

Request for Proposals (RFP)

PF No.: BD-160, BD-Sol146

Title: Audiovisual Production “Access to and Utilization of Lifesaving Services by Marginalized Communities in Chittagong Hill Tracts in Bangladesh” Project

RFP Issue Date: September 28, 2026

Proposal Submission Deadline: October 6, 2026 (not later than 11:59 pm BD time)

Contracting Entity: Helen Keller International (Helen Keller Intl)

Working station: Rangamati, Khagrachari and Bandarban District, Bangladesh

Questions or query: Write to U Than Kyaw, Procurement Department, ukyaw@hki.org

Contents of this Document

SECTION 1: Introduction, Eligibility of Bidders, and Definitions	1
SECTION 2: Scope of Work	2
SECTION 3: Proposal Instructions	3
SECTION 4: Evaluation Criteria and Basis for Award	6
SECTION 5: Proposal Validity, Submission Deadline and Instructions	6
SECTION 6: Negotiations	7
SECTION 7: Terms of the Solicitation.....	7
ANNEX A: Conflict of Interest Disclosure.....	8
<u>ANNEX B: Format of CV to Be Used for Personnel (One Document Per Person).....</u>	<u>9</u>
<u>ANNEX C: Financial Offer Format</u>	<u>11</u>

Bidders are encouraged to read this RFP and all attachments in its entirety paying specific attention to the instructions and requirements. Issuance of this RFP does not in any way obligate Helen Keller International to award a contract, nor does it commit Helen Keller International to pay for costs incurred in the preparation and submission of a proposal. All recipients of this RFP shall treat all information and details included herein as private and confidential.

SECTION 1: Introduction, Eligibility of Bidders, and Definitions

Introduction

The program aims to reduce acute malnutrition and strengthen household resilience through an integrated nutrition, livelihood, and WASH approach.

Under Outcome 1, the project will improve prevention, early detection, and management of acute malnutrition among children under five by establishing and operationalizing functional Severe Acute Malnutrition (SAM) management units at Upazila Health Complexes and District Hospitals, strengthening community-based screening and referral systems through trained Community Nutrition Promoters (CNPs), and improving Infant and Young Child Feeding (IYCF) practices among mothers and caregivers. Key interventions include capacity building of health service providers and frontline government workers, mass Mid-Upper Arm Circumference screening, referral and transportation support for SAM cases, treatment of identified SAM children, regular joint supervision with government authorities, and community-level behavior change activities such as courtyard sessions and cooking demonstrations to promote optimal breastfeeding and complementary feeding practices.

Under Outcome 2, the project will enhance household food and livelihood security for families with SAM and Moderate Acute Malnutrition children by combining emergency nutrition assistance with longer-term livelihood support. This includes providing monthly cash assistance to ensure access to nutritious diets, regular household follow-up by CNPs to reinforce nutrition practices,

and market-driven livelihood interventions. Vulnerable households will be supported through rapid market assessments, formation of Income-Generating Activities (IGA) groups, orientation and business planning sessions, conditional cash support for income generation, ongoing coaching and mentoring, and joint monitoring visits with relevant government departments to strengthen economic resilience and self-reliance.

Under Outcome 3, the program will increase access to safe drinking water and climate-resilient sanitation for vulnerable households in targeted communities. In collaboration with DPHE, the project will identify and establish locally appropriate water supply solutions, particularly Gravity Flow Systems using spring water, alongside the construction or rehabilitation of climate-resilient sanitation facilities, including latrines and handwashing stations. Community ownership and sustainability will be ensured through the formation and orientation of water point management committees, allocation of reserve maintenance funds, and regular joint supervision visits with government counterparts.

Eligibility:

See the attached Scope of Work

SECTION 2: Scope of Work

- Life-saving interventions: A 4–5-minute video highlight community nutrition promoter activities, IGA, WASH and a mother or child story that demonstrates positive change at community level which reflect key project activities.
- Develop and finalize storylines, storyboards, and scripts in collaboration with Helen Keller Intl Bangladesh and the global team.
- Translate scripts, voiceovers, on-screen text and transcripts as required.
- Conduct filming in project areas (***possible six locations mentioned below***) for collecting testimonials and footages as per the script/storyboard under the guidance/in close collaboration with the Helen Keller Intl Bangladesh and global team. The filming process is expected to require **approximately 08 days** and will take place across **one month (Mid October–Mid November 2026)** following contract signing.
 - ***Rangamati District (any suitable two sub-districts-TBD)***
 - ***Khagrachari District (any suitable two sub-districts-TBD)***
 - ***Bandarban District (any suitable two sub-districts-TBD)***
- Conduct interviews with project participants, community nutrition promoters, government representatives, and project staff.
- Capture aerial footage using drones, subject to official approvals.
- Edit videos, including color grading, motion graphics, subtitles, voiceovers, and background music (copyright-free).
- Use only original, non-artificially generated visuals, audio, or narration, in line with Helen Keller Intl policy.
- Incorporate existing photos and videos provided by Helen Keller Intl Bangladesh.
- Ensure professional broadcast quality (minimum high definition) and clear project visibility.
- Produce 100 high-quality raw and edited photographs documenting project activities.
- Present draft versions for review and incorporate feedback before final submission.

Deliverables

The following deliveries are expected from the production agency/company:

- **One finalized storyboards and scripts** approved by Helen Keller Intl.
- A detailed **work methodology and filming plan** covering the two-month production period.
- **One finalized audiovisual** in two versions showcasing the overall project activities and impacts, human stories and testimonials (**6 min long and 3 min short version in both English and Bengali Voiceover**).

- Produce **5 case stories** in the Helen Keller Intl prescribed format, accompanied by **100 high-quality raw and edited photographs** showcasing project activities.
- All raw and final video files submitted to Helen Keller Intl.
- Signed consent forms for all participants featured.

Anticipated Contracting Period and Award Mechanism

Draft script and production schedules should be submitted for approval no later than **7 days** after signing the contract. The contact duration will be for one month (**October 15 -November 15, 2026**) including shot for **08 days** as per approved scripts concept, and the 'final version of the videos' ready for display should be handed over no later than **November 15, 2026**.

SECTION 3: Proposal Instructions

The Bidder's proposal will consist of two separate documents:

Part 1 - Technical Offer

Part 2 – Financial Offer

The Technical Offer and the Financial Offer (altogether “proposal”) must be submitted separately. The Bidder should not include any cost data in the Technical Offer.

The proposal should be concisely presented and structured, and should explain in detail the Bidder's availability, experience and resources to provide the requested services.

Proposals that are incomplete or do not address these criteria may not be considered in the review process. All proposals **must be submitted in English**.

Both the Technical Offer and Financial Offer must be submitted with a **Cover Letter** which must include the following information and must be signed and stamped by an authorized representative of the Bidder organization:

- i. Date of Submission of the Proposal
- ii. Term of proposal validity (minimum 60 days)
- iii. Name of the company/organization
- iv. Name and title of authorized representative of organization
- v. Type of company/organization
- vi. Address
- vii. Telephone
- viii. E-mail
- ix. Taxpayer Identification Number
- x. Other required documents that shall be included as attachments to the cover letter:
 - a) Copy of registration or incorporation in the public registry, or equivalent document from the government office where the bidder is registered.
 - b) Copy of company tax registration, or equivalent document.
 - c) Copy of trade license, or equivalent document.

Bidders must also submit a signed Conflict of Interest Declaration Form. This form will be assessed to establish whether the Bidder has any present or potential future conflict of interest according to the definition in Annex A. If the conclusion is reached that any conflict of interest declared by the Bidder could have a negative impact on the Bidder's ability to perform the Service, Helen Keller Intl may decide to reject the submitted proposal. Failure to accurately complete the Conflict of Interest Declaration Form may also lead to the rejection of the submitted proposal.

Part 1: TECHNICAL OFFER

The Technical Offer should be in the English language, typed in Microsoft Word, single-spaced, with each page numbered consecutively. A maximum number of pages for each component of the Technical Offer is given below.

The Technical Offer should include the following:

1) Bidder past performance record/relevant experience– {2} pages maximum

Information related to Bidder's past performance/prior experience in conducting work in the country/region similar in nature and volume to the services requested (brief description, deliverables, date, client etc.).

Bidders must also provide contacts for at least three (3) professional references for previous work and/or experience under similar SOWs. Contact information should include, at a minimum: name of individual, name of company, brief information on relationship to Bidder, address, email, and phone number. Helen Keller Intl reserves the right to contact any and all references provided. Contact information for references is not subject to the page limitation for this section.

2) Technical approach – {7} pages maximum

The technical approach must describe the proposed approach to achieving the program objectives and must address the following:

- a) Information as to whether the Bidder currently has a presence in the country/region, and the nature of this presence.
- b) A brief description of the Bidder's understanding of the objectives and scope of work for the consultancy.
- c) An overview as to how the Bidder would propose to complete the requested services indicated in this RFP.

3) Team Structure requirements – {3} pages maximum, excluding CVs

- a) Team structure: Bidders must describe the structure of the team that will deliver against the objectives and scope of work described in this RFP. Team structures must identify the project manager (or Team Leader) and other team members and the roles and responsibilities that each will have over the duration of the consultancy.
- b) The minimum requirements and qualifications for the Team Leader who will be leading the team are the following:
 - {Insert minimum qualifications for Team Leader}
- c) If any members of the proposed team do not currently reside in Bangladesh, the Bidder must state how the personnel would travel to the country to perform such Services, and the estimated travel time.

***If conflict the terms please follow the instruction mentioned in the scope of work.**

4) Minimum eligibility criteria:

Minimum eligibility criteria:

- The agency must have a minimum of five (5) years' experience in producing documentaries/TVC/OVC/AV Production/Docudrama/Tele Drama.
- Experience with the development sector, especially health, nutrition & agriculture and having at-least 3 similar productions; Verified from the links previous work.
- Excellent technical capacities to ensure smooth and high-quality production.
- The director/creative director, script writer and cinematographer for video documentaries must have at least five (5) years of experience in leading standard video documentary and postproductions.
- Expertise in updated video editing (premiere pro, final cut, after effect), color grading, motion graphics, voice over software and tools.
- The firm must have access to the required equipment (camera, light, sounds and drone) to produce global standard video documentary.
- Please provide a brief specification of the equipment proposed to be used for the productions (owned or hired).
- The team should have the ability to work in remote areas of CHT and capture and respect culturally sensitive content and strong understanding of the indigenous community settings and sensitives.

- Strong storytelling and visual communication skills and respect and portrait the dignity of participants.
- Knowledge of child rights, gender, values & norms of indigenous community people, civil society, local administrative and policymakers is a plus.
- Willingness to comply with Helen Keller Intl child protection and safeguarding policies and procedures.
- The team should have a strong understanding of the target audience, also patience and empathy to capture testimonial from rural and urban participants.
- Knowledge of safety and security considerations in remote areas of the Chittagong Hill Tracts (CHT), with the ability to support safe and well-coordinated team travel.
- The vendor must provide trade & VAT license copy, BIN and TIN copy.

The Bidder must notify Helen Keller Intl if it intends to replace a key member of the Bidder's team (with an explanation for doing so) prior to the award date and provide Helen Keller Intl with the information required for the approval of a replacement proposal. Any replacement shall be subject to the approval of Helen Keller Intl. This is also valid for any replacement taking place during the contract duration.

Helen Keller Intl may choose to contact the Bidder prior to making a final decision. Please confirm whether this would be possible, ensuring that full contact details are also included in the resume (email, telephone number).

Part 2: FINANCIAL OFFER

This contract will be issued as a firm fixed price contract with payment made against deliverables and services/products. Helen Keller Intl will only issue payment via electronic payment methods and all bank accounts must be in the name of the company/ organization only.

As part of the Financial Offer, Bidders must include a detailed budget, submitted in **Microsoft Excel**, expressed in {Insert Currency}, with an accompanying budget narrative, submitted in Microsoft Word, describing the basis for the listed cost elements. Supporting information should be provided in sufficient detail to allow a complete analysis and determination of reasonableness of each cost element. Bidders are required to include and clearly label **all** costs deemed necessary to complete the work called for hereunder.

The Financial Offer template can be found in Annex D and must include the following:

1. Labor Cost: The Bidder must provide information related to team structure, daily rates and Level of Effort (LoE) (measured in days) for the deliverables listed. Please state assumptions made when submitting the cost information including any additional options, and stating all conditions.

2. Other Direct Costs: The Bidder should provide a breakdown estimate of other main direct costs which are considered necessary for completion of the work. Other direct costs will cover transportation costs, visa, and per diem. Any other direct costs shall be agreed prior with Helen Keller Intl.

3. Indirect Rates and Fixed Fee: If it is an Bidder's regular practice to budget indirect rates, e.g. overhead, fringe, G&A, administrative, or other rate, Bidders must explain the rates and the rates' base of application in the budget narrative. Helen Keller Intl reserves the right to request additional information to substantiate an Bidder's indirect rates. Proposed fixed fee must also be explained in the budget narrative and represented as a separate line item in the budget.

SECTION 4: Evaluation Criteria and Basis for Award

Helen Keller Intl will follow a Best Value Trade-Off selection methodology. Helen Keller Intl may award to an eligible, responsible firm whose proposal is most advantageous to the program, with price and other factors considered proposal, including but not limited to compliance with the

requirements of the RFP without material deviation. Bidders may not modify non-responsive offers after the proposal deadline in order to make them responsive. However, Helen Keller Intl may request a Bidder to clarify its offer as long as no material deviation exists.

Selection Criteria

The evaluation of the agency will be based on the combined scoring method where the methodology, qualification and experience are given 80% weightage and financial offer will be given 20% weightage. Only agency achieving a minimum of 60% of the total points under technical evaluation would be considered for the financial evaluation.

The following specific criteria will be assessed:

Area (s)	Scoring Criteria	Marks
Technical-80	Understanding the assignment	10
	Creative Brief: Showcase strong storytelling and content creation skills, create compelling and engaging content that resonates with target audience and aligns with lifesaving interventions. Audiovisual production Methodology: Script, pre-production, production postproduction plan sharing for story making.	20
	Experience of team leader & team composition: Does the consulting firm have a dedicated team with relevant experience in video production? Do they showcase the expertise and credentials of key team members with proven success in similar projects?	20
	Work methodology, Plan and division of tasks: Breakdown of tasks according to timeline.	15
	Organizational Capability of conducting audiovisual production. Strong track record of previously completed assignments with International NGO/ UN Organization/ Development partners	15
Financial-20	Competitive pricing (including VAT & TAX) and overall reasonable, justifiable financial proposal and submitting updated Trade license copy, TIN certificate copy, BIN copy.	20
Total		100

Tentative Payment Schedule

Deliverables	Payment in (%)
Upon submission of final deliverables approved by Helen Keller Intl	100

SECTION 5: Proposal Validity, Submission Deadline and Instructions

Proposals should have a 60 days validity period from the proposal submission date, as provided in the Cover Letter.

Proposals must be submitted electronically by the deadline listed on the cover page of this RFP by **E-mail to Bangladesh.Procurement@hki.org** indicating in the subject line of the e-mail the company name and the RFP number.

A full proposal submission will include the following documents, all of which must reference the RFP number as stated on the cover page of this document:

- Cover Letter
- Technical Offer
- Financial Offer
- Conflict of Interest Disclosure Form
- Copies of Bidder legal registration documents
- Other pertinent information relevant to the proposal submission

Proposals should have a 60-day validity period from the proposal submission date, as provided in the Cover Letter.

Proposals must be submitted electronically by the deadline listed on the cover page of this RFP by E-mail to Bangladesh.Procurement@hki.org indicating in the subject line of the e- mail the company name and the RFP number.

A full proposal submission will include the following documents, all of which must reference the RFP number as stated on the cover page of this document:

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- Financial Offer
- Conflict of Interest Disclosure Form
- Copies of Bidder legal registration documents
- Other pertinent information relevant to the proposal submission

Application Submission Guidelines

Proposal Cover Letter: Describe the nature of organizational and principal investigation qualifications, experience and education; elaborate on how appropriately suite to the proposed Scope of. In addition, please provide:

- Technical: A detailed narrative and work plan describing proposal to accomplish activities and deliverables, within the timeframe specified.
- Financial: A detailed line-item budget including proposed level of effort, daily rates, travel costs, data analysis costs, etc., reflective of the Scope of Work.
- Principal Investigator CV; any other Key Personnel CVs
- A technical writing sample demonstrating ability to analysis and discuss data.
- Three references who may be contacted by Helen Keller Intl. These references should be clients or employers to whom similar services have been successfully provided.
- Confirmation of availability including earliest possible date for starting implementation of this Contract.
- Confirmation of registration, tax registration, legal status to work in [Bangladesh].

SECTION 6: Negotiations

Helen Keller Intl may engage in discussions or request clarifications from the identified organization to ensure a full and mutual understanding of the technical approach, deliverables, timelines, and compliance requirements prior to finalizing the award. These discussions will be limited to confirming alignment and completeness and will not involve renegotiation of the approved budget.

At the sole discretion of Helen Keller Intl, the organization may be requested to provide additional detail, documentation, or participate in a clarification meeting to finalize the agreement. Helen Keller Intl also reserves the right to make no award should the proposal fail to meet technical, compliance, or programmatic standards.

SECTION 7: Terms of the Solicitation

1. Issuance of this RFP does not constitute an award commitment on the part of Helen Keller Intl, nor does it commit Helen Keller Intl to pay for costs incurred in the preparation and submission of a bid.
2. Attached files are integral part of this RFP.
3. Helen Keller Intl may contact Bidders to confirm contact person, address, bid amount and to confirm that the proposal was submitted for this solicitation.
4. False Statements: Bidders must provide full, accurate and complete information as required by this solicitation and its attachments.
5. Conflict of Interest Disclosure: In Annex A Bidders must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award. Failure to provide full and open disclosure may result in Helen Keller Intl having to re-evaluate selection of a potential Bidders.

6. Right to Select/Reject: Helen Keller Intl reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. Helen Keller Intl also reserves the right to reject any or all proposals received without explanation.
7. Reserved rights: All RFP responses become the property of Helen Keller Intl and Helen Keller Intl reserves the right in its sole discretion to:
 - a. To disqualify any offer based on Bidder's failure to follow solicitation instructions;
 - b. To waive any deviations by Bidders from the requirements of this solicitation that in Helen Keller Intl's opinion are considered not to be material defects requiring rejection or disqualification or where such a waiver will promote increased competition;
 - c. Extend the time for submission of all RFP responses after notification to all Bidders;
 - d. Terminate or modify the RFP process at any time and re-issue the RFP to whomever Helen Keller Intl deems appropriate;
 - e. Issue an award based on the initial evaluation of offers without discussion;
 - f. Award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
8. Bidders and its proposed personnel shall disclose any factors that could limit the organization's ability to independently perform the services such as relationship with counterpart employees, past employment, etc.

ANNEX A: Conflict of Interest Disclosure

Helen Keller Intl Code of Conduct & Ethics Policy: In accordance with the Helen Keller Intl Code of Conduct and Ethics Policy, Helen Keller Intl requires full and open disclosure when dealing with procurement. As such, Helen Keller Intl employees must avoid any conflict of interest or the appearance of a conflict of interest. Helen Keller Intl employees must at all times provide full disclosure of their actions or relationships with prospective vendors, contractors, or consultants. Helen Keller Intl employees shall not solicit, request, accept, or agree to accept any gift from a vendor or prospective vendor.

Helen Keller Intl reserves the right to reject any or all quotes when considered to be in the best interest of the organization and/or the people it serves. All parties submitting a proposal in response to this Request for Proposal are obligated to disclose the existence of any actual or possible conflict of interest relating to every country included within their proposal in the attached *Conflict of Interest Declaration Form*.

Failure to fully disclose such information could lead Helen Keller Intl to reject a proposal. If a party has no conflict to declare for any of the countries covered in their proposal, they may submit one form, listing all of the countries covered.

“Conflict of Interest” means a situation in which an Bidder, or an Affiliate (as defined below), or a sub-contractor (if any) of an Bidder, has interests (financial, organizational, personal, reputational or otherwise) that would or may appear to make it difficult for an Bidder to fulfill its obligations to Helen Keller Intl in its role as the vendor in an objective, independent and professional manner, or a situation in which it is reasonable to foresee that such an interest would arise. A Conflict of Interest may arise in the following circumstances, which are not exhaustive:

- i. a Bidder has been, or is involved in the design of a proposal or request for funding that has been, or will be submitted to Helen Keller Intl;
- ii. an Bidder has been, or is involved in the provision of advice to an entity that is a Principal Recipient or a Sub-recipient;
- iii. a Bidder has been, or is involved in, or has provided advice in relation to the procurement of goods and/or services by a Principal Recipient and/or a Sub-recipient;
- iv. a Bidder has been, or is involved in the provision of auditing services to a Principal Recipient and/or a Sub-recipient; or
- v. a Bidder has submitted an expression of interest, tender, bid or otherwise indicated interest in providing services of any nature to a Principal Recipient or a Sub-recipient that remains valid at the time of, and for the duration of the term of this Contract.

“Affiliate” means a business concern, individual or other entity that, directly or indirectly: (i) controls or can control an Bidder; (ii) is controlled by, or can foreseeably be controlled by, an Bidder; or (iii) along with an Bidder, is controlled by, or can foreseeably be controlled by, the same third party.

Bidder Conflict of Interest Declaration Form

Please check one box below, as appropriate:

☐	The Bidder hereby declares that it has read and understood the Conflict of Interest rules set forth in the Request for Proposals (RFP) and warrants that no Conflict of Interest exists on the part of the Bidder or an Affiliate of the Bidder, with regard to the services to be performed under the RFP. The Bidder hereby agrees to comply with the Conflict of Interest rules set forth in the Request for Proposals (RFP).
☐	The Bidder wishes to disclose a real or potential Conflict of Interest situation(s) and propose mitigating action(s). <i>Note:</i> if this box is checked, please describe in an attachment, <i>in detail</i> , the situation and present a proposed mitigation plan / arrangement for consideration by Helen Keller Intl.

Bidder:

Signature:	
Printed Name:	
Title:	
Date:	

ANNEX B: Format of CV to Be Used for Personnel (One Document Per Person)

(This is an example ONLY, revise as needed)

Name:			
Title:			
Nationality:			
Home Office Address:			
Professional Qualifications:			
Language skills:			
Language:	Reading:	Speaking:	Writing:
Relevant work experience, including the duration and responsibilities:			
References: <i>Name:</i> <i>Position:</i> <i>Organization:</i> <i>E-mail:</i> <i>Address:</i> <i>Telephone:</i> <i>Relationship:</i>		<i>Name:</i> <i>Position:</i> <i>Organization:</i> <i>E-mail:</i> <i>Address:</i> <i>Telephone:</i> <i>Relationship:</i>	
Certification: I declare that the information provided in this CV is accurate and hereby authorize Helen Keller Intl to undertake whatever inquiries Helen Keller Intl may consider reasonable and necessary in the course of the assessment process, in relation to the information in this curriculum vita relating to my suitability for the position for which I have been nominated.			
Signed:		Date:	

ANNEX C Financial Offer Format

(This is an example ONLY, revise as needed)

DETAILED FEE BREAKDOWN WORKSHEET (SAMPLE FORMAT)

Cost Element	Unit Description	Quantity	Unit Cost	Total Cost
1. PERSONNEL COSTS				
a. XXX				
b. XXX				
Sub-Total				
2. TRAVEL & TRANSPORTATION				
i.e. Travel				
i.e. Per-diem				
Sub-Total				
2. Other Cost (Activity/other direct expenses, etc.)				
XXX				
XXX				
Sub-Total				
Total (without VAT)				
VAT (XX%)				
Total				

*Please add/remove rows if needed