



Date: [12/10/2021]

REQUEST FOR QUOTATION
RFQ № UNFPA/TKM/RFQ/21/04

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following items:

Lot #	Description	<u>Specification</u>
Production of video, audio and print materials for the TV series “Mashgala Mekdebi”		
1	Pre-production, production and post-production of ten videos or animations (mix) and ten radio spots to be aired on TV series “Mashgala Mekdebi” on Yashlyk TV Channel, Belet platform and social media channels	<p>1. <u>Themes of ten videos/animations and ten radio spots:</u></p> <p>a. Positive family relations: 3 series sets:</p> <ul style="list-style-type: none"> i. Series 1: Introduction – 10 minutes ii. Series 2: Rights and obligations of the couple – 10 minutes iii. Series 3: Communication and conflict resolution skills – 10 minutes <p>b. Family and Health: 3 series sets:</p> <ul style="list-style-type: none"> i. Series 4: Family planning – 10 minutes ii. Series 5: Emotional health and positive engagement – 10 minutes iii. Series 6: Men engagement in family health – 10 minutes <p>c. Parenting and fatherhood: 3 series sets:</p> <ul style="list-style-type: none"> i. Series 7: Introduction – 10 minutes ii. Series 8: Importance of fatherhood in caregiving – 10 minutes iii. Series 9: Parenting, fathers and teenagers – 10 minutes <p>d. Final series with key messages: Series10 – 10 minutes.</p> <p><u>Total: 10 TV series and 10 Radio series, 10 minutes each</u></p> <p>2. <u>Format of each 10-min series: Products per series for TV:</u></p> <p>a. For TV:</p> <ul style="list-style-type: none"> i. Story video (Hekaya) – 2-3 minutes ii. Interview with the expert – 3-5 minutes iii. Graphic animation with key messages – 2-3 minutes

		<p>b. For the radio:</p> <ul style="list-style-type: none"> i. Audio story (Hekaya) – 5-7 minutes ii. Interview with the expert – 3-5 <p><u>PreProduction of the products</u></p> <ul style="list-style-type: none"> a. Consultation with UNFPA Team on key deliverables and issues priorities; b. Company creative team conducts a desk review of UNFPA and available materials on gender equality, gender-based violence, positive social norms and positive family relations, including the Results of the SitAn on perception of men and boys and the Module for the civil registration offices; c. Based on the scanned materials, company creative team develops a concept and script for 10 TV and radio series. d. Develop a list of the experts to be featured in all 10 TV and radio series (to be secured by UNFPA) and the interview questions for the experts; e. Develop a Storyboard; f. Secure the actors and families to be interviewed for the video and audio stories; g. Pre-testing of the draft materials with target audiences and present the results to UNFPA team; h. Develop and present the results evaluation plan with key performance indicators. <p><u>Production</u></p> <ul style="list-style-type: none"> a. Filming the videos, interviews and recording the audio b. Preparation of the graphics for the animation c. If/ where needed, and recording the audio d. Editing and mixing based on the storyboards e. Dubbing f. Color correction g. Finalizing the products for TV, radio, social media and high-resolution demonstration. <p><u>PostProduction</u></p> <ul style="list-style-type: none"> a. Quality assurance b. Review and addressing the clients comments c. Submitting the products for the approval d. Converting to different formats e. Delivering a copy of all products to UNFPA; f. Evaluation of the results of the series with detailed analytics, follow-up actions and recommendations
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		<p>Timeline: Design stage: 27 October – 15 November 2021 Production Stage: 16 November – 15 December 2021 Airing on TV, radio and post on Belet platform: 16 December 2021 and on</p>
2	<p>Secure the approvals and air time on TV and radio</p>	<p>1. Work with the Mahabat State Advertising Agency under the State Committee on Television and Radio Broadcasting and Cinematography throughout the process of the series planning and production</p> <ul style="list-style-type: none"> a. to secure the needed clearances and approvals on the content of the series b. to secure an air time on TV and radio for the produced series c. Cover the costs of the air time for the TV and radio series

This Request for Quotation is open to all legally-constituted companies that can provide the above requested services and have legal capacity to perform in the country, or through an authorized representative.

I. About UNFPA

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person’s potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives.

The 2030 Agenda states in its preamble that the Sustainable Development Goals and its targets seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

Realizing human rights, gender equality and the empowerment of women and girls, with focus on the vulnerable girls, will make a crucial contribution to progress across all the Goals and targets.

UNFPA Turkmenistan will launch the campaign promoting the rights-based engagement, gender equality and inclusiveness. The goal of the campaign is to promote the culture of tolerance, dignity and gender equality in the society, with strong focus on young people.

The campaign will feature a number of Live Events, blogs and social media outreach. A package of the digital content, including the animations on human rights, gender equality, inclusiveness and empowerment will be promoted through all the UN and partner social media channels, and supplement the live events inviting the young online users to engage in promoting the universal human rights values, gender equality, inclusiveness and tolerance, and positive social norms.

The campaign will take place within the framework of the UN and Regional UNFPA joint programmes funded by the SDG Fund, the UK Government, and the Government of Russian Federation.



In this regard, UNFPA seeks to hire the company that will Design and manage the kick-off of the Digital campaign on the promotion of rights, equality and inclusiveness among the young online users.

II. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	<i>Ene Tuyliyeva</i>
Cell #	
Tel N°:	<i>+99312 488326 (ext. 323)</i>
Fax N°:	<i>+99312 488368</i>
Email address of contact person:	tuyliyeva@unfpa.org

The deadline for submission of questions is 22 October 2021. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

III. Content of quotations

Quotations should be submitted in a single email or in an envelope whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in response to the requirements outlined in the specifications should comply with:
 - The bidder shall be required to quote for all items.
- b) Price quotation, to be submitted in USD in the company's template strictly following the requirements.
- c) Portfolio of the company with sample work including the work with the Mahabat agency.

Both parts of the quotation must be signed by the company's relevant authority and submitted in PDF format.

IV. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the contact person indicated below no later than: **22 October 2021**.

Name of contact person at UNFPA:	UNFPA Turkmenistan
Email address of contact person:	turkmenistan@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/TKM/RFQ/21/004**. Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.



V. Overview of Evaluation Process

Quotations will be evaluated based on the compliance with the technical specifications and the total cost of the goods (price quote).

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated for technical compliance prior to the comparison of price quotes.

VI. Award

In case of a satisfactory result from the evaluation process, UNFPA shall award a Purchase Order to the lowest priced bidder whose bid has been determined to be substantially compliant with the bidding documents.

VII. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of Contract to increase or decrease, by up to 20%, the volume of goods specified in this RFQ without any change in unit prices or other terms and conditions.

VIII. Payment Terms

UNFPA payment terms are net 30 days upon receipt of shipping documents, invoice and other documentation required by the contract.

IX. Fraud and Corruption

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA's Policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

X. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

XI. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit. Should



United Nations Population Fund
UNFPA Turkmenistan
Archabil 21, 74400, Ashgabat, Turkmenistan
Email: turkmenistan@unfpa.org

the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

XII. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).