



The Government of the Democratic Socialist Republic of Sri Lanka

SRI LANKA SUSTAINABLE ENERGY AUTHORITY (SLSEA)
Ministry of Energy

INVITATION FOR BIDS:

**Selection of a Media Partner (Contractor) for the Concept Development,
Production, Broadcasting & Telecasting, and Promotion of the National Energy
Education and Media (NEEM) Project through Television, Radio and Digital
Media**

Procurement No: SEA/PD/ONP/34-2026

BIDDING DOCUMENT

NATIONAL COMPETATIVE BIDDING
(single stage two envelop bidding procedure)

Sri Lanka Sustainable Energy Authority
No. 80, Sir Ernest De Silva Mawatha
Colombo 07
[Tel:0112271586](tel:0112271586),
Email: procurement@energy.gov.lk

Issued To

Address

Issuing Officer

Date

Invitation for Bids (IFB)

Sri Lanka Sustainable Energy Authority

Selection of a Media Partner (Contractor) for the Concept Development, Production, Broadcasting & Telecasting, and Promotion of the National Energy Education and Media (NEEM) Project through Television, Radio and Digital Media (SEA/PD/ONP/34-2026)

The Chairman DPC(Major) on behalf of the *Sri Lanka Sustainable Energy Authority* now invites sealed bids from eligible and qualified bidders for the Concept Development, Production, Broadcasting & Telecasting, and Promotion of the National Energy Education and Media (NEEM) Project through Television, Radio and Digital Media.

1. Bidding will be conducted through the National Competitive bidding (single stage two envelop bidding procedure)
2. Eligibility Criteria;
The Minimum Qualification requirements to qualify for contract award include:
 - a) Bidder shall have proven experience in the media industry for more than five years in Sri Lanka.
 - b) The bidder shall provide details of previous and ongoing assignments that demonstrate its experience and capacity to undertake the Concept Development, Production, Broadcasting/Telecasting and Promotion of the National Energy Education Media (NEEM) Project. (Shall submit two recent projects within last three years)
 - c) Bidder shall provide audited financial statements of the last three years as proof to minimum average turnover of Ten million rupees
 - d) PCA3 form (Public contract Act No.03 of 1987)
 - e) Bidder should not be blacklisted by any organization during the past ten (10) year's period.
3. Interested bidders can inspect the Bid document from the link <http://www.energy.gov.lk/index.php/en/procurement>. A complete set of Bidding Documents in English language may be purchased by interested bidders from Sri Lanka Sustainable Energy Authority, No. 80, Sir Ernest De Silva Mawatha, Colombo 07 on the submission of a written request on a business letterhead and upon payment of a non-refundable fee of LKR 5,000.00 during the office hours of the weekdays from 23rd October to 6th November 2026. The method of payment will be by cash.
4. A copy of the above payment receipt shall be submitted along-with the bid. Bids without a copy of the payment receipt will be rejected.
5. The pre bid meeting will be held on 30.10.2026 at 2PM at the Board room of Sri Lanka Sustainable Energy Authority, No. 80, Sir Ernest De Silva Mawatha, Colombo 07
6. Sealed bids marked '**Selection of a Media Partner (Contractor) for the Concept Development, Production, Broadcasting & Telecasting, and Promotion of the National Energy Education and Media (NEEM) Project through Television, Radio and Digital Media**' - SEA/PD/ONP/34-2026' on the top left-hand corner of the envelope shall be sent to reach the Chairman, Department Procurement Committee (Major), Sri Lanka Sustainable Energy Authority, 80, Sir Earnest De Silva Mawatha, Colombo 07, through registered post or

deposit in the tender box placed in SLSEA office at above address on or before **10.30 a.m. on 09th November 2026**. Bids shall be valid upto 24th January 2027. Late bids shall be rejected. Technical Bids will be opened soon after the closing time.

7. All bids shall be accompanied by a Bid Security issued by a Bank Operating in Sri Lanka (on demand unconditional) of LKR 150,000.00 and it shall be valid up to 21st February 2027 and drawn in favor of “Director General, Sri Lanka Sustainable Energy Authority
8. Further details may be obtained by contacting the Procurement Division during office hours on telephone number 011 257 5030 or via email at procurement@energy.gov.lk

Chairman

Department Procurement Committee (Major)
Sri Lanka Sustainable Energy Authority
80, Sir Earnest De Silva Mawatha, Colombo 07.
Tel: 94 (0) 112575030

Email: procurement@energy.gov.lk
23rd October 2026

Web: www.energy.gov.lk

Section I. Instructions to Bidders

A. General

- | | |
|---|---|
| 1. Scope of Bid | <p>1.1 The Employer, as defined in the Bidding Data, invites bids for the Services, as described in Section VI, Employer's Requirements. The name and identification number of the Contract is provided in the Bidding Data.</p> <p>1.2 The successful Bidder will be expected to complete the performance of the Services by the Intended Completion Date provided in the Bidding Data.</p> |
| 2. Qualification and Experience of the Bidder | <p>2.1 All bidders shall provide in Section III, Forms of Bid and Qualification and Experience Information, a preliminary description of the proposed work method and schedule, including drawings and charts, as necessary.</p> <p>2.2 If stated in the Bidding Data, all bidders shall include the following information and documents with their bids in Section III:</p> <ul style="list-style-type: none">(a) List of Services performed for each of the last five years;(c) Experience in Services of a similar nature for each of the last three years, and details of Services under way or contractually committed; and names and address of clients who may be contacted for further information on those contracts;(d) Work plan and methodology(e) list of major items of equipment proposed to carry out the Contract;(f) qualifications and experience of key staff proposed for the Contract;(g) any other if listed in the Bidding Data. |
| 3. Cost of Bidding | <p>3.1 The Bidder shall bear all costs associated with the preparation and submission of his Bid, and the Employer will in no case be responsible or liable for those costs.</p> |
| 4. Site Visit | <p>7.1 The Bidder, at the Bidder's own responsibility and risk, is encouraged to visit and examine the Site of required Services and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the Services. The costs of visiting the Site shall be at the Bidder's own expense.</p> |

B. Bidding Documents

5. Content of Bidding Documents
- 5.1 The set of bidding documents comprises the documents listed below:
- | | |
|-------------|--|
| Volume 1 | |
| Section I. | Instructions to Bidders |
| Section IV | Conditions of Contract |
| Section VII | Forms of Securities and affidavit template |
| Volume II | Invitation for Bid |
| Section II | Bidding Data |
| Section III | Forms of Bid and Qualification Information |
| Section V | Contract Data |
| Section VI | Employer's Requirements |
6. Clarification of Bidding Documents
- 6.1 A prospective Bidder requiring any clarification of the bidding documents may notify the Employer in writing at the Employer's address indicated in the invitation to bid.

C. Preparation of Bids

7. Language of Bid
- 7.1 The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Employer shall be written in English Language.
8. Documents Comprising the Bid
- 8.1 The Bidder shall submit the Bid under two separately sealed envelopes as follows:
- (a) The first envelope shall be clearly marked "ENVELOPE 1 – QUALIFICATION AND EXPERIENCE INFORMATION"; and
 - (b) The second envelope shall be clearly marked " ENVELOPE 2– "FINANCIAL BID" and warning " DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE BIDDERS".
- 8.2 The Envelope 1, marked as "QUALIFICATION AND EXPERIENCE INFORMATION" shall include the originals of the following:
- (i) Volume 1 of the Bidding Document
 - (ii) Bid security if requested;
 - (iii) Duly filled 'A' Schedules, "Qualification and Experience Information";
 - (iv) Other information listed in Bidding Data; and
 - (v) Any other information, bidder may wish to include

8.3 The Envelope 2, marked a “ORIGINAL OF FINANCIAL BID” shall include the originals of the following:

- (i) Duly filled and signed Price Bid Submission Form;
- (ii) Duly filled Activity Schedules

8.4 The two covers shall then be sealed in an outer Envelope All inner and outer envelopes/covers shall:

- (a) be addressed to the Employer at the address provided in the Bidding Data;
- (b) bear the name and identification number of the Contract as defined in Bidding Data; and

9. Bid Prices 9.1 The Contract shall be for the Services, as described in the Employer’s Requirements, Section VI, based on the priced Activity Schedule submitted by the Bidder.

9.2 The Bidder shall fill in rates and prices for all items of the Services described in the in Employer’s Requirements, Section VI and listed in the Activity Schedule, Section VIII. Items for which no rate or price is entered by the Bidder will not be paid for by the Employer when executed and shall be deemed covered by the other rates and prices in the Activity Schedule.

9.3 All duties, taxes, and other levies payable by the Service Provider under the Contract, or for any other cause, as of the date 28 days prior to the deadline for submission of bids, shall be included in the total Bid price submitted by the Bidder. However VAT shall be included separately.

10. Currency of Bid and Payment 10.1 The lump sum price shall be quoted by the Bidder shall be in Sri Lanka Rupees.

11. Bid Validity 11.1 Bids shall remain valid for the period specified in the Bidding Data.
11.2 In exceptional circumstances, the Employer may request that the bidders extend the period of validity for a specified additional period. The request and the bidders’ responses shall be made in writing. A Bidder may refuse the request without forfeiting the Bid Security (if submitted). A Bidder agreeing to the request will not be required or permitted to otherwise modify the Bid, but will be required to extend the validity of Bid Security (if submitted) for the period of the extension, and in compliance with Clause 12 in all respects.

12. Bid Security 12.1 If indicated in the Bidding Data, the Bidder shall furnish, as part of the Bid, a Bid Security, in the amount specified in the Bidding Data and valid till the date specified in the Bidding Data.

12.2 If a Bid Security is requested under sub-clause 12.1 above, any bid not accompanied by an acceptable Bid Security shall be rejected by the Employer.

12.3 The Bid Security of unsuccessful bidders will be returned within 28 days of the end of the Bid validity period specified in Sub-Clause 12.1.

12.4 The Bid Security of the successful Bidder will be discharged when the Bidder has signed the Agreement and furnished the required Performance Security (if required).

12.5 The Bid Security may be forfeited:

- (a) if the Bidder withdraws the Bid after Bid opening during the period of Bid validity;
- (b) if the Bidder does not accept the correction of the Bid price, pursuant to Clause 22; or
- (c) in the case of a successful Bidder, if the Bidder fails within the specified time limit to:
 - (i) sign the Contract; or
 - (ii) furnish the required Performance Security (if required).

13. Format
and
Signing of
Bid

13.1 The Bidder shall prepare one original of the documents comprising the Bid as described in Clause 8 of these Instructions to Bidders.

13.2 The original of the Bid shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized to sign on behalf of the Bidder, All pages of the Bid where entries or amendments have been made shall be initialed by the person or persons signing the Bid.

13.3 The Bid shall contain no alterations or additions, except those to comply with instructions issued by the Employer, or as necessary to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the Bid.

D. Submission of Bids

14. Sealing
and
Marking
of Bids

14.1 The outer envelope prepared in accordance with sub-clause 8.4 shall:

- (a) be addressed to the Employer at the address provided in the Bidding Data;
- (b) bear the name and identification number of the Contract as defined in the Bidding Data; and
- (c) provide a warning not to open before the specified time and date for Bid opening as defined in the Bidding Data.

14.2 In addition to the identification required in Sub-Clause 14.2, the envelopes shall indicate the name and address of the Bidder to enable the Bid to be returned unopened if required..

- 14.3 If the envelope is not sealed and marked as above, the Employer will assume no responsibility for the misplacement or premature opening of the Bid.
15. Deadline for Submission of Bids
- 15.1 Bids shall be delivered to the Employer at the address specified above no later than the time and date specified in the Bidding Data.
- 15.2 Employer may extend the deadline for submission of bids by issuing an amendment, in which case all rights and obligations of the Parties previously subject to the original deadline will then be subject to the new deadline.
16. Late Bids
- 16.1 Any Bid received by the Employer after the deadline prescribed in Clause 15 will be returned unopened to the Bidder.

E. Bid Opening and Evaluation

17. Bid Opening
- 17.1 The Employer will open the envelope marked, 'Envelope 1 – Qualification and Experience', in the presence of Bidders' designated representatives who choose to attend, at the time, date, and location stipulated in the Invitation to Bid. The Bidders' representatives who are present shall confirm their attendance by signing the attendance sheet.
- 17.2 The Bidders' names, the presence (or absence) of Bid security, the presence (or absence) of the Financial Bid and any such other details as the Employer may consider appropriate, will be announced by the Employer at the opening.
- 17.2 The envelopes marked 'Envelope 2 – Financial Bid' will be opened after the completing the evaluation of envelope marked 'Envelope 1 – Quality and Experience', in the manner described in Sub-Clause 21.2.
18. Clarification of Bids
- 18.1 To assist in the examination, evaluation, and comparison of bids, the Employer may, at the Employer's discretion, request any Bidder for clarification of the Bidder's Bid, including breakdowns of the prices in the Activity Schedule, and other information that the Employer may require. The request for clarification and the response shall be in writing, but no change in the price or substance of the Bid shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by the Employer in the evaluation of the bids in accordance with Clause 22.
19. Examination of Bids and Determination of Responsiveness
- 19.1 Prior to the detailed evaluation of bids, using the information provided in Envelope 1, , the Employer will determine whether each Bid (a) is accompanied by the required securities (if requested); and (bc) is substantially responsive to the requirements of the bidding documents.
- 19.2 A substantially responsive Bid is one which conforms to all the terms, conditions, and Employer's Requirements of the bidding documents, without material deviation or reservation. A material deviation or reservation is one (a) which affects in any substantial way the scope, quality, or performance of the Services; (b) which limits in any substantial way, inconsistent with the bidding documents, the Employer's rights or

the Bidder's obligations under the Contract; or (c) whose rectification would affect unfairly the competitive position of other bidders presenting substantially responsive bids.

- 19.3 If a Bid is not substantially responsive, it will be rejected by the Employer, and may not subsequently be made responsive by correction or withdrawal of the nonconforming deviation or reservation.

20
Evaluation of
Qualification
and Experience

- 20.1 The Employer will evaluate and compare only the Bids determined to be substantially responsive in accordance with Clause 19.
- 20.2 A two-stage procedure will be adopted in detailed evaluation of substantial responsive Bids.. The evaluation of qualifications and experience will be completed prior to any financial bid being opened. The Employer evaluates the Envelope 1 – Qualification and Experience on the basis of their responsiveness to the Employer's Requirements, applying the evaluation criteria, and point system specified in Sub-Clause 20.3.
- 20.3 During the evaluation of Envelope 1 for qualification and experience, the Employer will determine whether the Bidders are qualified and whether work plan and methodology are substantially responsive to the requirements set forth in the Bidding Document. In order to reach such a determination, the Employer will examine the information supplied by the Bidders, and other requirements in the Bidding Document, taking into account the factors and point system outlined in the Bidding Data.:
- 20.4 Each substantial responsive bid will be given a score as described under sub-clause 20.3. A Bid shall be rejected at this stage if it does not respond to important aspects of the Employer's Requirements or if it fails to achieve an overall minimum of 70 points together with the minimum given against each criterion.

21 Evaluation
of Financial
Bid

- 21.1 After the evaluation of Envelope 1 is completed, the Employer shall notify those Bidders whose qualification and experience did not meet the minimum qualifying marks or were considered nonresponsive to the Employer's Requirements, indicating that their envelope marked 'Envelope 2 – Financial Bid' will be returned unopened after completing the selection process. The Employer shall simultaneously notify the Bidders that have secured the minimum qualifying marks, indicating the date and time set for opening the envelope marked 'Envelope 2 - Financial Bid'. The notification may be sent by registered letter, or facsimile,.
- 21.2 The Envelope 2 shall be opened publicly in the presence of the Bidders' representatives who choose to attend. The name of the bidder, the Bid prices together with any discounts offered shall be read aloud and recorded when the envelopes marked 'Envelope 2 – Financial Bid' are opened
- 21.3 Before evaluating the Financial Bid, the Employer will determine whether the Bid is signed properly. If the Bid is not signed properly it will be rejected at this stage.

- 21.4 In evaluating the Financial Bid, the Employer will determine for each Bid the Evaluated Bid Price by adjusting the Bid Price as follows:
- a) excluding Provisional Sums and the provision, if any;
 - b) correcting the arithmetical errors in-pursuant to Clause 22.
 - c) making an appropriate adjustment on sound technical and/or financial grounds for any other quantifiable acceptable variations, deviations or alternative offers.
 - d) applying any discounts offered by the Bidder.
- 21.5 The Employer reserves the right to accept or reject any variation, deviation, or alternative offer. Variations, deviations, alternative offers, and other factors that are in excess of the requirements of the Bidding document shall not be taken into account in Bid evaluation.
22. Correction of Errors
- 22.1 Bids determined to be substantially responsive will be checked by the Employer for any arithmetic errors. Arithmetical errors will be rectified by the Employer on the following basis: if there is a discrepancy between unit prices and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected; if there is a discrepancy between the amounts in figures and in words, the amount in words will prevail.
- 22.2 The amount stated in the Bid will be adjusted by the Employer in accordance with the above procedure for the correction of errors and, with the concurrence of the Bidder, shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount, the Bid will be rejected, and the Bid Security may be forfeited in accordance with Sub-Clause 12.5.

F. Award of Contract

23. Award Criteria
- 23.1 Subject to Clause 24, the Employer will award the Contract to the Bidder whose Bid has been determined to be substantially responsive to the bidding documents and who has offered the lowest evaluated Bid price, after the negotiation.

24. Employer's Right to Accept any Bid and to Reject any or all Bids

24.1 Notwithstanding Clause 23, the Employer reserves the right to accept or reject any Bid, and to cancel the bidding process and reject all bids, at any time prior to the award of Contract, without thereby incurring any liability to the affected Bidder or bidders or any obligation to inform the affected Bidder or bidders of the grounds for the Employer's action.

25. Notification
of Award,
Appeal process
and Signing of
Agreement

- 25.1 Upon receipt of the decision of the relevant Procurement Committee/Authority, the successful Bidder shall be notified of the acceptance of its Bid by fax, e-mail or other appropriate written means, followed by formal confirmation in writing to the address provided by the Bidder.

At the same time, all other Bidders shall be informed of the intention to award the Contract to the selected Bidder. An unsuccessful Bidder who wishes to appeal against the selection of the successful Bidder may submit an appeal in writing to the Chairman, Department Procurement Appeal Committee (DPAC), Sri Lanka Sustainable Energy Authority, No. 80, Sir Ernest de Silva Mawatha, Colombo 07, within seven (07) working days from the date of notification of the intention to award the Contract.

Each appeal shall clearly state the grounds for the appeal and shall be accompanied by relevant supporting documents. The appeal shall also be accompanied by a non-refundable cash deposit of LKR 10,000.00 (Sri Lankan Rupees Ten Thousand only). It shall be paid to the Cashier of the Sri Lanka Sustainable Energy Authority (SEA), and the original cash payment receipt shall be submitted together with the appeal.

Appeals submitted after the above-mentioned period or without the required nonrefundable cash deposit slip may not be considered.

- 25.2 Prior to the expiration of the period of bid validity, the Purchaser shall notify the successful Bidder, in writing, that its Bid has been accepted. The notification of award will constitute the formation of the Contract.
- 25.3 The Contract, in the form provided in the bidding documents, will incorporate all agreements between the Employer and the successful Bidder.
- 26
Performance
Security
- 26.1 If requested in the Bidding Data, within 14 days after receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Employer a Performance Security in the amount and in the form (Bank Guarantee and/or Performance Bond) stipulated in the Bidding Data, denominated in the type and proportions of currencies in the Letter of Acceptance and in accordance with the General Conditions of Contract.
- 27
Payments
- 27.2 The Employer will provide Payments as mentioned in BDS.

Section II - Bidding Data

Instructions to Bidders Clause Reference

- (1.1) The Employer is *Sri Lanka Sustainable Energy Authority*

The name and identification number of the Contract is Selection of a Media Partner (Contractor) for the Concept Development, Production, Broadcasting & Telecasting, and Promotion of the National Energy Education and Media (NEEM) Project through Television, Radio and Digital Media.(SEA/PD/ONP/34-2026)

- (1.2) The Intended Completion date is one and half years
The successful bidder is expected to commence the project within a week of the award of contract.

- (2.2) The information required from bidders in Sub-Clause 2.2 is:

Technical proposal submission form TP 01 to TP 18

Financial proposal submission form FP 01 to FP 02

- (6.1) All the prospective bidders can participate in the pre-bid meeting to seek clarifications on the bid, if any. Pre-bid meeting will be held at the following date, time and venue:

Date and Time: 30th October 2026 at 14:00 hrs. at the office of the SLSEA

- (8.2) In accordance with the updated Procurement Guidelines (Section 1.5), the Sri Lanka Sustainable Energy Authority (SLSEA) hereby notifies all prospective bidders of the mandatory requirement to submit a Non-Collusion Affidavit as attached format (Annex D form) along with their bids.

- (8.4) The address for submission of Bids is: Sri Lanka Sustainable Energy Authority, No. 80, Sir Ernest De Silva Mawatha, Colombo 07

- (11.1) The period of Bid validity shall be *untill 24th January 2027*

- (12.1)¹ The amount of Bid Security shall be *LKR 150,000*

The Bid Security shall be valid until *21st February 2027*

- (14.2) The Employer's address for the purpose of Bid submission is Procurement division, Sri Lanka Sustainable Energy Authority, No. 80, Sir Ernest De Silva Mawatha, Colombo 07

For identification of the bid the envelopes should indicate:

Selection of a Media Partner (Contractor) for the Concept Development, Production, Broadcasting & Telecasting, and Promotion of the National Energy Education and Media (NEEM) Project through Television, Radio and Digital Media

Bid / Contract Number: .(SEA/PD/ONP/34-2026)

(15.1) The deadline for submission of bids shall be 09th November 2026

(17.1) Bids will be opened at 10.30a.m of the day 09th November 2026 at the following address
Board Room of Sri Lanka Sustainable Energy Authority, No. 80, Sir Ernest De Silva Mawatha,
Colombo 07

(20.3) Criteria for Evaluation of Qualification and Experience²:

A quality and cost based (QCB) procedure will be adopted in evaluating the proposals, as follows.

- (i) Technical evaluation which will be carried out prior to opening of any financial proposal
- (ii) Financial evaluation

Bidders will be ranked using a combined technical/ financial score as indicated below.

Technical Proposal

A Technical Evaluation Committee appointed by the SLSEA will first examine the technical compliance of bids and shortlisted bidders who comply with the technical specifications for further evaluation applying the evaluation criteria specified below.

Bidders should obtain 70% of the allocated marks to be technically qualified.

Criterion	Marks
Understanding of the Assignment	10
Creative Concept	10
Technical Methodology	10
Television Production Experience	10
Radio Production Experience	10
Innovation & Digital Strategy	10
Key Personnel	10
Work Plan & Schedule	10
Financial Capacity	5
Past Performance	5
Value Added Features	10
Total	100

Bids which are non-compliant with the technical specifications/TOR will **NOT** be shortlisted for further evaluation using the above criteria.

21 Financial Proposal evaluation

Financial Evaluation

- (i) Only bidders who obtain a minimum technical evaluation score of 70% shall be considered for the financial evaluation. Among the technically qualified bidders, the financial score shall be calculated using the prescribed mechanism in the bidding document (instruction to bidders), whereby the lowest financial proposal will be given a financial score of 100 points. The financial scores of other proposals will be computed on a pro-rata basis.

- (ii) The proposals will finally be ranked according to their combined technical and financial scores using a weight of 20% for Technical Proposal and 80% for Financial Proposal.
- (iii) The bidder securing the highest combined score will be invited for contract negotiations.

26.1 This 5% Performance Guarantee shall be provided the format given in this document and shall valid until 28 days beyond the scheduled completion of service.
Performance Guarantee shall be unconditional (upon receipt of first demand in write) and issued by Commercial bank approved by Central Bank of Sri Lanka is acceptable.

27.Payment Schedule

- a. The selected bidder is liable to provide all the items as agreed in the contract to implement the project. The SLSEA will not pay for items which do not meet the quality in delivery of items. Proposed payment schedule is as follows.

Milestone	Payment
Contract Signing & Approval of Inception Report	10%
Approval of Creative Concept & Production Plan	10%
Completion of Broadcasting of Provincial Radio Productions	30%
After telecasting of Grand finale	30%
Final Acceptance of All Deliverables	20%

Section III. Forms of Bid, Qualification Information, Letter of Acceptance,
and Contract

**TECHNICAL AND FINANCIAL PROPOSALS
SUBMISSION FORMS**

**Selection of a Media Partner for the Implementation and Popularisation of the
National Energy Education Media (NEEM) Project**

TECHNICAL PROPOSALS SUBMISSION FORMS

**FORM -TP 01
TECHNICAL PROPOSAL SUBMISSION FORM**

Procurement: Selection of a Media Partner for the National Energy Education Media (NEEM) Project

We, the undersigned, hereby submit our Technical Proposal for providing the services described in the Terms of Reference (TOR).

We confirm that:

1. We have examined and understood the TOR and all requirements of this assignment.
2. We accept the scope of services, technical requirements, deliverables and conditions specified in the TOR.
3. The information provided in this Technical Proposal is true and accurate.
4. We possess the required technical capacity, experience, human resources, production facilities and equipment to undertake the assignment.
5. We shall provide suitably qualified personnel capable of handling all operations required under the assignment.
6. We shall comply with the required television, radio, digital media, social media and broadcast/telecast standards applicable in Sri Lanka.
7. We shall provide all required production, post-production, broadcasting & telecasting, digital dissemination and reporting services specified in the TOR.
8. We understand that only proposals achieving the minimum technical score specified in the TOR will proceed to financial evaluation.
9. We understand that the selection of the Media Partner will be made in accordance with the applicable procurement procedure.

Name of Company:

Address:

Telephone:

Email:

Name of Authorized Representative:

Designation:

Signature:

Date:

Official Seal

FORM TP-02
BIDDER / MEDIA PARTNER PROFILE

- 1 Name of Company/Organization
- 2 Legal Status
- 3 Year Established
- 4 Company Registration Number
- 5 Registered Address
- 6 Head Office Address
- 7 Contact Person
- 8 Telephone Number
- 9 Email Address
- 10 Website/Social Media Links
- 11 Name of Chief Executive/Authorized Officer
- 12 Number of Permanent Employees
- 13 Number of Technical/Production Staff
- 14 Television Production Capability
- 15 Radio Production Capability
- 16 Digital/Social Media Production Capability
- 17 In-house Production Facilities
- 18 Other Relevant Information

Supporting Documents:

Attach copies of registration certificates, organizational profile and other relevant documents.

FORM TP-03
UNDERSTANDING OF THE ASSIGNMENT

The Bidder shall demonstrate its understanding of the objectives, scope and expected outcomes of the NEEM Project.

3.1 Understanding of NEEM

Describe your understanding of:

- The objectives of the National Energy Education Media (NEEM) Project;
- Target audience;
- Energy education and awareness objectives;
- Required media communication approach;
- Expected behavioral change outcomes;
- Integration of television, radio, digital and social media;
- Energy efficiency and renewable energy communication requirements.

Bidder's Response:

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.....

3.2 Proposed Communication Approach

Describe how your organization proposes to communicate energy efficiency, renewable energy and mindful energy consumption messages to schoolchildren, teachers, parents and the general public.

Bidder's Response:

.....

FORM TP-04
TECHNICAL APPROACH AND METHODOLOGY

The Bidder shall provide a detailed methodology for implementation of the **assignment**.

Component	Proposed Approach / Methodology
NEEM Promotion Campaign (Print & Electronics) and Promotional Materials	
Television Program Production	
Radio Program Production	
Quiz Program Production (Radio & TV)	
Educational Content Production (Digital reading Materials)	
Video/Documentary Production	
Social Media Contents	
Opening and Closing Sequences of Quiz	
Audience Engagement	
Media Dissemination	
Monitoring	
Reporting	

The Bidder shall explain the workflow from **pre-production → production → post-production → broadcast/telecast and digital dissemination → monitoring and reporting**.

Detailed Methodology:

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FORM TP-05
PRODUCTION PLAN AND WORKFLOW

The Bidder shall provide a detailed production workflow for the assignment.

A. Pre-Production

Describe arrangements for:

- Program concept development
- Script development
- Production scheduling
- Location arrangements
- Presenter/host selection
- Participant coordination

- Technical planning

B. Production

Describe arrangements for:

- Studio/location production
- Multi-camera production
- Audio recording
- Lighting
- Graphics
- Interviews
- Quiz production (Radio & TV)
- Field production
- Educational content production. (Digital reading materials)

C. Post-Production

Describe arrangements for:

- Video & Audio editing
- Colour correction
- Motion graphics
- Animation
- Infographics
- Subtitling/captioning
- Music and sound design

D. Dissemination

Describe the proposed approach for:

- Television
- Radio
- YouTube
- Facebook
- Instagram
- TikTok/Reels
- Other digital platforms.

Bidder's Detailed Response:

.....

.....

.....

FORM TP-06
RELEVANT EXPERIENCE OF THE MEDIA PARTNER

The Bidder shall provide details of similar assignments completed or currently being implemented during the period specified in the TOR.

No.	Organization	Project/Assignment	Scope of Work	Media Type	Contract Value	Year & Month	Evidence Attached
1				TV/Radio/Digital			
2				TV/Radio/Digital			
3				TV/Radio/Digital			
4				TV/Radio/Digital			
5				TV/Radio/Digital			

For each assignment, attach documentary evidence such as:

- Contract/Agreement
- Completion certificate
- Client reference letter or
- Other acceptable evidence.

Note: Experience without supporting documentary evidence may not be considered for technical evaluation.

FORM TP-07
DIGITAL AND SOCIAL MEDIA CAPABILITY

The Bidder shall describe its capacity to develop and manage digital content.

Digital Activity	Capability / Proposed Approach	Relevant Experience
Facebook		
YouTube		
Instagram		
TikTok		
Reels		
Short-form Videos		
Educational Infographics		
Motion Graphics		
Digital Posters		
Social Media Campaigns		
Audience Engagement		

Provide links to **at least the relevant completed work/portfolio**, where applicable

FORM TP-8
PROPOSED STAFFING PLAN

The Bidder shall assign suitably qualified and experienced personnel capable of handling all operations required under this assignment.

No.	Position	No. of Personnel	Name of Proposed Staff	Academic/Professional Qualifications	Awards Achieved	Relevant Experience (Years)	Key Responsibilities
1	Project Manager (Team Leader)						
2	Executive Producer						
3	Television Producer/Director						
4	Radio Producer						
5	Script Writer/Content Developer						
6	Video/Camera Operator/s						
7	Video Editor						
8	Motion Graphics/Animation Artist						
9	Graphic Designer						
10	Sound Engineer						
11	Social Media/Digital Media Specialist						
12	Production Assistant/Coordinator						
13	Drone Operator						
14	Set Designers						
15	Makeup Artists						
16	Art Director						
17	Other Required Personnel						

Note:

- The Bidder shall attach CVs of key personnel and documentary evidence of qualifications and relevant experience as required by the TOR.
- A maximum of 16 disciplines have been identified as necessary for the effective implementation of all activities under the National Energy Education and Media (NEEM) Project. However, as certain individuals may be competent to undertake responsibilities in more than one discipline/profession, it is proposed to engage at least 12 personnel including key professions with the required qualifications, expertise, and experience to cover all identified disciplines and carry out the project activities effectively.

FORM TP-09
CURRICULUM VITAE OF KEY PERSONNEL

Position Proposed:
Name:
Proposed Position:
Academic Qualifications:
Professional Qualifications:
Relevant Professional Experience:

Organization/Client	Position	Assignment	Period	Relevant Experience

Relevant Media Production Experience:

.....

Declaration:

I confirm that the information provided above is true and accurate and that I am available to undertake the assignment in accordance with the requirements of the TOR.

Signature of Proposed Personnel:

Date:

Signature of Authorized Representative:

FORM TP-10
PRODUCTION EQUIPMENT AND FACILITIES

The Bidder shall provide all equipment and facilities necessary for the successful implementation of the assignment and provide details in the following table.

Facilities		Owned (Yes/No)	Hired (Yes/No)
e.g. Studio		Yes	
Equipment			
e.g. Cameras, Lights			Yes

FORM TP-11
TELEVISION PROGRAMME (QUIZ) PRODUCTION PROPOSAL

Provide the proposed concept and production approach for the NEEM television program.

Program Concept

.....

Proposed Duration

.....

Proposed Number of Episodes

8 Nos.

Presenter Concept (The Bidder shall describe the proposed concept for selecting and utilizing presenters/announcers for the NEEM television program)

.....

Quiz Format (refer NEEM Circular)

.....

Student Engagement (The bidder shall propose a comprehensive strategy to encourage the active participation of students.)

.....

Group Project Integration

.....

Proposed Opening Sequence

.....

Proposed Closing Sequence

.....

Graphics / Infographics

.....

Proposed Production Quality

.....

FORM TP-12
RADIO PROGRAMME (QUIZ) PRODUCTION PROPOSAL

Proposed Radio Program Concept

.....

Proposed Duration

.....

Proposed Number of Program

Maximum 27 episode

Quiz Format (refer NEEM Circular)

.....

Student Participation

.....

Presenter Concept (The Bidder shall describe the proposed concept for selecting and utilizing presenters/announcers for the NEEM radio program)

.....

Proposed Broadcast Approach

.....

FORM TP-13
CREATIVE CONTENT AND COMMUNICATION PROPOSAL

The Bidder shall demonstrate its proposed approach to developing attractive, accurate and age-appropriate educational media content.

Creative Concept

.....
Knowledge, Attitude and Skills Approach

.....
Youth/Student/social Engagement approach

.....

FORM-14
Television News Publicity and Media Coverage for NEEM Project Activities

The Bidder shall provide a concise proposal demonstrating its capacity and proposed approach to planning, producing, broadcasting & telecasting and coordinating/implementing television news publicity and media coverage throughout the implementation of the NEEM Project.

1. Proposed Approach and Methodology

Describe the proposed approach for generating sustained television publicity and public awareness of the NEEM Project, including identification of newsworthy activities, story development, field coverage, interviews, news package production and coordination with television news program.

.....
2. Proposed Coverage Plan

NEEM Activity	Proposed Coverage / News Treatment	No. of News Stories / Coverage	Proposed Timing
Domestic Energy Saving Project			
Group Projects			
Written Test / Quiz Selection			
Radio Quiz / Provincial Competitions			
National / Television Competition			
Certificate Awarding Ceremony			
Other Major NEEM Activities			

Response:

.....

FORM TP-15
WORK PLAN AND IMPLEMENTATION SCHEDULE

The Bidder shall submit a detailed Work Plan and Implementation Schedule aligned with the NEEM Action Plan. The Work Plan shall clearly demonstrate the proposed approach and sequence of activities from project mobilization, pre-production, promotional content development, promotion campaign, productions, broadcasting/telecasting, digital and social media dissemination, monitoring & evaluation and final reporting.

FORM TP-16
ADDITIONAL VALUE / VALUE-ADDED PROPOSAL

The Bidder may propose additional services, innovative approaches or technologies that can enhance the effectiveness, reach and sustainability of the NEEM Project.

No.	Proposed Value Addition	Description	Expected Benefit to NEEM
1			
2			
3			
4			

Note: Value-added proposals shall not reduce or replace any mandatory requirement of the TOR.

FORM TP-17
MONITORING AND REPORTING

Describe the proposed system/mechanism for measuring the reach and effectiveness of the NEEM media campaign.

Reporting

Describe the frequency and format of reports to be submitted to SLSEA.

Proposed Monitoring and Reporting Methodology:

.....

FORM TP-18
DECLARATION OF TECHNICAL PROPOSAL

We hereby certify that:

- All information submitted in this Technical Proposal is complete and accurate.
- The proposed personnel are suitably qualified and experienced for the positions indicated.
- The equipment and facilities stated in this proposal will be made available for the implementation of the NEEM assignment.
- We have understood and accepted the technical requirements of the TOR.
- We undertake to perform the assignment in accordance with the requirements specified by the Sri Lanka Sustainable Energy Authority.
- We understand that false, misleading or materially incomplete information may result in rejection of the proposal in accordance with applicable procurement procedures.

Name of Bidder:

Name of Authorized Representative:

Designation:

Signature:

Date:

Official Seal:

FINANCIAL PROPOSALS SUBMISSION FORMS

FORM FP-01 FINANCIAL PROPOSAL SUBMISSION FORM

Procurement: Selection of a Media Partner for the National Energy Education Media (NEEM) Project

We, the undersigned, hereby submit our Financial Proposal for providing the services described in the Terms of Reference and our Technical Proposal.

We confirm that:

1. We have examined and understood the Terms of Reference and all requirements of the assignment.
2. The prices quoted in this Financial Proposal include all costs necessary for the satisfactory completion of the assignment.
3. The prices include all applicable costs relating to personnel, equipment, production, transportation, accommodation, communication, editing, post-production, broadcasting/telecasting, digital dissemination, overheads and other expenses unless specifically identified otherwise.
4. All applicable taxes, duties, levies and statutory charges have been clearly identified in this Financial Proposal.
5. Our Financial Proposal shall remain valid for the period specified in the bidding document.
6. We understand that the Financial Proposal of a bidder who does not meet the minimum technical score shall not be considered for financial evaluation.
7. We understand that financial evaluation and selection shall be carried out in accordance with the procedure specified in the bidding document.
8. We accept that no additional payment shall be made for items that are required to complete the assignment but have not been separately identified in our Financial Proposal.

Total Financial Proposal

Description	Amount (LKR)
Total Cost before Taxes	
VAT	
Other Applicable Taxes/Levies	
Grand Total Including Taxes	LKR

Amount in Words:

Sri Lankan Rupees

Name of Bidder:

Name of Authorized Representative:

Designation:

Signature:

Date:

Official Seal:

FORM FP-02
DETAILED FINANCIAL PROPOSAL / PRICE SCHEDULE

The Bidder shall provide a detailed breakdown of the proposed cost for each major component of the NEEM assignment.

Note: The Bidder shall modify the units and quantities to correspond exactly with the quantities and deliverables specified in the final TOR/BOQ.

FINANCIAL PROPOSAL SUBMISSION FORM

National Energy Education Media (NEEM) Project

Name of Bidder:

Address:

Tender No.:

Detailed Financial Proposal

No.	Description	Amount (LKR)
1	TV Program Production & telecasting (Promotional campaign, news segments, 8 episodes of quiz and grand finale)	
2	Radio Program Production & broadcasting (27 episode recording & 18 episode broadcasting of quiz, promotional campaign)	
3	Production of 9 Documentary on Group projects and Documentary on NEEM project	
4	Digital & Social Media Production	
5	Live Streaming / Event Production	
6	Personnel & Equipment	
7	Transportation & Logistics	
8	Monitoring, Reporting & Other Services	
	Subtotal	
	VAT / Applicable Taxes	
	Grand Total	LKR

2. Declaration

We hereby confirm that the above prices include **all costs necessary to complete the assignment in accordance with the NEEM Terms of Reference**, except for any items specifically identified as exclusions.

Total Financial Proposal in Words:

Name of Authorized Representative:

Designation:

Signature:

Date:

Official Seal:

Note: Only bidders who achieve the minimum required technical score shall proceed to financial evaluation. The financial score shall be calculated as described in the TOR.

Form of Contract

This CONTRACT (hereinafter called the “Contract”) is made the *[day]* day of the month of *[month]*, *[year]*, between, on the one hand, *[name of Employer]* (hereinafter called the “Employer”) and, on the other hand, *[name of Service Provider]* (hereinafter called the “Service Provider”).

WHEREAS

- (a) the Employer has requested the Service Provider to provide certain Services as defined in the Conditions of Contract and Contract Data attached to this Contract (hereinafter called the “Services”);
- (b) the Service Provider, having represented to the Employer that they have the required skills, and personnel and resources, have agreed to provide the Services on the terms and conditions set forth in this Contract at a contract price of..... ;

NOW THEREFORE the parties hereto hereby agree as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
 - (a) The Conditions of Contract;
 - (b) The Contract Data;
 - (c) The Form of Bid
 - (d) The Priced Activity Schedule
 - (e) The Employer’s Requirements
 - (f) The following Appendices: *[Note: If any of these Appendices are not used, the words “Not Used” should be inserted below next to the title of the Appendix and on the sheet attached hereto carrying the title of that Appendix.]*
 - Appendix A: Description of the Services
 - Appendix B: Schedule of Payments
 - Appendix C: Key Personnel
 - Appendix D: Breakdown of Contract Price
 - Appendix E: Services and Facilities Provided by the Employer
2. The mutual rights and obligations of the Employer and the Service Provider shall be as set forth in the Contract, in particular:
 - (a) The Service Provider shall carry out the Services in accordance with the provisions of the Contract; and
 - (b) the Employer shall make payments to the Service Provider in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

For and on behalf of *[name of Employer]*

[Authorized Representative]

For and on behalf of *[name of Service Provider]*

[Authorized Representative]

Section IV. Conditions of Contract

1. General Provisions

1.1 Definitions

Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

- (a) “Activity Schedule” is the priced and completed list of items of Services to be performed by the Service Provider forming part of his Bid;
- (d) “Completion Date” means the date of completion of the Services by the Service Provider as certified by the Employer
- (c) “Contract” means the Contract signed by the Parties, to which these Conditions of Contract (CC) are attached, together with all the documents listed in Clause 1 of such signed Contract;
- (d) “Contract Price” means the price to be paid for the performance of the Services, in accordance with Clause 6;
- (e) “Employer” means the party who employs the Service Provider
- (f) “Party” means the Employer or the Service Provider, as the case may be, and “Parties” means both of them;
- (g) “Personnel” means persons hired by the Service Provider as employees and assigned to the performance of the Services or any part thereof;
- (h) “Service Provider” is a person or corporate body whose Bid to provide the Services has been accepted by the Employer;
- (i) “Service Provider’s Bid” means the completed bidding document submitted by the Service Provider to the Employer
- (j) “Employer’s Requirements” means the Employer’s Requirements of the service included in the bidding document submitted by the Service Provider to the Employer
- (k) “Services” means the work to be performed by the Service Provider pursuant to this Contract, as described in Appendix A; and in the Employer’s Requirements and Schedule of Activities included in the Service Provider’s Bid.

1.2 Applicable Law

The Contract shall be interpreted in accordance with the laws of the Socialist Democratic Republic of Sri Lanka.

1.3 Language	This Contract has been executed in English Language
1.4 Notices	Any notice, request, or consent made pursuant to this Contract shall be in writing and shall be deemed to have been made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered mail, to such Party at the address specified in the Contract Data.
1.5 Location	The Services shall be performed at such locations as are specified in Appendix A, in the Employer's Requirements and, where the location of a particular task is not so specified, at such locations, as the Employer may approve.
1.6 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed, under this Contract by the Employer or the Service Provider may be taken or executed by the officials specified in the Contract Data.

2. Commencement, Completion, Modification, and Termination of Contract

2.1 Effectiveness of Contract	This Contract shall come into effect on the date the Contract is signed by either parties or such other later date as may be stated in the Contract Data.
2.2 Starting Date	The Service Provider shall start carrying out the Services seven (07) days after the date the Contract becomes effective, or at such other date as may be specified in the Contract Data.
2.3 Intended Completion Date	Unless terminated earlier pursuant to Clause 2.6, the Service Provider shall complete the activities by the Intended Completion Date, as is specified in the Contract Data. If the Service Provider does not complete the activities by the Intended Completion Date, it shall be liable to pay liquidated damage as per Sub-Clause 3.8. In this case, the Completion Date will be the date of completion of all activities.
2.5 Force Majeure	
2.5.1 Definition	For the purposes of this Contract, "Force Majeure" means an event which is beyond the reasonable control of a Party and which makes a Party's performance of its obligations under the Contract impossible or so impractical as to be considered impossible under the circumstances.
2.5.2 No Breach of Contract	The failure of a Party to fulfill any of its obligations under the contract shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event (a) has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Contract, and (b) has informed the other Party as soon as possible about the occurrence of such an event.

2.5.3 Extension of Time Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.

2.5.4 Payments During the period of their inability to perform the Services as a result of an event of Force Majeure, the Service Provider shall be entitled to continue to be paid under the terms of this Contract, as well as to be reimbursed for additional costs reasonably and necessarily incurred by them during such period for the purposes of the Services and in reactivating the Service after the end of such period.

2.6 Termination

2.6.1 By the Employer The Employer may terminate this Contract, by not less than thirty (30) days' written notice of termination to the Service Provider, to be given after the occurrence of any of the events specified in paragraphs (a) through (e) of this Clause 2.6.1 and sixty (60) days' in the case of the event referred to in (f):

- (a) if the Service Providers do not remedy a failure in the performance of their obligations under the Contract, within thirty (30) days after being notified or within any further period as the Employer may have subsequently approved in writing;
- (b) if the Service Provider become insolvent or bankrupt;
- (c) if, as the result of Force Majeure, the Service Provider/s are unable to perform a material portion of the Services for a period of not less than sixty (60) days; or
- (d) if the Service Provider does not maintain a Performance Security in accordance with Clause 3.9;
- (e) if the Service Provider has delayed the completion of the Services by the number of days for which the maximum amount of liquidated damages can be paid in accordance with Sub-Clause 3.8.1 and the Contract Data.;
- (f) if the Employer, in its sole discretion, decides to terminate this Contract.

2.6.2 By the Service Provider The Service Provider may terminate this Contract, by not less than thirty (30) days' written notice to the Employer, such notice to be given after the occurrence of any of the events specified in paragraphs (a) and (b) of this Clause 2.6.2:

- (a) if the Employer fails to pay any monies due to the Service Provider pursuant to this Contract and not subject to dispute pursuant to Clause 7 within forty-two (42) days after receiving written notice from the Service Provider that such payment is overdue; or

- (b) if, as the result of Force Majeure, the Service Providers are unable to perform a material portion of the Services for a period of not less than fifty six (56) days.

2.6.3 Payment upon Termination Upon termination of this Contract pursuant to Clauses 2.6.1 or 2.6.2, the Employer shall make the following payments to the Service Provider:

- (a) remuneration pursuant to Clause 6 for Services satisfactorily performed prior to the effective date of termination;
- (b) except in the case of termination pursuant to paragraphs (a), (b), (d), (e) of Clause 2.6.1, reimbursement of any reasonable cost incident to the prompt and orderly termination of the Contract.

3. Obligations of the Service Provider

3.1 General

The Service Providers shall perform the Services in accordance with the Employer's Requirements and the Activity Schedule, and carry out their obligations with all due diligence, efficiency, and economy, in accordance with generally accepted professional techniques and practices, and shall observe sound management practices, and employ appropriate advanced technology and safe methods. The Service Providers shall always act, in respect of any matter relating to this Contract or to the Services, as faithful advisers to the Employer, and shall at all times support and safeguard the Employer's legitimate interests in any dealings with Subcontractors or third parties.

3.3 Confidentiality

The Service Providers, their Subcontractors, and the Personnel of either of them shall not, either during the term or within two (2) years after the expiration of this Contract, disclose any proprietary or confidential information relating to the Project, the Services, this Contract, or the Employer's business or operations without the prior written consent of the Employer.

3.5 Service Providers' Actions Requiring Employer's Prior Approval

The Service Providers shall obtain the Employer's prior approval in writing before taking any of the following actions:

- (a) entering into a subcontract for the performance of any part of the Services,
- (b) appointing such members of the Personnel not listed by name in Appendix C ("Key Personnel and Subcontractors"),
- (c) changing the Program of activities; and
- (d) any other action that may be specified in the Contract Data.

3.6 Reporting Obligations

The Service Providers shall submit to the Employer the reports and documents specified in Appendix B in the form, in the numbers, and within the periods set forth in the said Appendix.

3.7 Documents Prepared by the Service Providers to Be the Property of the Employer	All plans, drawings, Employer's Requirements, designs, reports, and other documents and software submitted by the Service Providers in accordance with Clause 3.6 shall become and remain the property of the Employer, and the Service Providers shall, not later than upon termination or expiration of this Contract, deliver all such documents and software to the Employer, together with a detailed inventory thereof. The Service Providers may retain a copy of such documents and software. Restrictions about the future use of these documents, if any, shall be specified in the Contract Data.
3.8 Liquidated Damages	
3.8.1 Payments of Liquidated Damages	The Service Provider shall pay liquidated damages to the Employer at the rate per day stated in the Contract Data for each day that the Completion Date is later than the Intended Completion Date. The total amount of liquidated damages shall not exceed the amount defined in the Contract Data. The Employer may deduct liquidated damages from payments due to the Service Provider. Payment of liquidated damages shall not affect the Service Provider's liabilities.
3.8.2 Correction for Overpayment	If the Intended Completion Date is extended after liquidated damages have been paid, the Employer shall correct any overpayment of liquidated damages by the Service Provider by adjusting the next payment certificate. The Service Provider shall be paid interest on the overpayment, calculated from the date of payment to the date of repayment, at the rates specified in Clause 6.5
3.9 Performance Security	The Service Provider shall provide the Performance Security to the Employer no later than the date specified in the Letter of acceptance. The Performance Security shall be issued in an amount and form and by a bank or surety acceptable to the Employer. The performance Security shall be valid until a date 28 days from the Completion Date of the Contract.

4. Service Provider's Personnel

4.1 Description of Personnel	The titles, agreed job descriptions, minimum qualifications, and estimated periods of engagement in the carrying out of the Services of the Service Provider's Key Personnel are described in Appendix C. The Key Personnel and Subcontractors listed by title as well as by name in Appendix C are hereby approved by the Employer.
4.2 Removal and/or Re placement of Personnel	(a) Except as the Employer may otherwise agree, no changes shall be made in the Key Personnel. If, for any reason beyond the reasonable control of the Service Provider, it becomes necessary to replace any of the Key Personnel, the Service Provider shall provide as a replacement a person of equivalent or better qualifications. (b) If the Employer finds that any of the Personnel have (i) committed serious misconduct or have been charged with having committed a

criminal action, or (ii) have reasonable cause to be dissatisfied with the performance of any of the Personnel, then the Service Provider shall, at the Employer's written request specifying the grounds thereof, provide as a replacement a person with qualifications and experience acceptable to the Employer.

- (c) The Service Provider shall have no claim for additional costs arising out of or incidental to any removal and/or replacement of Personnel.

5. Obligations of the Employer

- | | |
|----------------------------------|---|
| 5.1 Assistance and Exemptions | The Employer shall use its best efforts to ensure that the Government shall provide the Service Provider such assistance and exemptions as specified in the SCC. |
| 5.2 Change in the Applicable Law | If, after the date of this Contract, there is any change in the Applicable Law with respect to taxes and duties which increases or decreases the cost of the Services rendered by the Service Provider, then the remuneration and reimbursable expenses otherwise payable to the Service Provider under this Contract shall be increased or decreased accordingly by agreement between the Parties, and corresponding adjustments shall be made to the amounts referred to in Clauses 6.2 (a) or (b), as the case may be. |
| 5.3 Services and Facilities | The Employer shall make available to the Service Provider the Services and Facilities listed under Appendix F. |

6. Payments to the Service Provider

- | | |
|---|---|
| 6.1 Lump-Sum Remuneration | The Service Provider's remuneration shall not exceed the Contract Price and shall be a fixed lump-sum including all Subcontractors' costs, and all other costs incurred by the Service Providers in carrying out the Services described in Appendix A. Except as provided in Clause 5.2, the Contract Price may only be increased above the amounts stated in Clause 6.2 if the Parties have agreed to additional payments in accordance with Clauses 2.4 and 6.3 . |
| 6.2 Contract Price | The Contract Price is set forth in the Contract Data. |
| 6.3 Payment for Additional Services, and Performance Incentive Compensation | 6.3.1 For the purpose of determining the remuneration due for additional Services as may be agreed under Clause 2.4, a breakdown of the lump-sum price is provided in Appendices D. |
| 6.4 Terms and Conditions of Payment | Payments will be made to the Service Provider and according to the payment schedule stated in the Contract Data. Unless otherwise stated in, the Contract Data, first payment shall be made against the provision by the Service Provider of a bank guarantee for the same amount, and shall be valid for the period stated in the Contract Data. Any other payment shall be made after |

the conditions listed in the SCC for such payment have been met, and the Service Provider have submitted an invoice to the Employer specifying the amount due.

- 6.5 Interest on Delayed Payments If the Employer has delayed payments beyond fifteen (28) days after the due date stated in the Contract Data, interest shall be paid to the Service Provider for each day of delay at the rate stated in the Contract Data.

7. Quality Control

- 7.1 Identifying Defects The Employer shall check the Service Provider's performance and notify him of any Defects that are found. Such checking shall not affect the Service Provider's responsibilities.
- 7.2 Correction of Defects, and Lack of Performance Penalty
- (a) The Employer shall give notice to the Service Provider of any Defects before the end of the Contract. The Defects liability period shall be extended for as long as Defects remain to be corrected.
 - (b) Every time notice a Defect is given, the Service Provider shall correct the notified Defect within the length of time specified by the Employer's notice.
 - (c) If the Service Provider has not corrected a Defect within the time specified in the Employer's notice, the Employer will assess the cost of having the Defect corrected, the Service Provider will pay this amount, and a Penalty for Lack of Performance calculated as described in clause 3.8.

8. Settlement of Disputes

- 8.1 Amicable Settlement The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or its interpretation.
- 8.2 Dispute Settlement
- 8.2.1 Any dispute arises between the Employer and the Service Provider in connection with, or arising out of, the Contract or the provision of the Services, whether during carrying out the Services or after their completion, which was not settled amicably in as with sub clause 8.2.1 above, shall be finally settled by arbitration in accordance with Arbitration Act No 11 of 1995.
 - 8.2.2 The arbitral tribunal shall consist of a sole arbitrator, who shall be appointed in the manner provided under sub clause 8.2.3.
 - 8.2.3 The Party desiring arbitration shall nominate three arbitrators out of which one to be selected by the other Party within 21 Days of the receipt of such nomination. If the other Party does not select one to serve as Arbitrator within the stipulated period, then the Arbitrator shall be appointed in accordance with Arbitration Act No 11 of 1995, or any other amendments thereof.

Section V Contract data

Amendments of, and Supplements to, Clauses in the General Conditions of Contract

Number of
GC Clause

1.1(e) The contract name is Concept Development, Production, Broadcasting & Telecasting, and Promotion of the National Energy Education and Media (NEEM) Project through Television, Radio and Digital Media.1.1(h)

The Employer is *Sri Lanka Sustainable Energy Authority*

1.1(p) The Service Provider is *[insert name]*

1.4 The addresses are:

Employer: Sri Lanka Sustainable Energy Authority
Attention: Assistant Director -Procurement
Telex: 0112271586
email: procurement@energy.gov.lk

Service Provider:
Attention: _____
Telex: _____
Facsimile: _____

1.6 The Authorized Representatives are:
For the Employer: _____

For the Service Provider: _____

2.1 The date on which this Contract shall come into effect is *[date]*.

[Note: The date may be specified by reference to conditions of effectiveness of the Contract, such as approval of the Contract by the Bank, effectiveness of Bank Loan/IDA Credit, receipt by Service Provider of advance payment and by Employer of bank guarantee (see Clause 6.4), etc.]

2.2.1 The Starting Date for the commencement of Services is *[date]*.]

2.3 The Intended Completion Date as section VI deliverable schedules

3.5(d) *[Note: Delete where not applicable].*

The other actions are _____.]

3.8 The liquidated damages rate is *0.05 of Contract price. Per day.*

The maximum amount of liquidated damages for the whole contract is *10* percent of the final Contract Price.

The percentage [of the cost of having a Defect corrected] to be used for the calculation of Lack of performance Penalty/(ies) is *[insert percentage]*

The Defects Liability Period is *[insert definition of/end date]*.

5.1 *[Note: List here any assistance or exemptions that the Employer may provide under Clause 5.1. If there is no such assistance or exemptions, state “not applicable].”*

6.4 Payments shall be made according to the payment schedule in the section VI of bid document:

6.5 Payment shall be made within *[28]* days of receipt of the invoice and the relevant documents specified in Clause 6.4, and within *[56]* days in the case of the final payment.

The interest rate is *[rate]*.

Appendices

Appendix A—Description of the Services

Give detailed descriptions of the Services to be provided, dates for completion of various tasks, place of performance for different tasks, specific tasks to be approved by Employer, etc.

Appendix B—Schedule of Payments and Reporting Requirements

List all milestones for payments and list the format, frequency, and contents of reports or products to be delivered; persons to receive them; dates of submission; etc. If no reports are to be submitted, state here “Not applicable.”

Appendix C—Key Personnel

List under: C-1 Titles [and names, if already available], detailed job descriptions and minimum qualifications of Personnel to be assigned to, and staff-months for each.

Appendix D—Services and Facilities Provided by the Employer

Section VI. Employer's Requirements /TOR

1. INTRODUCTION

Sri Lanka Sustainable Energy Authority (SLSEA), established under the Sri Lanka Sustainable Energy Authority Act, No. 35 of 2007, is the national institution mandated to promote energy efficiency, renewable energy, and sustainable energy practices throughout Sri Lanka.

Recognizing that long-term national energy security depends not only on technological advancement but also on sustained behavioral change, SLSEA has identified energy education and public awareness as strategic priorities. Developing an energy-conscious future generation capable of making informed decisions on energy production, consumption, and conservation is essential for achieving national development objectives, reducing greenhouse gas emissions, strengthening energy security, and supporting Sri Lanka's transition towards a low-carbon and sustainable economy.

In support of this national vision, SLSEA, in collaboration with the Ministry of Education, Higher Education and Vocational Education and the Presidential Secretariat and Clean Sri Lanka Secretariate, proposes to implement the **National Energy Education Media (NEEM) Project**. The initiative will engage national media institutions and other relevant stakeholders in developing and delivering an integrated national program that connects classroom learning with practical household energy management, student innovation and group projects, community engagement, social media, and mass media communication, and student competitions.

The NEEM Project is designed to transform energy education from classroom-based learning into an engaging, practical, and nationally visible program that develops students' **knowledge, attitudes, and skills** for responsible energy use. The project concept, implementation framework, and competition structure are set out in the **NEEM Circular**, which forms an important part of these Terms of Reference (TOR).

2. BACKGROUND

Energy has become one of the most significant drivers of economic growth, industrial competitiveness, environmental sustainability, and social well-being. Continued dependence on fossil fuels for meeting energy needs has accelerated greenhouse gas emissions, leading to climate change and global warming. International scientific assessments indicate that limiting global temperature rise requires urgent improvements in energy efficiency together with rapid deployment of renewable energy technologies.

Sri Lanka has committed to achieving Carbon Neutrality by 2050, which necessitates the contribution of renewable energy and improving energy efficiency across all sectors. Achieving these national targets requires more than investment in infrastructure; it requires informed citizens capable of adopting sustainable energy practices in their homes, schools, workplaces, and communities.

Schools play a vital role in cultivating future generations who understand sustainable development, climate resilience, renewable energy technologies, responsible and **mindful energy consumption**. Students also serve as effective agents of change by transferring knowledge and influencing behavioral change within their families and communities.

This Project has been developed as a national educational media program that combines curriculum-based learning with practical application through household energy-saving projects, group projects, community awareness activities, and competitive media events (Quiz). By integrating education with television, radio, digital platforms, and community participation, the project seeks to transform sustainable energy from a classroom subject into a nationwide social movement.

3. THE NATIONAL ENERGY EDUCATION MEDIA (NEEM) PROJECT

The National Energy Education Media (NEEM) Project is Sri Lanka's flagship educational media program on sustainable energy. It is designed to develop students' knowledge, practical skills, innovation capacity, leadership qualities, and environmental responsibility while simultaneously increasing public awareness of energy efficiency,

renewable energy, and mindful consumption.

The program combines formal education, experiential learning, media communication, and public engagement through a progressive four-level competition comprising:

- School Level
- Zonal Level
- Provincial Level
- National Level

Students participate in three components:

1. Household Energy Saving Project
2. Student Group Project
3. Provincial and National Quiz Competitions

Unlike a conventional quiz competition, the NEEM Project integrates these components into a continuous educational journey in which students demonstrate practical implementation, creativity, teamwork, analytical thinking, digital literacy, and communication skills. The selected Media Partner shall transform this educational journey into a compelling national television, radio, and digital media program while preserving the educational integrity and objectives of the project.

4. PURPOSE OF THE ASSIGNMENT

The Sri Lanka Sustainable Energy Authority invites eligible and experienced media institutions to submit technical and financial proposals for the concept development, production, broadcasting, promotion, and digital dissemination of the NEEM Project.

The selected Media Partner shall serve as the official production, broadcasting, and telecasting partner responsible for conceptualizing, producing, managing, and broadcasting & telecasting a high-quality national educational media program that effectively communicates the objectives of the NEEM Project while maximizing public engagement and educational impact.

The assignment shall include television production, radio production, digital media communication, promotional campaigns, documentary production, live event broadcasting & telecasting, multimedia presentation, audience engagement, broadcasting of radio quiz program and telecasting of TV quiz program & grand finale.

The Media Partner shall be responsible for transforming the technical requirements of the NEEM Circular into an innovative, engaging, and professionally produced multimedia program capable of attracting national audiences while supporting the educational objectives.

5. OBJECTIVES OF THE ASSIGNMENT

The objectives of this assignment are to:

1. Produce a nationally recognized educational television and radio program that promotes mindful energy consumption and renewable energy.
2. Develop an innovative educational reality program that combines competition, documentary storytelling, innovation, community engagement, and entertainment while maintaining educational integrity.
3. Promote active participation of students, teachers, schools, parents, and local communities in sustainable energy initiatives.
4. Showcase outstanding student innovation and creativity in group projects and community outreach.
5. Increase national awareness of household energy saving practices and behavioral change.

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6. Enhance the visibility of Government initiatives relating to sustainable energy, climate action, and environmental conservation.

6. SCOPE OF THE ASSIGNMENT

The selected Media Partner shall be responsible for the creative development, production, broadcasting, telecasting, webcasting, promotion, documentation, and archiving of all media and communication activities associated with the (NEEM) Project.

The Media Partner shall provide all professional, technical, creative, production, operational, logistical, and administrative services necessary for the successful implementation of the Project in accordance with the objectives of the SLSEA.

The assignment shall include, but shall not be limited to, the following components.

6.1 Program Concept Development

The Media Partner shall develop a unique, innovative, educational, and entertaining program concept that transforms the NEEM Project into Sri Lanka's premier national educational media program promoting Energy Efficiency, Renewable Energy, and Mindful Energy Consumption.

The overall program concept shall:

- align with the objectives of the Sri Lanka Sustainable Energy Authority
- promote behavioral change through educational entertainment
- integrate education, competition, innovation, creativity, storytelling, and reality television elements
- encourage nationwide participation through schools and communities
- establish a strong national program identity capable of a strong impact of the society.

The Media Partner shall prepare and obtain SLSEA approval for

- Overall creative concept
- Program format
- Production methodology
- Episode structure
- Storytelling approach
- Visual identity
- Program logo application
- Opening and closing sequences
- Theme music
- Motion graphics package
- Studio branding
- Radio program branding
- Digital media branding
- Social media identity

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- Promotional campaign strategy
 - Audience engagement strategy
 - Communication plan
 - Production schedule

6.2 Radio Program Production

The Media Partner shall produce and broadcast a professionally produced national radio program that complements and promotes the television program (described below) while extending educational outreach throughout the country.

The Media Partner shall undertake planning, scripting, recording, editing and delivery of all radio program.

Program content shall include, but shall not be limited to:

- Provincial quiz competitions
- Educational discussions
- Expert interviews
- Student experiences
- Teacher perspectives
- Parent experiences
- Success stories
- Household energy-saving practices
- Renewable energy awareness
- Community participation

6.2.1 Provincial Radio Quiz Competition

The Media Partner shall pre plan the production, organize, conduct, record, edit, and broadcast the Provincial Radio Quiz Competition to select one Provincial Champion from each of the nine (9) Provinces for participation in the National Television Program.

A total of one hundred (100) teams representing all Education Zones in Sri Lanka shall participate in the competition. Each team shall consist of six (6) students.

The competition shall be conducted separately within each Province using a single-elimination (knockout) competition format. The Media Partner shall be responsible for the management of all competition rounds, including competition planning, contestant coordination, question management, adjudication, electronic scoring, timekeeping, venue arrangements, and all associated production and logistical requirements in collaboration with SLSEA.

Although the knockout competition within the nine Provinces will comprise a total of ninety-one (91) Quiz battles to determine the Provincial Champions, only **27 quiz battles** shall be recorded and out of them **18 quiz battles** (episodes) shall be broadcasted.

Each broadcast episode shall include, but not be limited to:

- Professional quiz moderator.
- High-quality audio recording and production.
- Electronic scoring and countdown timing.
- Contestant introductions and team profiles.
- Educational commentary and expert explanations where appropriate.

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- Audience interaction, where applicable.
 - Winner and participant interviews.
 - Audio branding, sound design, and program packaging.
 - Educational summaries highlighting key learning outcomes.
 - The Media Partner shall obtain the approval from the SLSEA before broadcasting.
 - Broadcast mastering and delivery in accordance with the requirements of the selected national radio broadcaster.

The Media Partner shall ensure that the broadcast episodes accurately reflect the competitive process while promoting energy efficiency, renewable energy, and mindful energy consumption in an engaging, educational, and entertaining manner.

6.3 Television Program Production

The Media Partner shall undertake the complete production of the National Television Program as a flagship educational reality series of telecast quality.

The television program shall combine documentary storytelling, reality television, educational demonstrations, quiz competitions, student innovation, household behavioral change, interviews, expert discussions, and audience participation.

The Media Partner shall be responsible for all pre-production, production and post-production activities including, but not limited to:

Pre-production (Research and content development, Script writing, Story development, Storyboarding, Production scheduling, Location scouting, Risk assessment, Interview preparation, Production planning, Shooting schedules)

Production

Professional telecast-quality production including:

- Multi-camera production
- Drone filming
- Professional lighting
- Professional audio & video recording
- Portable/ Mobile production systems
- Production crew
- Production management

Post-production (Video editing, Audio mastering, Colour grading, Motion graphics, Animation, Visual effects, Infographics, Subtitle production, Sinhala narration, Tamil narration where required, English narration where required, Translation services.)

6.3.1 Household Energy Saving Challenge

The Household Energy Saving Challenge will be implemented among a large number of participating students and their families across Sri Lanka over a period of **three months**. The objective of this activity is to encourage students and their families to adopt practical energy-saving measures and demonstrate measurable changes in household energy consumption and behaviors.

The Media Partner shall develop a professionally produced documentary segment showcasing the most successful household energy-saving stories emerging from the Challenge. The Media Partner is not required to document every participating household. Instead, following completion of the three-month challenge, one outstanding household energy-saving project will be selected for documentary coverage.

Documentary production shall include:

- Baseline household energy consumption assessment

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- Energy consumption practices
 - Student interviews
 - Parent interviews
 - Behavioral change initiatives
 - Practical demonstrations
 - Energy-saving interventions
 - Monitoring progress
 - Challenges encountered
 - Community influence
 - Final achievements
 - Lessons learned

The documentary shall demonstrate practical energy-saving practices that can be replicated/practiced by households throughout Sri Lanka.

6.3.2 Group projects & Challenge

The nine teams selected to compete at the National Level, representing the nine provinces of Sri Lanka, shall undertake group projects (specified in NEEM Circular) based on the theme:

“Energy Efficiency and Renewable Energy – Refueling the Economy.”

The Media Partner shall produce a professionally developed documentary segment for each of the nine national-level teams, showcasing the team's project journey, creativity, innovation, research, teamwork, technical knowledge, community engagement, and practical application.

The documentary shall capture the development and implementation of each project, including, where relevant:

- The project concept and objectives
- Identification of the energy-related problem or opportunity
- Research and innovative approaches adopted by the team
- Development and implementation of the proposed solution
- Practical application and demonstration of the project
- Teamwork, leadership, and student participation
- Social impact
- Contribution to energy efficiency and/or renewable energy
- Economic, environmental, and social benefits
- Challenges encountered and solutions developed
- Interviews with team members, teachers, and relevant stakeholders
- Comments and observations of the Evaluation Panel regarding the quality, innovation, relevance, feasibility, and impact of the project.

The documentary production shall focus on presenting the completed projects, telling the story of each team's journey

from concept to implementation and results. The content shall be engaging, informative, and suitable for national television and digital media dissemination.

The Media Partner shall coordinate with SLSEA and the respective teams to ensure that the most significant project activities, demonstrations, achievements, and human-interest elements are professionally captured.

6.3.3 National Television Program

The nine Provincial Champion teams selected from Radio program shall qualify for the National Television Championship.

The National Championship shall be conducted in Colombo using a **single-elimination (knockout)** competition format comprising **eight (8) professionally produced television episodes**, including the Preliminary Round, Quarter-finals and Semi-finals

The Media Partner shall provide complete television production services including, but not limited to:

- Professional presenter
- Television studio
- Multi-camera production
- Digital scoring system
- LED display systems
- Real-time scoreboards
- Countdown timer
- Motion graphics
- Telecast graphics
- Contestant profile videos
- Documentary inserts
- Audience interaction
- Professional lighting
- Professional sound
- Broadcast recording
- Live streaming facilities
- Prize presentation ceremony
- Closing ceremony
- Championship highlights

The Media Partner shall incorporate additional creative production techniques necessary to maximize educational value, audience engagement and national broadcast quality.

6.3.4 Grand Final Event Production

The Grand Finale shall be organized as a prestigious national event reflecting the significance of the NEEM Project.

The Media Partner shall provide a professional television studio or an equivalent venue capable of accommodating a minimum audience of 300 participants, including students, teachers, parents, invited schools, government officials, development partners, media organizations and sponsors.

The venue shall include, but shall not be limited to:

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- Television production stage
 - Team podiums
 - LED display systems
 - Professional audio system
 - Telecast lighting
 - Multi-camera facilities
 - VIP seating
 - Audience seating
 - Video & Photography facilities
 - Prize presentation stage
 - Security arrangements
 - Event management services
 - Registration facilities
 - Branding and venue decoration
 - Backup power system for use during grid outages.
 - All logistical arrangements necessary for successful delivery of a flagship national television event.

The Media Partner shall ensure that all program produced under the NEEM Project maintain the highest standards of educational integrity, technical quality, creativity and broadcast & telecast excellence while fully complying with the technical specifications and editorial standards of the selected television and radio broadcasters.

6.4 Documentary Production

The Media Partner shall produce documentary program capturing the complete implementation of the NEEM Project. The documentaries shall include:

- Program inception
- School participation
- Teacher engagement
- Student experiences
- Community participation
- Household energy-saving activities
- Innovation projects
- Provincial competitions
- National finale
- Award ceremony
- Project achievements

-
- Lessons learned

The documentaries shall be suitable for use in:

- National television
- Government presentations
- Public awareness campaigns
- Digital platforms

6.5 Promotional Campaign

The Media Partner shall develop and implement a comprehensive promotional campaign.

The objective of the campaign shall be to maximize nationwide awareness and participation.

The campaign shall include:

- Television trailers – at least 1 in primetime
- Radio trailers – at least 1 in primetime
- Press advertisements – minimum 4 (National newspapers, Full colour & Half page- 3 language)
- Paper articles (free of charge)
- Press conferences
- Digital posters
- School promotional materials
- Media interviews
- Countdown campaign
- Social media campaigns

6.6 Television News Publicity and Media Coverage for NEEM Project Activities

The selected Media Partner shall plan, produce and coordinate a comprehensive television news publicity and media coverage program throughout the implementation of the NEEM Project, with the objective of generating wide public awareness, maintaining sustained public interest, showcasing student participation and achievements, and promoting energy efficiency, energy saving and responsible energy consumption among the general public.

The Media Partner shall identify and professionally cover significant milestones and activities of the NEEM Project and develop suitable television news segments/news packages for telecast through news programs of the television channel subject to the approval of the Sri Lanka Sustainable Energy Authority (SLSEA).

The coverage shall, as appropriate, include but shall not be limited to the following:

a. Domestic Energy Saving Project

- Coverage of the implementation of the Domestic Energy Saving Project by participating students and households.
- Highlighting practical energy-saving activities undertaken by students and their families.
- Recording and showcasing innovative household energy-saving practices and behavioral changes.
- Coverage of measurable energy-saving achievements and the wider community impact of the project.
- Interviews and endorsements from students, parents/households, teachers and other stakeholders.

b. Group Projects

- Coverage of ongoing Group Projects undertaken by NEEM participating teams.
- Highlighting creativity, innovation, research, teamwork, technical knowledge, community engagement, practical application and social impact.
- Coverage of project development, field activities, community engagement, demonstrations and other significant milestones.
- Production of human-interest stories featuring outstanding and innovative student projects.

c. Written Test / Quiz Selection Activities

- Publicity and news coverage of the written test and related student selection activities.
- Coverage of student participation, examination arrangements, achievements and the scale of participation island-wide.
- Interviews with students, teachers, officials and other relevant stakeholders.
- Development of suitable news stories highlighting the educational and national significance of the NEEM Program.

d. Radio Quiz and Provincial-Level Competitions

- Coverage of major Radio Quiz competitions and provincial-level selection activities.
- Highlighting student participation, competition, teamwork and achievements.
- Production of suitable news features on teams selected to progress to subsequent stages of the NEEM competition.

e. National-Level / Television Competition

- Coverage of the selection and preparation of teams progressing to the national-level television competition.
- Publicity relating to the participating provincial teams and their projects.
- Production of feature/news segments introducing the participating students, their projects and their achievements.

f. Certificate Awarding Ceremony

- Comprehensive professional coverage of the NEEM Domestic Energy Saving Project Certificate Awarding Ceremony.
- Coverage of the participation of dignitaries, students, teachers, parents and other stakeholders.
- Interviews with relevant officials, students, teachers and households.
- Production and placement of a dedicated television news segment/news story highlighting the achievements and impact of the Domestic Energy Saving Project.

Production and Media Requirements

The Media Partner shall be responsible for all necessary planning, field production, filming, interviews, editing, graphic design, voice-over, subtitling where required, media coordination and delivery of broadcast & telecast-ready news packages.

The Media Partner shall coordinate with SLSEA to identify suitable activities, locations, participants and key messages for each news segment. All scripts, key messages and final news packages produced specifically for

the NEEM Project shall be subject to prior approval by SLSEA before release, where applicable.

The Media Partner shall maintain a **Media Coverage Plan/Calendar** identifying proposed news stories, relevant NEEM activities, expected broadcast periods, target television channels/programs and production requirements. The plan shall be updated periodically in consultation with SLSEA.

6.7 Digital Media Strategy

The Selected Media Partner shall develop a comprehensive digital communication strategy to promote the whole project.

The strategy shall include:

- Social media management
- Facebook
- YouTube
- Instagram
- TikTok
- LinkedIn
- Educational video clips
- Live streaming
- Behind-the-scenes content
- Student interviews
- Educational infographics
- Digital publications
- Public engagement analytics

Note: The selected media partner should use their own social media platform for the above-mentioned digital communication strategy.

The Media Partner shall maintain a **Social Media Coverage Plan/Calendar** identifying proposed social media posts, short videos, reels, infographics and digital posters. The plan shall be updated periodically in consultation with SLSEA.

7. AWARENES ENHANCEMENT AND AUDIENCE ENGEMENT

SLSEA encourages innovative proposals that enhance educational value and audience engagement.

Innovation may include:

- Interactive educational content
- QR-code-based learning
- Mobile applications
- Interactive audience voting
- Digital learning platforms
- Online learning resources.
-

8. BROADCASTING AND TELECASTING TIME SLOTS

The television and radio quiz programs produced under the National Energy Education and Media (NEEM) Project shall be broadcast on weekends between 4.00 p.m. and 6.00 p.m. to maximize accessibility to the target audience, particularly schoolchildren and their parents.

The bidder shall make the necessary arrangements to secure 30-minute broadcasting time slots for the respective television and radio quiz programs within the specified time period.

9. DELIVERABLES

The Selected Media Partner shall be responsible for delivering all outputs necessary for the successful implementation, broadcasting & telecasting, promotion, and documentation of the NEEM Project. All deliverables shall be submitted in accordance with the approved implementation schedule and shall be subject to review and acceptance by SLSEA.

9.1 Pre-Production Deliverables

Deliverable	Timeline
Creative concept document	Within 14 days of contract signing
Production schedule and Production methodology	Within 14 days of contract signing
Program identity package (logo animation, graphics, theme music)	Within 14 days of contract signing
Storyboards and scripts	Before filming
Communication and publicity plan	Within 14 days of contract signing

9.2 Radio Production Deliverables

Item	Minimum Requirement
Provincial Radio Quiz Programs (Broadcasting quality)	Maximum 27 Programs
Interviews	Maximum 60 seconds
Success Stories	Maximum 60 seconds

9.3 Television Production Deliverables

Item	Minimum Requirement	
National Television Quiz Battles	8 Episodes - 30–45 minutes	
Documentary	9 (Group projects -Maximum 5 minute) Provincial + 1 National Documentary (Maximum 5 minute)	
Student Profile Videos	Minimum 54	
Household Project documentary	Minimum 1 (Maximum 5 minute)	
Digital Reading Materials	Minimum 5 Artworks in three languages (A3 double side four (4) colour)	
Award Ceremony Coverage	Complete production	

9.4 Digital Media Deliverables

The Media Partner shall produce and manage:

- Facebook Page
- YouTube Channel
- Instagram Page
- TikTok Content

- LinkedIn Updates
- Educational Infographics
- Digital Posters
- Short Educational Videos
- Student Interview Clips
- Behind-the-scenes Videos
- Live Streaming Content

Deliverable	Quantity
Social Media Posts	10
Short Videos	5
Reels	25
Infographics	10
Digital Posters	2

9.5 News Publicity and Media Coverage

- Media release/news copy associated with each major news segment
- Evidence of broadcast & telecast /publication, including the program/channel and date of transmission and consolidated Media Coverage and Publicity Report at the completion of the assignment.

9.6 Standard of Deliverables

All video and audio content produced under this assignment shall be of professional broadcast and telecast quality and shall comply with the applicable technical standards and delivery specifications of television and radio broadcasting stations in Sri Lanka.

10. PRODUCTION SCHEDULE

The proposed implementation period shall be **13 months**, in accordance with the Action Plan attached hereto, or such other period as may be determined by the SLSEA.

Phase	Production Time Period after awarding the contact
Work Plan	1 st Week
Concept Development	3 rd Week
Promotional Campaign	6 th Week
School-Level Coverage	16th Week
Zonal Coverage	24Weeks
Provincial Coverage	32 Weeks
National Finale	35 Weeks
Post-Production	39 Weeks
Final Documentation and Closeout	43 Weeks

The Media Partner shall submit a detailed production calendar comply with the action plan, showing:

- Filming/ shooting dates
- editing schedule
- review milestones

- broadcast & telecast schedule
- promotional campaign timeline
- social media calendar
- documentary production schedule.

11. BIDDER QUALIFICATIONS

- Bidder shall have proven experience in the media industry for more than five years.
- The bidder shall provide details of previous and ongoing assignments that demonstrate its experience and capacity to undertake the Concept Development, Production, Broadcasting/Telecasting and Promotion of the National Energy Education Media (NEEM) Project. (Submit two recent projects within last three years)
- Ability to deliver high-quality multilingual content (Sinhala, Tamil, English).
- Bidder shall provide audited financial statements of the last three years as proof to minimum average turnover of Ten million rupees
- Shall not be blacklisted.

12. TECHNICAL STAFFING

The Media Partner shall propose and assign a suitably qualified and experienced production team with proven experience in television and radio program production. The Media Partner shall propose and assign a qualified and experienced personnel who possess the necessary technical knowledge, professional competence, and proven experience to handle and effectively manage **all operations and activities associated with the assigned scope of work.** The Media Partner shall submit a detailed Staffing Plan using the following table

No.	Position	No. of Personnel (Specify)	Name of Proposed Staff	Academic/ Professional Qualifications	Relevant Experience (Years)		Key Responsibilities
					Required Minimum	Actual	
1	Project Manager (Team Leader)				10		
2	Executive Producer				10		
3	Television Producer/ Director				10		
4	Radio Producer				10		
5	Script Writer/ Content Developer				10		
6	Video/ Camera Operator/s				5		
7	Video Editor				5		
8	Motion Graphics/ Animation Artist				5		

9	Graphic Designer				5		
10	Sound Engineer				5		
11	Social Media/ Digital Media Specialist				5		
12	Production Assistant/ Coordinator				3		
13	Drone Operator				3		
14	Set Designers				3		
15	Makeup Artists				3		
16	Art Director				3		
17	Other Required Personnel				3		

The Media Partner shall ensure that adequate and appropriately qualified personnel are available throughout the implementation of the assignment to deliver all required television, radio and related media productions to the required professional standards and within the agreed production schedule. In case any of the identified personnel is unable to join or continue the activities assigned, the Media Partner shall make an appropriate replacement with a person having qualifications and experience in par with the original one.

12. REPORTING REQUIREMENTS

The Media Partner shall submit:

Report	Frequency
Work Plan	Once
Progress Report	Monthly
Financial Progress Report	Monthly
Transmission Report	After each broadcast/telecast
Social Media Analytics	Monthly
Final Completion Report	End of Contract

13. CONTRACT MANAGEMENT

The contract shall be administered by the Director General, SLSEA, or an officer authorized by him.

The Media Partner shall:

- attend coordination meetings
- submit progress reports
- maintain project documentation

- obtain prior approval for each and every contents/ changes
- duly submit the deliverables

14. INTELLECTUAL PROPERTY

All concepts, scripts, graphics, photographs, video recordings, audio recordings, animations, raw footage, edited programs, promotional materials, digital assets, and project documentation produced under this contract shall become the exclusive property of the Sri Lanka Sustainable Energy Authority.

The Media Partner shall not use, reproduce, distribute, or commercially exploit any project materials without the prior written approval of SLSEA.

15. EVALUATION

- **Technical Proposal Evaluation Criteria**

Criterion	Marks
Understanding of the Assignment	10
Creative Concept	10
Technical Methodology	10
Television Production Experience	10
Radio Production Experience	10
Innovation & Digital Strategy	10
Key Personnel	10
Work Plan & Schedule	10
Financial Capacity	5
Past Performance	5
Value Added Features	10
Total	100

- **Financial Evaluation**

- Only bidders who score 70 marks or more shall be considered for the financial evaluation. Among the technically qualified bidders, the financial score shall be calculated using the prescribed mechanism in the bidding document (instruction to bidders), whereby the lowest financial proposal will be given a financial score of 100 points. The financial scores of other proposals will be computed on a pro-rata basis.
- The proposals will finally be ranked according to their combined technical and financial scores using a weight of 20% for Technical Proposal and 80% for Financial Proposal.
- The bidder securing the highest combined score will be invited for contract negotiations.

Negotiations

- Prior to the expiration period of proposal validity, SLSEA will notify the successful bidder who submitted the highest scoring proposal in writing by registered letter or facsimile, and invite to negotiate the contract.
- Negotiations will commence with a discussion on Technical Proposal, project implementation schedule and costs/charges quoted in the Financial Proposal.
- The negotiations will be concluded after reaching agreement, and thereafter SLSEA and the bidder will finalize the contract and sign contract agreements.
- If negotiations fail, SLSEA will invite the bidder who has obtained the second highest score, for negotiations. Upon successful completion, SLSEA will promptly inform the other bidders that their proposals have not been successful and the bid bond will be returned to them immediately.

Bidders are requested to submit their financial proposals in the prescribed formats of the bidding documents, ensuring that all costs associated with the required services are included in the quoted price.

16. PAYMENT SCHEDULE

Milestone	Payment
Contract Signing & Approval of the Work Plan	10%
Approval of Creative Concept & Production Plan	10%
Completion of Broadcasting of Provincial Radio Productions	30%
After telecasting of Grand finale	30%
Final Acceptance of All Deliverables	20%

Payments shall be made upon certification by SLSEA that the corresponding deliverables have been satisfactorily completed.

17. ANNEXES

The TOR should include the following annexes:

- **Annex A:** NEEM Project Circular Issued by the Ministry of Education.
- **Annex A:** Project Action Plan (Gantt Chart)

Section VII. Security Forms and Affidavit (Template)

Annex A Form: Bid Security (Bank Guarantee)

Whereas, *[name of Bidder]* (hereinafter called “the Bidder”) has submitted his Bid dated *[date]* for providing Services for *[name of Contract]* (hereinafter called “the Bid”).

Know all people by these presents that We *[name of Agency]* having our registered office at *[address]* (hereinafter called “the Bank”) are bound unto name of Employer] (hereinafter called “the Employer”) in the sum of *[The Bidder should insert the amount of the Guarantee in words and figures]* for which payment well and truly to be made to the said Employer, the Bank binds itself, its successors, and assigns by these presents.

Sealed with the Common Seal of the said Bank this *[day]* day of *[month]*, *[year]*.

The conditions of this obligation are:

- (1) If, after Bid opening, the Bidder withdraws his Bid during the period of Bid validity specified in the Form of Bid; or
- (2) If the Bidder having been notified of the acceptance of his Bid by the Employer during the period of Bid validity:
 - (a) fails or refuses to execute the Form of Agreement in accordance with the Instructions to Bidders, if required; or
 - (b) fails or refuses to furnish the Performance Security, in accordance with the Instruction to Bidders; or
 - (c) does not accept the correction of the Bid Price pursuant to Clause 22,

we undertake to pay to the Employer up to the above amount upon receipt of his first written demand, without the Employer’s having to substantiate his demand, provided that in his demand the Employer will note that the amount claimed by him is due to him owing to the occurrence of one or any of the three conditions, specifying the occurred condition or conditions.

This Guarantee will remain in force up to and including the date *[Usually 28 days after the end of the validity period of the Bid.]* days after the deadline for submission of bids as such deadline is stated in the Instructions to Bidders or as it may be extended by the Employer, notice of which extension(s) to the Bank is hereby waived. Any demand in respect of this Guarantee should reach the Bank not later than the above date.

Date _____ Signature of the Bank _____

Witness _____ Seal _____

[signature, name, and address]

Annex B Form: Performance Bank Guarantee (Unconditional)

To: *[name and address of Employer]*

Whereas *[name and address of Service Provider]* (hereinafter called “the Service Provider”) has undertaken, in pursuance of Contract No. *[number]* dated *[date]* to execute *[name of Contract and brief description of Services]* (hereinafter called “the Contract”);

And whereas it has been stipulated by you in the said Contract that the Service Provider shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligations in accordance with the Contract;

And whereas we have agreed to give the Service Provider such a Bank Guarantee;

Now therefore we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Service Provider, up to a total of *[amount of Guarantee]* *[amount in words]*, such sum being payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of *[amount of Guarantee]* as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Service Provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Services to be performed there under or of any of the Contract documents which may be made between you and the Service Provider shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until a date 28 days from the date of issue of the Certificate of Completion.

Signature and seal of the Guarantor _____

Name of Bank _____

Address _____

Date _____

Annex C Form: Bank Guarantee for Advance Payment

To: *[name and address of Employer]*

[name of Contract]

Gentlemen:

In accordance with the provisions of the Conditions of Contract, Clause 51 (“Advance Payment”) of the above-mentioned Contract, *[name and address of Service Provider]* (hereinafter called “the Service Provider”) shall deposit with *[name of Employer]* a Bank Guarantee to guarantee his proper and faithful performance under the said Clause of the Contract in an amount of *[amount of Guarantee]* *[amount in words]*

We, the *[Bank or Financial Institution]*, as instructed by the Service Provider, agree unconditionally and irrevocably to guarantee as primary obligator and not as Surety merely, the payment to *[name of Employer]* on his first demand without whatsoever right of objection on our part and without his first claim to the Service Provider, in the amount not exceeding *[amount of Guarantee]* *[amount in words]*

We further agree that no change or addition to or other modification of the terms of the Contract or of Services to be performed there under or of any of the Contract documents which may be made between *[name of Employer]* and the Service Provider, shall in any way release us from any liability under this Guarantee, and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall remain valid and in full effect from the date of the advance payment under the Contract until *[name of Employer]* receives full repayment of the same amount from the Service Provider.

Yours truly,

Signature and seal: _____

Name of Bank/Financial Institution: _____

Address: _____

Date: _____

Annex D form : NON-COLLUSION AFFIDAVIT (TEMPLATE)

The undersigned bidder or agent, hereby solemnly, sincerely, and truly declares and affirms/makes an oath and states as follows;

- a) That he/she has not, nor has any other member, representative, or agent of the firm, company, corporation, or partnership representing him/her, entered into any combination, collusion, or similar agreement with any person in connection with the price to be bid;
- b) That he/she or anyone representing him/her has not taken any step whatsoever to prevent any person from bidding, nor to induce anyone to refrain from bidding; and
- c) That this bid is made without reference to any other bid and without any agreement, understanding, or combination with any other person in reference to this bid.

He/she further states that no person, firm, or corporation has received or will receive, directly or indirectly, any rebate, fee, gift, commission, or thing of value in connection with the submission of this bid.

The bidder accepts full responsibility for ensuring the absence of collusion and hereby pledges to abide by fair and ethical competition practices throughout the procurement process and fully comply with the applicable Procurement Guidelines.

I hereby affirm, under the penalties for perjury, that all statements made by me in this affidavit are true and correct.

The foregoing Affidavit having been duly read over and explained by me to the Affirmant above named and he/she having understood the contents therein and admitted to be correct, affirmed and set his/her signature hereto before me) on this day of ... at ...

BEFORE ME,

JUSTICE OF THE PEACE/COMMISSIONER OF OATHS