

Request for Proposal For

Development of Educational Audiovisual Content on Sanitation and Hygiene

Bhutan Toilet Organization is inviting licensed production studios to submit a proposal to create educational audiovisual content. As a civil society organisation with the mission to accomplish clean and safe toilets for all, compelling and informative audiovisual materials can play a significant role in positively influencing behaviour and fostering greater awareness among public.

Project Overview:

The objective of this project is to develop a series of high-quality audiovisual materials that will raise awareness and educate audiences about their role in achieving the national vision of ensuring access to clean and safe toilets for everyone. The content should be engaging, informative, culturally sensitive, and targeted at diverse demographics, including children, adolescents, adults, and seniors. The final deliverables should be suitable for distribution across various platforms, including online streaming services, social media, educational institutions, and community events. There are four key expected outcome/deliverables as follows:

1. A theme song, two to three minutes long, covering safety, equity, and sustainability in the sanitation sector.
2. A short film underscoring the challenges faced by persons with disability, the elderly and the sick in accessing toilets in public places due to infrastructural limitations.
3. A short film underscoring the challenges faced by the elderly family members in accessing toilets at home.
4. A short film highlighting the pollution of pristine streams and rivers caused by mismanaged sewage by households and how it's affecting people downstream and other lives in water.

Scope of Work

The scope of work for this project includes, but is not limited to:

- Concept development: Creating engaging and impactful content ideas that align with the five key expected outcomes.
- Scriptwriting: Developing comprehensive and accurate scripts that convey the desired messages effectively.
- Pre-production: Planning and coordination, including location scouting, casting, and equipment arrangements.
- Production: Filming of the audiovisual content in high-definition format.
- Post-production: Editing, sound design, animation, and any necessary visual effects.
- Voice-over and Subtitles: Providing voice-over services and creating subtitles in multiple languages if required.

- Music and Sound: Incorporating appropriate background music and sound effects to enhance the content.
- Format: Delivering the content in suitable formats for online and offline distribution.

Target Audience: The content should be designed to resonate with the following target audiences:

- a) Adolescents and young adults (age groups: 15-24)
- b) Adults and families (age groups: 25-50)

Creative Approach: We encourage content developers to present innovative and creative approaches that captivate the audience's attention while effectively conveying the importance of sanitation and hygiene practices. The content should be culturally sensitive and tailored to the unique needs of the local communities.

Proposal Submission: Interested production studios must submit their comprehensive proposals by August 5. The proposal should include the following:

- Overview of the proposed creative concept and approach for each deliverable/outcome.
- Detailed project plan, including timelines and milestones.
- Profiles of key team members involved in the project.
- Portfolio showcasing relevant previous work.
- Budget breakdown, including production costs, talent fees, and any other expenses.
- References from previous clients (if available).

Evaluation and Selection Criteria: The proposals will be evaluated based on the following criteria:

- Creativity and innovation in content development (20 %)
- Demonstrated expertise in producing educational audiovisual materials (10%)
- Relevance to the target audiences and alignment with project objectives (20%).
- Feasibility and practicality of the proposed project plan(20%).
- Cost-effectiveness and budget adherence (20 %).
- Track record and references from previous clients (10%).

Project Timeline:

- Proposal Submission Deadline: [August 5]
- Proposal Evaluation Period: [August 9]
- Final Selection and Notification: [August 10]

Duration of the work: The expected duration of the assignment is 1 month from the time of entering into the contract.

Annex1

Form for submission of service provider's proposal

(This Form must be submitted only using the Service Provider's Official Letterhead)

Bhutan Toilet Org
Thimphu
[Date:]

To: Project Coordinator/procurement

Dear Sir/Madam:

We, the undersigned, offer to render the following services to BTO in conformity with the requirements defined in the RFP dated [specify date] and all of its attachments.

Business Licenses – Registration Papers, Tax Payment Certification, etc.

Financial proposal

Cost breakdown based on deliverable (sample only, you can develop your own format)

Deliverable as per TOR	Percentage of the total price	Amount
Deliverable 1		
Deliverable 2		
Deliverable 3		
Deliverable 4		
Total Price		

**The total fees as quoted by your firm to BTO for the purpose of the present RFP shall be firm and final.

**The costs of preparing a proposal and of negotiating a contract are not reimbursable by BTO.

[Name and Signature of the Service Provider's Authorized Person]

[Designation]

[Date]