

REQUEST FOR PROPOSALS FOR DVD FEATURING SARI/ENERGY'S REGIONAL CENTRES OF EXCELLENCE

Tetra Tech ES, Inc. (TT), the institutional contractor for the South Asia Regional Initiative for Energy (SARI/Energy) program of the U.S. Agency for International Development (USAID), seeks technical and financial proposals from organizations interested in producing a documentary DVD featuring the three Regional Centres of Excellence that USAID has launched: the Regional Centre of Excellence for Micro Hydro, in Kathmandu, Nepal; the Regional Centre for Lighting, in Colombo, Sri Lanka; and the Women's Institute for Sustainable Energy Research (WISER) in Kerala, India.

Additional information about SARI/Energy may be found at its website: <http://www.sari-energy.org>

BACKGROUND

USAID has been implementing the SARI/Energy program with the objective of improving regional institutional capacity in developing sustainable energy strategies; and strengthening regional forums, networks and associations for cooperation on energy development and trade.

The program promotes energy security in South Asia through three activity areas: (1) cross border energy trade, (2) energy market formation, and (3) regional clean energy development. Through these activities, SARI/Energy facilitates more efficient regional energy resource utilization, works towards transparent and profitable energy practices, and helps mitigate the environmental impacts of energy generation. SARI/Energy countries include: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka.

This Request for Proposals is intended to support regional clean energy development by enhancing the visibility of the regional centres of excellence among potential beneficiaries, stakeholders, partners and funders.

SCOPE OF SERVICES

SARI/Energy will fund the contract with the successful bidder for the delivery of the services detailed in this invitation to bid. The bidder is responsible for the entire development of the DVD: pre-production, production, post production, and duplication.

SCOPE OF WORK

Bidders are requested to submit a Proposal for developing the story line, scripting, shooting, editing and duplicating a DVD on the three USAID SARI/Energy regional centres of excellence.

Details of the DVD specifications are described in Annex I.

PROPOSAL CONTENTS

Proposals should be brief. Elaborate discussions are discouraged and presentations of the organization's qualifications should be focused and concise. The proposal shall contain the following:

- 1 **Understanding of the Assignment** – this shall consist of a concise (e.g., two pages) summary of the assignment as understood by the Bidder.
- 2 **Production Schedule** – details of the proposed schedule for all aspects of the DVD (e.g., creative, production, editing, post-production and duplication).
- 3 **Company Profile** – describe the Bidder; its key staff, facilities and equipment; and recent public interest video documentaries that the Bidder has scripted, shot, edited and produced within the last three years. This profile may take the form of an off-the-shelf document that is inserted as an attachment. Provide three DVDs that are samples of comparable work to TT's requirement.
- 4 **Cost Proposal** – the budget to accomplish the assignment. The contract will be structured as Fixed Price, and so Bidders are advised to identify, label clearly, justify, and allow for all expenses including travel costs, which should be estimated based USAID's per diem limitations¹. Bidders are to quote the costs in their local currency.

EVALUATION CRITERIA

All proposals will be evaluated and award will be made to the responsible bidder whose proposal conforms to the solicitation and is most advantageous to TT. For this solicitation, price will be a substantial factor in source selection, but technical factors are important and TT will determine whether a difference in technical quality is worth a difference in price.

QUESTIONS AND CLARIFICATIONS

Questions and requests for clarification should be submitted via e-mail to TT, Mr. John Bruce Wells (johnbruce.wells@tetrattech.com), no later than 12:00 hours, Indian Standard Time (IST) on Friday, 3 September, 2010. Both the questions, and TT's responses, will be shared with all bidders.

INVITATION FOR PROPOSALS

TT invites proposals from established Bidders for the provision of these services. Proposals should be concise but include enough information to establish outstanding qualifications and depth of experience in providing similar services. Proposals in PDF format shall be sent by e-mail to: John Bruce Wells, Clean Energy Access Advisor, SARI/Energy; johnbruce.wells@tetrattech.com.

All bids become the property of the SARI/Energy program and will not be returned. SARI/Energy will respect the confidentiality of the bidder's proposal.

The bidder is responsible for all costs it incurs to prepare and send the proposal. The

¹ These limits are specified at: http://aoprals.state.gov/web920/per_diem.asp

bidder's cost to prepare and send the bid document cannot be billed to TT, or to the SARI/Energy program.

DEADLINE

Proposals must be received at the TT offices in Gurgaon, Haryana, India by 12:00 hours IST on Wednesday, 15 September, 2010.

The Proposal shall remain valid till 15 October, 2010 after which further extensions may be allowed on mutual acceptable terms.

RIGHT OF THE BUYER

The buyer (TT) reserves the right to cancel the tendering process at anytime without financial penalty to the buyer.

The buyer (TT) reserves the right to award only parts of the job, or to not award a contract at all.

DELIVERABLES

Within 12 weeks of execution of the Agreement the bidder shall submit the following deliverables to TT.

- One final script.
- Draft version of the Master DVD.
- One master DVD in HDV Format, widescreen; and 200 duplicated DVDs with label and sleeve
- Copies of clearances

Pursuant with USAID regulations the DVD will become the property of the SARI/Energy program, and may be posted on the SARI/Energy web site and be freely duplicated and distributed without restriction.

ANNEX I

ABOUT THE REQUIREMENTS FOR DVD ON USAID SARI/ENERGY REGIONAL CENTRES OF EXCELLENCE

The DVD shall:

- a) Present the goals and activities of the U.S. Agency for International Development (USAID) South Asia Regional Initiative for Energy (SARI/Energy) and its three regional centres of excellence:
 - Regional Centre of Excellence for Micro Hydro, in Kathmandu, Nepal
 - Regional Centre for Lighting, in Colombo, Sri Lanka
 - Women's Institute for Sustainable Energy Research (WISER), in Kerala, India.
- b) Be suitable for an intended audience that consists of:
 - USAID staff in India, South Asia and worldwide
 - Government officials in South Asia (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka)
 - Officials and staff of local, regional and global organizations and institutions that work on clean energy, climate and global environmental protection
 - Staff, partners and beneficiaries of the three regional centres of excellence
 - Staff of Tetra Tech and other USAID institutional contractors
- c) Be structured to allow for a consolidated viewing of a brief (approximately five minute) introductory segment on SARI/Energy followed by concise (approximately ten minute) segments on each of the centres; and alternatively for three self-contained presentations that combine the introductory segment with one of the centre segments.
- d) Include a mix of:
 - a. original footage of:
 - i. facilities and equipment, programs and interviews that are shot in and nearby each the regional centres of excellence. For each centre, Bidder should budget for two days of shooting plus associated travel time for this purpose.
 - ii. facilities, programs and interviews in Delhi, India and its immediate surroundings (e.g., Gurgaon, Haryana). Bidder should budget for two days of shooting for this purpose.
 - b. stock video footage
 - c. diagrams, maps, photographs and other still material, introduced with simple animations prepared by the Bidder
 - d. voiceover / narration
 - e. appropriate music
 - f. credits
 - g. interface menu

- e) Be delivered with complete clearances and assignment of all rights to TT.
- f) Be delivered on a master DVD - in HDV Format with a widescreen DVD as the final output - suitable for viewing on personal computers, DVD players and for delivering in streaming format from a website. Bidder shall also deliver 200 DVDs that include a customized label and a printed protective sleeve
- g) Be in the English language only.
- h) Follow all USAID branding guidelines.
- i) Bidder should propose a process and schedule for collaboration between Bidder and TT, specifying the internal responsibilities and deadlines consistent with its proposed cost and schedule, including
 - a. Development and finalization of story arc
 - b. Development and finalization of script
 - c. Selection of locations
 - d. Scheduling and logistics
 - e. Site travel and coordination
 - f. Editing and review
 - g. Other production and post-production processes
 - h. Allowance of one week for review by USAID's communications officer