

Terms of Reference (ToR)

For

Selection of Firm/Consultant for Making Audio-Visual Documentary on “Livestock Technology Management, Nutrition, Climate, Environment & Social Issue, Training of Financial Literacy” under RMTP.

Implemented by: Poribar Unnayan Sangstha (FDA)

Supported by: Palli Karma-Sahayak Foundation (PKSF)

Summary

Type of work	Production of audio-visual documentary
Purpose	Increasing the efficiency of rural people as well as micro-entrepreneurs on livestock technology management, nutrition, climate, environment & social issue, and financial literacy, so that they can improve their daily activities in life with maintaining hygienic health.
Audience	FDA, PKSF, IFAD, DANIDA and others
Reports to	FDA
Expected start/end dates	15 February 2023
Location	Dhaka, Bhola
Deadline for receiving applications	25 January 2023

1. PO Background:

Poribar Unnayan Sangstha (FDA) is implementing a project titled “Market Development of Safe Meat and Dairy Product” at Bhola District (Charfassion, Lalmohon, Monpura) in Bangladesh. This sub-project is jointly funded by the Pally Karma-Sahayak Foundation (PKSF), IFAD and DANIDA under Rural Microenterprise Transformation Project (RMTP) of PKSF. The sub-project shall enable rural producers to expand sustainable micro-enterprises through efficient production methods and strong market connectivity, implemented for the overall business development of small entrepreneurs. The project is providing support to produce and distribute safe dairy and meat products following the Global Gap and HACCP protocols. Traceability and certification of those products will be introduced for the branding of dairy/meat products and help equip the participants with a valuable business tool for compliance of product quality.

Now, FDA has taken the initiative to hire a firm with experience of producing video documentary regarding livestock technology management, nutrition, climate, environment & social issue, training of financial literacy.

Sub-Project Goal: The objective of the sub-project is to increase the income, food security and nutrition situation of marginal, small farmers and small entrepreneurs in the project area through value chain activities.

2. Sub-Project Objectives:

1. To increase income by creating technically sound farmers and small entrepreneurs of dairy and meat and related procured product;
2. To increase the number of entrepreneurs who can produce and do the marketing of processed dairy and meat products;
3. To do the marketing of newly introduced safe meat and dairy products and employment generation in related field;
4. To generate employment and create a sustainable sector by expanding local market of safe dairy and meat products;

3. Objective of the Assignment:

The objective of this video documentary is how to improve in livestock sector by using different technology with proper management, raising awareness on nutrition, climate, environment & social issue. Giving training on livestock technology management, nutrition, climate, environment & social issue, also financial literacy is the main objective of this video documentary. The documentaries will mainly focus on livestock technology management, nutrition, climate, environment & social issue, financial literacy. The environmental and other problems faced by the microenterprises in the cluster will be addressed here & how to overcome those problems suggestion will be given.

4. Core requirements of the firm:

- ❖ The firm should have at least 03 years of experience in BCC, awareness campaign, film production, media activation or related activities.
- ❖ The firm should have completed at least 1 related assignment in the past 5 years.
- ❖ The firm should have proven experience in designing and implementing self-reflexive dialogue for BCC.
- ❖ Experience in working with IFAD or other UN agencies will add advantage.
- ❖ Have the possession of necessary logistics (like microbus, shooting equipment, editing panel, sound studio and manpower)
- ❖ The firm should have sound financial health to carry out such assignment
- ❖ Availability of appropriate professional skill among the staff (a good combination of experienced journalists, media professionals of communication, film and multimedia)
- ❖ Updated vat & tax certificate
- ❖ Trade license

05. Services and facilities to be provided by the client:

The necessary information for making video on the livestock technology management, nutrition, climate, environment and social issue, training of financial literacy provided by FDA and PKSf. Additionally, PKSf and FDA will also provide necessary guidance and comments on the draft versions of the documents and contents within the required period of time. The client will not provide any logistic support to the firm. If necessary, FDA may accompany the crews while visiting the fields.

06. Services and facilities to be provided by the firm:

The firm will provide the deliverables within the mentioned period using their own office space and other necessary logistics. Additionally, the firm will host any member of the client while making correction to the draft version of the videos. The firm will provide all the final versions of the deliverables along with the raw footage in an SSD storage device.

07. Deliverables:

No. of video content: 04

Deadline: 28 February, 2023

A final report with detail proof of accomplishment of the tasks should be delivered while submitting the final versions of video contents as per specification.

The Consultant/Firm is expected to deliver the listed deliverables, but not limited to the ones mentioned in the given below.

- Approximately 5 (per Animation) minutes long film shot in high definition in Bangla with the Bangla subtitles and voiceover.
- Selected footage (organized, including brief description)

Consultant/Firm must provide master copy of the above mentioned, in the highest available quality (may be 1080p). All products will be the property of the Poribar Unnayan Songstha (FDA), and to be labeled appropriately. Poribar Unnayan Songstha (FDA) has the right to request for the progress of work at any given time within the contract period.

08. Key specification of the video content:

Purpose: Making video on livestock technology management, nutrition, climate, environment & social issue, training of financial literacy.

Length: 30 seconds to 5 minutes

Video format: MP4

Video quality: 4k or above

09. Professional Liabilities:

The consulting firm is expected to carry out the assignment with due diligence and in accordance with prevailing professional standard. A proper consultation with Poribar Unnayan Songstha (FDA) needs to be maintained in terms of planning, designing, documentation, development and reporting.

10. Costs:

The service provier will formally propose the cost for the service along with a separate detailed financial proposal (including Tax, VAT and others as per rule) and payment terms. The cost will be expressed in Bangladeshi currency (BDT) and all payments will be made locally in the same currency. TAX, VAT and others (if any) will be deducted at source as per rule.

11. Confidentiality:

All documents, reports and information from this assignment will be regarded Poribar Unnayan Songstha (FDA) property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior permission of Poribar Unnayan Songstha (FDA) or the government.

12. Rights:

Poribar Unnayan Songstha (FDA) will reserve the Intellectual Property Rights (IRP) for all deliverable of the assignment. Poribar Unnayan Songstha (FDA) authority also reserves the right to cancel, change, and modify any part or the whole assignment any time before the contract or during the contract period.

Md. Kamal Uddin

Executive Director

Poribar Unnayan Sangstha (FDA)

Charfassion, Bhola