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BHUTAN INFOCOMM AND MEDIA AUTHORITY
ROYAL GOVERNMENT OF BHUTAN



BICMA/PRO/2020-2021/5224

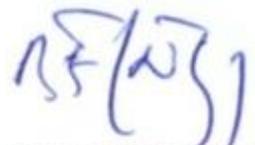
Date: 30th March 2021

Letter of Invitation for RFP

The Bhutan InfoComm and Media Authority (Authority) invites sealed bids from the eligible firms for developing info-graphic video for Electromagnetic Field Emission Monitoring and the Mobile Quality of Service Monitoring.

The details of scope of the work are provided in the Terms of Reference (ToR). The RFP must be submitted latest by 15th April 2021 at 2:00PM via eGP system.

For any clarifications kindly contact at sonamphuntsho@bicma.bt or +975-17690057 during the office hours.


(Jigme Wangdi)
DIRECTOR

Terms of Reference (ToR)

(Developing public awareness info-graphic video on Electromagnetic Field Emission Monitoring and the Mobile Quality of Service Monitoring)

1. Background

To ensure safe emission from Cellular Base Transceiver Stations (BTS), the Authority is carrying out the measurement of EMF exposure from BTS stations in the country. And also due to the high requirement for monitoring the electromagnetic fields (EMFs) generated by communication systems and other radiofrequency (RF) technologies, the Authority regularly assesses its compliance with existing legislation and prescribed reference levels and certifies the respective BTS station of the operators. However, the public are usually unaware of such activities and there is a need to advocate the public on the EMF radiation measurement of Cellular BTS stations.

Additionally, the advancement in mobile technology and the increase in mobile penetration have led to the expectation for better quality of mobile services. To ensure better Mobile quality of service (QoS) by the operators and better Mobile quality of experience for the users, the Authority periodically monitors the mobile QoS (Data and Voice) in the country. Based on the QoS drive tests conducted, the Authority shares the drive test results with the service providers to rectify shortcomings and improve the telecommunication services. However, the public are not aware of such activities as well as are not keen to provide evidence based complaints to the Authority on any network QoS issues.

Considering the importance of public awareness on such important activities carried out by the Authority and to encourage the public to actively participate in sharing evidence based network issues, the Authority intends to develop the following advocacy videos:

- a. To develop an infographic video on advocating Authority's activities in Mobile Quality of Service (QoS) monitoring and its benefits.
- b. To develop an infographic video on advocating Authority's activities in EMF monitoring and its importance to the public.

2. Objectives

- To create awareness through infographic video to the public on the importance of monitoring Electromagnetic Field Emission Radiation from the Mobile Base Transceiver Station (BTS) and Authority's activities in ensuring the safety of public from such emission
- To create awareness through infographic video to the public on the Authority's activities on monitoring Mobile Quality of Services (QoS) and the importance of public to submit evidence based complaints of Mobile QoS to the Authority

3. Scope of Work

- The firm for these assignments will be required to develop infographic video(s) in Dzongkha with English subtitles for two tasks which are:
 - (i) Infographic video for Mobile QoS Monitoring (2 - 2.5 minutes)
 - (ii) Infographic for EMF monitoring (2 - 2.5 minutes)
- The firm shall submit a proposal along with the script and its production approach of the infographic videos as per the outline provided by the Authority for both the tasks.
- The content of the task (i) shall portray clear information of the objectives with relevant technical content and information. For instance, the content shall be creative and relevant covering all the importance and benefits of such monitoring.
- The firm shall keep in mind the infographic video(s) are primarily focused to advocate the monitoring activities of the Authority and convince the public of the importance of such monitoring activities.
- The firm shall accommodate any changes and modifications after the first and subsequent submission of the draft.
- The firm shall commit to quality delivery of products within the price and timeline.
- The firm shall work in close consultation with the Authority on the content of the video(s).

4. Specific Tasks

- Prepare and present inception report and presentation to the Authority including content (script) covering the activities the Authority carries out for these monitoring tasks and its importance. And also the inception report should include its working methodology and approach to its production.
- Present the draft video(s) to the Authority for feedback.
- For both the tasks, incorporate any comments, suggestions and feedback received from the Authority and finalize it.
- Present the finalised video(s) to the Authority.

5. Expected Deliverables

The firm shall produce and deliver:

- the infographic video in Dzongkha with English subtitle in a format acceptable by television media and popular internet sites for:
 - i) Infographic video for Mobile QoS Monitoring (2 - 2.5 minutes)
 - (ii) Infographic for EMF monitoring (2 - 2.5 minutes)

6. Qualifications

The consultancy shall fulfil the following criterias;

- Having adequate manpower with qualified and experienced professionals or technical expertise in the production of infographic videos,
- Having adequate equipment for production of infographic videos,
- Who had done similar assignments in the past,
- Must demonstrate the ability to produce infographic videos and have good command over the Dzongkha and English (oral and written),

7. Evaluation Criteria

The evaluation shall be based on both technical proposal evaluation and financial proposal evaluation in the ratio of 60:40 (60% technical and 40% financial).

There will be two rounds of evaluation. In the first round, the technical proposal will be evaluated. And in order to qualify for the second round of evaluation, the firm should have obtained at least 70% score in their technical proposal evaluation during the first round. The firm who fails to score at least 70% score of technical proposal will be rejected.

In the second round of evaluation, the financial proposal will also be evaluated. The 60% of the score from the technical evaluation and the 40% of the score from the financial evaluation will be totalled for the final score.

A. For the technical evaluation, the criteria, sub-criteria and points systems for evaluating the technical proposal are as follows:

(i) Previous consultancy experience of conducting such assignments: (max. 25 points)

If no documentary evidence is provided, no points will be awarded

(ii) Firm's Understanding of Authority's objectives, requirements, approach, content, methods, solutions etc: (max. 50 points)

a. The firm shall demonstrate clear understanding of the assignment topic, objectives and scope of the task and expected outcome, any technical requirements of this task. This should be demonstrated through a written technical proposal - 45 Points **(For this, there should be detailed write-up (essay) on your understanding on the assignment and the content that will be included in the audio visual infographic video and pamphlet).**

b. Valid suggestions or improvements/new ideas to the ToR - 5 points

(iii) Specific experience and qualifications of the proposed staffs/professionals who will carry out this task: (max. 25 points)

The CVs of the professionals should be supported by at least two references from the past clients.

B. Financial Evaluation

The formula for determining the financial score shall be based on the following method:

The lowest financial quote will be given 100 points in financial score.

$S_f = 100 \times F_m/F$, in which S_f is the financial score other bidders, F_m is the lowest price and F the price of the proposal under consideration.

Finally to calculate the final 40% of financial score, the formula for final financial

score for each bidder is as follows: $S = Sf \times 40\%$

The overall financial proposal shall be submitted as in the following table:

Sl. No	Assignment	Cost in Nu.
1.	Infographic video for Mobile QoS Monitoring	
2.	Infographic video for EMF monitoring	
Total Cost		

8. Tentative Timeline

Activities	April 2021	May 2021	June, 2021
Float tender			
Evaluation and Awarding of work			
Prepare and present preliminary plan by the consultant (script, narration, outline etc) for the video			
Incorporate the changes and make a final presentation on the plan			
Present the draft video to the Authority for discussion and input			
Incorporate changes to the video and final presentation to the Authority			
Submit final copy of the video to the Authority			

9. Reporting Requirements

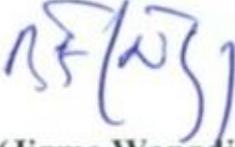
The consultant/firm shall work closely with the Authority to fulfill the stated objectives and scope of work. In order for the Authority to keep track of the status of the production, the consultant/firm is required to report to the Authority through presentation and writing (as per the timeline in above table) and as per the following after signing of the contract and work award:

- Midway status report on the production and draft brochure/pamphlet,

- Final status report on or before 15 days of the due date for submission of draft production
- Submission of the draft and presentation
- Submission of final products

10. Termination of Work

The contract shall be terminated if the selected consultant breaches any of the terms and conditions stipulated under the contract.



(Jigme Wangdi)
DIRECTOR