

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Information for Bidders
Production of the Official Video for “Nala Nala Raajje”
The Theme Song of Maldives Tourism Golden Jubilee Year

1: General Information

1.1 Announcement Number: (IUL)88-ADHR/88/2021/100

1.2 Announcement Date: 9th December 2021

1.3 Project Name:

Production of the Official Video for “Nala Nala Rajje”, the Maldives Tourism Golden Jubilee Theme Song

1.4 Background:

The Ministry of Tourism, together with the tourism industry of the Maldives is preparing for a grand celebration of 2022, the Golden Jubilee Year of Maldives tourism. As part of branding works for the year, an official logo was created and launched on 10th March 2021. The official theme song, “Nala Nala Raajje”, a joint effort by the Ministry of Tourism and the Musicians’ Union of Maldives, which was written, composed and produced by Detune band for Ministry of Tourism and was released on 3rd October 2021. The Ministry now wishes to outsource the work of producing the official video for this song. The golden year theme song will be primarily used in the celebratory events throughout the year 2022, locally and internationally, in a festive spirit. In addition to this, the song will be used as a marketing tool showcasing Maldives’ tourism product and its 50-year journey.

1.5 Purpose:

The purpose of this bid is to invite interested parties to submit proposals for the production of the Official Video for the Maldives Tourism Golden Jubilee Year Theme Song “Nala Nala Raajje”. The official audio of the song can be accessed from the link below:

<https://www.youtube.com/watch?v=FkegiA7SoGM>

2: Scope of the Work

2.1 Description:

The selected party is required to work with the Ministry of Tourism to produce a video for “Nala Nala Raajje”, the theme song of Maldives Tourism Golden Jubilee Year, that will be used in all celebrations throughout year 2022. The selected party shall create the theme, content, based on the song lyrics and carry out pre and post production of the video.

2.2 Timeframe / Duration:

The project work will commence on 30th December 2021 and shall be completed not later than 29th January 2022.



2.3 Deliverables

2.3.1 Develop a Storyboard for the video. The video story board shall include but is not limited to below elements. The vendors are free to add any other themes relevant to the lyrics of the song or of Maldives.

- Beginning of tourism in the Maldives
- Island community life
- Local culture, heritage, food, and activities
- Smiles and Maldivian hospitality
- Underwater footages (Maldives)
- Bioluminescence planktons (Redhan)
- Surfing (water sports)
- Wetlands
- Local entertainment (boduberu, bandiya etc)

2.3.2 The video must feature Detune band.

2.3.3 The video must be subtitled in English.

2.3.4 The footages used in the video should be owned by the contractor or must be new footages.

2.3.5 The video shall be fully produced, edited, and delivered as per the work schedule

2.3.6 Contractor shall collaborate with and arrange for reviews and approvals with Ministry of Tourism for the concept development, rough cut, and final cut of the videos.

2.3.7 Contractor shall provide professional video production and shall use professional editing and color grading applications

2.3.8 Minimum video quality must in 4K

2.3.9 The Ministry of Tourism will reserve full rights of the video and all its footages once submitted to the Ministry.

3: Payment

Contractor must provide a work schedule with timelines so that itemized invoices are submitted as follows:

Invoice 1: Advance Payment (if applicable). An advance payment (15% of the proposal value) is applicable ONLY if the proposal value exceeds MVR 250,000/- In such cases advance payment can be processed by the Ministry of Tourism, upon signing of the agreement and submission of an “Advance Payment Guarantee” (Sample in Annex 8) in the form of a bank guarantee, by the contractor.

Invoice 2: Final Payment. Upon completing of all deliverables, the contractor shall raise the final invoice. The payment will be processed upon completion of the full video as per the deliverables and handing over to the Ministry of Tourism.

Invoices shall be raised and all relevant documents must be submitted by the contractor as per the work schedule for any payment to be processed under this assignment.



4: Instructions to Tenderers

4.1. Eligible Tenderers:

A Tenderer may be a person, 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.

4.2. Cost of Tendering:

The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and the Ministry of Tourism shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.

4.3. Language of Tender:

The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and the Ministry of Tourism, shall be written in English or Dhivehi 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 English or Dhivehi, in which case, for purposes of interpretation of the Tender, such translation shall govern.

4.4. Logistics and Travel:

The contractor identified for this assignment should bear the cost of all logistics, including any transportation and/or accommodation required, during the production of this video.

4.5. Instructions for Tender Documents

- a) The following documents must be included in the bid proposal;
 1. Bid Submission Checklist (Annex 1)
 2. Bid Submission Form (Annex 2)
 3. All documents mentioned in (1.1.1 of Annex 1)
- a) Profile of the Tenderer. Must provide details of all team members
- b) Work schedule (detailed work schedule with timelines)
- c) Proof of past and similar experiences:
 - a. Reference letters from previous customers/clients reflecting the nature of the projects implemented and the role of the company. Or creative frameworks of similar work the bidder had worked with other companies.
 - b. Should include links and/or soft copies of similar work carried out in the past.

5: Submission and Opening of Bids

5.1 Deadline for Submission of Tenders:

Proposals must be submitted no later than **Monday, 20th December 2021 @11:00 hrs** addressed to;

Ministry of Tourism
5th Floor, Velaanaage
Ameer Ahmed Magu
Male', Republic of Maldives



Proposals that are received by Ministry of Tourism after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

5.2 Bid Opening:

Bid opening meeting will be held on;

Date: Monday, 20th December 2021

Time: 1100 hrs.

Venue: Ministry of Tourism, 5th Floor, Velanaage, Ameer Ahmed Magu, Male'

6: Evaluation Criteria

Area	Details	Total Points
Total Price	Marks will be awarded on smallest price	30
Storyboard	All the deliverables under 2.3 of Scope of work (Section 2) must be fulfilled. The storyboard will be evaluated for its creativity, representation of theme and uniqueness relatedness to the lyrics of the song and use of the elements specified under 2.3.1	40
Quality of the Work	Marks will be awarded based on the quality and creativity of pervious works submitted as proof. (video files / links)	10
Team members	The project requires an experienced and skilled team with detail-oriented and organized members, who can work both independently and collaboratively. The contractor shall have knowledge of video production techniques and knowledge of equipment used for production and editing.	5
Past work and similar experiences	Minimum 3 reference letters of similar projects undertaken. This reference letter should include the name of the project along with the contact details for reference. Samples of videos and other related works of the references provided should be submitted along with the proposal. Marks will be awarded based on the quality of the and relatedness of the works submitted as per MoT requirements. Also based on the adequate knowledge and the contractor shall have proven experience in the field of video production to carry out the works.	15

7: Clarifications

For any clarifications on the project, tender documents or scope of work, please contact the following on or before **Sunday, 19th December 2021, 1300 hrs.** (local time)

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