



REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES - FIRM SELECTION)

INDIA

Bihar Transformative Development Project.

Assignment Title: **Hiring of Agency for Converting Training Materials in Digital Form.**

Reference No. : IN-BRLPS-280908-CS-QCBS.

Bihar Rural Livelihoods Promotion Society, popularly known as JEEViKA, a registered society under the aegis of Rural Development Department, Government of Bihar marks a key chapter in rural development in Bihar. JEEViKA's journey of the last decade has coincided with the changing face of Bihar. Bihar Rural Livelihoods Promotion Society (BRLPS) was constituted by Govt. of Bihar as a special purpose vehicle to expedite the poverty alleviation interventions in the state. To sustain the project delivery mechanisms, Government of Bihar supported the initiative by leveraging financial resources from various multilateral agencies like World Bank and other national & state agencies. Over the last 10 years, JEEViKA has mobilized women from 1.27 Crore HHs into strong, sustainable and self-managed 10.34 Lakh Self-Help Groups (SHGs).

In pursuance to this, BRLPS intends to hire an Agency to **"For Converting Training Materials in Digital Form"**. The Agency or the association of agencies will submit proposal in the closed envelope which will bear the name of the assignment for which EOI is being submitted.

Objective:

- To develop training materials in Digital form for effective Communication/ learning within community members and project staff.
- To develop animated content in a simple form which is easily understood by the community.
- To make learning interesting and catchy in the form of short films and videos such that it is easily perceived by community and easily remembered.
- To develop short clips of key messages which can be easily shared to reinforce behavioral change.

Scope of Work for Converting training materials into 2D/3D Animation Films (Digital Form):

- JEEViKA plans to hire creative production agency to convert the training materials into 2D animation films (05 films 3-4 minutes duration) and 3D animation films (05 films 3-4 minutes duration) on its several thematic verticals during the year 2021-2022. The exact number of animation films will be decided and communicated to the selected agency in due course.
- The agency will be provided a specific communication brief for each film to be developed, and will be required to submit a draft script, estimated length based on the film length, number of character and animation, and other special requirements.
- The agency should have access to the required hardware, software and other electronic equipment including editing and sound recording studio for production of high quality 2D and 3D animation films.
- Interested agencies are encouraged to apply by submitting links to their creative work/show reel, client testimonials and corporate capabilities in response to the specific requirements.

Process of completion of Task:

- The entire implementation process may be captured.
- Prepare printed transcripts of the narratives of all videos
- Consult BRLPS from time to time during the consultancy to ensure that work is on the right track.
The agency may take references from project documents i.e., Flipchart, Training module and corporate brochure and Guideline

Deliverable:

Two master copies (Both mixed and unmixed) in DIGI Beta or DVC Pro Format. All Video-spots would be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

Schedule and Outputs

This assignment will be completed within one year. The extension and renewal of the contract would depend on the performance of the agency and their timely deliverable of the assignments.

An Agency will be selected in accordance with the QCBS method set out in The World Bank Consultant Guidelines. Detail can be downloaded from tender section of the procurement of www.brllps.in.

Expressions of interest for providing consultancy services should be delivered in sealed envelope clearly marked **“Expressions of Interest” “Hiring of Agency for Converting Training Materials in Digital Form”** along with a soft copy (MS word format only) in a CD/DVD/Pen Drive along with all necessary supporting documents to the address below in person before **16:00 on 21/04/2022**.

Bihar Rural Livelihoods Promotion Society

Attn: Chief Executive Officer-cum-Mission Director

3rd Floor, Annexe-II, Vidyut Bhawan, Bailey Road,

Patna – 800 021, Bihar, India

Tel: 91-612-2504980;

E-mail: proc.sp@brlps.in

Chief Executive Officer cum Mission director

Enclosure—Tabular format for short listing. (Annexure –A)

Tabular format for Short listing

Annexure -A

Evaluation Matrix for Shortlisting of EOI proposal for converting training material into digital form (IN-BRLPS-280908-CS-QCBS)

Si No	Criteria	Supporting Document	Maximum marks	Criteria for Marks allotment
1	At least 10 years of experience in producing films (advertising, documentary, corporate, training or other type of films) for different clients including public sector, government and NGO sector clients.	Work order/s with completion certificate	20	10 years = 10 Marks. More than 10 years = 20 marks
2	At least 5 years of experience in producing 2D animation films (advertising, documentary, corporate, training or other type of films) for different clients including public sector, government and NGO sector clients	Work order/s with completion certificate	20	05 years = 10 Marks. More than 05 years = 20 marks
3	At least 5 years of experience in producing 3D animation films (advertising, documentary, corporate, training or other type of films) for different clients including public sector, government and NGO sector clients	Work order/s with completion certificate	20	05 years = 10 Marks. More than 05 years = 20 marks
4	Experienced and skilled team of key production staff – Creative Director, Animator/Computer Graphics Specialist, Scriptwriter, Sound Engineer, Voice-over and Music artistes to produce high quality animation films. Please see HERE < JEEViKA Samudaay Samwaad - Official - YouTube> for example of animation films that we would like to develop.	Undertaking about details of key staff with designation on the Organisation letter head should be submitted.	10	0-5 staffs = 05 marks More than 5 staff = 10 marks.
5	Experience of working on development sector themes like maternal and child health, nutrition, gender empowerment, poverty eradication and environment will be an added benefit.	Work order/s with completion certificate.	20	02 work orders = 05 03 to 05 work orders = 10 More than 05 work orders = 20
6	Experience of working in the state of Bihar and familiarity with regional dialects like Bhojpuri, Maithili, Magahi and Angika is essential. The agency should have access to talent pool for scriptwriting, voice-over/commentary recording and audio-jingle/song recording capabilities in regional dialects.	Undertaking on the Organisation letter head should be submitted	5	05 marks
7	Familiarity with history, cultural diversity and heritage of the state of Bihar would be an added advantage. Understanding of the socio-cultural ethos of the audience of Bihar and their tastes would be an added advantage	Undertaking on the organisation letter head should be submitted	5	05 marks
			100	

Short listing will be made on above Information only. Attach all supporting documents with this format.

- **Association of Agencies:** The Association of Agencies who have a joint venture or a sub consultancy agreement to complement their respective area of expertise, strengthen the technical responsiveness of their proposal and make available pool of experts.

Signature of Authorized Representative

Seal of the Agency