



Maldives Marketing and Public Relations Corporations
Republic of Maldives

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

20th April 2022

Section 1 - Instruction to Tenderers		
1.	General	
1.1	Announcement Number:	(IUL)MMPRC-PRO/1/2022/38
1.2	Announcement Date:	20 th April 2022
1.3	Project:	To Hire a Video Production Firm for a Period of 01 Year.
2.	Procedure of Tendering	
2.1	<p>Eligible Tenderers:</p> <p>a) 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</p> <p>b) The tenderer should not have any dues that needs to be paid to MIRA.</p>	
2.2	<p>Amendments to Tender Documents:</p> <p>(a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(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</p> <p>(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</p>	
2.3	<p>Registration of Tenderers:</p> <p>Registration will take place at the pre-bid meeting. Only the Tenderers who attend the pre-bid meeting will be registered and eligible to submit the bid.</p>	
2.4	<p>Pre-bid meeting:</p> <p>Pre-bid meeting will take place at;</p> <p>Venue: Maldives Marketing & Public Relations Corporation 4th Floor, H. Zonaria, Male'</p> <p>Date: 27th April 2022</p> <p>Time: 1100 hrs.</p>	
2.5	<p>Clarifications of Bidding document, Scope of work: Monday, 09th May 2022 before 1200 hrs.</p> <p>Mr. Hassan Shaheel</p> <p>Executive Director, Procurement</p>	

	<p>Maldives Marketing and Public Relations Corporation H. Zonaria, 2nd Floor, Boduthakurufaanu Magu, Male' Republic of Maldives Telephone: +960 3323228 Email: shaheel@visitmaldives.com procurement@visitmaldives.com</p>
2.6	<p>Submission of Tenders: Venue: Maldives Marketing & Public Relations Corporation, 4th Floor, H. Zonaria, Male' Date: Tuesday, 17th May 2022 Time: 1100 hrs.</p>
3.	Preparation of Tenders
3.1	<p>Cost of Tendering: 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>Language of Tender: The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, 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.</p>
3.3	<p>Documents Comprising the Tender:</p> <ul style="list-style-type: none"> (a) Quotation with authorized signatory and stamp and delivery period in calendar days (b) Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society (c) Profile of the Tenderer (Portfolio) (d) Copy of Tax Registration Certificate and Tax Clearance Certificate issued by MIRA within past 1 month. (e) Reference Letters (f) An authorisation from the Company for Authorization of Signatory (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.)

3.4	<p>Period of Validity of Tender:</p> <p>(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.</p> <p>(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.</p>
3.5	<p>Tender Security (If required): Not Applicable</p>
3.6	<p>Format of Signing of Tender:</p> <p>The Tenderer shall prepare one original of the documents comprising the 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”.</p>
3.7	<p>GST:</p> <p>The prices shall be quoted inclusive of GST.</p>
3.8	<p>Alternative Tenders:</p> <p>It is permitted to submit Alternative Tenders.</p>
3.9	<p>Incomplete Tender:</p> <p>Any tender that does not include all information and documents stated in clause 3.3 shall be considered as Incomplete Tender. Any incomplete tender shall be disqualified in the evaluation process.</p>
3.9	<p>Conflict of Interest:</p> <p>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:</p> <ul style="list-style-type: none"> (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. <p>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</p>

	<p>does not limit the inclusion of the same subcontractor in more than one Tender; or</p> <p>(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</p> <p>(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.</p>
3.11	<p>Authorization:</p> <p>a) 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> <p>b) Tender proposal will be disqualified if the document is not submitted with the Tender</p>
4.	Submission and Opening of Tenders
4.1	Sealing of Tenders:
4.2	<p>Deadline for Submission of Tenders:</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>Late Tender:</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>Submission Documents:</p> <ul style="list-style-type: none"> • Quotation with authorized signatory and stamp. Quotation should clearly mention the price in MVR and delivery period

	<ul style="list-style-type: none"> • Company Profile along with Business Registration Certificate should be submitted. And for individuals, Portfolio and National ID Card Copy should be submitted. • Team portfolio of people who will work on the project. • Company Registration Certificate • Tax Registration certificate • Recent Tax Clearance certificate from MIRA(Not earlier than one month from the date of this announcement) • Reference letters of past experience • An authorisation from the Company for Authorization of Signatory (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.)
5.	Evaluation
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.
6.	Tender Security and Performance Guaranty (Not applicable)
7.	Advance Payment and Advance Payment Guarantee (Not applicable)
8	Penalty & Contract Termination
8.1	<p>Penalty:</p> <p>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.</p>
8.2	<p>Contract Termination:</p> <p>If the Select 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.</p>

Area	Details	Marks
Retainer Fee	Marks will be awarded on Pro rata basis	25
Profile	<p>The Company profile, registration certificate, tax registration certificate and tax clearance from MIRA should be submitted.</p> <p>Marks this for this category will be awarded based on the relatedness of the business to the scope of the work.</p>	10
Experience	<p>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 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.</p>	10
Case studies	<p>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.</p>	25

<p>Strength of the Team</p>	<p>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.</p>	<p>20</p>
<p>Methodology</p>	<p>Methodology, or creative frameworks the bidder had worked with other companies with similar work undertaken.</p> <p>Creative frameworks the bidder propose to work with MMPRC and the <i>delivery periods</i>.</p> <p>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.</p> <p>The final artwork will have to be finalized in consultation with MMPRC.</p>	<p>10</p>
	<p>TOTAL</p>	<p>100</p>

Section 3 -SCOPE OF WORK

1. Contract Duration: 12 months
2. The service provider is required to work with MMPRC and deliver video clips that are needed to carry out its marketing activities worldwide. These works include but are not limited to the below:

Description																											
<ul style="list-style-type: none"> • Production of New video clips 																											
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Length</th> <th style="width: 40%;">Qty</th> </tr> </thead> <tbody> <tr><td>15s</td><td style="text-align: center;">3</td></tr> <tr><td>15 - 30s</td><td style="text-align: center;">1</td></tr> <tr><td>30s</td><td style="text-align: center;">51</td></tr> <tr><td>30s - 1 minute</td><td style="text-align: center;">2</td></tr> <tr><td>1 minute</td><td style="text-align: center;">7</td></tr> <tr><td>1 - 2 minutes</td><td style="text-align: center;">6</td></tr> <tr><td>2 - 3 minutes</td><td style="text-align: center;">3</td></tr> <tr><td>3 - 5 minutes</td><td style="text-align: center;">16</td></tr> <tr><td>4 - 5 minutes</td><td style="text-align: center;">4</td></tr> <tr><td>5 minutes</td><td style="text-align: center;">1</td></tr> <tr><td>10 minutes</td><td style="text-align: center;">8</td></tr> <tr><td>Total</td><td style="text-align: center;">102</td></tr> </tbody> </table>	Length	Qty	15s	3	15 - 30s	1	30s	51	30s - 1 minute	2	1 minute	7	1 - 2 minutes	6	2 - 3 minutes	3	3 - 5 minutes	16	4 - 5 minutes	4	5 minutes	1	10 minutes	8	Total	102
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Total	102																										
<ul style="list-style-type: none"> • Shooting schedules, scripting process if required, planning and production with timeline, video editing, supporting music and graphics (with license) • Editing and post-production of video clips 																											
<ul style="list-style-type: none"> • Compilations using existing footage 																											
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<ul style="list-style-type: none"> • Editing and post-production of video clips • Raw footage will be provided for post-production including editing, SFX, voice overs, subtitles etc. for the compilations 																											

3. Creative brief will be provided by MMPRC, and a brief will be provided for each production.

4. Transport, food and accommodation for shoots outside the greater Male' area will be arranged and provided by MMPRC. Travel requirements should be communicated in a timely manner with MMPRC.
5. The video production firm must submit a story board, shooting timeline, mood board and script if required for pre-approval before the start of video shooting.
6. 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 purposes.
 - a. All raw footage should be provided at the end of each video production
7. Photos and videos from the MMPRC library will be shared with the service provider. These should be solely used for the purpose mentioned under the scope and should always maintain confidentiality.
8. Use of some video footage and still photos owned by the service provider will be an added advantage. However, the service provider must ensure that the photocopy right is obtained of the photos and videos used. MMPRC should not be held liable should an issue arise due to copyright issues.
9. The delivery time will be informed once the task is assigned to avoid any delays.