

Terms of Reference (ToR)

for

Selection of firm/consultant for making audio-visual documentary as Behavior Change Communication (BCC) material to raise awareness on nutrition 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	To raise awareness and motivate people to have a better understanding on daily nutrition behavior as well as household food security and sanitation as a mandate to fulfill the goal of the RMTP.
Audience	FDA, PKSF, IFAD, DANIDA and others
Reports to	FDA
Expected start/end dates, number of work days	30 January, 2023
Location	Dhaka, Bhola
Deadline for receiving applications	15 Jan, 2023

1. PO Background :

Poribar Unnayan Sangstha (FDA) is implementing the sub-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 Palli 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. 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. Now, FDA has taken the initiative to hire a firm with experience of producing video documentary on Social Behaviour Change regarding Nutrition.

2. Project background:

The project titled " Market Development of Safe Meat and Dairy Product" jointly financed by Palli Karma-Sahayak Foundation (PKSF) and the International Fund for Agricultural Development (IFAD), under the project named 'Rural Microenterprise Transformation Project (RMTP) will be implemented in 03 Upazilas of Bhola District (Charfassion, Lalmohon, Monpura) in Bangladesh. by the organization "Poribar Unnayan Sangstha (FDA)".

The project will be working to increase income, ensure food security and improve family nutrition of marginal and small farmers and Livestock related backward and forward market entrepreneurs. The sub-project will also work on value addition at various levels, expansion of financial services for enterprise development, and strengthening of the institutional framework for the development of safe meat, milk and milk products throughout the value chain. Efforts will be made to scale up and expansion of enterprises through efficient production methods and strong market linkages of marginal and small farmers. If the sub-project is implemented as expected, the income of 70 percent of the entrepreneurs will increase by at least 50 percent and 30 percent of the project members will be able to add nutritious food to their regular diet.

3. Background of the assignment:

The goal of the project is to increase the income, food security, and nutrition of farmers and service providers across livestock value chains. The project supports microenterprises in areas that are related to their behavior towards food, nutrition and overall health along with their income and socio-economic condition. The distinctive features of the project are to build awareness on food behavior and to motivate them to have sustainable well-being through practicing nutritious and diversified diet. The project aims to create better understanding for the micro-entrepreneurs on

what shall be done at household level regarding diet on regular basis to have better immunity and overall well-being for the body.

To achieve the main goal the project took initiative to increase income of the entrepreneurs through addition of monetary as well as nutritional value to the Livestock products throughout the supply chain. It is also expected that through building awareness and continuous motivation, they will be able to expend part of that increased income on having diversified nutritious food while it is also expected that they will consume part of their own production as an item of daily consumption.

4. Objective of the assignment:

The general objective of the assignment is to help achieve the project development objective- to ensure the sustainable growth of Livestock value chains with comparative advantage, market demand, growth potential, and backward & forward linkages to small farmers and micro-entrepreneurs. This will involve raising awareness among the micro-entrepreneurs of the project towards food behavior practices guided by behavioral science based tools like appropriate Nudging as well as digital audio-visual aids.

4.1 Specific objective: The specific objective of the assignment is to changing the behavior of the MEs towards good dietary practices and better understanding on food behavior using audio-visual materials like video content.

5. Scope of the assignment related to the objective

Under the project, Social Behavior Change Communication (SBCC) method will be used to implement health, food and nutrition awareness raising strategies among the target population. BCC is a powerful and fundamental human interaction – communication – which positively influences dimensions of health and well-being. It is a direct approach towards changing behavior. It is different to traditional IEC materials as IEC materials are not considered for creating awareness and giving information as compared to BCC. It is a strategy that triggers people/society/communities to adopt healthy, beneficial and positive behavioral practices.

This project will adopt SBCC as an effective communication approach which helps to promote changes in knowledge, attitudes, norms, beliefs and behaviors of the target population. Under the strategic objective of enhancing the consumption and utilization of healthy and diversified diets for achieving nutrition improvements, the strategy of preparing communication materials containing aids on understanding nutrition, food and overall wellbeing is taken. The main target group of this program will be women members. In this case, it is necessary to know the behavioral pattern of people's daily life, then in the light of that, what activities can be taken to change their behavior and take it to the desired level, then it will be possible to bring behavioral changes in health, food and nutrition.

The selected firm will carry out all the necessary tasks to complete the assignment mentioned in section 4.1. This will include necessary research and understanding of the assignment and if necessary, travel around the project area.

6. Individual Consultant (National) Selection Process:

Individual Consultant Selection (ICS) method and Standard Request for Application (SRFA:PS-3) Documents on lump-sum contracts of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh should be followed in preparation of short-listing the consultants, evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of survey reports for conducting this study.

7. 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)

8. Proposal Submission/ Application and Selection Details

The proposal should include the following below six items. Please note that any proposal which does not contain all six items will be rejected.

Cover letter: clearly summarizing your experience and competency as it pertains to this assignment

Technical proposal: Not exceeding eight (08) pages expressing an understanding and interpretation of the ToR, the proposed methodology, relevant experience and time and activity schedule.

Financial proposal: Itemizing estimated costs for services rendered (daily consultancy fees), accommodation and living costs, transport costs, stationery costs, and any other related supplies or services required for the review in BDT and modality of payment. Please also attach a TIN/Registration Certificate.

Detailed CVs of all professionals who will work on the process. CVs of proposed study team, please attach a table describing the level of effort (in number of days) of each team member in each of the Baseline activities.

Professional references needed to provide two or three references from your previous clients.

Short example from previous similar work: (SBCC video content preferred) that is relevant to this work

(Application materials are non-returnable, and we thank you in advance for understanding that only short-listed candidates will be contacted for the next step in the application process and the selection panel does not have the capacity to respond to any requests for application feedback. Please take note that expressions of interest that do not cover these requirements will not be considered.)

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

The necessary information on the nutritional issues will be 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.

10. 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 a SSD storage device.

11. Deliverables:

No. of video content: 20

Deadline: 31 March, 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.

12. Key specification of the video content:

Purpose: Video documentary on nutrition issues

Tone: The key tone of storytelling of the video content should be engaging and inspiring

Length: 30 seconds to 5 minutes

Video format: MP4

Video quality: 4K or above