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དཔལ་ལྷན་འབྲུག་གཞུང་།

**MEDIA COUNCIL OF BHUTAN
ROYAL GOVERNMENT OF BHUTAN**



Terms of Reference – Development of Introductory Video

1. Background

In line with the provisions of the Information, Communications and Media Act of Bhutan 2018, the Media Council of Bhutan was formally established in September 2019 to carry out activities and mandates related to media and regulate both online and offline media contents.

Since its inception in September 2019, the Council undertook numerous initiatives for making its media presence by developing websites, creating Facebook and other social media pages such as Twitter. Despite undertaking such initiatives, still the general public seems to be confused with the Council's mandates. In general, the public are still either unaware of the Council's presence or know very little about it.

According to GoAnimate, about 60% of visitors prefer to watch company's videos rather than reading about it. In order to ensure that the public are well-informed about the Council and its function, the Secretariat proposes to develop an introductory video highlighting the mandates and roles and responsibilities of the Council including incorporating a section on the complaint handling mechanism adopted for effective execution of its mandates.

2. Aims and Objectives

- Create awareness on the Council's presence
- Advocate its mandates and roles and responsibilities
- Familiarize public on the Complaint mechanism adopted by the Council

3. Scope of Work

The firm for these assignment will be required to carry out the following assignments:

- To undertake study of the Council.
- To develop a clear framework on how the program would be carried out.

4. Deliverables and TimeLine

The Consultant will be expected to provide the following deliverables:

SI No.	Deliverables	Timeline
1.	Planning and Methodology presentation	7 days after the award of the work
2.	Draft presentation and discussion	14 days after the award of the work
3.	Final draft presentation	21 days after the award of the work
4.	Final product submission	30 days after the award of the work

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5. Confidentiality

The Consultant will protect the confidentiality of the data received to carry out this work, and sign an agreement with the Council. No data or deliverables from these assignments will be released to third parties without the written approval from the Council. The Consultant will turn over all data and other material to the Council and will not retain any information or material after the assignment has ended.

6. Roles and Responsibilities:

6.1. Consultant Firm Responsibilities:

- The contractor/firm shall carry out the tasks and specific activities outlined in this TOR to deliver the specific expected output professionally and responsibly.
- Develop a plan and methodology for the work.

6.2. The Council's Responsibilities:

- The Council will pay only to the winning contractor the fee and all other costs outlined in the contract upon submission and acceptance of the contractor's final performed work by the Council.
- The Council shall provide all the necessary information needed for the proper execution of the assignment.
- Enable the Contractor to execute his tasks as per the agreed work-plan.

7. Mandatory Eligibility Requirements.

- Copy of Valid Trade License for Consultancy Service.
- Copy of valid Tax Clearance

Non-compliance to mandatory eligibility requirements is treated as non-responsive and the bid shall not be considered for further evaluation.

8. Documentation Requirement

SI No.	Documents required
1.	CV of the Consulting firm (<i>Supporting documents required</i>) <ul style="list-style-type: none">• General Experience of the Consultant• Working experience relevant to the assignment• Educational qualification• Technical human resources of the firm



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2.	Work Plan <ul style="list-style-type: none">Approach and Methodology for this assignment
3.	Other Mandatory documents <ul style="list-style-type: none">Valid Security and Tax ClearanceValid Trade LicenseCopy of the Consultant's CID

9. Evaluation Criteria

The proposal will be evaluated on the basis of the quality of the proposal and costs of the services. Technical and financial proposals will be assigned a weightage of 70% and 30% respectively. The technical proposals with a minimum score of 35 from 70 shall be considered for financial evaluation.

A consultancy firm will be selected as per the following:

Sl No.	Criteria , sub-criteria and the points system for the evaluation of Technical Proposal	Points
TECHNICAL EVALUATION:		
1.	Technical e-Proposal submission form	5
2.	Consultant's Organization and Experience <ul style="list-style-type: none">Specific Experience of the Consultant relevant to the assignment [15]General Experience of the Consultant [10]	25
3.	Curriculum Vitae (CV) <ul style="list-style-type: none">Education Qualification [10]Relevant working experience and its adequacy for the assignment [25]Suitability considering age, skill (such as training, computer skills, language proficiencies and others)- [5]	40
Total points for Technical Proposal:		70
FINANCIAL EVALUATION:		
1.	Financial Proposal (The proposed amount shall include all taxes and charges)	30
Total points for Financial Proposal:		30
Total (Technical + Financial)		100



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Please note that the Council is not bound to select any of the firms/companies submitting proposals. Furthermore, since a contract will be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to the Council's general principles, including economy and efficiency, the Council does not bind itself in any way to select the firms/companies offering the lowest price.

10. Payment Schedule

The payment shall be inclusive of all taxes and charges and shall be released as follows:

- a. 40% of the total cost shall be released after execution of the contract, as an advance for the service; and
- b. Remaining 60% shall be paid upon successful completion and acceptance of the final product by the Council.

11. Reporting Requirements

The consultant shall directly liaise with the Council to ensure that work is completed as per the objective and schedule.

12. Termination of Work

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

12. Legal Responsibility and Performance Security

- a. The contract agreement will be signed between the Council and the Consultant for the work.
- b. Performance security (10% of the contract amount) in the form of Demand Draft/Cash Warrant should be submitted before signing of contract and should be valid for not less than 6 months.
- c. In case of any dispute, it shall be dealt as per the dispute resolution clause prescribed in the PRR.

(Thinzay Zangmo)

HEAD

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