

Request for Proposal # 2023-003

for

Selection of an Agency for Awareness and Training Packages for rice fortification in India

I. Summary of Deadlines:

Release of Request for Proposal	19 January 2023
Fact-finding questions received by	27 January 2023
Response to fact-finding questions	31 January 2023
Proposals due	03 February 2023
Selection of short-listed suppliers	10 February 2023
Bidders notified of decision	13 February 2023
Issue of contract to selected bidder	28 February 2023

Note that PATH reserves the right to modify this schedule as needed. All parties will be notified simultaneously by email of any changes.

II. PATH Statement of Business:

PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children. We accelerate innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations—that harness our entrepreneurial insight, scientific and public health expertise, and passion for health equity. By mobilizing partners around the world, we take innovation to scale, working alongside countries primarily in Africa and Asia to tackle their greatest health needs. Together, we deliver measurable results that disrupt the cycle of poor health. Learn more at www.path.org

III. Project Background:

A. Aim of the Project:

The ‘Scaling up rice fortification project in India’ project focuses on the scale up of high-quality fortified rice access by strengthening the supply chain and uptake in India through social safety net programs (SSNPs) to achieve nutrient adequacy, thus, prevent and reduce iron deficiency anaemia, particularly among women of reproductive age and children. The project aspires to achieve improvement in coverage of fortified rice through innovations-to-impact value chain, starting with innovative partnerships and digitized modelling in data and R&D to identify innovations in micronutrients testing.

The RFP envisages to develop three – 1 minute videos on rice fortification that will inform and make people aware of the importance of consuming fortified rice and two – 5 to 7 minute training videos that will enable the FRK manufacturer and fortified rice miller to understand the key requirements to set up and maintain quality in rice fortification and 2 posters designed on training each for FRK manufacturer and fortified rice miller.

Proposed Project Timeline:

Deliverables	Period from the date of issuance of contract
Obtain all releases for performers, actors, participants and facilities used in the video, as well as parental releases for any minors who will participate.	Before the shoot
Client briefing, Shooting Script & Preproduction	4 days
Schedule plan of the Shoot	3 days
Script finalization, VO Recording & First Draft of the video	2 days
Second Draft of the video	2 days
Mixing, Mastering & Final Submission	2 days
Poster design	2 days

A. Scope of Work and Deliverables

- The selected agency will create 3 videos on awareness and 2 videos on training as mentioned below:

1. Awareness films (duration 1 minute per film) - 3 films

- How do we identify fortified rice
- Fortified rice is Safe and Healthy
- How to Cook fortified rice
- Poster design for awareness

2. Training Films (duration 5-7 minutes) - 2 films

- Rice Mill owners who have blending machines – Pre-requisites, Installation, operation and quality maintenance for rice millers who blend fortified rice.
 - FRK (Fortified Rice Kernel) Manufacturers - Pre-requisites, Installation, operation and quality maintenance for manufacturers who produce fortified rice kernels.
 - Poster design for training with 10-12 important highlights.
 - Development of Signboard design with embedded QR code.
- The work will require script, storyboarding, live shoot at multiple sites (FRK Manufacturer facility, Rice miller facility). Content basic ideas will be discussed by the agency and PATH but the creative ideas to be generated by ad agency. Once finalized, the materials shall be reviewed and approved by PATH for going forward for video making. The agency will submit initial script for the film to PATH for deliberations and finalization.
 - Upon finalization of the script by PATH, the agency to initiate pre-production and shoot.
 - The selected agency is required to provide the timeline and duration for creating the video.

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- Agency will provide the first draft of the film to PATH for review and modifications.
- Based on the comments from PATH, the agency will make adequate modifications and will provide the second draft of the film to PATH for approval.
- Upon approval by PATH, the agency will do the necessary mixing and mastering and submit the final version of the film.

Timeline : 15 days from the issuance of contract.

Deliverables

The selected agency is expected for the following deliverables/products:

- Awareness films (duration 1 min per film) in 3 languages (i.e., Hindi, Assamese & Tamil) with actors that represent the 3 regions (i.e., each awareness film will be shot thrice with 3 different actors representing North-East, South and Hindi belt of India).
- Training Films (duration 5-7min) with male/female anchor who have knowledge of the subject in English, to be shot at the studio and shooting of the rice mill on location as suggested and finalised by PATH
- 2 Poster design for awareness and training:
 - Script of the video
 - Schedule plan for the shoot
 - First cut of the video
 - Second cut of the video
 - Final video (3 awareness video and 2 training video)

All draft and final video and graphical footage produced under this will become the property of PATH, and PATH will hold all copyright to them for worldwide use in perpetuity. The selected agency/filmmaker will need to maintain adequate backups of all footage produced for PATH and share their original and open files with PATH at the end of the assignment.

The video will need to be of 4K resolution at the minimum.

Request for Proposals

PATH needs a detailed proposal as per the outline given below with Annexures duly filled:

- A proposed storyline/narrative approach for the videos.
- A detailed introduction of the agency/filmmaker.
- Information on similar kind of projects handled previously including online links to previous films.
- A synopsis of key professionals to be involved in the assignment.
- A tentative timeline.
- *Financial proposal: Budget:* Budget should be as detailed as possible; indicating the human resource costs and any other direct costs to be involved in this assignment. Indicative costs for any stock photo or video purchase need to be included at this stage and will need to be billed as per actuals as and when needed. A day rate for shooting fresh footage in the respective locations listed above needs to be mentioned as well if the need arises for the same. Indicative travel costs for the shoot crew to the required locations will also need to be mentioned. We do not anticipate the need for a big crew so most essential crew only to be included for shooting on location.
- The budget should also indicate applicable taxes.

B. Payment Terms:

- 1) 25% upon confirmation and signing of contract
- 2) 35% on delivery of first cut
- 3) 40% after submission of final cut, posters, and relevant files.

Instructions and Deadlines for Responding:

A. PATH contacts

Procurement Contact: rfpindia@path.org:

B. Confirmation of interest

Please send a statement acknowledging receipt of this solicitation and your intent to respond or not respond no later than the timeline as mentioned in the '1. Summary of deadlines' section. Send the confirmation to the contact listed above.

C. Fact-finding questions

Questions on this solicitation will be accepted via email to the contacts listed above. Answers to all questions will be provided to all participants who confirmed interest within the timeline as mentioned in the '1. Summary of deadlines' section. Please note that responses will not be confidential except in cases where proprietary information is involved. Inquiries after the deadline cannot be accommodated.

D. Proposals due: The timeline as mentioned in the '1. summary of deadlines' section

Completed proposals should be submitted by email to the contacts listed above. The subject line of the email should read: RFP # 2022-003 Your Company Name.

E. Selection of short-list

PATH reserves the right to select a short list from the bids received. PATH has the option to interview and discuss specific details with those candidates who are on the short-list.

F. Conclusion of process

Applicants will be notified of PATH's decision as per the timeline as mentioned in the '1.summary of deadlines' section. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

Terms and Conditions of the Solicitation

A. Notice of non-binding solicitation

PATH reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal.

PATH



B. Confidentiality

All information provided by PATH as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, PATH will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

C. Conflict of interest disclosure

Suppliers bidding on PATH business must disclose, to the procurement contact listed in the RFP, any actual or potential conflicts of interest. Conflicts of interest could be present if; there is a personal relationship with a PATH staff member that constitutes a significant financial interest, board memberships, other employment, and ownership or rights in intellectual property that may conflict with the supplier's obligations to PATH. Suppliers and PATH are protected when actual or perceived conflicts of interest are disclosed. When necessary, PATH will create a management plan that provides mitigation of potential risks presented by the disclosed conflict of interest.

D. Communication

All communications regarding this solicitation shall be directed to appropriate parties at PATH indicated in Section VIII. A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

E. Acceptance

Acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

F. Right to final negotiations

PATH reserves the option to negotiate on the final costs and final scope of work and reserves the option to limit or include third parties at PATH's sole and full discretion in such negotiations.

G. Third-party limitations

PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without our express written consent.

H. Proposal Validity

Proposals submitted under this request shall be valid for 60 days from the date the proposal is due. The validity period shall be stated in the proposal submitted to PATH.

RFP 2023-003 Annexure I - Letter of Proposal

To,

PATH
15th Floor, Dr. Gopal Das Bhawan,
28 Barakhamba Road
New Delhi 110001

Subject: RFP # 2023-003 Selection of an Agency for Awareness and Training Packages for rice fortification in India

Dear Sir,

1. Having examined the RFP Documents and appendix thereto, we, the undersigned, in conformity with the said document, offer to provide the said services as given in the RFP Documents and the terms of reference to be signed upon the award of contract.
2. We undertake, if our bid is accepted within time frame specified, starting from the date of receipt of issue of notice of award of contract from PATH.
3. We agree to execute a contract in the form to be communicated by PATH, incorporating all agreements with such alterations or additions thereto as may be necessary to adapt such agreement to the circumstances of the standard and notice of the award within time prescribed after notification of your intention to accept this bid.
4. We would like to clearly state that we qualify for these services as we meet all the eligibility and qualification requirements indicated by you in the RFP Documents.
5. We certify that all the information mentioned in our proposal in response of this RFP is true and correct.
6. We understand that if the details given in support of claims made above are found to be untenable and/or unverifiable our bid may be rejected without any reference to us. We further clearly understand that PATH is not obliged to inform us of the reasons of rejection of our bid.
7. It is certified that the information furnished herein and as per the document submitted is true and correct and nothing has been concealed or tampered with. We have gone through all the conditions of bid and are liable to any punitive action for furnishing false information/documents.

Dated this _____ day of 2023.

Signature
(Bidder's Seal)

In the capacity of
Duly authorized to sign bid for and on behalf of:

RFP 2023-003 Annexure II - Particulars of Bidder

1. Name of the Bidder: _____
2. Address of the Bidder: _____
_____ District _____ PIN _____
3. Email Address: _____
4. Phone: _____
5. Incorporated as: _____ in year _____ at _____ (Company, State Registered Firm, Co-operative Society or Partnership Firm)
6. Whether any legal arbitration/proceeding is instituted against the bidder, or the bidder has lodged any claim in connection with works carried out by them (Yes/No): _____
7. If yes, please give details. _____
8. Whether the bidder complies with the requirement of Registration under the Contract Labour (Regulation and Abolition) Act (Yes/No): _____
9. Bidder's profile (*)
 - a. Name of the top executive: _____
 - b. Designation: _____
 - c. Email Address: _____
 - d. Mobile Number: _____
 - e. Office Strength Technical staff: _____ Nos.
 - f. Administrative staff: _____ Nos.

10. Bidder's Turnover (In Rs.)

2018-19	
2019-20	
2020-21	

Documents in support of the above may be furnished with page numbers indicated in the index. Please use separate sheets wherever necessary.

Date
Place
Bidder's Seal

RFP 2023-003 Annexure III - Description of Approach, Methodology, and Work Plan in responding to the Scope of Works

- A. Technical Approach and Methodology. *{Please explain your understanding of the objectives of the assignment as outlined in the Scope of Works (SoW), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the SoW in here.}*
- B. Work Plan. *{Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the SoW and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule.}*
- C. Organization and Staffing. *{Please describe the structure and composition of your team, including the list of the Experts and relevant technical and administrative support staff.}*