deadline for submission of Tender.
Tender Dropping Address	Social and Economic Enhancement Programme-SEEP , House No-5, Road No-10, Block-C, Mirpur-11, Dhaka-1216.

D .TENDER EVALUATION

The Tender Evaluation shall be carried out based on the following criteria:

Tender Evaluation	1. Evaluation Team will review the technical tender based on the eligibility requirements.
	2. Final Evaluation shall be carried out based on both technical and financial evaluations.

3. Schedule of Requirement / Terms of Reference (TOR)

<p>Duration of Animation film, TVC & TV Talk Show</p>	<ol style="list-style-type: none"> 1. Animation film: 6 Minutes 30 Seconds Version 2. TVC: 60 Seconds Version <ol style="list-style-type: none"> 3. For TV Talk Show: <ul style="list-style-type: none"> • The PR agency will produce # of talk shows in the prominent TV channels of Bangladesh • One moderator and 2-3 experts will be on the set • A report on the issues will be aired before the talk show • Two promo will be aired for each talk show • 30 minutes of exclusive time slot (without penetrating in scheduled program) for each Talk Show with commercial break • The talk shows should be aired on prime time and moderated by credible, undisputed media person • All participants, channel, time duration and slotting should be approved by SEEP and PLAN
<p>TV Channels:</p>	<p>Any 3-5 channels would be select by SEEP and Plan International Bangladesh from the following prominent TV channels for broadcasting Animation Film, TVC and Production of TV Talk Show.</p> <ol style="list-style-type: none"> 1. Independent 2. Bangla Vision 3. ATN News 4. Ekattor TV 5. Channel 24 6. Channel-i 7. NTV 8. ATN Bangla 9. Ekushey TV 10. Somoy News
<p>Number of Insertion:</p>	<ul style="list-style-type: none"> • Broadcasting Animation Film : 22 • Broadcasting TVC : 80 • Production of TV Talk Show : 08 <p>*Number of insertion is subject to project demand and availability of budget.</p>
<p>Duration of Agreement:</p>	<p>This agreement will be for the period from signing date and ending on 15 June 2017.</p>
<p>Required Experience:</p>	<p>The agency should:</p> <ul style="list-style-type: none"> ▪ Have ample experience and track record in producing similar TV shows ▪ Have good PR and communication skills and working

	<p>relationship with experts, academics and media professionals</p> <ul style="list-style-type: none"> ▪ Not labelled for its political alignment ▪ Be creative and flexible and should be able to work and deliver quality and timely results under pressure ▪ Have a team of people who can deliver the tasks ▪ Be able to show proof of work with demonstrated excellence in previous engagements ▪ Be able to work with people of diverse background and experience
Expected deliverables:	<ol style="list-style-type: none"> 1. Copy of the talk shows to be delivered in 02 (two) separate DVDs to PLAN and SEEP 2. Media monitoring report for broadcasting Animation Film and TVC 3. Assignment completion report with evidence
Contact:	The PR Agency will communicate with Mr. S. M. Saiful Bashar (Qiran) [smsblqiran@gmail.com ; 01712966111] from SEEP.
Submission check list:	<ol style="list-style-type: none"> 1. Media plan for broadcasting Animation Film, TVC and Production of TV Talk Show. 2. Methodology (technical analysis) 3. Time frame 4. Experts profile along with agency portfolio mentioning relevant experience of similar task with International organizations and prominent TV channels. 5. Financial Proposal
Mode of Payment:	<p>The mode of payment will be through account payee cheque /bank transfer in the name of the firm.</p> <ol style="list-style-type: none"> 1. At signing of agreement 25% 2. At 50% completion 25% 3. At 75% completion 25% 4. At 100% completion 25% 5. VAT and Tax will be deducted at source as per Govt. Rules. <p>*The payment will be make upon actual number of insertion.</p>
Confidentiality :	All the documents and outputs produced by this assignment will be treated as Towards Resilient Dhaka Project of SEEP and Plan International Bangladesh's property and consequently confidential. So the above mentioned documents and outputs or any part of it can't be sold, used or reproduced in any manner by the assigned firms without prior permission from SEEP and Plan International Bangladesh.
Copyright of Animation film & TVC:	SEEP and Plan International Bangladesh



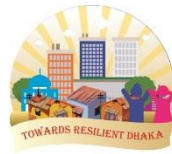
Disclaimer: SEEP reserves the right to accept or reject any or all proposals without assigning any reason what so ever.

Child Protection Policy: The firm/Company/Individual shall comply the child Protection Policy of Plan International Bangladesh & SEEP. Any violation /deviation in complying with Plan's & SEEP's child protection policy will not only result-in termination of the agreement but also Plan & SEEP will initiate appropriate action in order to make good the damages/losses caused due to non-compliance of Plan's & SEEP's Child Protection Policy.

Child protection Policy

Thanking you

Convener,
Procurement Committee,
SEEP



Child Protection Policy

I can confirm I have received a copy of the revised Child protection Policy as approved by the Members' Assembly in June 2013; which I have read and understand.

Name:

Signed:

Firm/Company/Individual:

Date:

Please return to form to:



Certification Regarding Terrorism

We the hereby certifies that it has not provided and will not provide material support or resources to any individual or organization that it knows, has reason to know, is an individual or organization that advocates, plans, sponsors, engages in, or has engaged in an act of terrorism.

Signed

On behalf of the tenderer



The Anti-Money Laundering

I, hereby declare that till date I am not involved or implicated in any unlawful activities punishable under Code of Criminal Procedure and The Anti-Money Laundering (Amendment) Act, 2012 and I don't have any case/s filed against me in any police stations/courts of law in Bangladesh.

Name:

Signed:

Department/Company/Consultant:.....

Date:

Please return to form to: