

Request for quotation (RFQ) – goods or services

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| RFQ Title: | RFQ-SL21-014 Videography and Digital Marketing Support for Agri-mechanisation Video Series |
| RFQ Issue Date: | 3 June 2021 |
| Terms of Reference / Specifications: | The Goods and/or Services to be delivered are detailed in the attached Schedule |
| Project | Market Development Facility Phase II |
| The Company | Palladium Group Sri Lanka (Pvt) Ltd |
| Registration of Interest | Register your interest to submit an offer by sending your name, organisation and contact details to the Contact Person by email on or before Friday 11 June 2021, 5:00pm Colombo Time . Indicate ‘RFQ-FW21-014 Ag mechanization video series’ in the subject line. |
| Last date for Queries | Send queries to the Contact Person by email on or before Friday 11 June 2021, 5:00pm Colombo Time . Indicate ‘RFQ-FW21-014 Ag mechanization video series’ in the subject line. |
| Closing Date and Time | Wednesday 16 June 2021, 5:00pm Colombo Time |
| Contact Person | Malik Sheriffdeen, Business Adviser Sri Lanka < Malik.sheriffdeen-mdf@thepalladiumgroup.com >. |
| Details for Submission | Submit completed Response Form (click here to download) to the Contact Person by email on or before the Closing Date and Time. Indicate ‘RFQ-FW21-014 Ag mechanization video series’ in the subject line. |

Thank you for your interest in the above procurement. As managing contractor for the Project, the Company invites you to submit a quote for the Goods or Services listed below. Your quote will be valid for the Validity Period.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time.

I look forward to your response. If you have any queries, please do not hesitate to contact me on +947 6829 2450 or by e-mail malik.sheriffdeen-mdf@thepalladiumgroup.com.

Yours sincerely,

Malik Sheriffdeen

Business Adviser, Sri Lanka

Terms and conditions

1. Quote Conditions

By submitting a quote, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

2. Quote Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFQ unless the Company determines to do so otherwise at its sole discretion.

3. Evaluation

The Company may review all quotes to confirm compliance with this RFQ and to determine the best quote in the circumstances.

4. Alterations

The Company may decline to consider a quote in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

5. The Company's Rights

The Company may, at its discretion, discontinue the RFQ; decline to accept any quote; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a Quote; satisfy its requirement separately from the RFQ process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate quotes as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

6. Amendments and Queries

The Company may amend, or clarify any aspect of the RFQ prior to the RFQ Closing Time by issuing an amendment to the RFQ in the same manner as the original RFQ was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFQ should be directed to the Contact Person identified on the cover page of this RFQ.

7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their quotes. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their quote.

8. Confidentiality

In their quote, potential suppliers must identify any aspects of their quote that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their quote.

The potential supplier acknowledges that in the course of this RFQ, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFQ and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFQ and after the completion of the process.

9. Alternatives

Potential suppliers may submit quotes for alternative methods of addressing the Company's requirement described in the RFQ where the option to do so was stated in the RFQ or agreed in writing with the Company prior to the RFQ Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

10. Reference Material

If the RFQ references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their quote. And provide it to the Company upon request.

11. Price Basis

Prices quoted must be provided as a fixed maximum price and show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

15. Inconsistencies

If there is inconsistency between any of the parts of the RFQ the following order of precedence shall apply:

- (a) these Terms and Conditions;
- (b) the first page of this RFQ; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their quote or the RFQ process.

Potential suppliers must disclose where quotes have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their quote from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFQ) which could give rise to a perception of bribery or corruption in relation to the RFQ or any other dealings between the parties.

17. Jurisdiction

This Agreement shall be subject to the laws of the Jurisdiction.

The Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this Agreement or the breach, termination, or invalidity thereof.

If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this Agreement or the breach, termination, or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules in effect on the date of this Agreement. The appointing authority shall be the Secretary-General of the Permanent Court of Arbitration. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

The place of arbitration shall be the headquarters location of Company at the time the claim is filed and the language of the arbitration will be English. The relevant laws shall be the laws of the Jurisdiction.

Schedule - Terms of Reference

About Market Development Facility (MDF)

Market Development Facility is an Australian Government funded multi-country initiative which promotes sustainable economic development, through higher incomes for women and men, in our partner countries.

We connect individuals, businesses, governments and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth.

MDF is funded by the Australian Department of Foreign Affairs (DFAT). It is implemented by Palladium, in partnership with Swisscontact.

1. Background

MDF Sri Lanka intends to work with Onesh Agri (Pvt) Ltd to increase uptake of agri-machinery among smallholder farmers in Sri Lanka through an integrated communications campaign.

The adoption of agri-machinery by smallholders could reduce costs of production and contribute to greatly needed productivity improvements within the Sri Lankan agricultural space. While the inability to adopt agri-machinery is a multi-faceted problem, the campaign hopes to address challenges smallholders and machinery dealers face around lack of knowledge, confidence, and the inability to quantify the benefits.

2. Objective of the assignment

MDF Sri Lanka intends to contract a creative agency to conceptualise, produce and promote a six-part video series of high-quality, compelling content that can be easily disseminated to target audience via both online and off-line channels for maximum impact.

This would include:

- Three Onesh Agri focused videos of 5 mins or less (each) featuring an Onesh agronomist, a farmer ambassador and other related individuals, on the following themes,
 - o Irrigation Systems by Onesh (5 min)
 - o Polytunnels by Onesh (5 min)
 - o Support Systems for Agri-Mechanization (5 min)
- Three educational videos of 5 mins or less (each), featuring an industry expert, farmer ambassador and other related individuals, on the following themes,
 - o Greenhouses (5 min)
 - o Irrigation solutions (5 min)
 - o Misconceptions about agri-mechanization (5 min)
- Six highlight/trailer versions of 1 min or less (each) for sharing on Social Media.
- Execution of one digital campaign through Onesh Agri Facebook and YouTube pages for a period of one-month, utilizing the six videos.

Some location-based filming may be required out of Colombo in areas such as Embilipitiya/ Thanamalwila, Bandarawela/ Welimada, Thalawa/ Vavuniya. Prospective bidders are expected to take this into consideration and quote for an all-inclusive price.

All scripting and final content will require MDF and Onesh Agri approval. All content would have to be trilingual (to feature interviews in English, Sinhala and Tamil and include subtitles in the three languages), where necessary.

Duration: 18 June 2021 – 31 January 2021 (to be confirmed)

Target audience:

- Rural smallholder farmers (<4 acres of land) engaged in the farming of vegetables and fruits.
- Rural medium- to large-scale farmers engaged in commercial farming of vegetables and fruits.
- Urban- and semi-urban tech-savvy new entrants interested in farming.
- Contractors and consultants engaged in the design and implementation of mechanization projects.

3. Scope of Services

The successful service provider will have the following responsibilities:

1. Creative agency/ videographer to use information provided by MDF and Onesh Agri to create a concept for the video series, video layout and scripting and provide a content plan for MDF/Onesh Agri approval.
 - The content plan should clearly state a design proposal, design elements and strategy for each video, and include story boards for each.
2. The creative agency/videographer to create a video series as per the following,

| Video # | Theme | Target Audience | Media | Design |
|----------------------------------|----------------------------------|---|--|--|
| Onesh Agri focused videos | | | | |
| 1 | Irrigation systems by Onesh Agri | <ul style="list-style-type: none"> - Rural smallholder and medium- to large-scale vegetable and fruits farmers across the nine provinces in Sri Lanka. - Urban- and semi-urban tech-savvy new entrant farmers - Contractors and agri-consultants | <ul style="list-style-type: none"> - National Television - Onesh Agri Social Media pages (Facebook and Youtube) - MDF and Onesh Agri websites. - Dealer outlets - Training programs - Google Ads | <ul style="list-style-type: none"> - Video length of 5 min or less. - Trilingual video (in the form of featured resource people and subtitles). - Main language to be Sinhala or Tamil with subtitles in the other two languages. - Minimum of one video to be created in Tamil. - Video to feature benefits of adopting agri-mechanization and Onesh Agri products via sharing success stories of champion farmers/farmer ambassadors, followed by a discussion on the technology (i.e. machinery set up, etc). - Videos to also feature Onesh Agri staff/machinery experts. - Videos to include |

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| | | | | <p>animations, graphics and/or illustrations to explain technology with ease.</p> <ul style="list-style-type: none"> - Each video to be converted to smaller snippets of 1 min or less for social media. <p>*Talent to be featured in the videos will be identified by Onesh Agri and MDF.</p> |
| 2 | Polytunnels by Onesh Agri | Same as above | Same as above | <ul style="list-style-type: none"> - All of the above. - Video to feature a female farmer. |
| 3 | Supports Systems for Agri-Mechanization (i.e. hybrid seeds) | Same as above | Same as above | Same as above. |
| Generic videos | | | | |
| 4 | Greenhouses | - Rural smallholder and medium- to | - National television | - Video length of 5 min or less. |
| 5 | Broader Irrigation Solutions (i.e. sprinklers, drips, pumps) | large-scale vegetable and fruits farmers | - Government YouTube channels with high traction | - Trilingual video (in the form of featured resource people and subtitles). |
| 6 | Misconceptions on Mechanization | <p>across the nine provinces in Sri Lanka.</p> <ul style="list-style-type: none"> - Urban- and semi-urban tech-savvy new entrant farmers - Contractors and agri-consultants - potential MDF partners (other agri-input businesses) - Government Agricultural Instructors (AIs) - Relevant government departments | <ul style="list-style-type: none"> - MDF and partner Social Media pages (Facebook, YouTube, Instagram and Twitter). - MDF, partner and government websites - Dealer outlets - Training programs - Google Ads | <ul style="list-style-type: none"> - Main language to be Sinhala or Tamil with subtitles in the other two languages. - At least one video to be created in Tamil. - Video to feature benefits of adopting agri-mechanization via sharing success stories of champion farmers/farmer ambassadors, followed by a discussion on the technology (i.e. machinery set up, etc). - Videos to also feature industry experts and government AIs. |

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| | | | | <ul style="list-style-type: none"> - Animations, graphics and/or illustrations to be incorporated to explain technology with ease. - Each video to be converted to smaller snippets of 1 min or less for social media. *Talent to be featured in the videos will be identified by MDF. |
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3. Creative agency/videographer to review the content of the final six videos and submit a proposal for a digital campaign for MDF approval.
 - The proposal to clearly indicate publishing platforms, content calendar, promotional plan, boosting criteria, reach and a budget proposal for publishing and boosting the videos on Onesh Agri and other relevant platforms to ensure a wide reach of the target audience effectively for a period of one-month.
4. Creative agency/videographer to execute one digital campaign for one-month period and provide campaign performance analytics to MDF.
 - Agency to manage Onesh Agri's Facebook and YouTube channels and execute the campaign based on agreed content calendar and targeting/ boosting criteria and provide MDF with weekly analytics/ reports on campaign performance. The creative agency will be expected to provide recommendations for improvement of the campaign after implementing the campaign in the first-half (after two-weeks), which are to be applied for the second-half (remaining two weeks) of the campaign.

To note:

*The videographer will be required to ensure that consent forms are obtained from anyone who appears on the video, prior to being filmed.

*MDF reserves the right for the final videos and all raw content.

Required outputs:

- Six educational videos of 5 mins each to educate farmers on agri-mechanization to influence uptake
- Six trailer versions of 1 min each of the videos for Social Media
- Execution of one digital campaign to promote the videos to reach the target audience

Key Activities and Responsibilities

Working closely with the MDF team and Onesh Agri, the agency will,

- Design and produce the video series, using MDF and Onesh Agri branding guidelines.
- Create a cohesive series that aligns with the brief.
- Create an engaging video series that is visually appealing and compels the target audience to move towards purchasing mechanization solutions.

Application Requirements

- Ability to collate significant information, synthesise it, and produce it in easy-to-understand videography.
- Ability to work collaboratively with MDF and Onesh Agri, keeping to tight deadlines.

- Experience with graphic design and animation.
- Experience and resources to produce quick-turnaround videos.
- Ability to create impactful videos for rural audiences in local languages.

In your quotation, please:

- State your earliest start date and your suggested payment schedule.

4. Evaluation Criteria

Technical Criteria

Palladium will assess each submission based on the ability to meet the requirement as specified in this Request for Quotation (RFQ) and overall value for money. The technical suitability of proposals will be assessed using the following criteria:

- A. Demonstrated ability to implement events similar to MDF's requirements (30%).
- B. Implementing team (30%).
- C. Quality of the proposal and alignment with MDF's objectives (40%).

The technical score will account for 75% of the overall score.

Financial Criteria

After assessing submissions against the technical criteria, MDF will assess the financial proposal of technically suitable submissions.

The financial score will account for 25% of the overall score.

5. Submission of Quotes

Service providers must complete the [Response Form](#) attached to this RFQ to submit quotes.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.