



Request for Quote/Proposal (RFQ/RFP)

Commodity/Service Required:	Video production to showcase lessons from the Tusome textbook.
Type of Procurement:	Competitive Bid
Type of Contract:	Fixed Price
Term of Contract:	Within the delivery period
Contract Funding:	USAID AID-615-C-14-00007
This Procurement supports:	USAID Tusome Early Grade Reading Activity
Submit Proposal to:	Elizabeth Marsden - emarsden@rti.org Judy Miyoma - jmiyomaongoma@tusome.rti.org Benjamin Mutua - bmutua@tusome.rti.org
Date of Issue of RFP:	6 th May, 2022
Date Questions from Supplier Due:	11 th May, 2022
Date Proposal Due:	13 th May, 2022
Approximate Date Purchase Order Issued to Successful Bidder(s):	To be determined

Method of Submittal:

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Respond via password protected e-mail with attached document in MS Word / pdf format to all the email addressed below:

Elisabeth Marsden- emarsden@rti.org

Judy Miyoma - jmiyomaongoma@tusome.rti.org

Benjamin Mutua – bmutua@tusome.rti.org

The password to the protected document will be requested from the vendor at the opening of the bids for evaluation.

The title for the request to be: Consultancy for Video Production

The Bidder/Seller agrees to hold the prices in its offer firm for 60 days from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.

The bids must be submitted in English language

Nature of this RFP/RFQ – COMBINED. (Both the Technical & Financial proposals submitted as one bid)

Solicitation Number:

Attachments to RFP:

1. Attachment “A” – Commodity Specifications
2. Attachment “B” – Instructions to Bidders/Sellers
3. All PO Terms and Conditions are listed on our website at:
<https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf>
http://www.rti.org/files/PO_FAR_Clauses.pdf or for commercial items:
http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf (hereinafter the “Terms”).
Supplier’s delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier’s agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All bidders/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

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Attachment A

Commodity Specifications or Statement of Work

Statement of Work

Indicate a description of the activity/service that is expected from the supplier. Provide product specifications or service expectations (both if applicable). Include deliverables, timelines, and any special terms and conditions.

Description of Activity/Service:

Statement of Work – Tusome Lessons

BACKGROUND & PURPOSE

Tusome is a USAID funded literacy program being implemented in partnership with Kenya’s Ministry of Education for Grade’s 1-3 in approximately 24,136 public primary and Alternative Provision of Basic Education and Training (APBET schools across Kenya’s 47 counties. Tusome will benefit approximately 7.8 million pupils by end of 2021.

Tusome’s overall objective is to improve literacy outcomes in Kiswahili and English for pupils in grade 1, 2, and 3. The program utilizes various approaches to improve literacy outcomes. First, Tusome provides high-quality instructional materials: as a result, each Kenyan child in grade 1, 2 and 3 has their own Competency Based Curriculum (CBC)-aligned textbook in English and Kiswahili. Second, Tusome equips MoE staff with the training, tools, and financial resources to coach teachers on effective literacy instruction. As a result, Tusome provides 1-on-1 coaching to more than 60,000 grade 1-3 teachers in Kenya. Finally, Tusome collaborates with relevant stakeholders at the National and County levels to ensure that teachers, head teachers and Curriculum Support Officers (CSOs) are trained on how to improve pupil literacy.

Bearing the above in mind, Tusome intends to develop 60 videos to showcase 60 Grade 3 lessons from the Tusome textbook. Tusome is therefore seeking an individual or firm specialized in video production. The videos will be about 15-20 minutes long and consist of content from the 60 lessons from the Tusome Grade 3 English Textbook.

AUDIENCES

Primary

- Grade 3 learners
- Teachers

Secondary

- Kenyan public, particularly parents and educators
- USAID
- KICD, MOE, TSC and other Semi-Autonomous Government Organizations involved in the learning of Grade 3 pupils.

OBJECTIVES

- Develop 60 lessons from the Tusome Grade 3 English textbook (includes conceptualization and scripting)
- Film 60 Grade 3 English lessons from the Tusome textbook
- Edit 60 Grade 3 English lessons from the Tusome textbook
- Develop lessons that will teach grade 3 pupils while schools are closed

KEY MESSAGES

- Learning important literacy skills even while school is not in session.
- **Build Kenyan capacity to improve early grade literacy skills**, to help ensure the approaches will continue beyond the life of the project (sustainability).
- Learning does not stop even when schools are closed.

INTENDED USE

The videos will be used by USAID/Kenya as a knowledge management tool for continued pupil literacy development and enhancement even when schools are closed. It is anticipated that the videos will be aired on Edu TV under the Kenya Institute of Curriculum Development (KICD).

PROJECT DETAILS

The contracted vendor will provide the following services:

- Within 1 week of signing the LPO, deliver a sample lesson for review by Tusome and USAID.
- If possible, participate in the scripting workshop. Vendor shall participate in other meetings as required.
- Support development of a concept for the videos in consultation with Tusome and USAID.
- With technical support from Tusome, develop 60 scripts for the videos in consultation with Tusome, MOE and USAID and based on the Tusome English Grade 3 textbooks.
- Submit the draft scripts to RTI and its development partners for review, edit and make any required changes within the confines of the budget limitation and timelines.
- Plan and complete all production-related tasks, including recruiting acting talent, acquisition of props and preparation of scripts, the creation of sound effects and musical score.
- Shoot footage and still photos related to:
 - An instructor delivering the lessons
 - Interplay of illustrations and text as per the Tusome Grade 3 English textbooks and related illustrations.
- Creative consultation, design, and production of the videos, with guidance, review, and approval by Tusome and USAID
- 60 lessons, each 15-20 minutes based on the Tusome Grade 3 English textbooks
 - Lessons should incorporate a mix of animation, illustrations, videos and photographs which will be forward facing towards the learner. 10 lessons should have animation, with the remaining 50 lessons incorporating illustrations and photographs and stock footage (video) where possible. Vendor is responsible for securing all rights and clearances to video, photos, and music.

- Lessons should be interactive. A mix between an on-screen instructor, animation, illustrations, photographs and video. This will mean that the vendor selected should be able to bring a professional photographer, illustrators on board to successfully ensure that the lessons are truly interactive.
- The vendor will provide experienced actors to play to the role of the instructor. Lessons should have at least three different instructors, each doing 20 lessons.
- The on-screen instructor should be lively and able to connect with the audience (grade 3 learners as primary audience, teachers and parents as secondary audience along with government institutions charged with early grade literacy and learning), the on-screen instructor will carry the entire lesson from beginning to end.
- Lessons should be filmed incorporating interplay between the instructor, animations, illustrations, text, photographs. Considering there will be no pupils filmed, the lessons should be as interactive as possible drawing in the audience.
- Lessons should further incorporate the Tusome methodology of teaching and learning and CBC.

Languages to be spoken by instructors:

- English

Graphic design and animation requirements:

- The video may contain minimal data visualization animations and or stock footage and illustrations from the Tusome Grade 3 English textbook.

DESIGN REQUIREMENTS

- **Platform compatibility** — final videos must be delivered in a file format(s) optimized for presenting at in-person events and also use on social media for Twitter, Facebook and You tube amongst other internet-based platforms. The video should be compatible to formats used by TV stations to air programming
- **Clean and modern design** — Video must be of professional quality, including high-quality video resolution and audio quality, and should align with the style of modern teaching and training videos
- **Video duration** — Videos will be 15-20 minutes in length and 60 in total

CONTENT PRODUCTION REQUIREMENTS

Coordinating with Tusome, the vendor is expected to provide the following services specific to producing video content:

- Coordinate with Tusome to identify additional needs and opportunities for video content to be included in the video beyond already existing footage.
- Conceptualize graphics, infographics, and/or animation to be included in the video and produce them as directed.
- Include subtitles and may help coordinate translation if appropriate.

- Manage and complete video production and editing and submit the rough cut for review to RTI before creating a final cut that includes RTI feedback.
- Provide final editing, with input and review from Tusome and USAID.
- Save all final videos, raw footage and rough cuts developed during filming and editing of the video to a hard drive, to be turned over to Tusome as part of the final deliverable (Tusome retains the right to edit and otherwise use this footage without limitation at any point after fulfillment of the contract.)

TRAVEL

The vendor will be responsible for travel costs.

INSURANCE

The vendor will be required to obtain and maintain insurance coverage including medical, travel, life, injury, etc., during the period of service at their own expense, and may be required to provide proof of insurance.

The vendor must also be required to have vaccinations required in the field.

PROPOSED TIMELINE

The estimated period of performance is 20th May, 2022 to 31st July, 2022 with a possibility of extension. The vendor will report to The Communication and Knowledge Management Specialist.

QUALIFICATIONS

Tusome anticipates that this consultancy will be carried out by an individual or a firm that specialize in production of high-quality videos. Must provide 3 referees who are reachable to attest to their performance.

The vendor must provide prove of past performance of at least 2 project of a similar magnitude (a copy of a contract or an LPO can do)

Product or Service Expectations (both if applicable):

Meets or exceeds expectations

Deliverables, Timelines, Special Terms and Conditions:

As per the scope of work and agreed performance period

- Develop concept/storyboards on how the lessons will be produced from beginning to end.
- 60 Scripts each 15-20 minutes long based on Tusome Grade 3 English textbooks
- 60 lessons, each 15-20 minutes based on the Tusome Grade 3 English textbooks
- Lessons filmed incorporating interplay between the instructor, animations, illustrations, text, photographs. Considering there will be no pupils filmed, the lessons should be as interactive as possible drawing in the audience.

- 10 of the 60 Grade 3 lessons with animation (of the best possible quality)
- 50 lessons incorporating interplay between onscreen instructor, illustrations, photographs and stock footage (video). Vendor is responsible for securing all rights and clearances to video, photos, and music with all music, video and talent rights secured.
- Lessons incorporating a mix between an on-screen instructor, animation, illustrations, photographs and video.
- Interactive lessons that keep grade 3 learners engaged and eager to learn.
- Lessons incorporating Tusome and CBC approach to learning.
- All raw footage, photos, illustrations, and animations secured in hard drives separately and presented to Tusome

Further please provide the following information:

1. Name of the vendor that will be used for contracting and for payment purposes
2. The bank details to be used for payment.
3. The contact person names and designation for contracting and coordination purposes.

Pricing

Item #	Quantity to be Purchased	Description of Preferred Commodity or Services Specifications	Unit of Measure	Unit Fixed Price (Each)	Total Fixed Price (Each)	Lead Time Availability (Number of Days)
1						
2						
3						
Total Value						

Note: vendors are notified that LPOs will be for fixed price, such that for any VAT, Duty, or other taxes, RTI will seek reimbursement/exemption on a cost-reimbursable basis, based on receipts and other appropriate supporting documentation. Vendors commit to refund any VAT and/or Duty amounts upon RTI’s submission of an approved DA1 form or exclude VAT amounts from invoice depending on the progress of securing the approval.

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:

Attachment “B” Instructions to Bidders/Sellers

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase commodities and/or services identified in Attachment A. The Buyer intends to purchase the quantities (for commodities) and/or services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

5th floor, Westwood building, Westlands, Nairobi.

(insert full address of the office)

who has a purchase requirement in support of a project funded by

USAID

(insert client's name)

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to Seller by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:
 - (a) The solicitation number:
 - (b) The date and time submitted:
 - (c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
 - (d) Validity period of Quote:

- (e) A technical description of the items being offered in sufficient detail to evaluate compliance with the requirements in the solicitation. This may include product literature, or other documents, if necessary.
- (f) If RTI informs Seller that the Commodity is intended for export and the Commodity is not classified for export under Export Classification Control Number (ECCN) “EAR99” of the U.S. Department of Commerce Export Administration Regulations (EAR), then Seller must provide RTI the correct ECCN and the name of Seller’s representative responsible for Trade Compliance who can confirm the export classification.
- (g) Lead Time Availability of the Commodity/Service.
- (h) Terms of warranty describing what and how the warranties will be serviced.
- (i) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.
- (j) Payment address or instructions (if different from mailing address)
- (k) Acknowledgment of solicitation amendments (if any)
- (l) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
- (m) **Special Note:** *The Seller, by his response to this RFQ/RFP and accompanying signatures, confirms that the terms and conditions associated with this RFQ/RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.*
4. **Forms:** Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment “A”. Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.
5. **Questions Concerning the Procurement.** All questions in regard to this RFQ/RFP to be directed to
- Judy Ongoma-Miyoma
(insert name of procurement officer)
- at this email address:
- jmiyomaongoma@tusome.rti.org
(insert email address of the procurement officer).
- The cut-off date for questions is *(insert date)*.
- 11th May, 2022

6. **Notifications and Deliveries:** Time is of the essence for this procurement. Seller shall deliver

the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFQ/RFP. The Seller shall immediately contact the Buyer's Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Seller.

7. **Documentation:** The following documents will be required for payment for each item:
 - (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
 - (b) Packing List
 - (c) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in <https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf> , <http://www.rti.org/files/PO FAR Clauses.pdf>, or <http://www.rti.org/files/PO FAR Clauses Commercial Items.pdf>. Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.
9. **Alternative Proposals:** Sellers are permitted to offer "alternatives" should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A Specifications.
10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
11. **Evaluation and Award Process:** The RTI Procurement Officer will award an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the **best value** to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the "best value" awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller's initial offer should contain the Seller's best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

The evaluation factors will be comprised of the following criteria:

- (a) **PRICE.** Lowest evaluated ceiling price (inclusive of option quantities) .
- (b) **DELIVERY.** Seller provides the most advantageous delivery schedule.
- (c) **TECHNICAL.** Items/Services shall satisfy or exceed the specifications described in RFQ/RFP Attachment A.
- (d) **PAST PERFORMANCE** - Seller can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.
- (e) **OTHER EVALUATION CRITERIA.**

12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.
13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 60 days after submission.
14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.
15. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.
16. **The John S. McCain National Defense Authorization Act for fiscal year 2019 - section 889.** RTI cannot use any equipment or services from specific companies, or their subsidiaries and affiliates, including Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company ("Covered Technology"). In response to this request for proposal, please do not provide a quote which includes any Covered Technology. Any quote which includes Covered Technology will be deemed non-responsive. Additionally, if the United States Government is the source of funds for this RFP, the resulting Supplier shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component

Acceptance:

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: *(Seller Company Name)*

Signature: _____

Title:

Date: