

Ref No. 1388

Date: Sept 21, 2023

**Request for Proposals for hiring of production house/firm/ company for  
Miscellaneous services under "Internet Dost and Internet Zabardast project"  
Development of training contents of five thematic areas in the form of animated training ppts  
and animated videos of 5 minutes each**

## Newspaper Advertisement



# REQUEST FOR PROPOSALS

National Rural Support Programme (NRSP) intends to hire the services of a production house/company/firm to develop the content of 5 animated ppts for trainers and 5 animated videos for communities under "Internet Dost and Internet Zabardast project".

Complete details and terms & conditions are given in the Request for Proposal documents which can be downloaded from NRSP website <https://nrsp.org.pk/tenders/>. Last date for submission of proposal is **October 02, 2023 till 3:00pm**. NRSP reserves the right to accept or reject any/all proposal without any reason thereof or funding constraints.

**In-charge Procurement, National Rural Support Programme,**  
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## 1. Introduction

National Rural Support Programme established in 1991, Currently NRSP is the largest Rural Support Programme in the country in terms of outreach, staff and development activities. It is a not-for-profit organization registered under Section 42 of Companies Ordinance 1984. NRSP's mandate is to alleviate poverty by harnessing people's potential and undertake development activities in Pakistan.

## 2. About Project

The proposed project builds upon the learning and experience of the project titled as Internet Dost and Internet Zabardast that aims to further promote and improve digital and internet literacy for youth and rural women in all four provinces of Pakistan i.e. Punjab, Sindh, Khyber-Pakhtunkhwa (KPK) and Balochistan with an intention that this would enable the rural women to improve the quality of life due to access to information available on the internet and helping youth to become safe and confident explorers of the online world.

The proposed project have two components i.e. "Internet Dost" and "Internet Zabardast" that will be implemented. Internet Dost (called internet Satthi in neighbour country), is a digital literacy program based on the 'train the trainer' model where women from villages are trained on using the mobile phones and Internet. Internet Zabardast (called "Be Internet Awesome" in some other countries) is a multifaceted program that includes an educational curriculum to teach kids how to be safe and responsible explorers of the online world.

## 3. Objectives of assignment

National Rural Support Programme (NRSP) is looking for a production house/firm/company with the objectives to;

- Develop the content of 5 animated ppts for trainers and 5 animated videos for communities
- Develop concept, script and AV boards of all the 10 products
- Making 5 animated PPTs and 5 animated videos for each thematic area of the trainings. The approximate length of the PPTs and videos will be 5 minutes each
- Use visual graphics to develop training ppts and 3D animation technology to develop the videos with engaging characters, music and voiceovers

Following are the thematic of the trainings;

Training theme	Target Group
Financial literacy-opening of digital account	Women (aged 15-29)
Village reconstruction committee in disaster prone areas	Women (larger community of Sindh)
Disaster Risk Reduction for community members	Women (larger community)
Disaster Risk Reduction for school safety	Children/ parents
Environment protection and climate resilience	Children

Animated PPTs will be used for trainings of the trainers (i.e. community/parent/ women), however 3D animated videos will play major role to create awareness among the communities. The PPT may

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include visual graphics, pictures, content, statistical illustration and background voice over. Animated videos will be developed using 3D technology and will include characters, 3D elements, environments, sound design, music and voiceover in Urdu with English Subtitles.

#### 4. Consultancy location

All the work under this assignment will be done at Islamabad.

#### 5. Scope of Work

The Production house/firm/company should work closely with Project team for accomplishment of the following tasks.

- a. To hold preparatory discussion with the Project team in Islamabad head office to understand the scope and expected outcomes.
- b. To prepare concept, script and narration of all the 5 training videos. NRSP can provide some of the materials of training to production house/firm/company
- c. To develop AV boards of all the 5 training videos to summaries in 5 minutes.
- d. To develop the animated training videos using 3D technology on the approved script, total 5 training videos will be developed
- e. To prepare concept, script and narration for animated PPTs along with voice over in Urdu, total 5 PPTs will be developed.
- f. To compose copy righted background music for the videos, do voiceovers in Urdu and subtitles in English. Complete all other post production requirements of the videos.
- g. 2 USB with digital copies of the videos (4K/Full HD and HD in MP4/ AVI format)
- h. Finalize the videos in accordance to the feedback provided by the project team.
- i. To manage all necessary tools and equipment for video and voice recording, editing, etc.
- j. Note: All scripts and AV boards should be approved by NRSP before production
- k. Draft video will be shared to the donor, if something to be edited, Production house/firm/company will do accordingly.

#### 6. Deliverables

- a. Concept, scripts and A/V boards of 5 animations in 3D of five minutes each and 5 animated PPTs of five minutes each.
- b. Based on the approved A/V boards, submit drafts of all the 10 products with custom music and voiceovers in Urdu with English subtitles.
- c. Submit final 3D animations and animated PPTs after feedback and changes suggested by NRSP and the donor. Package the videos as per the branding requirements given by NRSP.
- d. 2 USB with digital copies of all the 10 products.

#### 7. Time frame

The total duration of this assignment is approximately 30 days. Selected Production house/firm/company would be responsible to complete the task within agreed timeframe.

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## 8. Proposal Guideline and instruction

A two stage process will be used, with sealed proposal (technical and financial) , potential production house/firm/ company will be required to submit proposals in two **separate** envelopes, one containing the technical proposal and the other containing the financial proposal. Both Technical and Financial Proposal further sealed in our outer envelope having name of assignment with reference number. DO NOT submit financial proposal in the technical proposal envelope.

### a) Eligibility

Below is the eligibility criteria for production house/firm/ company to participate.

- a. Established for the last five years.
- b. Submission of last financial year income tax return
- c. On active tax payer list of FBR online portal
- d. Should have completed at least 5 assignments of animation production using visual graphics, 2D/3D animation technology.

### b) Technical Proposal

Your proposal should provide basic information about your production house /firm/company and relevant service offering. It should have a section addressing each of the following areas;

- Company profile
- Approach
- Responsiveness to the scope of work
- References
- Responses should include the following points

#### **Company profile**

- Describe the company on an overall basis, both nationally and internationally (if appropriate)
- Summarize the company's qualifications and experience of the activities described in the scope of work
- Provide the company registration certificate
- Provide the NTN/GST Certificate
- Provide the detail track record of pervious similar work undertaken (at least share five relevant 2D/3D animated videos in USB or share the link to view such videos)

#### **Approach**

- Describe the company's experience dealing with animation projects
- Describe the company capability to complete the assignment on time
- Describe the key personnel to be utilized on the engagement along with resumes of key personnel. Indicate their level of expertise and prior experience which would be appropriate for the engagement

#### **Proposed Team**

- Identify key personnel who will be available for consultation and discussion
- References
- References of earlier clients to whom such assignment was completed in the past. Name, contact number and email address would be required as minimum.

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- Submit five client reference for each key member of the proposed client service team
- Provide any other information to demonstration the company's capability in relation to the scope of work

**Work plan**

- A detailed Work plan should be provided indicating the deliverable and timeline keeping in view as given in this RFP

c)Financial Proposal

- Detailed financial proposal with unit cost of each animated PPTs and animated videos. The proposal should be inclusive of all applicable taxes. NRSP will deduct applicable taxes from payment as per the prevailing tax laws.
- Maximum available budget for this assignment is PKR 2.1 million (Inclusive of all applicable taxes). Any proposal received above this cost would be liable for rejection.

9. Evaluation Criteria

The Production house/firm/company should have:

- a. Clear understanding of the technical aspects of training video making process and understanding of social development field is required along with experiences on using different tools and techniques in developing appropriate and quality audio-visual products.
- b. Previous experience of such assignments.
- c. Able to share at least five previously developed animated products.
- d. Evaluation Criteria keeping in view this assignment is given below: -

Description	Max. Marks (100)
Company profile	30
Approach & Offered Team	30
Previous Experience of similar assignment	20
References	10
Work plan in response of RFP	10

- e. Technical weightage will be 80% and financial weighted will be 20%. Production house/firm/company scoring highest aggregate marks will be shortlist for award.

10.Mode of Payment (Tentative)

Payment will be made in three installments as per below given details

- a. 20% payment will be made after the submission and approval of complete script and AV boards of all the products.
- b. 30% payment will be made after the submission of first draft copy of animated PPT
- c. 30% payment will be made after the submission of first draft copy of training videos (animated)
- d. 20% payment will be made after the submission of final copy and all deliverables incorporation all the changes and suggestions by NRPS

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Payment will be made in the shape of cross cheque after deduction of all the applicable taxes as per prevailing tax laws.

## 12. Submission

Required technical and financial proposal should be submitted in sealed envelope, and must be submitted to the following address by **October 02, 2023 till 3:00pm** through courier or by hand. In case of submission through courier it should reach NRSP by the date and time given above.

Proposal for hiring of production house/firm/company under Internet dost and internet zabardsat  
In-charge Procurement,

National Rural Support Programme

IRM Complex, #7 Sunrise Avenue, Park Road, Near COMSATS University,  
Chak Shehzad, Islamabad.

Phone: +92-51-8746170-3 email: [procurement@nrsp.org.pk](mailto:procurement@nrsp.org.pk)

The production house/firm/company can send their complaints or grievances in connection with this RFP and its shortlisting/finalizations to [complaints@nrsp.org.pk](mailto:complaints@nrsp.org.pk)

Proposals received after the above date and time will not be entertained. Proposals which are incomplete will also be not entertained. NRSP have the right to accept or reject any/all proposal and to discontinue or republish this RFP.