

Request for Proposal (RFP)
For
“Development of Edutainment Game Applications for
Rohingya Adolescents and Youth”

Ref: MABD/ADM/COMM/1221/001

Issue Date: 01 Dec 2021

BBC Media Action
South Breeze Centre (5th Floor)
House 5, Road 11, Block G, Banani
Dhaka-1213, Bangladesh
Telephone: (02) 55042185

Proposal Data Sheet

The Client is: **BBC Media Action**

Represented by:

Md. Al Mamun, Country Director, BBC Media Action, South Breeze Centre (4th Floor),
House 5, Road 11, Block G, Banani, Dhaka-1213, Bangladesh

The identification of the Request for Proposal is:

Ref No: **MABD/ADM/COMM/1221/00** | Date of Issue: **01 Dec,2021**

The Method of selection is: Quality and Cost Based Selection (QCBS)

Objective of the applications:

With an aim to support increased capacity to implement evidence-based policies, strategies and services for adolescents and youth including sexual and reproductive health and rights, gender responsive life skills education, and prevention of child marriage, BBC Media Action will develop multi-platform game software for the Rohingya adolescents living in camps in Cox's Bazar. These games will be played on mobile phones, tablets and laptops stationed in meeting places for adolescents in camps such as learning centres and schools.

These video games will be developed for 14-19 year's Rohingya adolescent girls and boys living in different camps in Cox's Bazar. These will be played as learning resources which will address the following Sexual and Reproductive Health (SRH) issues:

- Boys' puberty;
- Girls' puberty;
- Female reproductive system and menstruation;
- Wet dreams and male reproductive system;
- STIs and HIV/AIDS;
- Early/child marriage and early pregnancy;
- Short-term family planning methods.

The SRH thematic areas are the base of the games and there are about learning points for the adolescents which to be rebuilt for Rohingya adolescents. These games will run in low configuration computers, android phones and should not require internet connection to play. Possible topics include and maybe updated and amended depending on BBC Media Action' research. For reference, a sample game has been uploaded through this link for both Windows and Android: [Game Link](#) but the design, character, language, texts, visual representation will be newly adopted.

The submitted Proposal shall be written in the English language.

The response for proposal:

The response to this RFP should be submitted in the following two folds method separately:

1. Technical proposal:

Please send your Technical proposal in a sealed envelope, duly marking the envelope as **“TECHNICAL PROPOSAL”** in one hard copy (bound copy).

2. Financial proposal:

Please send your Financial proposal in another separate sealed envelopes, duly marking the envelopes as **“FINANCIAL PROPOSAL”** in one hard copy (bound copy).

3. Additional documents:(if need)

Please send your additional documents in a sealed envelope, duly marking the envelope as “**ADDITIONAL DOCUMENTS**” in one hard copy.

The Quotation Envelop:

Please enclose the **TECHNICAL PROPOSAL, FINANCIAL PROPOSAL and ADDITIONAL DOCUMENTS** envelope in another sealed envelope, duly marking “**Proposal for Development of Edutainment Game Applications**”.

Proposal Submission Place:

Please submit your sealed quotation to Reception Desk, BBC Media Action, South Breeze Centre (5th Floor), House 5, Road 11, Block G, Banani, Dhaka - 1213, Bangladesh

On or before 13 Dec 2021; 4 PM (Bangladesh Time).

Pre-bid meeting will be held on 5 Dec,2021; 2 PM to 3.00 PM through online Zoom Meeting.

Zoom Meeting ID: 959 4745 8846, Passcode: 966739

Join Zoom Meeting: <https://bbc.zoom.us/j/95947458846?pwd=STNuMVdjaGp3ZjBka1BEYkEwc1lmZz09>

Documents to be submitted with the Technical Proposal:

- Specific experience of the organisation relevant to the assignment. (At least five years experience with building online/offline based game applications, Android App, has developed more than five/ten games.
- Work plan (Project Management Plan, Progress Reporting Plan, SQA Plan, Deployment Plan, Documentation Plan, Project Milestone Schedule and After-sales Support Plan for two years.
- Professional staff qualifications and competence for the job (Only the team that will work in this project.
- Name, telephone & e-mail address of one referee from five client organizations who are authorized to comment on the quality of work conducted for them.
- Using the format below mentioned in TOR, information on all major work undertaken in the last three years for which the vendor was legally contracted that best justifies selection for this project. The vendor should be able to show completion certificate for the projects mentioned here.
- **Must be submitted Updated Trade License, VAT Registration, TIN certificate.**

NOTE: The vendor should propose the structure of the team, the role that each team member will play and proposed personnel details. Proposed team must be own company. Sub contract/ co-team with others organization not acceptable. That means co-partner not acceptable.

Documents to be submitted with the Financial Proposal:

- For VAT issues, must have practice on MUSHOK 6.3 as per GOVT. rules.
- A separate financial proposal should be included containing Summary of Costs, breakdown of Staff Remuneration, Software, miscellaneous, overhead costs (if any) and other costs. The Technical Proposal should not reference any financial or cost information
- A duly completed and signed financial offer to be submitted through your letter head pad..
- Your offer should be inclusive of VAT, AIT and any other charges (*if any*).
- Financial offer to be in BDT (Bangladeshi Taka).

Additional Documents to be submitted:(if available)

Memorandum and Article of Association, Certificate of Incorporate, last three years bank account turnover/Bank solvency certificate, Brief description of the organization, etc

General Terms and Conditions:

- RFP must be completed and signed by an authorised signatory and delivered no later than the submission time and date stipulated above
- BBC Media Action may reject any RFP that is determined to be nonresponsive. A responsive RFP is one that complies with all terms and conditions of this RFP
- BBC Media Action may reserve the right to waive any minor discrepancies in RFP
- This RFP does not legally obligate BBC Media Action to award a contract or issuing purchase order. BBC Media Action reserves the right to accept or reject any or none of the proposals those will be submitted in response to this RFP. No commitment is made, either expressed or implied, to compensate Bidders for costs incurred in the preparation and submission of their quotes.

Contract will be awarded to: One bidder, based on quality and price

Vendor Selection:

The submitted proposal that complies with all the specifications, requirements, time schedule and offers the compatible price, as well as other evaluation criteria indicated, shall be selected. Any offer that does not meet the requirement shall be rejected.

Evaluation and Comparison of Proposals:

A two-stage procedure to be followed for evaluating the proposals. Evaluation of the technical proposal will be completed prior to any financial proposal being opened and compared. The financial proposal will be opened after only the technical proposals are evaluated. The Technical proposal will be evaluated based on its responsiveness to the Term of Reference (TOR) attached with the RFP.

In the second stage, the price proposal of all vendors, who have attained minimum **80%** score in the technical evaluation, will be compared. The contract will be awarded to the bidder offering the 'best value for money'.

The contract will be awarded to the Contractor based on the cumulative method.

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other financial proposals will receive points in inverse proportion. A formula is as follows:

In QCBS the proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (T=the weight given to the Technical Proposal; P=the weight given to the Financial Proposal; T + P= 1) indicated in the PDS: $S = St \times T \% + Sf \times P \%$.

Technical weight (T): 70%

Financial Weight (P): 30%

Technical Pass Mark: 80%

Technical Evaluation Criteria:

Criteria	Points
(i) Specific experience of the organisation relevant to the assignment. (At least five years experience with building online offline based game applications, Android App, has developed more than five/ten games)	40
(ii) Work plan (Project Management Plan, Progress Reporting Plan, SQA Plan, Deployment Plan, Documentation Plan, Project Milestone Schedule and After-sales Support Plan for two years)	40
(iii) Professional staff qualifications and competence for the job (Only the team that will work in this project.	20
Total points	100

Quality Assurance:

Services provided shall be reviewed on completeness and compliance of the minimum specifications described in the RFP.

Calculation error adjustment:

Any discrepancy between the unit price and the total price shall be re-computed by BBC Media Action. The unit price shall prevail, and the total price shall be corrected.

If VAT & AIT and other indirect calculation is not shown or not mentioned, will be considered as all taxes inclusive prices.

If the supplier does not accept the final price based on BBC Media Action's re-computation and correction of errors, the submitted response to this RFP will be rejected.

Payment Terms:

The payment will be completed in 03 (three) instalments through A/C payee cheque upon submission of Bill/Invoice duly signed by appropriate BBC Media Action authority within 15 working days.

1st instalment: 20% of Delivery of SDD and prototype for UI/UX testing (After collection and accommodation of feedback from primary stakeholders)

2nd instalment: 30% of Delivery of first-release version of followed by beta/provisional version of the software based on the findings of UI/UX testing (After collection and accommodation of feedback from primary stakeholders)

Final payment: 40% of Delivery of draft version of all software documentation, user manuals and all software documentation (Final version) and Implementing training programs.

Deduction of Income Tax at Source will be applicable as per the Bangladesh Income Tax Ordinance and VAT will be addressed as per the VAT rules.

Confidentiality:

All documents prepared during the assignment will be treated as BBC Media Action's Property. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of BBC Media Action. The contracted agency/firm will submit all original documents, materials and data (hard and soft copy) to BBC Media Action.

Terms of Reference (ToR)

BBC Media Action

BBC Media Action is the BBC's international development charity. We use media and communications to reduce poverty and promote human rights in developing countries. We partner with civil society, local media, and others to produce creative programmes in multimedia formats which inform and engage audiences around key development issues and strengthen the media sector through capacity building. Our work is built on insights from our research and engagement with communities and is focused on three key themes: governance and human rights, health and resilience.

Background

The Expanding the Generation Breakthrough (GB) Programme for Rohingya Adolescents and Youth in context of the Myanmar Curriculum Pilot aims to increase adolescents and youth (A&Y) access to adequate and complete information through the delivery of the Gender Equity Movement in Schools (GEMS). GB will also focus on changing A&Y norms, values and behavior through effective SRHR and GBV information and awareness which will contribute to reduction of GBV, unwanted pregnancies, unsafe abortions, maternal mortality, and the spread of HIV and other STIs. Under this work plan, BBC Media Action with funds from the United Nations Population Fund (UNFPA) will support the translation, contextualization, and adaptation of seven game software that were developed for Bangladeshi A&Y in 2015-2016 to be used by Rohingya A&Y.

Objective:

With an aim to support increased capacity to implement evidence-based policies, strategies and services for adolescents and youth including sexual and reproductive health and rights, gender responsive life skills education, and prevention of child marriage, BBC Media Action will develop multi-platform game software for the Rohingya adolescents living in camps in Cox's Bazar. These games will be played on mobile phones, tablets and laptops stationed in meeting places for adolescents in camps such as learning centres and schools.

These video games will be developed for 14-19 year's Rohingya adolescent girls and boys living in different camps in Cox's Bazar. These will be played as learning resources which will address the following Sexual and Reproductive Health (SRH) issues:

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Roadmap:

Roadmap for the completion of the work (To be filled up by the applicant. Using this template is not compulsory and the applicant can add/remove activities where suitable. But the final version of the software must be delivered within 90 days and the games should be tested in camps before final release at least twice.)

Activity	Complete by (calendar days)
Conceptualization and requirement finalization	
Delivery of SDD and prototype for UI/UX testing	
Collection of feedback from primary stakeholders on mock-ups and accommodation of feedback	
Prototype UI/UX testing on the field (with Rohingya adolescents in	

camps)	
Develop beta/provisional version of the software based on the findings of UI/UX testing	
Collection of feedback from primary stakeholders on beta/provisional version of the software and accommodation of feedback	
Testing the beta/provisional version of the software in the field (with Rohingya adolescents in camps)	
Develop first-release version of the software based on the findings of beta version testing	
Collection of feedback from primary stakeholders on first-release version of the software and incorporating feedback	
Testing the first-release version of the software in the field (with Rohingya adolescents in camps)	
Develop the first public release version of the software based on findings of first release version testing	
Delivery of draft version of all software documentation	
Delivery of user manuals and all software documentation (Final version) and Implementing training programs.	

Table: I-Timeline for the activity

Above table to be filled and submitted with the technical proposal.

Scope of work:

The key deliverables for this work are multiple executable files for different platforms, source code, assets and relevant documentation for each of the games and platforms it will be deployed. This game might be distributed via memory cards, pen drives and online platforms (cloud). Getting the android version of these games on the google play store is not compulsory, but throughout the development phase, it will be done so if the opportunity arises.

The vendor will do most of the activities required to deliver these executable files (project management, conceptualization, adapting content for games, storyboarding, graphic design and animation, UI/UX testing with Rohingya adolescents, UAT, music, programming, coding and post-delivery warranty support) as per input, requirement and instruction from BBC Media Action. In addition, BBC Media Action will provide the texts and voice-overs for the games.

The game should have the following characteristic:

System Requirement

- It must be playable in both low and high configuration computers. By low configuration, we mean Pentium gold/Celeron processor, 2 GB RAM, built in graphics card. The game should be compatible for both HD and full HD screens. It should be developed for windows 10 and preferably it should have backward compatibility with windows 7.
- The mobile version needs to be playable in low-configuration android phones in terms of RAM and processor (512 GB RAM and one GHz single-core processor, lowest allowed version of android by google and above).
- The priority mode of installation is sideloading and the game must not require any internet connection for playing.

Gameplay Characteristics

- The game should be suitable for casual gaming.
- Though the games will be adapted and contextualized from existing games, the gameplay must be adapted as per the preferred experience of target audience. This might include making the playable without any text and guiding the players through audio and visuals only. This should come from rigorous UI/UX testing.

User Oriented Functions

The UI should be simple and attractive. For windows, mouse-based actions are preferable such as point, click, drag, and scroll. For android, tap and gestures should be used for gameplay.

Game Language

The texts of the games will be in at least two languages, possibly English and Burmese. As there is no agreed upon written Rohingya script has the BBC Media Action research and

learning team is currently researching what is the most appropriate written language to provide the content in. BBC Media Action will provide the texts once the decision is made which text to use.

Required documentations

The documents listed here give an overview of the minimum requirements only. However, it is imperative that the documents produced should match or exceed the required and specified quality. The suggested standard and list of documents are as follows:

- Full Source Code
- User Manual (In both Bangla and English)
- Technical Manual
- Assets

Both hard and soft copies of these documents should be supplied. Soft copies should be provided in original formats (e.g. MS Word, Visio, Enterprise Architect) of the application games by which these documents will be developed. PDF or any other means of converted formats shall not be accepted.

Delivery and installation

The delivery of the Learning Game application will consist of following modules:

SL	Item	Quantity
I.	<p>Fully functional and workable applications for PCs and Android-based mobile devices with training and documentation as specified in this document. The application must be workable with low configuration PCs or android mobile devices but should also be playable in higher configuration computers</p> <p>The vendor will also deliver the following with the executable files:</p> <ul style="list-style-type: none"> • Full Source Code (well commented) • User Manual (In both Bangla and English) • Technical Manual • Assets 	I Job

Table-3: Deliverables

- Vendor shall deliver and install the system within the specified date (which should be strictly maintained) mentioned in the Table I of section 3.0 of terms of reference.
- Vendor shall employ necessary professional staff and human resources to support each step of in order to meet the delivery schedule mentioned in the Table I of section 3.0 of terms of reference.
- Vendor should consider security threats and responsible to incorporate security module within the application as well as suggest, configure and maintain hardware firewall solution to prevent possible security threats.
- Designated personnel of BBC Media Action will monitor ongoing activities of development work. In order to facilitate monitoring, the vendor shall submit documents, partly developed game including source code so that BBC Media Action can check the standard of documentation, codes, etc, measure progress and provide feedback accordingly.
- Upon completion of the vendor's standard test procedure, the vendor shall notify BBC Media Action that the application has been delivered properly, meets the specification, and is ready for use and for software acceptance testing.
- The vendor should make sure that designated personnel from BBC Media Action are aware of each and every development status of the development cycle. BBC Media Action holds the rights to oversee, suggest and influence the whole development process at all time.
- After completion of the delivery and installation, designated personnel from BBC Media Action shall perform acceptance tests.
- If the vendor's performance at any stage of the project is found to not comply with the requirements outlined in the contract, BBC Media Action may terminate the contract.
- If, for any reason, it is required to change the delivery schedule, this should be mutually agreed upon in writing between the parties concerned.

Warranty & maintenance

A period of two (2) years on-site warranty for fixing any reported software problems and minor modification/enhancement of the application is required. Vendor should provide at least one ICT

expert having minimum 3 years of experience in IT-related fields, with clear understanding about Game Development and web-based applications development, and hands on-experience in solving end-user problems. He/she will be responsible for maintaining the system. He/she will work directly under the supervision of the client as a regular staff.

A focal person/project manager should be responsible for interfacing. BBC Media Action can record system relevant complain and can discuss with vendor with the list. Designated focal person of vendor should respond against each complain within 1 (one) hour from making complain and should arrange to fix the problem within 24 to 72 hours depends on the complexity of the problem as determined by AEP/ERD.

Within this period, the maintenance team from the vendors should be responsible for fixing reported problems, take appropriate measures to handle system related security aspects, perform reasonable alteration in the application, generate new reports as per demand of the management, maintaining the backup and recovery of data and also assisting the client to maintain the system through transfer of knowledge on a regular basis.

Indicative Team

The vendor is open to propose their own team formation for developing this game. But the team formation must be finalized with consultation and approval from BBC Media Action.

Intellectual Property Rights

All IPR (including background IPR in game content and new IPR generated as part of the development process) shall be the sole exclusive property of BBC Media Action. The supplier shall not amend, adapt, translate or modify the software, in full or in part, in any way without the prior permission of BBC Media Action.

The vendor must hand over all creative files to the BBC Media Action on completion of the task in a format where they can be used again.

Indicative Task Timeline:

Task	Date
RFP Circulation	1 Dec 21
Pre-Bid meeting	5 Dec,21

Proposal Submission	13 Dec 21
Technical Proposal Evaluation	14-15 Dec,21
Techno-Financial Evaluation	19-20 Dec,21
Set-up Meeting	23 Dec,21
Contract signing by	28 Dec,21

Table:4- Indicative Task Timeline

Decision on tenders

We will award this contract competitively and will make our decision on the basis of the following information:

- Relevant and sufficient previous work experience.
- A detailed time plan accompanied by an explanation of how the project will be managed to deliver the outputs to us on time and to a high standard.
- Strength of the Proposed Team
- A detailed plan of how quality assurance will be achieved.
- Complete breakdown of costs by activity for all elements.

Proposal Requirements

- Technical Proposal will be evaluated. ¥BBC Media Action may seek clarifications about elements of the written proposal.
- The Technical Proposal should include: the project management plan, quality assurance plan, on time delivery plan, Controlling and reporting.
- Detailed CVs of the key person(s) actually involved.
- Name, telephone & e-mail address of one referee from five client organizations who are authorized to comment on the quality of work conducted for them.

Proposal Submission:

Sealed Proposals to be submitted (Technical and Financial Proposal in separate envelopes) on or before (13Dec,21) and attention to: Finance, Admin & HR Officer, BBC Media Action, BBC Media Action, South Breeze Centre (5th floor), House 5, Road 11, Block G, Banani Dhaka 1213 Bangladesh.

List of documents the technical proposal must contain

The Offer shall structure the operational and technical part of its Proposal as follows:

A. Legal & Financial Documents to be attached:

- a. Legal documents: Trade License, Memorandum and Article of Association, Certificate of Incorporate, VAT Certificate and TIN Certificate
 - b. Must have practice on Mushouk-6.3 as per govt. rules
- B. ask last three years bank account turnover/Bank solvency certificate **Brief description of the organization:**
- a. Should contain team profile, technical capability matrix and management of the vendor (should be kept minimal). Existing Portfolio link must be mentioned.
 - b. Using the format below, information on all major work undertaken in the last three years for which the vendor was legally contracted that best justifies selection for this project. The vendor should be able to show completion certificate for the projects mentioned here.

Project name:	Country/Location:
Total value of the project (in amount):	
Scope of work (narration of the whole project)	Start date: End date:
Role in the project (Lead /partner)	Technology/framework used (Describe software/hardware provided) (Highlight unique technological achievement)

Table:5- Vendor project history form.

- C. **A description of understanding of the objective/scope of work** (with structure diagrams, behavior diagrams, interaction diagrams).
- D. **Tentative work plan:** The vendor should suggest the basic milestones for making the delivery on-time. The proposed work plan should be consistent with the technical approach and methodology, showing clear understanding of the RFP and ability to translate these into a feasible working plan. A list of the final deliverable documents, including reports, drawings, and tables to be delivered as final output, in each phase, should be described here. The work plan should contain Gantt charts and precise narrative descriptions for each step, post-delivery installation, training and data validation regarding the decision support systems to be developed.

- E. **Organization:** The vendor should propose the structure of the team, the role that each team member will play and proposed personnel details. Proposed team must be own company. Sub contract/ co-team with others organization not acceptable. That means co-partner not acceptable,

It is to be noted that, the vendor might be required to deploy parallel teams dedicated for working simultaneously at all steps of SDLC to ensure timely delivery, which should be made clear in the supplied documents.

An organization chart illustrating the structure of the team. The document should contain the following sections:

- A properly layered and labeled organizational chart illustrating all personnel involved in the project
- A staffing schedule for each of the personnel in the project to be shown.
- Curriculum vitae for key personnel involved in the project.

- F. **Documentation plan:** An overview of plan for understanding and delivering the required documentation set

Financial Proposal

The format shown on the following pages should be used in preparing the financial proposal.

Description of Activity/Module		Qty	Total Price
A.	Software development, deployment and training Fully functional and built-per-design of the game across two platforms: PC and Mobile (Android) The vendor will also deliver the following with the executable files: <ul style="list-style-type: none"> Full Source Code (well commented) User Manual (In both Bangla and English) Technical Manual Assets 	1 Job	
Total			

Please provide detailed breakdown of your quoted amount according to your organization practice.

Annulments:

BBC Media Action reserves the right to annul the solicitation process and reject all bids at any time prior to award of the contract without thereby incurring any liability to the affected bidder(s) or any obligation to provide information on the grounds for the buyer's action.

For anymore clarification please don't hesitate to communicate us.

Your response will be kindly appreciated.

Thanking you-

On behalf of BBC Media Action

Suvasish Das

Administration Officer

Mobile: +88 01748926067

Email: Suvasish.das@bd.bbcmmediaaction.org

Correspondence address: BBC Media Action, South Breeze Centre (5th Floor)

House 5, Road 11, Block G, Banani, Dhaka-1213, Bangladesh.