**REQUEST FOR PROPOSAL**

**Kudumbashree NRO- Developing booklets and Video documentation on MEC project in Rajasthan**

**Background**

KS NRO has projects running in various partner states based on best practices from Kerala. These projects are a result of combining experience with improved strategies to bring out community support systems to enable access to entitlements, local development and livelihood opportunities primarily focusing on micro-enterprises. It is now NRO’s objective to document impact of such projects in partner states through documentaries, success stories and processes put in place under the project. Such material developed will act as a comprehensive knowledge base for sharing it with partner states and for the purpose of replicating it at a larger scale.

Therefore, the emphasis of the current assignment will be to capture and consolidate impact and processed followed in a professional manner with a focus on showcasing it to a larger audience.

**Objective of the assignment**

The objective of the assignment is to capture the processes with all relevant details for creating a comprehensive information system for future reference and further improvement. Along with this, the outcomes, gains and impacts of the project will be documented. The assignment will also cover case studies on successful and outstanding models.

**Specifications of the items to be developed**

The assignment will be carried out over a period of sixty days and will have its outputs in the following manner.

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| --- | --- | --- | --- |
| **Module No.** | **Particulars** | **Specifications** | **Quantity/Volume/Duration in minutes** |
| **1.**  **2.** | ***Booklet on Women in Entrepreneurship (Stories of 100 Women as first generation entrepreneurs)*** | Introduction to the booklet (giving a brief background to the project and to the content of the booklet) | 1 |
| 100 stories of women entrepreneurs with their photographs |
| Impact through testimonials |
| ***Booklet on Emerging Women leaders*** | Selected stories of 50 women leaders and MECs who have worked towards helping women/others to become entrepreneurs. | 1 |
| ***3.*** | ***Documentary on processes undertaken in MEC project in Rajasthan*** | Introduction | 15 minutes |
| Importance of promoting micro-enterprises |
| Process of enterprise promotion and different stages involved |
| Voices from field (testimonials) |
| ***4.*** | ***Short films highlighting process adopted, success of the project*** | 15 such shortlisted stories of entrepreneurs, CBO leaders, MECs voicing their participation and impact of the project | 5 minutes |
| ***5*** | ***Ready to print Infographic material on process under MEC project*** | A ready to print 4-5 pages brochure/infographic which will talk about implementation process of MEC project (English/Hindi) | 4-5 pages |

**Deliverables from the assignment**

Following are the key deliverables that the Agency/Firm has to provide at the end of 60 days from signing of the agreement

1. Weekly progress in the form of brief report once the shooting starts
2. Original Script for documentary and short videos
3. Ready to print two booklets, one video documentary with subtitles and voiceover both in Hindi and English. Ready to print infographic material (Hindi and English). Short films with subtitles and voiceover/text in Hindi and English.
4. Final output should be on external portable hard disc and DVDs

**Methodology**

The Agency/Firm shall execute the assignment through field visits, interviews, video footage of activities, testimonials and photos. A detailed methodology along with details of the proposed team members’ part of the Data collection team and Video Documentation Team shall be prepared and submitted. The methodology should have the following

***Pre-Production***

* Develop a framework for data collection on field to develop stories of women as entrepreneurs, and of community leaders and MECs in consultation with Kudumbashree NRO team.
* Develop a concept for video documentation to cover implementation process under MEC project in consultation with Kudumbashree NRO team
* Develop and finalize overall framework (story board) in consultation with team for video documentation and booklets
* Preparation of shooting and production schedule
* Finalization of concept, script and overall treatment

***Production***

* Data collection on field, keeping in mind the stories to be developed for booklets
* Capturing photographs of protagonists
* Video shoot of broadcast quality and innovative filming with agreed language specifications through travel to various agreed locations

***Post Production***

* Post production-mixing, editing, titling etc.
* Development of footage, mastering and duplicating
* Developing stories and designing booklets

**Proposed Locations**

The documentation process will be conducted at various locations (Bhilwara, Kota and Udaipur) within Rajasthan.

**Schedule for deliverables**

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | **Deliverables** | **Date Schedule** |
| 1 | Signing of Agreement | Immediate |
| 2 | First Draft of Stories for two booklets | Forty days from signing of agreement |
| 3 | First Video cut (Short stories and Process documentation) and Infographic material | Forty five days from signing of agreement |
| 4 | Submission of the agreed final products | Sixty days from signing of agreement |

**Technical Evaluation Committee**

A Technical Evaluation Committee will be formed which will have selected members from Kudumbashree Mission and KS-NRO. It will comprise of the following members

|  |  |
| --- | --- |
| Director (A&F) | Chairperson |
| COO (Livelihoods), Kudumbashree | Member |
| COO, KS-NRO | Member |
| Finance and Administration Manager, NRO | Convener |
| Technical person to be co-opted by Chairperson | Member |
| Thematic Anchor – Resource Development | Member |

**Selection Process**

Kudumbashree NRO will select Agency/Firm for the assignment through a tender process. Each individual/agency will have to submit a Technical Proposal and Financial Proposal separately. The technical evaluation committee constituted by Kudumbashree NRO will evaluate the Technical Proposal. Financial Proposals of only those teams of consultants that have secured a minimum score of 75 (out of 100) will be opened.

Criteria for evaluation of Technical Proposals will be as given below

|  |  |  |
| --- | --- | --- |
| Part 1. Management Plan: Expertise of firm/agency submitting proposal | | Total obtainable points |
| 1.1 | Competence / Reliability of the firm/agency based on :   * Atleast two years of experience as a registered agency * Proven experience in producing at least one video documentary (of 20 minutes duration) and two booklets in similar areas of work undertaken by KS NRO. * Atleast two documentaries broadcasted on national media of repute/documentaries published on official websites of the clients. * An award of excellence received by team members/the agency at National/International level for documentation/video documentary/short films * Work for UN agencies/Development sector organisations/ Government Departments/reputed NGOs | 40 |
| Total Part 1 | | 40 |
| Part 2: Proposed Work plan/ Methodology | | Total obtainable points |
| 2.1 | Is the scope of task well defined and does it correspond to the mentioned objective of the assignment? | 10 |
| 2.2 | Is there a clear understanding of the work being carried out and its linkage to Kudumbashree NRO’s mandate? | 5 |
| 2.3 | Does the work plan cover all the major stakeholders? | 10 |
| 2.4 | Have timeframes/target dates been establish for all key tasks, milestones and deliverables | 5 |
| Total Part 2 | | 30 |
| Part 3 : Resource Plan : Personnel | | Total obtainable points |
| 3.1 | Is the team composition relevant to the subject? | 10 |
| 3.2 | Was the experience and expertise of team clearly explained? | 10 |
| 3.3 | Have the primary roles and key responsibilities for all the individuals making a major contribution to the project/assignment been adequately identified and accountabilities clearly stated? | 10 |
| Total Part 3 | | 30 |
| **GRAND TOTAL** | | **100** |

For the teams qualifying, the Financial Proposals will be evaluated as explained below:

* Among those evaluated, the financial proposal with the lowest price will be given the maximum financial score of 100
* Financial scores of other Financial Proposals will be calculated as follows
* Financial Score SFP = L1 \* 100/ Ln; where
  + L1 = Price of the lowest financial proposal
  + Ln = Price of the other Financial Proposal (s) under consideration
* Weights assigned to the Technical Proposal and Financial Proposal are 75 and 25 respectively
* The Final Score of each team of consultants will be calculated based on the following formula:
* Final Score TS = STP \* T + SFP \* P; where
* STP = Technical Score
* T = Weight assigned to Technical Score (75%)
* SFP = Financial Score
* P = Weight assigned to Financial Score (25%)

**Technical Proposal-Format**

Technical Proposal should be submitted in the format provided in the Annexure 1. Any

deviation from the format will lead to automatic disqualification of the proposal.

**Financial Proposal-Format**

Financial Proposal should be submitted in the format provided in the Annexure 2. Any

deviation from the format will lead to automatic disqualification of the proposal.

**Submission of Proposals**

The Technical Proposal and Financial Proposal as per the call for RFP shall be submitted in two separate sealed envelopes with ‘Technical Proposal/ ‘Financial Proposal’ written clearly at the top front side of the envelope. The two envelopes shall be submitted together (either stapled together or put in one larger envelope). The submission is to be made at the following address.

Executive Director, Kudumbashree-NRO, III Floor, Carmel Tower, Cotton Hill,

Vazhuthacaud, Thiruvananthapuram, 695014

***Last date of submission of the proposal in the prescribed format is…10th August, 2018…***

**Opening of Technical and Financial Proposals**

The technical proposals will be opened on 13th August,2018 and will be evaluated based on criteria listed in RFP. Because of the urgency of the assignment, the Financial proposals for the shortlisted firms/agencies will be opened on 14th August,2018 in Director’s Chamber, Kudumbashree Office, Trivandrum, Kerala.

The announcement of the selected agency will be made on 15th August,2018 on Kudumbashree and Kudumbashree NRO website. The selected agency will have to start assignment by 17th August, 2018. Hence, the MoU signing will be conducted on an immediate basis.