



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

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**Information Sheet**  
**To Hire a Video Production Firm for a**  
**Period of 01 Year**

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06<sup>th</sup> July 2021

<b>Section 1 - Instruction to Tenderers</b>		
<b>1.</b>	<b>General</b>	
1.1	Announcement Number:	(IUL)MMPRC-PRO/1/2021/26
1.2	Announcement Date:	06 <sup>th</sup> July 2021
1.3	Project:	To Hire a Video Production Firm for a Period of 01 Year.
<b>2.</b>	<b>Procedure of Tendering</b>	
2.1	<b>Eligible Tenderers:</b> A Tenderer may be a sole proprietor, private entity, or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture	
2.2	<b>Amendments to Tender Documents:</b> (a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda. (b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC (c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders	
2.3	<b>Registration of Tenderers: Thursday, 15<sup>th</sup> July 2021 before 1500hrs.</b>	
2.4	Pre-bid meeting / Info Session: Not Applicable	
2.5	Clarifications of Bidding document, project, scope of works: Monday, 02 <sup>nd</sup> August 2021 before 1500 hrs. (local time)	
2.6	<b>Submission of Tenders:</b> Venue: Maldives Marketing & Public Relations Corporation, 2 <sup>nd</sup> Floor, H. Zonaria, Male' Date: Tuesday, 03 <sup>rd</sup> August 2021 Time: 1000 hrs.	

3.	<b>Preparation of Tenders</b>
3.1	<p><b>Cost of Tendering:</b></p> <p>The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.</p>
3.2	<p><b>Language of Tender:</b></p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English or Dhivehi</b> Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in <b>English or Dhivehi</b>, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>
3.3	<p><b>Documents Comprising the Tender:</b></p> <ul style="list-style-type: none"> <li>(a) Quotation</li> <li>(b) Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</li> <li>(c) Profile of the Tenderer</li> <li>(d) Copy of GST Registration Certificate</li> <li>(e) Tax Clearance Certificate issued by MIRA</li> <li>(f) Other documents, if required</li> </ul>
3.4	<p><b>Period of Validity of Tender:</b></p> <ul style="list-style-type: none"> <li>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive.</li> <li>(b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</li> </ul>
3.5	<b>Tender Security (If required): Not Applicable</b>
3.6	<p><b>Format of Signing of Tender:</b></p> <p>The Tenderer shall prepare one original of the documents comprising the</p>

	Tender as described in Clause 3.3, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.8, shall be clearly marked “Alternative”.
3.7	<b>GST</b> The prices shall be quoted inclusive of GST
3.8	<b>Alternative Tenders:</b> It is permitted to submit Alternative Tenders.
3.9	<b>Incomplete Tender:</b> Any tender that does not include all information and documents stated in clause 3.3 shall be considered as Incomplete Tender.
3.9	<b>Conflict of Interest:</b> A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if: (a) they have a controlling partner in common; or (b) they receive or have received any direct or indirect subsidy from any of them; or (c) they have the same legal representative for purposes of this Tender; or (d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or (e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or (f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or

	(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.
3.11	<p><b>Authorization:</b></p> <p>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.</p>
4.	<b>Submission and Opening of Tenders</b>
4.1	<b>Sealing of Tenders:</b>
4.2	<p><b>Deadline for Submission of Tenders:</b></p> <p>(a) Tenders must be received by MMPRC at the address and no later than the date and time clause 2.6 of this document.</p> <p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
4.3	<p><b>Late Tender:</b></p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 4.2. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
4.4	<p><b>Submission Documents:</b></p> <ul style="list-style-type: none"> <li>• Cover letter expressing interest. This letter should include the contract price.</li> <li>• Company Profile along with Business Registration Certificate should be submitted. And for individuals, Portfolio and National ID Card Copy should be submitted.</li> <li>• Team portfolio of people who will work on the project.</li> <li>• Reference letters and proof of previous projects undertaken</li> <li>• A soft copy of the bid document to be submitted along with the hardcopy of the bid.</li> </ul>

<b>5.</b>	<b>Evaluation</b>													
5.1	The tender evaluations will be carried out as per the evaluation criteria stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.													
<b>6.</b>	<b>Tender Security and Performance Guaranty (Not applicable)</b>													
<b>7.</b>	<b>Advance Payment - applicable as per procedure Advance Payment Guaranty (Not applicable)</b>													
<b>8</b>	<b>Penalty &amp; Contract Termination</b>													
8.1	<b>Penalty:</b> MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.													
8.2	<b>Contract Termination:</b> If the Selected Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.													
<b>Section 2 - Evaluation Criteria</b>														
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	Marks will be awarded based on the quality of the works submitted as proof and the relatedness of the works submitted as per MMPRC requirements. Also based on the adequate knowledge and experience to carry out the works. In addition to the above marks will be allocated based on the experience that MMPRC had if the bidder has worked previously with MMPRC.	
Case studies	Past work and the experiences of the work carried out similar to what MMPRC requires in this bid document, uniqueness, success stories, some tools used etc. Also, a portfolio of the recent works carried out. The case studies should be of the reference letters submitted.	25
Strength of the Team	The profile including the assigned tasks of the team members should be submitted. Marks will be given based on the diversity of skills, roles and expertise of the team.	20
Methodology	Methodology, or creative frameworks the bidder had worked with other companies with similar work undertaken.  Creative frameworks the bidder propose to work with MMPRC and the <i>delivery periods</i> .  The successful bidder will be required to submit the final artwork as per the Scope of Work within agreed times of assigning the work from MMPRC. The final artwork will have to be finalized in consultation with MMPRC.	10
	<b>TOTAL</b>	<b>100</b>

### Section 3 - Scope of Work

1.	<p>The selected party is required to work with MMPRC and deliver short video clips that is needed to carry out its marketing activities worldwide. MMPRC wish to outsource this creative component in order to maximize its creative and effective marketing activities at this difficult time. These works include but are not limited to:</p> <p>Contract Duration - 12 months</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Description:</th> <th style="width: 30%;">Numbers</th> </tr> </thead> <tbody> <tr> <td>                     a) Production of short video clips                     <ul style="list-style-type: none"> <li>• (120 seconds with a maximum of 2 x 30-60 second cuts as required)</li> <li>• Creation of video clips of 15 - 30 seconds once per month</li> <li>• Includes all the production process like conceptual development, storyboards, shooting, hiring of equipment, editing, music, SFX, voice overs etc.</li> </ul> </td> <td style="text-align: center; vertical-align: top;">1 x 60 days</td> </tr> <tr> <td>                     b) Editing and post-production of short video clips-                      Raw footage will be provided (30 to 120 seconds)                 </td> <td style="text-align: center; vertical-align: top;">10 x monthly</td> </tr> </tbody> </table>		Description:	Numbers	a) Production of short video clips <ul style="list-style-type: none"> <li>• (120 seconds with a maximum of 2 x 30-60 second cuts as required)</li> <li>• Creation of video clips of 15 - 30 seconds once per month</li> <li>• Includes all the production process like conceptual development, storyboards, shooting, hiring of equipment, editing, music, SFX, voice overs etc.</li> </ul>	1 x 60 days	b) Editing and post-production of short video clips- Raw footage will be provided (30 to 120 seconds)	10 x monthly
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b) Editing and post-production of short video clips- Raw footage will be provided (30 to 120 seconds)	10 x monthly							
2.	<p>Scope of the video will be provided by MMPRC and a brief will be provided for each production.</p>							
3.	<p>Transport, food and accommodation for shoots outside Greater Male' area will be arranged and provided by MMPRC. Travel requirements should be communicated in a timely manner with MMPRC.</p>							
4.	<p>Production firm should submit a treatment, a story board and a mood board for approvals and carry out the production process.</p>							
5.	<p>All works performed under this agreement will be property of MMPRC and MMPRC will have the right to use this on digital and print mediums for promotional purpose.</p>							
6.	<p>Photos and videos from MMPRC library will be shared with the winning party. And these should be solely used for the purpose mentioned under this Scope and should maintain confidentiality at all times.</p>							
7.	<p>Use of some video footages and still photos owned by the successful bidder</p>							



	will be an added advantage. However, the bidder should ensure that photocopy right is obtained of the photos and videos used. MMPRC should not be held liable should an issue arise due to copyright issue.
8.	The delivery time will be informed once the task is assigned to avoid any delays
9.	Based on the performance and delivery of the service the contract can be extended on the same conditions and price agreed with the winning party.