**KARANDAAZ PAKISTAN**

**Request for Proposal**

19th January 18, 2018.

**SECTION 1. LETTER OF INVITATION**

RFP no.36

18th January 2018, Islamabad

1. The purpose of this RFP is to solicit bids from companies interested in providing documentary production services for Karandaaz Innovation Challenge Fund (ICF). The RFP is designed to assess whether organizations are able to provide the services required, and through a competitive and fair assessment, select a winning vendor for a goods and services contract.
2. Karandaaz Pakistan invites sealed proposals from interested and eligible organizations. More details on the services required are provided in the Terms of Reference (Section 4 of RFP).
3. The company will be selected under open competitive procedures, in accordance with the procurement policies and procedures of Karandaaz Pakistan.
4. The full RFP is available at [**www.karandaaz.com.pk**](http://www.karandaaz.com.pk).
5. Both financial and technical proposals must be submitted before 12:00 noon Pakistan Standard Time on 6th February 2018. Offerors must prepare four hard copies of the technical proposal and one hard copy of the cost proposals, and submit in separate **sealed** envelopes to the attention of ‘The Procurement Department’ 1-E, Ali Plaza, D Chowk, Mezzanine Floor, Naziumudin Road, Blue Area, Islamabad

Yours sincerely,

**The Procurement Department**

Karandaaz Pakistan

**SECTION 2. INSTRUCTIONS TO FIRMS**

**A. General**

1. **Scope of Proposal**

Karandaaz Pakistan issues this Request for Proposal (RFP) for the following services:

“Documentaries for Karandaaz ICF”

Throughout this RFP:

1. The term “in writing” means communicated in written form (e.g., by mail, e-mail, fax)
2. “Day” means calendar day
3. **Fraud and Corruption**

Firms shall comply with Karandaaz Pakistan’s policy regarding fraud and corruption given in Section 3 of the RFP.

1. **Eligibility**

Karandaaz Pakistan may specify certain minimum qualification criteria in the Terms of Reference e.g. minimum years of relevant experience.

The firm has an obligation to disclose to Karandaaz Pakistan any situation of actual or potential conflict that impacts its capacity to serve Karandaaz Pakistan’s best interests. Failure to disclose such situations may lead to the disqualification of the firm or the termination of its Contract. Karandaaz Pakistan’s policy with regard to conflict of interest is given in Section 3 of the RFP.

Firms shall provide such evidence of their continued eligibility satisfactory to Karandaaz Pakistan, upon request.

1. **One Proposal Per Firm**

Each firm shall submit only one proposal, either individually or as a partner in a joint venture. A firm that submits or participates in more than one proposal shall cause all the proposals with the firm’s participation to be disqualified. However, this does not limit the participation of subcontractors and individual experts in more than one proposal.

1. **Cost of Preparation of Proposal**

The firm shall bear all costs associated with the preparation and submission of its proposal. Karandaaz Pakistan shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

**B. Request for Proposal**

1. **Contents of the RFP**

The RFP includes the documents listed below and any Addendum issued in pursuant to point 8 of this section ‘Amendment of RFP’.

Section 1 - Letter of Invitation

Section 2 - Instructions to firms

Section 3 – Procurement Policy – vendor conduct

Section 4 - Terms of Reference

Annexure A – Proposal Submission Form

1. **Clarification of RFP**

All questions and/or clarifications regarding this RFP must be submitted via email to Procurement@karandaaz.com.pk no later than 5:00 PM on 23rd January 2018. All correspondence and/or inquiries regarding this solicitation must reference the RFP number. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing

Questions and requests for clarification—and the responses thereto—will be circulated to all RFP recipients who have indicated an interest in bidding by 5:00 PM on 26th January 2018.

Only the written answers will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from a Karandaaz employee or other entity should not be considered as an official response to any questions regarding this RFP.

1. **Amendment of RFP**

At any time prior to the deadline for submission of bids, Karandaaz Pakistan may amend the RFP by issuing an Addendum.

Any Addendum issued shall be part of the RFP and will be communicated via the Karandaaz Pakistan website. Firms are advised to monitor the site for updates.

To give prospective firms reasonable time in which to take an Addendum into account in preparing their bids, Karandaaz Pakistan may, at its discretion, extend the deadline for the submission of bids, pursuant to point 17 ‘Deadline for Submission of Proposals’ of this section.

**C. Preparation and Submission of Proposals**

1. **Language of proposal**

All documents relating to the proposal shall be written in the English language.

1. **Documents Comprising the Proposal**

The proposal shall consist of the following:

1. Technical proposal consisting of the following;
2. Firm’s organization and experience;
3. Comments and suggestions on the terms of reference, counterpart staff, and facilities to be provided by the client;
4. Description of approach, methodology, and work plan in responding to the terms of reference;
5. Examples of past experience
6. Work schedule and planning for deliverables; and
7. Team composition, assignment, and key experts’ inputs and Curriculum vitae (CV).
8. Financial proposal
9. **Currencies of Bid and Payment**

Firms may express the price only in PKR.

1. **Proposal Validity**

Proposal shall remain valid for ninety (90) days after the proposal submission deadline date established by Karandaaz Pakistan. A proposal valid for a shorter period shall be rejected as non-responsive.

In exceptional circumstances, prior to the expiration of the proposal validity period, Karandaaz Pakistan may request all firms who submitted their proposals to extend the period of validity of their proposal for a specified additional period. The request and the responses shall be made in writing. If the firm agrees to extend the validity of its proposal, it shall be done without any change in the original proposal and with the confirmation of the availability of the key experts. The firm has the right to refuse to extend the validity of its proposal in which case such proposal will not be further evaluated.

If any of the Key Experts become unavailable for the extended validity period, the firm shall provide a written adequate justification and evidence satisfactory to the Client together with the substitution request. In such case, a replacement Key Expert shall have equal or better qualifications and experience than those of the originally proposed Key Expert. The technical evaluation score, however, will remain to be based on the evaluation of the CV of the original Key Expert.

If the firm fails to provide a replacement Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the Client, such Proposal will be rejected.

1. **Proposal Security**

In this procurement, a proposal security is not required.

1. **Alternative Proposals**

Alternative proposals shall not be considered.

1. **Format, Signing, and Submission of Proposals of Proposal**

The firm shall prepare and email a scanned copy of the documents comprising the Proposal as described in point 10 on official company letterhead. Each document shall be signed by a person duly authorized to sign on behalf of the firm. All pages of the proposal shall be initialled by the person or persons signing the proposal.

Both financial and technical proposals must be submitted before 12:00 noon on 6th February 2018. Offerors must prepare four hard copies of the technical proposal and one hard copy of the cost proposals, and submit in separate **sealed** envelopes to the attention of ‘The Procurement Department’ 1-E, Ali Plaza, D Chowk, Mezzanine Floor, Naziumudin Road, Blue Area, Islamabad.

The proposal should also be sent to the following email address: [**procurement@karandaaz.com.pk**](mailto:procurement@karandaaz.com.pk) with the subject line: Responding to RFP for “Documentaries for Karandaaz ICF~~”.~~

The Proposal shall contain no alterations or additions, except those to comply with instructions issued by Karandaaz Pakistan, or as necessary to correct errors made by the firm, in which case such corrections shall be initialled by the person or persons signing the Proposal.

1. **Deadline for Submission of Proposals**

Proposals must be received by Karandaaz Pakistan no later than 12:00 noon on 6th February 2018.

Karandaaz Pakistan may extend the deadline for submission of proposals by issuing an amendment in accordance with point 8 ‘Amendment of RFP’, in which case all rights and obligations of Karandaaz Pakistan and the firms previously subject to the original deadline shall then be subject to the new deadline.

1. **Late Proposals**

Any Proposal received late by Karandaaz Pakistan will be considered only at the discretion of the evaluation team.

1. **Withdrawal, Substitution, and Modification of Proposals**

Firms may withdraw, substitute or modify their proposals by giving notice in writing before the deadline for submission of proposals prescribed in point 16 ‘Deadline for Submission of Proposal’ of this section.

Each firm’s withdrawal, substitution or modification notice shall be prepared, sealed, marked, and delivered in accordance with point 15 ‘Format, Signing, and Submission of Proposals of Proposal’, with the subject line as: Responding to RFP for “Documentary for Karandaaz ICF “WITHDRAWAL,” SUBSTITUTION” or “MODIFICATION” as appropriate. No Proposal may be substituted or modified after the deadline for submission of proposals.

**E. Proposal Opening and Evaluation**

1. **Proposal Opening**

Karandaaz Pakistan shall open the proposals, including modifications made pursuant to point 18, on the business day following the deadline, as per point 16.

1. **Confidentiality**

Information relating to the examination, evaluation, comparison, and post-qualification of proposals, and recommendation of contract award, shall not be disclosed to firms or any other persons not officially concerned with such process until publication of the contract award. Any effort by a firm to influence Karandaaz Pakistan in the examination, evaluation, comparison, and post-qualification of the Proposals or contract award decisions may result in the rejection of its Bid. Notwithstanding the above, from the time of proposal opening to the time of contract award, if any firm wishes to contact Karandaaz Pakistan on any matter related to the bidding process, it should do so in writing at the address indicated in point 7 ‘Clarification of RFP’.

1. **Clarification of Bids**

To assist in the examination, evaluation, and comparison of proposals, Karandaaz Pakistan may, at its discretion, ask any firm for clarification of the firm’s proposal. The request for clarification and the response shall be in writing, but no change in the price or substance of the proposal shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by Karandaaz Pakistan in the evaluation of the proposals in accordance with point 25 ‘Correction of Errors’.

1. **Preliminary Examination of Proposals**

Prior to the detailed evaluation of proposals, Karandaaz Pakistan shall first review each Proposal and check the power of attorney or any other form demonstrating that the representative has been duly authorized to sign the proposal, initialization of all pages, etc.

1. **Determination of Firm’s Eligibility and Qualifications**

Then Karandaaz Pakistan shall determine whether the firm meets the eligibility and qualification requirements of the bidding documents. Firms failing to comply with the eligibility criteria indicated in point 3 ‘Eligibility’ shall be disqualified.

Further, Karandaaz Pakistan shall determine whether the proposal is substantially responsive to the requirements of the bidding documents.

Karandaaz Pakistan’s determination of a proposal’s responsiveness is to be based on the contents of the proposal itself. A substantially responsive proposal is one, which conforms to all the terms, conditions, and specifications of the RFP, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the service; (b) which limits in any substantial way, inconsistent with the RFP, Karandaaz Pakistan’s rights or firm’s obligations under the contract; or (c) whose rectification would affect unfairly the competitive position of other firms presenting substantially responsive Proposals.

1. **Evaluation of Technical Proposal**

Karandaaz Pakistan shall evaluate the technical aspects of the proposals received, applying the evaluation criteria specified in this point. Each proposal that is not rejected for reasons stated in these Instructions will be given a technical score.

The evaluation criteria, relevant sub-criteria, and point system to be used to evaluate the Technical Proposals shall be:

**Technical Score (80%)**

1. Company profile, including client list, staff and equipment details etc. – 5%
2. Video documentary portfolio, especially sample/s of any work done for clients with nature and mandate similar to Karandaaz – 20%
3. Credentials of the video documentary team (director, cinematographer, editor, script writer) – CVs must be established in the proposal – 5%
4. Portfolio of the photographer – work samples and work history must be provided 20%
5. A creative brief specifically demonstrating the proposing agency’s understanding of the scope and needs of Karandaaz Pakistan – 10%
6. Samples to demonstrate quality of the writing of the designated writer – links to some published work must be included. 20%
7. **Correction of Errors**

Proposals determined to be substantially responsive shall be checked by Karandaaz Pakistan for any arithmetic errors. Errors shall be corrected by Karandaaz Pakistan as follows:

Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.

The amount stated in the proposal shall be adjusted by Karandaaz Pakistan in accordance with the above procedure for the correction of errors and, with the concurrence of the firm, shall be considered as binding upon the firm. If the firm does not accept the corrected amount, the proposal shall be rejected.

1. **Currency for Price Evaluation**

For evaluation and comparison purposes, Karandaaz Pakistan shall convert all proposal prices expressed in US Dollars into an equivalent amount in PKR, using the selling exchange rates established by the State Bank of Pakistan on the date of proposal opening specified in point 19 ‘Proposal Opening’.

1. **Evaluation of Proposal Price and ranking :**

Financial Proposal (20% of Total Score)

Cost proposals submitted will be evaluated according to price reasonableness determination under full and open competition and known market conditions.

Evaluation of the cost proposal will consider, but will not be limited to, the following:

* Cost reasonableness;
* Consistency with the technical proposal;

30 points will be awarded to the lowest responsive bidder while rest of the bids will be allocated points according to following formula:

Points of a Bidder = (P1/ P2)\* 20

Where:

P1= Price of Lowest Responsive Bidder

P2= Price of the Bidder

**F. Award of Contract**

1. **Award Criteria**

Subject to 31 below, Karandaaz Pakistan shall award the contract to the firm whose proposal has been determined to be substantially responsive to the RFP and which has the highest combined technical and financial score, provided that such firm has been determined to be eligible in accordance with point 3.

1. **Karandaaz Pakistan’s right to accept Any proposal and to reject any or all proposals**

Notwithstanding point 28 above, Karandaaz Pakistan reserves the right to accept or reject any proposal, and to cancel the bidding process and reject all bids, at any time prior to the award of contract, without thereby incurring any liability to the affected firm or firms or any obligation to inform the affected firm or firms of the grounds for Karandaaz Pakistan’s action.

1. **Notification of Award and Signing of Agreement**

The firm whose Proposal has been accepted shall be notified of the award by Karandaaz Pakistan prior to expiration of the proposal validity period in writing. This letter (hereinafter and in the contract called the “Letter of Acceptance”) shall state the sum that Karandaaz Pakistan shall pay the contractor in consideration of the services as prescribed by the contract.

The Agreement shall incorporate all agreements between Karandaaz Pakistan and the successful firm. It shall be signed by Karandaaz Pakistan and sent to the successful firm, within seven (7) days following the Letter of Acceptance’s date. Within seven (7) days of receipt, the successful firm shall sign the Form of Agreement and deliver it to Karandaaz Pakistan.

Karandaaz Pakistan will also promptly notify in writing each unsuccessful firm. After publication of the award, unsuccessful firms may request in writing to Karandaaz Pakistan seeking explanations of the grounds on which their Proposals were not selected. Also, Karandaaz Pakistan shall entertain a complaint from any firm that claims to have suffered or that may suffer, loss or injury due to a breach of a duty by the company in the conduct of this bidding process. Such requests shall be addressed and delivered in writing to:

Karandaaz Pakistan

Attention: Chief Executive Officer

Re: “Documentaries for Karandaaz ICF

1 E, Ali Plaza, Nazimuddin Road, D-Chowk, Islamabad

Any requests via email seeking this explanation will not be answered.

**SECTION 3. PROCUREMENT POLICY – VENDOR CONDUCT**

1. **Corrupt or fraudulent practices**

Bidders, suppliers, contractors and their agents (whether declared or not), sub-contractors, sub-consultants, firms or suppliers, and any personnel thereof, shall observe the highest standard of ethics during the procurement and execution of contracts.

Karandaaz Pakistan shall not award contract if it is determined that the bidder, or any of its personnel, or its agents, or its sub-consultants, sub-contractors, firms, suppliers and/or their employees, has, directly or indirectly, engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for the contract in question. As part of bidding/ solicitation documents, Karandaaz Pakistan will seek declaration of ‘Non collusive non corrupt practices’ from each bidder. Format for such declaration is prescribed in section 3 of the standard bidding document. In pursuance of this policy, following terms are defined as follows:

1. “Corrupt practice” is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
2. “Fraudulent practice” is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
3. “Collusive practice” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
4. “Coercive practice” is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
5. “Obstructive practice” is deliberately destroying, falsifying, altering, or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation.
6. **Avoidance of conflict of interest**

Any firm participating in the procurement process should disclose any actual or perceived conflict of interest situation/condition. Any firm found to have a conflict of interest shall be ineligible for award of a contract.

A firm shall be considered to have a conflict of interest in a procurement process if:

1. Such firm is providing goods, works, or non-consulting services resulting from or directly related to consulting services for the preparation or implementation of a project that it provided or were provided by any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm; or
2. Such firm submits more than one bid, either individually or as a joint venture partner in another bid, except for permitted alternative bids. This will result in the disqualification of all bids in which the bidder is involved. However, this does not limit the inclusion of a firm as a sub-contractor in more than one bid. Only for certain types of procurement, the participation of a bidder as a sub-contractor in another bid may be permitted subject to the company’s no objection and as allowed by the standard bidding documents applicable to such types of procurement; or
3. Such firm (including its personnel) has a close business or family relationship with a professional staff of the company who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract unless the conflict stemming from such relationship has been resolved in a manner acceptable to the company throughout the procurement process and execution of the contract; or
4. Such firm does not comply with any other conflict of interest situation as specified in the standard bidding documents relevant to the specific procurement process.
5. **Duty of care**

The supplier in performance of services for Karandaaz Pakistan shall exercise duty of care. Duty of care holds the supplier responsible for the safety and well-being of its personnel and any third party affected by its activities.

**SECTION 4. TERMS OF REFERENCE**

**Project Title: Documentary for Karandaaz Innovation Challenge Fund (ICF)**

**Expected Start Date:** February 2018

**End Date:**  March 2018

**Task Manager:** Director KMC

**About Karandaaz Pakistan**

Karandaaz Pakistan is a Section 42 company registered with the Securities and Exchange Commission of Pakistan, to promote access to finance for small businesses through commercially directed investments and financial inclusion for individuals. Karandaaz Pakistan operates through four work streams:

Karandaaz Capital: Promotes access to finance for SMEs to generate broad based employment in Pakistan;

Karandaaz Digital: Promotes financial inclusion through technology-enabled solutions;

Karandaaz Innovation: Manages ICF risk capital and grants to generate innovative yet practicable solutions for solving complex problems in areas of financial inclusion and entrepreneurship;

Karandaaz Knowledge Management and Communication: Develops and disseminates evidence-based insights and solutions to inform the core themes of the company, including innovation, women entrepreneurship and youth.

**About the Project**

Karandaaz Pakistan wishes to hire a documentary production company that meets all criteria mentioned in any other section of this purchase request, for:

1. Developing short video documentary-style profiles of impact on 10 beneficiaries of Karandaaz Innovation Challenge Fund (ICF) – Round 2 (ICF2);

2. Collecting high-resolution impact photos of the 10 beneficiaries of Karandaaz ICF2; and

3. Engaging a top-of-the-line writer with a strong understanding and experience of writing   
 “Development Impact Stories” to write individual stories of the 10 beneficiaries. These stories, two page each, may be written as first person, case study, or another engaging format in a way that Karandaaz can later use them to highlight the impact of its assistance through its website, in a booklet form, and as newspaper articles with direct quotes from beneficiaries and each piece must include a boilerplate introduction of the Karandaaz, Karandaaz ICF, and ICF2.

**Target Audience**

Karandaaz Pakistan is a Section 42 company registered with the Securities and Exchange Commission of Pakistan, to promote access to finance for small businesses through commercially directed investments and financial inclusion for individuals. Karandaaz Pakistan operates through four work streams:

Karandaaz Capital: Promotes access to finance for SMEs to generate broad based employment in Pakistan;

Karandaaz Digital: Promotes financial inclusion through technology-enabled solutions;

Karandaaz Innovation: Manages ICF risk capital and grants to generate innovative yet practicable solutions for solving complex problems in areas of financial inclusion and entrepreneurship;

Karandaaz Knowledge Management and Communication: Develops and disseminates evidence-based insights and solutions to inform the core themes of the company, including innovation, women entrepreneurship and youth.

Karandaaz works with a wide range of market-based institutions across Pakistan to achieve inclusive economic growth, job creation, and rising incomes. For this, Karandaaz seeks to harness the power of markets and the private sector and increase access to finance for SMEs and the financially excluded in the country. For more details about Karandaaz visit [www.karandaaz.com.pk](http://www.karandaaz.com.pk)

Under ICF2, the second round of the bigger Karandaaz ICF programme, three business incubators have been provided competitive grants to launch their innovative capacity building initiatives for women entrepreneurship. Through the DFID-funding, Karandaaz has provided grants worth PKR 25 million to LUMS; Balochistan University of Information Technology, Engineering and Management; and Invest2Innovate (Pvt.) Ltd. These grants are being used by partner incubators to identify women-owned, growing businesses and provide them with high quality entrepreneurship training. Businesses that perform well in the programme will also be eligible to receive investment from Karandaaz at a later stage. The program will run from September 2017 till March 2018. Women entrepreneurs face several challenges in accessing finance for growing their businesses. The Karandaaz program is customized to train them to overcome some of these challenges, such as lack of information and business networks, mobility, and lack of assets. The objectives of this round of ICF are not only to support female entrepreneurs but also build the capacity of incubators to continue supporting female economic empowerment. The programme will give the implementers an opportunity to test customized approaches to solving issues that women in business face in the country and scale up these approaches.

To highlight the impact of ICF2, Karandaaz wishes to hire a consortium of a video documentary production company as lead with in-house/consortium partner photographer, and in-house/consortium partner experienced “Development Impact Storie” writer. This consortium will be collectively, with the video documentary production company in lead, hereto will be referred to as agency, and will:

1. Develop short video documentary styled profiles of impact on 10 beneficiaries of Karandaaz Innovation Challenge Fund (ICF) – Round 2 or ICF2;

2. Collect high-resolution impact photos of thes 10 beneficiaries; and

3. Engage a top-of-the-line writer with a strong understanding and experience of writing “Development Impact Story” to write individual stories of these 10 beneficiaries of Karandaaz ICF2. These stories, two page each, may be written as first person, case study, or another engaging format in a way that Karandaaz can later use them to highlight the impact of its assistance on website, in a booklet form, and as newspaper articles with direct quotes from beneficiaries and each piece must include a boilerplate introduction of the Karandaaz, Karandaaz ICF, and ICF2.

These video, photo, and written stories must highlight the challenges, process of capacity building, impact, and success of the 10 individual beneficiaries of ICF2 in an impactful manner to match the highest standards of storytelling. The beneficiaries are currently identified as:

* 2 in Karachi and surroundings
* 2 in Lahore and surroundings
* 6 in Quetta and surroundings

The agency must immediately upon award acquire full understanding and command over Karandaaz, its donors and partner’s established branding and marking guidelines, the details of ICF, the history and current status of ICF2, and familiarity with the profiles of the selected beneficiaries. The agency must within a week of the award of the contract

* establish an agreed production schedule
* establish a storyboard for the video profiles
* hold PPM with Karandaaz

Once all of the above have been approved and agreed upon, the agency must begin the process of in-field production that may be spread over 2 weeks depending on the logistical and coordination possibilities.

Once all beneficiaries and sites have been visited, all treated and final photos in clearly marked sub-folders must be provided to Karandaaz within one week after the last day of the production phase. The agency must share drafts of all videos and written stories, within two weeks after the last day of the production phase.

All written and video stories must be finalized in the next two weeks also taking into account multiple rounds of feedback from the Karandaaz.

The expected audience for these stories are Karandaaz donors, partners, media, general public etc.

The agency must have fresh, modern, and out-of-box creative ideas and match global standards of video documentary making, photography and writing. Details of each of the three activity streams are given in the next section

**Scope of Work**

The scope of work is against the following three activity streams:

|  |  |  |
| --- | --- | --- |
| S.no. | Activity | Details |
| 1 | Video Documentary Profiles | Developing short video documentary styled profiles of impact on 10 beneficiaries of Karandaaz Innovation Challenge Fund (ICF) – Round 2 or ICF2.  Each profile will be a standalone video.  These profiles are expected to not be longer than 2 minute each with an additional 30 second montage added to each presenting an overall roundup of ICF2. This 30 second montage will remain the same in each video profile.  Each video profile will have two language versions. One version will be produced in Urdu with English subtitles and the other will be in English. Some of the interviews of the entrepreneurs may be in local languages and will have to be dubbed or subtitled as appropriate.  These profiles must be in first person narrative and voice over script may only be used sparingly in the profile section. The 30 second end piece will be built on a voice over (Urdu and English for respective versions).  Interviews must be 2-camera with appropriate cutaways demonstrating context, action and impact.  Technical Specifications:  HD Cam with broadcast level audio recording, lighting, opening and closing 2-D graphics, music, and titling. Drone cam and crane etc. may be used as appropriate. Each piece may have multiple short music pieces to accentuate the flow of the story.    The videos must be based on the brief provided by the Karandaaz Communications team and up to the highest industry standards and acceptable to the client. There may be multiple rounds of feedback and the agency must be committed to finalize and deliver the final videos within the stipulated time. |
| 2 | Photographic Profiles | Collecting high-resolution impact photos of these 10 beneficiaries of Karandaaz ICF2. Each set should have at least 15 action photos highlighting the context, the challenges, and the resolve of the entrepreneur, the impact of Karandaaz assistance on their business, and the improvement it has brought to their business plus the impact it is having on the lives of their employees etc.  These should be high-end art level photos and the photographer must make each photo stand out. The editing and post production treatment should also be carried out according to the best standards of the industry.  Each photo should at least be 500 dpi and no photo should be of a size less than 1 MB.  The photos must be based on the brief provided by the Karandaaz Communications team and up to the highest industry standards and acceptable to the client. |
| 3 | Written “Development Impact Stories” | A top-of-the-line writer with a strong understanding and experience of writing “Development Impact Stories” to write individual stories of these 10 beneficiaries of Karandaaz ICF2. These stories, two pager each, may be written as first person, case study, or any other engaging style and in such a way that Karandaaz can later use them to highlight the impact of its assistance in its communication and on website, in a booklet form, and as newspaper articles with direct quotes from beneficiaries and must include an overall introduction of the Karandaaz ICF and ICF2.  The written stories must be based on the brief provided by the Karandaaz Communications team and up to the highest industry standards and acceptable to the client. There may be multiple rounds of feedback and the agency must be committed to finalize and deliver the final written stories within the stipulated time. |

**Qualifications**

* 1. **Pre-Qualification**

**-** Minimum of three years’ experience of the video production company

- Tax registration number (NTN)/ registered company

- Operation and creative team based in Islamabad

A firm that does not meet the prerequisites for application shall not be considered.

**Ownership/Control of Work and Product/Publication**

The ownership of all copyright and other intellectual property rights in respect of any data compilations, research, spreadsheets, graphs, reports, diagrams, designs, work products, software, raw or edited video footage, photos etc. or any other documents, developed in connection with this Contract will exclusively vest in and remain with Karandaaz which shall have all proprietary rights therein, notwithstanding that the Contractor or its employees may be the author of the intellectual property. All documents relating to the intellectual property or otherwise connected with this Contract, the services, or duties must be returned or delivered to Karandaaz at the time of the expiration or termination of this Contract. The Contractor agrees not to publish or make use of any of the intellectual property, or documents relating thereto, without the prior written approval of Karandaaz, and where approval is granted, without proper attribution to Karandaaz.

**Task Manager/Reporting**

Director KMC

**Payment**

Karandaaz will pay the Contractor’s invoice within thirty (30) business days after a) Karandaaz’ approval of the Contractor’s Deliverables, or b) Karandaaz’ receipt of the Contractor’s invoice, whichever is later. Payment will be made in PKR or USD, as agreed, to the account specified in the Contractor’s invoice.

**PROPOSAL SUBMISSION FORM**

Dear Sir/Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, “THE FIRM NAME” undersigned, offer to provide consulting for “INSERT REFERENCE NUMBER” to Karandaaz Pakistan in accordance with the Price Schedule attached herewith and made part of this proposal. “THE FIRM NAME” undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

“THE FIRM NAME” agree to abide by this proposal for a period of 90 days from date fixed for opening of proposal in the invitation for proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any proposal you may receive.

Dated: this------day of -------2015

**Name, Designation and Signature of the “firm Representative”**