

REQUEST FOR PROPOSAL

Kudumbashree NRO - Developing Information, Education and Communication (IEC) material to be used under Start-up Village Entrepreneurship Programme (SVEP)

Background

KS NRO has projects running in various partner states based on best practices from Kerala under two domains of convergence between PRI-CBO and micro-enterprises. These projects are a result of combining experience with improved strategies to bring out community support systems, enable access to entitlements, local development and livelihood opportunities primarily focusing on micro-enterprises. Moving from Micro Enterprise Consultant (MEC) project to Start-up village entrepreneurship Programme (SVEP), there is a requirement to standardise the training materials that are used to train the community and the potential entrepreneurs. Therefore, Kudumbashree NRO is initiating to create standardized Information, Education and Communication (IEC) materials like Flipcharts, Short videos, Posters and Catalogues for enhancing the project understanding and ownership at the community level. Such materials developed will act as a comprehensive knowledge base for sharing it with partner states and for the purpose of replicating it at a larger scale.

Therefore, the emphasis of the current assignment will be to:

- Create standard training content and tools for CBO and Entrepreneur Trainings
- Create short videos explaining SVEP Project, Components and processes for easy understanding of community and other important stakeholders to enhance project ownership
- Create posters for establishing standard processes and responsibilities of stakeholder at each step
- Create a catalogue of types of enterprises across different states and their scope to give potential entrepreneurs innovative ideas on enterprise prospects

Objective of the assignment

The objective of the assignment is to standardize the content which shall prove useful in terms of creating a comprehensive information system for future reference and further improvement at the BRC level. Flipcharts, short comprehensive videos, Infographic posters and enterprise catalogues shall help in improving the classroom teaching sessions and activities, making the process more discussion oriented and lively for the participants, which goes on to enhance the effectiveness of capacity building trainings of various stakeholders.

Specifications of the items to be developed

The assignment will be carried out over a period of forty-five days and will have its outputs in the following manner.

Module No.	Particulars	Specifications	Maximum time/pages to be allotted
1	<i>Flipcharts for CBO and Entrepreneurs trainings</i>	Easy to understand, Portable, picture oriented, chart paper sized, Multi-colored flipcharts	12 Flipcharts of 15 pages each
		Entrepreneurship story and characters to be introduced to make a link between the different trainings for easy comprehension of the community and the trainers	
		A small handbook of 'quick reference' notes for the trainer along with respective Flipcharts	
2	<i>Infographic Posters</i>	Easy to understand, picture oriented, A3 Size, Multi-colored Posters for components and important processes under SVEP	15 posters
		To be designed for BRC office and connected with the story thread of the trainings, as important points learnt	
		Shall be used as information for potential entrepreneurs who visit BRC office, and for the community & CRPs-EP to be thorough with the project components and their roles	
3	<i>Master Copy Catalogue of posters</i>	The Infographic posters designed to be also kept as an easy to refer/showcase Catalogue of Magazine Size	1 Master Copy Catalogue
4	<i>Enterprise Catalogue of enterprises supported under SVEP until March 2019</i>	An extensive catalogue with a list of enterprise supported under SVEP by KS-NRO across different states under three categories - Production, Trading and Service	1 Enterprise Catalogue of 10-15 pages
		State-wise top enterprises to be highlighted with pictures and data on investment, revenue and profit	
		The catalogue to be used in enterprise idea generation during triggering meeting with potential entrepreneurs.	
5	<i>Short Videos</i>	2D Videos on SVEP introduction, Importance of Bookkeeping, performance Tracking and description of other project components	6 2D videos of 2-3 minutes each

Deliverables from the assignment

Following are the key deliverables that the Agency/Firm has to provide at the end of 45 days from signing of the agreement:

1. Ready to print 12 Flipcharts, 15 infographic Posters, 1 Master catalogue for posters, 1 Catalogue for enterprises under SVEP, all in four languages - English, Hindi, Malayalam and Telugu and one printed set of each of the 12 Flipcharts, 15 infographic Posters, 1 Master catalogue for posters, 1 Catalogue for enterprises under SVEP in English.
2. Six short 2D videos with voiceover in English and subtitles in three languages – Hindi, Malayalam and Telugu (wherever required) and final output softcopy and video should be on external portable hard disc and DVDs.

Methodology

The “Agency/Firm” shall execute the assignment through inputs from the Kudumbashree NRO Enterprise team. A detailed methodology along with details of the proposed team members’ to be part of each of the Material set development shall be prepared and submitted. The hired agency shall be required to sit for a limited number of days (to be agreed upon with both the parties based on the work) in Kudumbashree NRO office with the Enterprises team.

The methodology should have the following:

Pre-production

- ✓ Hired agency to understand work undertaken by enterprises domain through discussions with members of enterprises team members
- ✓ Engaging with Enterprises team members in Head office of Kudumbashree NRO to develop and finalise content for each module based on the material shared
- ✓ Conceptualisation of case studies with support of enterprises team to be used as part of training modules through sketch
- ✓ Setting timeline for the work to be undertaken in consultation with Kudumbashree NRO
- ✓ Finalisation of concept and scripts for the short videos

Design and Production

- ✓ Designing of the required resource material by hired agency as per the approved timeline
- ✓ Developing short videos in 2D
- ✓ Weekly progress in the form of brief report to be shared to Kudumbashree NRO once the designing work starts

Post- Production

- ✓ Final copy of the material in three languages (English, Hindi, Malayalam and Telugu) along with one printed set in English
- ✓ Short films as per the decided script with narration in English and subtitles in English, Hindi, Malayalam and Telugu.

Proposed Location:

The designing process will be conducted at Kudumbashree NRO's office in Trivandrum, Kerala.

Schedule for deliverables

Sr. No.	Deliverables	Date Schedule
1	Signing of Agreement	Immediate
2	First Draft of Flip Charts and Posters	Twenty days from signing of agreement
3	First Video cut and enterprise catalogue	Thirty days from signing of agreement
4	Submission of the agreed final products	Fifteen days from NRO's feedback/comments to the agency

Technical Evaluation Committee

A Technical Evaluation Committee will be formed which will have selected members from Kudumbashree Mission and KS- NRO. It will comprise of the following members:

Director (A&F)	Chairperson
PO (ME), Kudumbashree	Member
COO, KS-NRO	Member
Finance and Administration Manager, NRO	Convener
Technical person to be co-opted by Chairperson	Member
Thematic Anchor – Capacity Building	Member
Thematic Anchor- Resource Development	Member

Selection Process

Kudumbashree NRO will select Agency/Firm for the assignment through a tender process. Each individual/agency will have to submit a Technical Proposal and Financial Proposal separately. The technical evaluation committee constituted by Kudumbashree NRO will evaluate the Technical Proposal. Financial Proposals of only those teams of consultants that have secured a minimum score of 75 (out of 100) will be opened.

Criteria for evaluation of Technical Proposals will be as given below:

Part 1. Management Plan: Expertise of firm/agency submitting proposal		Total obtainable points
1.1	Competence / Reliability of the firm/agency based on : <ul style="list-style-type: none"> • Atleast two years of experience as a registered agency • Proven experience in digital designing, animation • Proven experience in producing 2D animation (vector) videos of atleast 5 minutes duration. • Proven experience of developing ready to print infographic material • An award of excellence received by team members/the agency at National/International level for documentation/video documentary/short films in animation • Work for UN agencies/Development sector organisations/ Government Departments/reputed NGOs 	40
Total Part 1		40
Part 2: Proposed Work plan/ Methodology		Total obtainable points
2.1	Is the scope of task well defined and does it correspond to the mentioned objective of the assignment?	10
2.2	Is there a clear understanding of the work being carried out and its linkage to Kudumbashree NRO's mandate?	5
2.3	Does the work plan cover all the major stakeholders?	10
2.4	Have timeframes/target dates been establish for all key tasks, milestones and deliverables	5
Total Part 2		30
Part 3 : Resource Plan : Personnel		Total obtainable points
3.1	Is the team composition relevant to the subject?	10
3.2	Was the experience and expertise of team clearly explained?	10
3.3	Have the primary roles and key responsibilities for all the individuals making a major contribution to the project/assignment been adequately identified and accountabilities clearly stated?	10
Total Part 3		30
GRAND TOTAL		100

For the teams qualifying, the Financial Proposals will be evaluated as explained below:

- Among those evaluated, the financial proposal with the lowest price will be given the maximum financial score of 100
- Financial scores of each of the other Financial Proposals will be calculated as follows
 - Financial Score SFP = $L1 * 100 / Ln$; where

- L1 = Price of the lowest financial proposal
 - Ln = Price of the other Financial Proposal (s) under consideration
- Weights assigned to the Technical Proposal and Financial Proposal are 75 and 25 respectively
- The Final Score of each team of consultants will be calculated based on the following formula:
 - Final Score TS = STP * T + SFP * P; where
 - STP = Technical Score
 - T = Weight assigned to Technical Score (75%)
 - SFP = Financial Score
 - P = Weight assigned to Financial Score (25%)

Technical Proposal-Format

Technical Proposal should be submitted in the format provided in the shared format. Any deviation from the format will lead to automatic disqualification of the proposal.

Financial Proposal-Format

Financial Proposal should be submitted in the format provided in the shared format. Any deviation from the format will lead to automatic disqualification of the proposal.

Submission of Proposals

The Technical Proposal and Financial Proposal as per the call for RFP shall be submitted in two separate sealed envelopes with 'Technical Proposal/ 'Financial Proposal' written clearly at the top front side of the envelope. The two envelopes shall be submitted together in a larger envelope superscribed: **“Proposal for Developing Information, Education and Communication (IEC) material to be used under Start-up Village Entrepreneurship Programme (SVEP).”** The submission is to be made at the following address.

Executive Director, Kudumbashree-NRO, III Floor, Carmel Tower, Cotton Hill,
Vazhuthacaud, Thiruvananthapuram, 695014

Last date of submission of the proposal in the prescribed format is.....31st October....., 5 pm.

Opening of Technical and Financial Proposals

The technical proposals will be opened on**4th November**..... and will be evaluated based on criteria listed in RFP. Because of the urgency of the assignment, the Financial proposals for the shortlisted firms/agencies will be opened on**4th November**..... in Director's Chamber, Kudumbashree Office, Trivandrum, Kerala.

The announcement of the selected agency will be made on**4th November**..... on Kudumbashree and Kudumbashree NRO website. The selected agency will have to start assignment by**7th November**..... Hence, the MoU signing will be conducted on an immediate basis.