

ACCESS TO FINANCE RWANDA

Request for Proposals

For

Provision of Services for Developing and Designing a brand identity, and Audio-Visual production for the National Agriculture Insurance Scheme (NAIS)

Subject of Procurement:	Provision of Services for Developing and Designing a brand identity, and Audio-Visual production for the National Agriculture Insurance Scheme (NAIS)
Procurement Reference Number:	AFR/RFP- BRAND, AUDIO-VISUAL /JULY/2020
Date of Issue:	24 th July 2020

24th July 2020

REQUEST FOR PROPOSALS

PROCUREMENT REFERENCE NUMBER: AFR/RFP- BRAND, AND AUDIO-VISUAL /JULY/2020

Dear Prospective bidder:

Access to finance Rwanda (AFR) is a Rwandan not for Profit organization, established in March 2010 by the governments of the United Kingdom (UK) and Rwanda and with support from the UK Department for International Development (DFID), Existing funders of AFR include DFID, USAID, the MasterCard Foundation and Sweden.

AFR's strategic focus is stimulating financial sector development by partnering with financial institutions and other stakeholders to increase access to and use of financial services. We identify and address constraints that prevent the financial market from reaching Rwanda's low-income population, and promote innovations and learning that result in sustainable change in the financial sector. Improving access to financial services for the rural poor and women is a particular focus.

AFR is guided by the making Markets work for the Poor (M4P) approach recognising that efforts to increase financial inclusion have to be market led and profitable for sustainability. AFR supports the Government of Rwanda's development objectives by aligning all its interventions to the national policy frameworks including the Financial Sector Development Programme (FSDP) II, and the National Strategy for Transformation 2017-2024

Proposals should be directly responsive to all items, terms, conditions, specifications, and other documents referred to in this RFP.

- Requests for clarifications to the contract may submitted until **Thursday 30th July 2020**
- Interested parties should submit their proposals no later than **Friday 7th August 2020**

Responding bidders are advised that this solicitation does not in any way obligate AFR to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Additionally, AFR may award a contract without conducting negotiations; all proposals should be submitted initially using your most favourable terms. AFR reserves the right to award any resultant contract to other than the offeror submitting the lowest price proposal based on technical excellence, schedule superiority or client request.

All communications regarding this RFP should be addressed via email: procurement@afr.rw

Below is the planned procurement schedule (subject to changes):

Activity	Date
a) Advert	Friday 24 th July 2020
b) Request for clarifications	Thursday 30 th July 2020
c) Proposal closing date	Friday 7 th August 2020
d) Evaluation process	Thursday 27 th August 2020
e) Notification to bidders	Friday 28 th August 2020
f) Contract Signature	Friday 4 th September 2020

Cordially,

Waringa Kibe

Country Director

Access to Finance Rwanda

1.1 SECTION 1: INSTRUCTIONS TO PROSPECTIVE BIDDERS

Preparation of Proposals: You are requested to submit separate technical and financial proposal, as detailed below. The standard forms in this Request for Proposal may be retyped for completion but the Consultant is responsible for their accurate reproduction.

You are advised to carefully read the complete Request for Proposals. An electronic copy of the Request for Proposals shall be considered as the original version.

Technical Proposals: Technical proposals should contain the following documents and information:

1. The Technical Proposal Submission Sheet in this Part;
2. An approach and methodology for performing the services;
3. A detailed work plan, showing the inputs of all key staff and achievement of deliverables;
4. CV's of key staff;
5. A summary of your experience in similar assignments;
6. The documents evidencing your eligibility, as listed below.
7. The consultant's comments or suggestions on the TORs and appreciation of the assignment – the objectives, tasks and deliverables

Financial Proposals: Financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet in this Part;
2. A copy of the breakdown of Lump Sum Price form in this Part for each currency of your proposal, showing all costs for the assignment, broken down into professional fees, and reimbursable costs. The costs associated with the assignment shall be in US Dollars for foreign firms and Rwandan Francs for local firms.

Validity of Proposals: Proposals must remain valid for 90 calendar days.

Submission of Proposals: The technical and financial proposals should be submitted separately, both clearly marked with the Procurement Reference Number above, the Consultant's name, AFR and either "Technical Proposal" or "Financial Proposal" as appropriate.

Proposals (both technical and financial) must be submitted electronically to: procurement@afr.rw with clear subject line: " **Provision of Services for Developing and Designing a brand identity, and Audio-Visual production for the National Agriculture Insurance Scheme (NAIS).**

Language of the tender and mode of communication

The medium of communication shall be in writing. The bid, as well as all correspondence and documents relating to the bid exchanged by the Bidder and AFR, shall be written in English.

Amendment to the tender document

At any time prior to the deadline for submission of bids, AFR may amend the tender document by issuing an addendum. Any addendum issued shall be part of the tender document and shall be communicated in writing via the AFR website.

To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, AFR may, at its discretion, extend the deadline for the submission of bids; in which case all rights and obligations of AFR and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.

Late bids

AFR shall not consider any bid that arrives after the deadline for submission of bids. Any bid received by AFR after the deadline for submission of bids shall be declared late, rejected, and returned unopened to the Bidder.

1.2 SECTION 2: ELIGIBILITY CRITERIA

Eligibility Criteria: You are required to meet the following criteria to be eligible to participate in the procurement exercise:

1. have the legal capacity to enter into a contract;
2. not be insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances;
3. not have had your business activities suspended;
4. have fulfilled your obligations to pay taxes and social security contributions;
5. have the nationality of an eligible (defined in the proceeding section) country;
6. not to have a conflict of interest in relation to this procurement requirement; and

Documents Evidencing Eligibility: Consultants are requested to submit copies of the following documents as evidence of your eligibility and sign the declaration in the Technical Proposal Submission Sheet:

1. Certificate of Incorporation or Trading licence / Certificate of Registration;
2. Evidence of statutory compliance such as a valid tax clearance certificate and social contribution certificate (RSSB certificate)
3. Signed copy of code of ethical conduct in business.
4. Any other relevant documentation.

NOTE: Failure to submit the above required documents will lead to disqualification from Technical and Financial evaluation

Nationality of Personnel: All personnel employed under any resulting contract shall have the nationality of an eligible country to conduct business in Rwanda.

All countries are eligible, unless as a matter of law or official regulation, the Government of Rwanda prohibits commercial relations with that country or by an act of compliance with a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations, the Government of Rwanda prohibits any import of Supplies from that country or any payments to persons or entities in that country.

1.3 SECTION 3: EVALUATION OF PROPOSALS

Evaluation of Proposals: The evaluation of Proposals will use the **Quality Cost Based** methodology as detailed below:

1. Preliminary examination to determine eligibility (as defined below) and administrative compliance to this Request for Proposals on a pass/fail basis;
2. Detailed Technical evaluation will contribute 80%;
3. Financial scores will allocated 20% to determine the best evaluated bid.

Proposals failing any stage will be eliminated and not considered in subsequent stages.

Technical Criteria: Proposals shall be awarded scores out of the maximum number of points as indicated below.

AFR's Selection Criteria:	Score
The firm experience in video and audio production i.e. meeting all requirements in video and audio production	20
The firm experience in developing Branding Identity	15
The firm experience in developing website for reputable institutions	10
Individual experience of the team composition (video camera operators, script writers, editors, graphic designers, animators, photographers, web developers, branding strategists)	25
Individual's qualification in the relevant field	10
Possession of professional video cameras and music studio	10
Understanding of TORs	10
Total technical score	100

Minimum technical score: The mark required to pass the technical evaluation is 70% of the total Technical Score

Financial Criteria:

Pricing information should not appear in any other section of the proposal other than the financial proposal.

Financial scores shall be determined by awarding a maximum of 20 points to the lowest priced proposal that has passed the minimal technical score and giving all other proposals a score which is proportionate to this.

Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

Currency: Proposals should be priced in **Rwandan Francs**.

Best Evaluated Bid: The best evaluated bid shall be the firm with the highest combined score and shall be recommended for award of contract.

Right to Reject: AFR reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by AFR, without incurring any liability to Consultants.

AFR reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.

1.4 SECTION 4: TECHNICAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your technical proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected.]

Proposal Addressed to:	Access to Finance Rwanda
Date of Technical Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

We offer to provide the services described in the Statement of Requirements, in accordance with the terms and conditions stated in your Request for Proposals referenced above.

We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: Proposal Procedures of your Request for Proposals.

We have signed and undertake to abide by the Code of Ethical Conduct for Bidders and Providers attached during the procurement process and the execution of any resulting contract;

Our proposal shall be valid until _____ *[insert date, month and year]* and it shall remain binding upon us and may be accepted at any time before or on that date;

I/We enclose a separately sealed financial proposal.

Technical Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

CODE OF ETHICAL CONDUCT IN BUSINESS FOR BIDDERS AND PROVIDERS

1. Ethical Principles

Bidders and providers shall at all times-

- (a) maintain integrity and independence in their professional judgement and conduct;
- (b) comply with both the letter and the spirit of-
 - i. the laws of Rwanda; and
 - ii. any contract awarded.
- (c) avoid associations with businesses and organisations which are in conflict with this code.

2. Standards

Bidders and providers shall-

- (a) strive to provide works, services and supplies of high quality and accept full responsibility for all works, services or supplies provided;
- (b) comply with the professional standards of their industry or of any professional body of which they are members.

3. Conflict of Interest

Bidders and providers shall not accept contracts which would constitute a conflict of interest with, any prior or current contract with AFR. Bidders and providers shall disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

4. Confidentiality and Accuracy of Information

- (1) Information given by bidders and providers in the course of procurement processes or the performance of contracts shall be true, fair and not designed to mislead.
- (2) Providers shall respect the confidentiality of information received in the course of performance of a contract and shall not use such information for personal gain.

5. Gifts and Hospitality

Bidders and providers shall not offer gifts or hospitality directly or indirectly, to staff of AFR that might be viewed by others as having an influence on a government procurement decision.

6. Inducements

- (1) Bidders and providers shall not offer or give anything of value to influence the action of a public official in the procurement process or in contract execution.
- (2) Bidders and providers shall not ask a public official to do anything which is inconsistent with the Act, Regulations, Guidelines or the Code of Ethical Conduct in Business.

7. Fraudulent Practices

Bidders and providers shall not-

- (a) collude with other businesses and organisations with the intention of depriving AFR of the benefits of free and open competition;
- (b) enter into business arrangements that might prevent the effective operation of fair competition;
- (c) engage in deceptive financial practices, such as bribery, double billing or other improper financial practices;
- (d) misrepresent facts in order to influence a procurement process or the execution of a contract to the detriment of AFR; or utter false documents;
- (e) unlawfully obtain information relating to a procurement process in order to influence the process or execution of a contract to the detriment of the AFR;
- (f) withholding information from the Procuring Disposing Entity during contract execution to the detriment of the AFR.

I agree to comply with the above code of ethical conduct in business.

AUTHORISED SIGNATORY

NAME OF CONSULTANT

1.5 SECTION 5: FINANCIAL PROPOSAL SUBMISSION SHEET

[Complete this form with all the requested details and submit it as the first page of your financial proposal, with the documents requested above attached. Ensure that your proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected. The total price of the proposal should be expressed in the currency or currencies permitted in the instructions above.]

Proposal Addressed :	AFR
Date of Financial Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

The total price of our proposal is: _____.

We confirm that the rates quoted in our Financial Proposal are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Financial Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

Breakdown of Prices

[Complete this form with details of all your costs and submit it as part of your financial proposal. Where your costs are in more than one currency, submit a separate form for each currency. Authorise the rates quoted in the signature block below.]

Procurement Reference Number: _____

CURRENCY OF COSTS: _____

PROFESSIONAL FEES					
Name and Position of Personnel	Input Quantity	Unit of Input	Rate	Total Price	Total Price (inclusive taxes)
TOTAL:					

REIMBURSABLE EXPENSES				
Description of Cost	Quantity	Unit of Measure	Unit Price	Total Price
TOTAL:				

LUMPSUM EXPENSES					
Description of Cost	Quantity	Unit of Measure	Unit Price	Total Price	Total Price (Inclusive taxes)
Per diem to cover meals; (communication, local transport, laundry and any other incidentals)		Days			
TOTAL:					

TOTAL COST PRICE IN CURRENCY: _____

Breakdown of total price Authorised By:

Signature _____

Name: _____

Position: _____

Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Compay: _____

2.0 TERMS OF REFERENCE

Terms of Reference for Provision of Services Developing and Designing a brand identity, and Audio-Visual production for the National Agriculture Insurance Scheme (NAIS)

Background

Rwanda's economy is largely agrarian. Rwanda's agricultural sector employs over 80% of the country's workforce and accounts for approximately 33.3% of Rwanda's GDP and more than 40% of export revenue. More than 70% of Rwandan households who rely on agriculture for a majority of their income are poor and depend on subsistence production for household food requirements.

A carefully designed and well implemented National Agricultural Insurance Scheme can support a range of government policy objectives such as increased access to credit, improved agricultural productivity, reduced vulnerability and social protection. Based on the feasibility and demand side study and in consultation with all key stakeholders involved and engaged in the agricultural value chain, the National Agriculture Insurance Scheme has been designed by the team of international experts.

The overall scheme architecture is being implemented through a multi-agency framework by selected insurance companies under the overall guidance and control of the Rwandan Government. The Ministry of Agriculture and Animal Resources (MINAGRI) is primarily responsible to promote insurance through a consultative and participatory approach (addresses the concerns of farmers, private sector players, national and local governments as well as development partners) which establishes an enabling legal and regulatory environment for National Agricultural Insurance Scheme.

The National Agriculture Insurance Scheme aims to achieve the following;

- To provide insurance coverage and financial support to the farmers in the event of death of livestock or destroying of crops. The Insurance Scheme will act as a protection mechanism to the farmers and cattle readers against any eventual loss of their animals' or crops due to death or natural hazards and demonstrate the benefit of the insurance of livestock and crops to the people and popularize it with the goal of attaining qualitative improvement in livestock or crops
- To ensure flow of credit to the agriculture sector and thereby encouraging farmers to engage in expanded agriculture.

A. Objective of the assignment

Access to Finance Rwanda seeks to hire a competent firm to develop and design a brand identity, and produce audio-visual material that appeal to relevant stakeholders.

B. Methodology and technical approach

The methodology and technical approach will be discussed within both sides (successful Bidder and MINAGRI).

C. Description of services

- Collect information in different National Agriculture Insurance Scheme related areas including all events
- Produce TV and radio broadcasting material with high quality of image and sound;
- Present/hand the final edited work on two (2) DVD's to MINAGRI before its transmission to the public;
- Produce short videos and video summaries of the events covered on request
- The contractor will be responsible for quality production (sound quality, image, language not mixed, avoid exaggeration, the message must meet the target audience needs and be attractive);
- Contractor shall be responsible for obtaining all necessary licenses for any music and other graphics to be used in any deliverable.
- The company or contractor will be responsible for expenses related to their work including costs for accommodation and transport wherever the information is collected;
- Design an interactive web portal for NAIS which will be embedded in MINAGRI's website in line with Rwanda Information Society Authority (RISA) guidelines on Government of Rwanda's websites.
- Produce NAIS brand guidelines
- Develop a logo as part of the brand guidelines
- Produce media adverts
- Produce a promotional song for NAIS
- The Ministry of Agriculture and Animal Resources will own all materials produced by the service provider.

D. Scope of work

The firm work in close coordination with Access to Finance Rwanda and Ministry of Agriculture and Animal Resources and will be expected to undertake the following tasks:

1. Developing Brand Identity:

- a) Undertake a review of the existing publications and branded material.
- b) Hold consultation meeting with AFR, selected insurance companies, and ministry of Agriculture and Animal Resources to seek their views.
- c) Create a logo of National Agriculture Insurance Scheme
- d) Design and develop a visual identity design and guideline; brand identity.
- e) Present to the stakeholders and incorporate comments and finalize the branding.
- f) Presentation of the final Brand Identity Manual to the Ministry of Agriculture and Animal Resources and AFR.
- g) Submit Brand Identity Manual

2. Develop a web portal for NAIS:

- a) The portal should present an appealing visual look and its functionalities should provide user-centric information and data.
- b) Develop a user manual to support staff and system administrators to perform content upload, system maintenance and administration.
- c) Support and maintenance: Administrative and technical support, quality control for a period of 12 months.
- d) Source code handover: Full source code including all developed libraries shall be handed over to Ministry of Agriculture and Animal Resources.

3. Produce 4 Radio Ads in Kinyarwanda. Develop a Radio Advert to realize the following objectives;

- a) To promote uptake of livestock and crop insurance policies.
- b) To raise awareness for the procedures of application.
- c) To engage the community members in motivating the target population to realize the significance and the need to purchase insurance cover for livestock and crops.

Note: Radio Ads should feature key personalities/Influential actors in Rwanda. It should be done in form of a **Radio drama/Radio Play** and should not exceed 60 Seconds reflecting the real life of Rwandans, building the brand of National Agriculture Insurance Scheme as well as creating direct sales of insurance to farmers.

4. Produce 4 TV ads in Kinyarwanda. Develop a TV Advert to realize the following objectives;

- e) To promote uptake of livestock and crop insurance policies
- f) To raise awareness for the procedures of application.
- g) To engage the community members in motivating the target population to realize the significance and the need to purchase insurance cover for livestock and crops.

Note: TV Ads/Commercials should feature key personalities/Influential actors in Rwanda. It should be done in form of a **TV drama/TV Play or animation** and should not exceed 60 Seconds reflecting the real life of Rwandans, building the brand of National Agriculture Insurance Scheme as well as creating direct sales of insurance to farmers.

5. Develop 10 short Videos:

These videos video capturing Success stories and testimonies of farmers about the benefits the national insurance scheme and its impact on farming. It should be produced in Kinyarwanda with English subtitles and French if needed.

6. Produce National Agriculture Insurance scheme theme song and Media and Social Media Campaign

The National Agriculture Insurance Scheme theme song will be in Kinyarwanda. It will be an audio accompanied by its video clip; meaning it will have both audio and audio-visual versions. The aim of the song is to promote the National Agriculture Insurance Scheme countrywide.

The production of the song should involve well established local producers and singers with at least 4 years of experience in music industry.

E. Qualifications

- The company should have a competent team composition with all relevant skills for the assignment. The proposed staff should have qualifications in Journalism and Communication, Design and branding, Camera operating and video Editing, animation and at least 4 years of experience in related fields. The company should submit signed CVs and degrees of employees.
- Having a well-equipped office and structure.
- Four years of experience in the field with at least 4 public organizations;
- At least 4 recommendations letters/ to whom it may concern or final work certificates from public institutions or reputable organizations.
- Provide 8 samples videos from their previous work, preferably in recent years. They should include TV ads, Short Videos, Highlights videos of events, animation, Music Videos and documentaries.
- Having an audio production studio and well-established music producer to work with at least 4 years of working experience.
- Having up to date programs with licence of animation/generic and special effects (example: Adobe Master Collection; Premiere, Photoshop, InDesign, Illustrator, and other recent programs for editing;
- Having and using recent Audio-visual equipment: DSRL cameras capable to capture 4K images, tripods, Gimbal Stabiliser, drone, Sounds, Computers...
- Having professional lighting equipment for Interviews ad Indoor shootings.
- In his/her bid document, he/she should show sample of professional cameras, Photos of their studio and other materials used to have nice product.
- Present 3 sample music videos recently produced by the producers they intend to use.
- Provide 4 samples of well-designed website previously worked on and their recommendation letters
- Provide 4 sample logos designed for previous clients
- Provide 2 samples of brand identity developed for their previous clients and their recommendation letters.
-

2. Other requirements:

- A visit to the Studio shall be done any time and any day, by AFR and MINAGRI Tender Committee;
- The Company must be able to deliver the above products in 3 languages (English, Kinyarwanda and French), even translation of any production done whenever requested.

F. Timeline

- Developing Brand Identity: 4 Weeks
- Develop a web portal for NAIS: 6 Weeks
- Produce 4 Radio Ads in Kinyarwanda: Quarterly
- Produce 4 TV ads in Kinyarwanda: Quarterly
- Develop 10 short Videos: Monthly
- Produce National Agriculture Insurance scheme theme song: 4 Weeks
- Media and Social Media Campaign: 3 Months after the approval of the song.