

Subject: Request for Proposal – Production & Broad-casting of Radio Programmes

Dear Sir/Madam:

Democracy Reporting International (DRI) is a nonpartisan, independent, not-for-profit international organization registered in Berlin, Germany, which promotes political participation of citizens, accountability of state bodies and the development of democratic institutions worldwide.

DRI is seeking the services of a professional media firm for production and broad-casting of radio programmes. Interested firms may submit their proposal on official letter head with the name, signature and stamp of the concerned official with other complete documentations listed in Annex-II.

The deadline for submission of proposal is **Tuesday, 10 October 2017 by COB 1730 Hrs.** Within the deadline period, bidders can submit signed and scanned proposals via email to t.jan@democracy-reporting.org with mandatory submission of originals via courier or drop in person, in a sealed envelope, marked to:

“(RFP # DRI-PK-2017-10)”
“Production & Broad-casting of Radio Programmes”

Security & Field Operations Associate
Democracy Reporting International
1st Floor, Ufone Tower, Jinnah Avenue,
Blue Area, Islamabad, Pakistan
Email: t.jan@democracy-reporting.org

For any further information, clarification, please contact undersigned via email.

Thank you and best regards.

Sincerely,

Touseef Ahmad Jan
Security & Field Operations Associate
Democracy Reporting International
1st Floor, Ufone Tower, Jinnah Avenue,
Blue Area, Islamabad, Pakistan
Email: t.jan@democracy-reporting.org

(RFP # DRI-PK-2017-10)

Request for Proposal (RFP)

“Production & Broad-casting of Radio Programmes”

Overall objective:

The European Union granted the ‘General Scheme of Preferences Plus’ (GSP+) to Pakistan in 2014, which enables Pakistan to export to the EU at zero or reduced tariffs. The Scheme is, however, conditioned on Pakistan’s compliance with 27 international conventions encompassing human and labor rights, environmental and good governance standards. DRI supports key stakeholders in Pakistan, including government, the NCHR and civil society, to ensure compliance with the conditions of GSP+ status.

Through its GSP+ programming, DRI has established and continues to facilitate ‘Civil Society Working Groups’ (CSWGs) in all four provinces of Pakistan that monitor and advocate for priority human rights and good governance reforms. Building upon previous outreach campaigns, DRI will support the CSWGs to produce and broadcast a series of radio programmes discussing Pakistan’s GSP+ status and its linkages to key human rights and good governance issues. Each radio programme will feature guests from CSWG and experts from across Pakistan. The radio programmes will be aired on FM radio stations as an avenue to reach as large a segment of the population as possible.

Contract Duration & Total Contract Value:

DRI will sign a service contract with the selected bidder. The service contract will start from the date of award of contract **till 31 December 2017 (subject to extension)**.

Submission Timeline:

The deadline for submission of proposal is **Tuesday, 10 October 2017 by COB 1730 Hrs**. Within the deadline period, bidders can submit signed and scanned proposals via email to t.jan@democracy-reporting.org with mandatory submission of originals via courier or drop in person, in a sealed envelope, marked to:

“(RFP # DRI-PK-2017-10)”

“Production & Broad-casting of Radio Programmes”

Security & Field Operations Associate

Democracy Reporting International

1st Floor, Ufone Tower, Jinnah Avenue, Blue Area, Islamabad, Pakistan

Email: t.jang@democracy-reporting.org

All prices must be inclusive of applicable taxes in accordance with Pakistan Law. DRI will deduct WHT (with-holding tax) at source from the invoiced price.

Contents of this Proposal Document:

The document consists of the annexes indicated below, and should be read in conjunction with any Addendum that may be issued by the DRI.

Annex I:	Terms of Reference
Annex II:	Proposer Information Form
Annex III:	Sequence of Technical & Financial Proposal Submission
Annex IV:	Technical and Financial Evaluation Form

Disclaimer:

The submission for this proposal document does not entail any commitment on the part of DRI, either financial or otherwise. DRI may cancel the proposal process, any time, without assigning any reason.

Copyright:

The selected firm will pass the exclusive ownership of the radio programmes to DRI including all their use and distribution rights connected to them.

Other Terms and Conditions:

1. Submitted Offers/ Price Proposal shall be in English language;
2. All amounts shall be in shown in PKR. DRI Pakistan will deduct with-holding tax at source according to Pakistan Law.
3. The contract will be awarded on best value for money basis.
4. The entire evaluation procedure is confidential.
5. The successful bidder will be informed in writing that its proposal has been accepted.

Annex – I
Terms of Reference

Background:

Democracy Reporting International (DRI) is a non-partisan, independent, not-for-profit organisation registered in Berlin. DRI promotes political participation of citizens, accountability of state bodies and the development of democratic institutions worldwide.

With support from the German Federal Foreign Office and EU-EIDHR, DRI is currently implementing the projects on promotion and protection of human rights and good governance in Pakistan”. The projects aim to support Pakistan’s state institutions, public bodies and civil society to formulate, implement and advocate for priority human rights reforms and advance democratic governance.

The Assignment:

The European Union granted the ‘General Scheme of Preferences Plus’ (GSP+) to Pakistan in 2014, which enables Pakistan to export to the EU at zero or reduced tariffs. The Scheme is, however, conditioned on Pakistan’s compliance with 27 international conventions encompassing human and labor rights, environmental and good governance standards. DRI supports key stakeholders in Pakistan, including government, the NCHR and civil society, to ensure compliance with the conditions of GSP+ status.

Through its GSP+ programming, DRI has established and continues to facilitate ‘Civil Society Working Groups’ (CSWGs) in all four provinces of Pakistan that monitor and advocate for priority human rights and good governance reforms. Building upon previous outreach campaigns, DRI will support the CSWGs to produce and broadcast a series of radio programmes discussing Pakistan’s GSP+ status and its linkages to key human rights and good governance issues. Each radio programme will feature guests from CSWG and experts from across Pakistan. The radio programmes will be aired on FM radio stations as an avenue to reach as large a segment of the population as possible.

Tasks and deliverables:

- Prepare scripts for a series of at least four radio programmes, each lasting approximately 20 minutes, covering topics assigned by DRI; scripts and programmes will be in Urdu, but translation in English will be required for internal review.
- Conduct and record interviews/discussions with CSWG members and selected experts, via phone or in person.
- Incorporate additional information to strengthen the content of the programmes, where necessary;
- Produce the radio programmes, including all post-production work (editing, mixing etc.), which should last approximately 20 minutes;
- Arrange broadcast of the programmes on suitable FM radio station(s) that can provide maximum outreach across the country.
- Develop a suitable and convenient mechanism for collecting listeners feedback on the programmes. Collate such feedback and provide them to DRI.

Request for Proposal – Production & Broadcasting of Radio Programmes

- Coordinate with concerned DRI staff members for timely completion and correspondence on all tasks.

Experience and profile:

- Possess a minimum of 5 years of professional experience in media production and preparation and production of radio programmes; Linkages and experience of working with suitable FM radio stations for broadcast of the programmes is required.
- Demonstrate an extensive knowledge of communications/media (relevant qualifications preferred) and abilities in production and post-production;
- Experience producing similar awareness raising programmes for NGOs and related organisations will be considered an asset;
- Capacity to produce deliverables in local languages such as Sindhi, Pushto, Balochi and Punjabi will be considered an asset

Note: DRI reserves the right to reduce or increase the number radio programmes as it deems necessary and will aggregate costs and rates accordingly.

Annex II

Proposer Information Form

(Note: Please complete this section in full)

About the Company/Firm/Details Group of Experts:

Company/ Firm's Registered Name/ List of Experts:	
Trading Name (If applicable):	
National Tax Number (NTN) (attach certificate):	
Sales Tax Registration Number (STN) (attach certificate):	
Company Address with telephone / email:	
Proposer's Authorized Representative: (Name/Designation/ Address/ Tel/Cell, Fax/ Email)	
Branch Offices/address (if any):	
Total years of experience in Media / Programmes Producing / making field:	
Official Banking Details:	

Annex III

Sequence of Technical & Financial Proposal

& Documents Submission

S#	Documentations
	Technical Proposal:
1.	Organizational Profile, total years of relevant experience in media field since inception of business operations
2.	A one-page narrative on methodology for production
3.	Submission of Firm/ Expert(s) Profile (Brief) of each of the following: <ul style="list-style-type: none"> • CEO / Senior Management; • Producer/Director; • Script writer; • Translator;
4.	Letter of appreciations from other clients with complete references with contacts (authorized representative of the Company/ firm, telephone, fax, email) <i>(DRI may contact for reference check)</i>
	Financial Proposal:
5.	Financial Proposal (as per Terms of Reference): <ul style="list-style-type: none"> a) Cost of Script Writing: b) Cost of Radio-programme productions: c) Cost of Radio-programme broad-casting: d) Cost of Other Related expenses (if any):
6.	National Tax Number (NTN) (please attach certificate)
7.	Sales Tax Registration Number (STN) (please attach certificate)

Annex – IV

Technical & Financial Evaluation Form

S#	Description of Technical/ Financial Evaluation	Max Marks	Obtained
	TECHNICAL EVALUATION PART (40 Marks):		
1.	Organizational Profile, total years of relevant experience in media field since inception of business operations <i>(2 mark per year, max 10 marks for 5 years plus experience)</i>	10	
2.	A one-page narrative on methodology for production	10	
3.	Submission of Company's Expert Profile (Brief): CEO / Senior Management; Producer/Director; Script Writer; Translator;	10	
4.	Provide letter of appreciations from other Clients with complete references with contacts (authorized representative of the Company/ firm, telephone, fax, email) <i>(DRI may contact for reference check) (1 mark for each letter, maximum 10 marks)</i>	10	
	FINANCIAL EVALUATION PART (35 Marks):		
5.	Marks Obtained on Price Quoted in Section: Marks Allocation Formula: Lowest Financial Proposal/ Proposal Under Review x 100 = The lowest will get full 30 marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted;	30	
6.	National Tax Number as active tax payer	2.5	
7.	Sales Tax Registration Number	2.5	
	<i>Total Marks:</i>	75	

End.