

STANDARD REQUEST FOR PROPOSAL

Procurement of Consulting Services (SRFP)

**For Production of 3D animation on
“Samphel”**



Royal Government of Bhutan

ACRONYMS

CQ	Consultants Qualifications
CV	Curriculum Vitae
EoI	Expression of Interest
MoF	Ministry of Finance
IC	Individual Consultant
PPPD	Public Procurement Policy Division
SRFP	Standard Request for Proposals
TOR	Terms of Reference

Letter of Invitation (LOI)

PRODUCTION OF 3D ANIMATION

Project ID No.

Letter of Invitation

The Dzongkha Development Commission with the objective of promoting the National Language and preserving culture intends to produce a 3D animation. The services include DEVELOPING an animation- LOCAL CONTENT *during October 2019 to April 2020*

The Commission invites eligible firms to indicate their interest in providing the services. Interested firms must provide information indicating that they are qualified to perform the services (**brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.**). Firms may associate with other relating firms to enhance their qualifications.

The selection process shall be in accordance with the procedures set out in the Procurement Rules and Regulations of RGoB (latest).

Interested firms may obtain further information from the address given below during office hours [0900 to 1700 hours].

Proposal must be delivered to the address given below by 25th September 2019 at/before 11:00 AM.

Secretary
Dzongkha Development Commission
Tel 02-325226/02-322662
Fax: [02-322992]
E-mail: ylhamo@dzongkha.gov.bt
Website: www.dzongkha.gov.bt

1. **INTRODUCTION**

- 1.1 Firms/individuals are hereby invited to submit a technical and financial proposal for consulting services required for the Assignment named in the attached LOI Data Sheet (referred to as "Data Sheet"). The proposal could form the basis for future negotiations and ultimately a contract between your firm and the Client named in the Data Sheet.
- 1.2 A brief description of the Assignment and its Objectives are given in the Data Sheet.
- 1.3 The Assignment will be implemented in accordance with the procedure indicated in the Data Sheet.
- 1.5 To obtain first-hand information on the Assignment and on the local conditions, firms/individuals are encouraged to pay a visit to the Client before submitting a proposal and attend a pre-proposal conference as specified in the Data Sheet. Firms/individuals must take into account the local conditions while preparing the proposal.
- 1.6 Please note that (i) the costs of preparing the proposal and of negotiating the contract, including a visit to the Client, are not reimbursable as a direct cost of the Assignment; and (ii) the Client is not bound to accept any of the proposals submitted.
- 1.7 Consultants shall not be under a declaration of ineligibility for corrupt and fraudulent practices specified in the Standard Request for Proposal (Large Assignments) Instruction to Consultant Clause 4.

2. **DOCUMENTS**

- 2.1 To enable firms/individual to prepare a proposal, please find and use the attached Documents listed in the Data Sheet.
- 2.2 Consultants requiring a clarification of the Documents must notify the Client, in writing, not later than seven days before the proposal submission date.
- 2.3 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 consulting firm, modify the Documents by amendment.

3. **PREPARATION OF PROPOSAL**

- 3.1 Firms/individuals are requested to submit a technical and a financial proposal. Your proposal shall be written in the language specified in the Data Sheet.

Technical Proposal

- 3.2 Firms/individuals are expected to examine all terms and instructions included in the Documents. Failure to provide all requested information will be at your own risk and may result in rejection of your proposal.
- 3.3 During preparation of the technical proposal, firms/individuals must give particular attention to the following:

- i) If firms/individuals consider that the firm does not have all the expertise for the Assignment, you may associate with other firms or entities, including the other firms invited for this Assignment and/or local consultants, subject to restrictions specified in the Data Sheet, to enable a full range of expertise to be presented;
 - ii) The estimated budget ¹for the Assignment is stated in the Data Sheet for your information. The financial proposal for the Assignment should be substantially in accordance with the budget;
- 3.4 The technical proposal must provide the following information, using, but not limited to, the formats attached in Annexure 2:
- i) A brief description of the Consultant's organization and an outline of recent experience on assignments of a similar nature. The information provided on each assignment should indicate, inter alia, the profiles of the staff provided, duration, contract amount and firm involvement;
 - ii) Any comments or suggestions on the TORs, and a description of the methodology (work plan) which the Consultants propose to execute the services, illustrated with bar charts of activities.
 - iii) The composition of the proposed staff team, the tasks which would be assigned to each and their timing;
 - iv) Curricula Vitae (C.V.) recently signed by the proposed key professional staff or an authorized manager in the home office.
 - v) Estimates of the total time effort (person x months) to be provided for the services, supported by bar chart diagrams showing the time proposed (person x months) for each professional staff; and
 - vi) The Consultant's comments, if any, on the data, services and facilities to be provided by the Client indicated in the TORs.
- 3.5 The technical proposal must not include any financial information.

Financial Proposal

- 3.6 The financial proposal must take into account the tax liability and cost of insurances specified in the Data Sheet.
- 3.7 Costs may be expressed in currency as provided in data sheet

¹ This will apply only for fixed budget selection method

4. SUBMISSION OF PROPOSALS

- 4.1 Firms/individuals must submit one original proposal and the number of copies indicated in the Data Sheet. Each proposal will be sealed in an outer envelope which will bear the address and information indicated in the Data Sheet.
- 4.2 The completed technical and financial proposal must be delivered on or before the time and date stated in the Data Sheet.
- 4.3 The proposal must be valid for the number of days stated in the Data Sheet from the date of its submission during which firms/individuals must maintain available the professional staff proposed for the assignment. The Client will make its best effort to complete negotiations at the location stated in the Data Sheet within this period.

5. PROPOSAL EVALUATION

- 5.1 A two-stage procedure will be adopted in evaluating the proposals:
 - i) a technical evaluation, which will be carried out prior to opening any financial proposal;
 - ii) a financial evaluation.

Firms will be ranked using a combined technical/financial score, as indicated below.

Technical Proposal

- 5.2 The evaluation committee appointed by the Client will carry out the evaluation applying the evaluation criteria and point system specified in the Data Sheet. Each responsive proposal will be attributed a technical score (St.).

Financial Proposal

- 5.3 The evaluation committee will determine if the financial proposals are complete and without computational errors. The lowest financial proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores of the proposals will be computed as follows: $Sf = 100 \times Fm / F$ (F - amount of financial proposal).
- 5.4 Proposals will finally be ranked according to their combined technical (St) and financial (Sf) scores using the weights indicated in the Data Sheet" $S = St \times T\% + Sf \times F\%$.

6. Negotiations

- 6.1 Prior to the expiration period of proposal validity, the Client will notify the successful Consultant who submitted the highest scoring proposal (technical + financial) in writing by registered letter, cable telex or facsimile and invite to negotiate the Contract.
- 6.2 Negotiations normally finish within five days. The aim is to reach an agreement on all points, and initial a draft contract by the conclusion of Negotiations.
- 6.3 Negotiations will commence with a discussion of technical proposal, the proposed methodology (work plan), staffing and any suggestions made to improve the TORs. Agreement must then be reached on the final TORs, the staffing and bar charts, which will indicate activities, staff, periods in the field and in the home office, staff months,

logistics and reporting. Special attention will be paid to optimize the required outputs from the Consultants within the available budget and to define clearly the inputs required from the Client to ensure satisfactory implementation of the Assignment.

- 6.4 Changes agreed upon will then be reflected in the financial proposal, using proposed unit rates
- 6.6 The negotiations will be concluded with a review of the draft form of Contract. The Client and the Consultants will finalize the contract to conclude negotiations.

7. AWARD OF CONTRACT

- 7.1 The Contract will be awarded after successful Negotiations with the successful Consultants. If negotiations fail, the Client will invite the Consultants having obtained the second highest score to Contract negotiations. Upon successful completion, the Client will promptly inform the other Consultants that their proposals have not been selected.
- 7.2 The selected Consultant is expected to commence the Assignment on the date and at the location specified in the Data Sheet.

8. CONFIRMATION OF RECEIPT

- 8.1 The consultant shall acknowledge the following:
 - i) The receipt of the letter of invitation by the consultant.
 - ii) Whether or not the consultant will submit a proposal.

LOI DATA SHEET

Clause No.

Clauses

1. 1 Name of the Assignment: 3D animation on “Samphel”.

1. 2. Name of the Client : Dzongkha Development Commission (DDC)

1.3 Description and objectives of the Assignment: Children all over watch cartoons and has become a primary source of entertainment. At the age of two or three, they become avid viewers. Most cartoons today are either in English or Hindi. Bhutanese cartoons and animations are few. Through culture-based animation, DDC aims to introduce Bhutanese children to our traditional culture and value system. In 2018 and 2019, DDC produced 3D animation titled “Samphel”. The Commission intends to continue production of 3D animation on the same title and characters this year but on a different story.

This assignment is to write script and produce a 3D culture based animation series on the same title, “Samphel” The objective of this project is to promote learning Dzongkha the national language and at the same time preserve our culture. The format of the product should be compatible to BBS format and transferrable through popular social media platforms (wechat, whatsapp, facebook, youtube) used by general and mass audience. In these stories, culture and traditional values should be explained/illustrated. The entire project duration is **6 months**.

1.4 The assignment will be carried out as: Lump sum

1.5 Pre-Proposal Conference: **No**

The name(s) and address of the Official(s): Ms. Yumkee Lhamo, Literary Division, DDC.

1.6 The Client shall provide the following inputs:

- Script

1.9 Documents : TORs, Contract, and Appendices etc. Please submit the samples of firm's past work

2.2 The address: Secretary, DDC

3.1 The language: Dzongkha

3.7 Tax liability and insurances: All taxes and others liability shall be levied as per the Kingdom's Law.

4.1 Number of copies of the proposal: One original and one copy

4.3 The date and time of proposal submission: 11:00 AM, 25th September 2018

4.4 Validity period (days, date): **60 days**

The location:

**Secretary,
Dzongkha Development commission,
Kawajangsa, Thimphu**

5.1 The points given to evaluation criteria are:

	<u>POINTS</u>
The consultants' relevant experience for the assignment.	30
(ii) Evaluation of Samples of similar projects	30
(ii) The quality of methodology proposed	15
(iii) General Qualifications (individual experience)	20
(iv) Presentation for the Project	5

Total: **100**

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The technical proposal should score at least 75 points out of 100 to be considered for financial evaluation.

5.3 The currency is: Bhutanese Ngultrum

5.4 The weight (T%) given to the Technical Proposal is 70 percent.
The weight (F%) given to the Financial Proposal is 30 percent.

7.2. Commencement of Assignment (date, location): October 2019 - April 2020, Thimphu

Attachments:

1. TORs
2. Annexures
4. Draft Form of Contract

TERMS OF REFERENCE

1. BACKGROUND: The Dzongkha Development Commission is mandated to promote and develop usage of Dzongkha language in line with our culture through use of Creative Media. This is to keep intact the cultural and traditional aspects/values that are endangered and evolving with economic development. As experienced by other parts of the world, we are also facing dilution of culture and traditions with huge influx of foreign contents through Media, especially the youth. Their tender minds are colonized due to continuous influx of foreign content. Children in Bhutan watch foreign animations and are more familiar with alien folktales through the invasive influence of this medium.

2. A PRECISE STATEMENT OF OBJECTIVES:

In order to promote learning dzongkha and familiarize our children with local folktales, legends and mythology, the Dzongkha Development Commission aims to animate the folk tales.

It should be compatible and distributed through popular social media platforms (wechat, whatsapp, facebook, youtube) used by general and mass audience. In these stories, culture and traditional values should be explained/illustrated.

3. AN OUTLINE OF THE TASKS TO BE CARRIED OUT:

This ToR is prepared for the production of 3D animation “Samphel”, based on cultural and traditional story. The animation produced will be broadcasted through BBS Television and local cable operators. The animation should be between 25 to 30 minutes. The language used for purposes of dialogues/narrations etc. must be in dzongkha.

- a) The consultant must design and ensure all characters are exactly same as the characters in story(“Samphel”)
- b) The animation must be in 3D format and of higher quality.
- c) The consultant must submit the produced programs for review to the Procuring Agency and incorporate changes desired by the Procuring Agency. Review will be carried out as follows:
 - 1. Character review within 3 weeks from the day of signing contract agreement
 - 2. Signature tune review 4 weeks from the day of signing contract agreement
 - 3. Submit raw footage(s)
 - 4. First review for comments
 - 5. Second review to check whether the comment are incorporated or not
 - 6. Final review for endorsement
- e) All copyrights should be respected. Any disputes arise from reproducing of materials/music etc., the firm shall be responsible.

4. SCHEDULE FOR COMPLETION OF TASKS: within six months, all reviews would be carried out as per the work schedule submitted by the client. No time extension shall be accepted.
5. DATA, SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT: Funding and script (based on which the animation will be produced) will be provided by the Dzongkha Development Commission.
6. FINAL OUTPUTS (i.e., REPORTS, DRAWINGS etc.) THAT WILL BE REQUIRED OF THE CONSULTANT: The consultant must submit two copies of produced program in AVI format; format compatible to BBS and cable operators. The firm must also submit a cover design of the series and the same should be printed on the CD/DVDs.
7. COMPOSITION OF REVIEW COMMITTEE TO MONITOR CONSULTANTS WORK: committee members shall visit to check the work progress as and when deemed necessary
8. PROCEDURE FOR REVIEW OF PROGRESS REPORTS, INCEPTION, STATUS, FINAL DRAFT AND FINAL REPORTS: strictly follow the work schedule/plan submitted by the consultant firm.
9. LIST OF KEY POSITIONS WHOSE CV AND EXPERIENCE WOULD BE EVALUATED. – Animators, project director, artists, established office set up and other as deemed necessary for the project

Annex - 2

FORMATS FOR TECHNICAL PROPOSAL

Annexure 2

TECHNICAL PROPOSAL

TO

Sir:

Subject: **Hiring of Consultancy Service for** _____

Regarding Technical Proposal.

I/We _____ Consultant/Consultancy firm herewith enclose
Technical Proposal for selection of my/our firm/organization as Consultant for

_____.

Yours faithfully,

Signature

Full Name _____

Designation _____

Address _____

(Authorized

Representative)

1. Attach firm's profile (if it is not individual)
2. Relevant services carried out in the last five years which best illustrate qualifications
3. Approach and methodology if asked in the LOI Data Sheet
4. Comments and suggestions on the ToR
5. CVs of proposed personnel
6. Valid trade license & CDB certificate (if not individual)

Format of Curriculum Vitae (CV) For Proposed Key Staff

Proposed Position: _____

Name of Firm:_____

Name of Staff:_____

Profession:_____

Date of Birth:_____

Years with Firm:_____ **Nationality:**_____

Membership of Professional Societies: _____

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 staff member on relevant previous assignments and give dates and locations. Use up to half a page).

Education:

(Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degrees obtained. Use up to a quarter page).

Employment Record:

(Starting with present position, list in reversed order, every employment held. List all positions held by staff member since graduation, giving dates, names of employing organization, title of positions held and location of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use up to three-quarters of a page).

Languages:

(Indicate proficiency in speaking, reading and writing of each language by "excellent", "good", "fair", or "poor").

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this biodata correctly describes myself, my qualifications and my experience.

_____ **Date:**_____

**Signature of Staff Member or
Day/Month/Year
authorized official from the firm**

Please attach "Work Programme and Time Schedule for Key Personnel

WORKPROGRAM AND TIME SCHEDULE FOR KEY PERSONNEL
MONTHS (in the form of bar chart)

<u>S.</u> <u>No.</u>	<u>Name</u>	<u>Position</u>	1	2	3	4	5	6	7	8	<u>Number of</u> <u>Months</u>
1											
2											
3											
4											

Annexure - 3

FORMATS OF FINANCIAL PROPOSAL

FORM FIN 1 FINANCIAL PROPOSALS

TO

Sir:

Subject: Hiring of Consultants' Services for

Regarding Price Proposal

I/We _____ Consultant/consultancy firm herewith enclose Price
Proposal for selection of my/our firm/organization Consultant for _____

I, the undersigned, hereby declare to the best of my knowledge and belief, this information is true
and correct.

Yours faithfully,

Signature _____

Full Name _____

Designation _____

Address _____
(Authorized Representative)

SCHEDULE OF SUMMARY PRICE PROPOSAL

FORM FIN-2 SUMMARY OF COSTS

Item	
Total Costs of Financial Proposal	

CONTRACT

THIS CONTRACT ("Contract") is entered into this *[insert starting date of assignment]*, by and between *[insert Client's name]* ("the Client") having its principal place of business at *[insert Client's address]*, and *[insert Consultant's name]* ("the Consultant") having its principal office located at *[insert Consultant's address]*.

WHEREAS, the Client wishes to have the Consultant performing the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
 - (i) The Consultant shall perform the services specified in "Terms of Reference and Scope of Services," which is made an integral part of this Contract ("the Services").
 - (ii) The Consultant shall provide the reports listed in Terms of Reference, within the time periods listed in such Annexures, and the personnel listed in Annexure 2, "Cost Estimate of Services, List of Personnel and Schedule of Rates" to perform the Services.
- 2. Term**

The Consultant shall perform the Services during the period commencing *[insert start date]* and continuing through *[insert completion date]* or any other period as may be subsequently agreed by the parties in writing.
- 3. Payment**
 - A. Ceiling

For Services rendered pursuant to ToR, the Client shall pay the Consultant an amount not to exceed a ceiling of *[insert ceiling amount]*. This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant. The payments made under the Contract consist of the Consultant's remuneration as defined in sub-paragraph B below and of the reimbursable expenditures as defined in sub-paragraph C below.
 - B. Payment Conditions

Payment shall be made in *[Ngultrum]* not later than 30 days following submission of invoices in duplicate to the client.
- 4. Project Administration**
 - A. Coordinator

The Client designates Ms.Yumkee Lhamo as Client's Coordinator; the Coordinator shall be responsible for the coordination of activities under the Contract, for receiving and approving invoices for payment, and for acceptance of the deliverables by the Client.

B. Timesheets

During the course of their work under this Contract, including field work, the Consultant's employees providing services under this Contract may be required to complete timesheets or any other document used to identify time spent, as well as expenses incurred, as instructed by the Project Coordinator.

C. Records and Accounts

The Consultant shall keep accurate and systematic records and accounts in respect of the Services, which will clearly identify all charges and expenses. The Client reserves the right to audit, or to nominate a reputable accounting firm to audit, the Consultant's records relating to amounts claimed under this Contract during its term and any extension, and for a period of three months thereafter.

- | | |
|--|---|
| 5. Performance Standard | The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory. |
| 6. Confidentiality | The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client. |
| 7. Ownership of Material | Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software. |
| 8. Consultant Not to be Engaged in Certain Activities | The Consultant agrees that, during the term of this Contract and after its termination, the Consultants and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or services (other than the Services or any continuation thereof) for any project resulting from or closely related to the Services. |
| 9. Insurance | The Consultant will be responsible for taking out any appropriate insurance coverage. |
| 10. Assignment | The Consultant shall not assign this Contract or Subcontract any portion of it without the Client's prior written consent. |
| 11. Law Governing Contract and Language | The Contract shall be governed by the laws of <i>[insert government]</i> , and the language of the Contract shall be <i>[insert language]</i> . |
| 12. Dispute Resolution | Any dispute arising out of this Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the laws of the Kingdom of Bhutan. |

FOR THE CLIENT

Signed by _____

Title: _____

FOR THE CONSULTANT

Signed by _____

Title: _____

LIST OF ANNEXES

Annexure 1: Letter of invitation

Annexure 2: Formats for Technical Proposal

Annexure 3: Formats for Financial Proposal

Annexure 4: Request for Proposal (RFP)

Annexure 5: Sample Contract