



**Request for Proposal (RFP)**  
**Selection of Consultant for production of**  
**Audiovisual Programme for Media Literacy.**

**Department of Information and Media**  
*Ministry of Information and Communications 2012.*

DEPARTMENT OF INFORMATION AND MEDIA

**MoIC/Pro/td/08-09/**

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**SECTION 1**  
**Instructions to Consultant**

Consultants are to complete and submit to the Client in accordance with the instructions and general conditions set forth hereunder.

**1. Eligibility**

- 1.1. The invitation for proposals is extended to all Bhutanese Consultant having valid license in the required field.
- 1.2. Any clarification to be required should be sought before submission of proposals.

**2. Format and Signing of Proposal**

- 2.1. The Consultant shall prepare **one original Proposal document and one copy** comprising the Technical proposal and **one original proposal** (copy not required) for the financial proposal.

**3. Clarification**

- 3.1. Consultant may request a clarification of any of the Request for Proposal (RFP) documents before one week of the submission date. Any request for clarification must be sent in writing by paper, mail, cable, telex, facsimile, or electronic mail to the Client's address indicated in clause 5.3. The Client will respond by cable, telex, facsimile, or electronic mail to such requests and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all invited consultants who intend to submit proposals.
- 3.2. At any time before the submission of proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. Addenda shall be sent by mail, cable, telex, facsimile, or electronic mail to all invited consultants and will be binding on them. The Client may at its discretion extend the deadline for the submission of proposals.

**4. Proposal Language**

- 4.1. All assignment and proposal must be written in English.

**5. Submission of Proposals**

- 5.1. The original proposal shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the persons or person who sign(s) the proposals.
- 5.2. An authorized representative of the firm initials all pages of the proposal. The representative's authorization is confirmed by a written power of attorney accompanying the proposal.
- 5.3. The Consultant shall seal all envelopes to prevent premature opening & tampering. The inner envelope shall bear name of the Producer duly marked as original and copy (for Technical Proposal) and original copy (for Financial Proposal), and shall be placed inside a further outer envelope similarly sealed. On this outer envelope, only the following addressee, identification and the words "confidential" shall be marked clearly.

- (a) Addressed to:  
The Director  
Department of Information and Media  
Ministry of Information & Communications  
Tel. No.: 331300. Fax. No.: 331299
- (b) Bear the following identification:  
Proposal for development audiovisual programme for media literacy education.  
DO NOT OPEN BEFORE Time: 02:00. Date: 13<sup>th</sup> February 2012.
- 5.4. Consultant shall furnish adequate information as per the sample form (3A) on commission and gratitude if any.

## 6. Deadline for submission of proposals

- 6.1. The deadline for submission of the Proposals is on Time: 12:00 PM. Date: 13<sup>th</sup> February 2012.

## 7. Opening of Proposals

- 7.1. The Proposals will be opened on Time: 02:00 PM. Date: 13<sup>th</sup> February 2012.
- 7.2. The financial/cost proposals will be opened in the presence of the representatives of the Consultant wishing to attend after the evaluation of technical is completed, the Consultant will be duly informed.

## 8. Technical Proposal

- 8.1. The technical proposal will carry 70 (seventy) percent of the total points.
- 8.2. In preparing the Technical Proposal, Consultant is expected to examine the documents constituting this RFP in detail. Material deficiencies in providing the information requested may result in rejection of a proposal.
- 8.3. While preparing the Technical Proposal, Consultants must give particular attention to the following:
- 8.3.1 If a Consultant considers that it does not have all the expertise for the assignment, it may obtain a full range of expertise by associating with individual Consultant(s) and/or other Consultants or entities in a joint venture or co-production, as appropriate.
- 8.3.2 It is desirable that the majorities of the key professional staff proposed be permanent employees of the firm or have an extended and stable working relationship with it.
- 8.3.3 Proposed professional staff must, at a minimum, have the experience indicated in the section 2 of technical scores, preferably working under conditions similar to those prevailing in the country of the assignment.
- 8.3.4 Alternative professional staff shall not be proposed, and only one curriculum vita (CV) may be submitted for each position.
- 8.3.5 It is desirable that the firm's personnel have a working knowledge of the Client's national language.
- 8.4. The Technical Proposal shall provide the following information using the attached Standard Forms (Section 2) and the details provided in **Annexure A**:

- 8.4.1 A brief description of the firm's organization and an outline of recent experience on assignments (Section 2B) of a similar nature. For each assignment, the outline should indicate, *inter alia*, the profiles of the staff proposed, duration of the assignment, contract amount, and firm's involvement.
  - 8.4.2 Any comments or suggestions on the Terms of Reference (TOR) and on the data, a list of services, and facilities to be provided by the Client (Section 2C).
  - 8.4.3 A description of the methodology and work plan for performing the assignment (Section 2D).
  - 8.4.4 The list of the proposed team by specialty, the tasks that would be assigned to each staff team member, and their timing (Section 2E).
  - 8.4.5 CVs recently signed by the proposed professional and the authorized representative submitting the proposal Section 2F. Key information should include number of years working for the firm/entity and degree of responsibility held in various assignments during the last ten (10) years.
  - 8.4.6 Estimates of the total personnel needed to carry out the assignment.
  - 8.4.7 Any additional information requested in the TOR.
- 8.5. The Technical Proposal shall not include any financial information.

## **9. Financial Proposal**

- 9.1. The financial proposal will carry 30 (thirty) percent of the total point.
- 9.2. In preparing the Financial Proposal, Consultants are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms Section 3. It lists all costs associated with the assignment, including (a) remuneration for staff (in the field and at headquarters), and (b) reimbursable expenses such as subsistence (per diem, housing), transportation (for mobilization and demobilization), services and equipment (vehicles, office equipment, furniture, and supplies), office rent, insurance, printing of documents, if it is a major component of the assignment. If appropriate, these costs should be broken down by activity.
- 9.3. The Financial Proposal should clearly estimate, as a separate amount, the local taxes (including social security), duties, fees, levies, and other charges imposed under the applicable law, on the producer and the co-producer.
- 9.4. Consultant should express the price of their services in the national currency.
- 9.5. Commissions and gratuities, if any, paid or to be paid by consultants and related to the assignment will be listed in the Financial Proposal submission form Section 3A.
- 9.6. Proposal shall remain valid for 20 (twenty) days from the submission date. During this period, the Consultant is expected to keep available the professional staff proposed for the assignment. The Client will make its best effort to complete negotiations within this period. If the Client wishes to extend the validity period of the proposals, the Consultant who do not agree have the right not to extend the validity of their proposals.

## **10. Evaluation of Proposal**

- 10.1. The evaluation shall be carried out in two stages; first the technical/quality, and then the financial/cost.
- 10.2. The indicative scores ranges shall be in accordance to section 2.

- 10.3. Consultant wishing to contact the client on any matter should do in writing at the addressee prescribed in clause 5.3 A
- 10.4. The evaluation committee will determine whether the Financial Proposals are complete (i.e., whether they have made costing of all items of the corresponding Technical Proposals; if not, the Client will cost them and add their cost to the initial price) and correct any computational errors.
- 10.5. The Client will select those firms (as per their rank) that submitted the lowest evaluated proposals ("evaluated" price) among those that passed the minimum technical score and invite them for negotiations.

## **11. Negotiation**

- 11.1. Negotiations will include a discussion of the TOR, the methodology (work plan), staffing. The Client and firm will then work out final Terms of Reference. The agreed work plan and final Terms of Reference will then be incorporated in the "Description of Services" and form part of the contract. Special attention will be paid to getting the most the firm can offer within the available budget and to clearly defining the inputs required from the Client to ensure satisfactory implementation of the assignment.
- 11.2. Financial negotiation shall include only clarification of the consultants tax liability reflected in the contract.

## **12. Award of Contract**

- 12.1. The award of contract will be evaluated and awarded to the successful Consultant.
- 12.2. If the above negotiations fail to result in acceptable contract, the client will terminate and invite the next ranked firm for negotiation.
- 12.3. Upon being notified for the termination, the successful Consultant(s) shall be asked to sign a Contract Form within 7 days and return it to the Client.

## **13. Rejection/Termination**

- 13.1. A proposal considered unsuitable shall be rejected at the evaluation stage if it does not respond to the important aspects of the TOR or it fails to achieve a minimum technical score specified in the RFP.
- 13.2. The client may, without prejudice to any other remedy for breach of Contract, by written notice of default sent to the Consultant (s), terminate the Contract in whole or in part.
- 13.2.1 if the Consultant (s) fails to deliver any or all of the Services within the time period(s) specified in the contract, or any extension thereof granted by the Client; or
- 13.2.2 if the Consultant (s) fails to perform any other obligation(s) under the Contract;
- 13.2.3 If the Consultant, in either of the above circumstances, does not cure its failure within a period of ten (10) calendar days (or such longer period as the Client may authorize in writing) after receipt of a notice of default from the Client specifying the nature of the default(s).
- 13.3. Will reject a proposal for award if it determines that the firm recommended for award has engaged in corrupt or fraudulent activities in competing for the contract in question;

13.4. Will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for or in executing a contract.

13.5. Failing to sign the contract in stipulated time shall give preference to the next ranked firm.

## **SECTION 2**

### **Technical Proposal - Standard Sample Forms**

- 2A. Technical Proposal submission form
- 2B. Firm's references
- 2C. Comments and suggestions of Consultants(s) on the Terms of Reference and on data, services, and facilities to be provided by the Client
- 2D. Description of the methodology and work plan for performing the assignment
- 2E. Team composition and task assignments
- 2F. Format of curriculum vitae (CV) for proposed Team
- 2G. Evaluation Criteria

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**2A: TECHNICAL PROPOSAL FORM**

[Location, Date]

Name of Contract :

To :

Dear Sir:

Having examined the conditions of this Contract for the *(title of the assignment)* we, the undersigned, offer to deliver the services in accordance to your request for proposal dated *(date)*.

We undertake to negotiate as per your request within the validity period of *(days)*.

The financial proposal is hereby submitted along in separate envelope to be opened after the technical evaluation is successfully completed and accepted.

Until a formal Contract is prepared and executed, this Proposal, together with your written acceptance thereof, shall constitute a binding contract between us. To: *[Name and address of Client]*

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

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Affix legal stamp

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**2B: FIRM'S REFERENCES**

**Relevant Services Carried Out in the Last Five Years  
That Best Illustrate Qualifications**

Using the format below, provide information on each assignment for which your firm/entity, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Assignment Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/Entity(profiles):
Name of Client:		No. of Staff:
Address:		No. of Staff-Months; Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Ngultrum):
Name of Associated Consultants, If Any:		No. of Months of Professional Staff Provided by Associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed (if applicable) :		
Narrative Description of Project:		
Description of Actual Services Provided:		

Firm's Name: \_\_\_\_\_

Full Name and Signature of Authorized Representative: \_\_\_\_\_

**2C: COMMENTS AND SUGGESTIONS OF CONSULTANTS ON THE TERMS OF REFERENCE, SERVICES, AND FACILITIES TO BE PROVIDED BY THE CLIENT**

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On the Terms of Reference:

- 1.
- 2.
- 3.
- 4.
- 5.

On the data, services, and facilities to be provided by the Client:

- 1.
- 2.
- 3.
- 4.
- 5.

Full Name and Signature of Authorized Representative: \_\_\_\_\_

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**2D: DESCRIPTION OF THE METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT (SYNOPSIS AND SCRIPT).**

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**2E: TEAM AND TASK ASSIGNMENTS**

<i>Sl. No.</i>	<i>Name</i>	<i>Nationality</i>	<i>Position</i>	<i>Task assignment</i>
1.1				
1.2				
1.3				
1.4				

Full Name and Signature of Authorized Representative: \_\_\_\_\_

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**2F: FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED TEAM MEMBER**

Proposed Position: \_\_\_\_\_

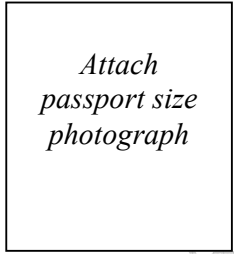
Name of Firm: \_\_\_\_\_

Name of Staff: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_



Detailed Tasks Assigned: \_\_\_\_\_

**Key Qualifications:**

[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by the member on relevant previous assignments and give dates and locations. Use about half a page.]

**Education (attach certified copy of original certificate for Key qualification):**

[Summarize college/university and other specialized education of member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]

**Employment Record (attach certified copy of original certificate from clients):**

[Starting with present position and using the format given, list in reverse order every employment held. For experience, give types of activities performed and client references, where appropriate. [Use about two pages.]

From:		To:	
Project Title		Location:	
Employer			
Position held and Description of Duties			

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

\_\_\_\_\_  
[Signature of crew member and authorized representative of the firm] Date: \_\_\_\_\_  
Day/Month/Year

Full name of staff member: \_\_\_\_\_

Full name of authorized representative: \_\_\_\_\_

<b>2G</b>	<b>Evaluation criteria for Audio-visual Program</b>	<u>Points</u>
(i)	Specific experience of the Consultant (s) related to the assignment	15
(ii)	Adequacy of the proposed work in responding to the Terms of Reference	15
(iii)	Methodology/Script/Synopsis	50
(iv)	Qualifications and competence of the staff members for the Assignment	20
<b>Total Points:</b>		<b>100</b>

The minimum technical score required to pass is: *60 Points*

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**Section 3**

3A. Financial Proposal form.

**3A: FINANCIAL PROPOSAL SUBMISSION FORM**

[Location, Date]

To: [Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide the consulting services for [Title of consulting services] in accordance with your Request for Proposal dated [Date] and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of [Amount in words and figures]. This amount is exclusive of the local taxes, which we have estimated at [Amount(s) in words and figures].

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, i.e., [Date].

Commissions and gratuities, if any, paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents	Amount and Currency	Purpose of Commission or Gratuity
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Affix legal stamp.

**Tentative Schedule for Procurement of Services**

Sl. No.	Description	Duration	JAN	FEB	MARCH	APRIL	MAY
1.	Invitation of proposals	4 weeks	□□□□				
2.	Evaluation and negotiation	5 days		□			
3.	Award of contract	1 day		□□			
4	Production of audio-visual program and submission of final report/recommendations	60 days			□□□□□□	□□□□	□□□□

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