

**Terms of Reference (ToR) for hiring a
Production House/Firm/Agency for Producing Video documentary on “Production and Marketing
of Safe Fish & Fish Product”**

“Production and Marketing of Safe Fish & Fish Product Sub-project”

Project Title/Activity Name	“Production and Marketing of Safe Fish & Fish Product Sub-project” under the Rural Microenterprise Transformation Project (RMTP)
Name of the Assignment	Producing video documentary on “Production and Marketing of Safe Fish & Fish Product”
Purpose	1. The video documentary will tell the transformation and impact of the individual beneficiaries and activities. 2. The video documentary will be shared through various social media platforms. 3. It will describe the success and narrative of the activities of “Production and marketing of safe Fish & Fish Product”. 4. It should be dramatic, and message oriented for the mass audience behavior change
Audience	National Development Programme (NDP), PKSf, IFAD, Embassy of Denmark and the consultant
Reports to	National Development Programme (NDP).
Expected start/end dates, number of work days	After signing the agreement, the concern firm/vendor will complete the task within 20 working days
Location	Natore (Natore Sadar, Gurdashpur & Baraigram Upazila)
Deadline for receiving applications	5 days After advertisement

1. Background:

Palli Karma-Sahayak Foundation (PKSF) is working more than two hundred Non-Government Organizations (NGOs) across the country. Since the inception, these organizations take development as a positive change in the Socio-Economic aspects of human life. These organizations empower the powerless through concretization and alternative institution-building for the liberation of the majority of people from prejudices and exploitative mechanisms of the society that breeds poverty and injustices through implementing agricultural development, healthcare, education, climate change, and disaster management, sanitation, natural resources management, environmental protection, human resource development, and credit assistance among entrepreneurs of different categories. National Development Programme (NDP), is implementing a project titled “Production and Marketing of Safe Fish and Fish Products” under financial and technical support from the Rural Microenterprise Transformation Project (RMTP) of Palli Karma-Sahayak Foundation (PKSF). A total of 3,000 Fish producers, entrepreneurs & other market actors of 3 Upazila in Natore District (Natore Sadar, Gurdashpur & Baraigram

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Upazila) are receiving various technical, technological and marketing supports under this value chain sub-project. ‘National Development Programme (NDP)’ has taken an initiative to conduct producing video documentary on “Production and Marketing of Safe Fish & Fish Product” through a competent firm.

2. Objective of the assignment

The objective of the assignment is to tell the transformation stories of the successful entrepreneurs, beneficiaries as well as activities. In addition to this, incorporate the Good Aquaculture Practices and success, production, procession and marketing. Also, showcase the best practice and lesson learned of the project to attract donor, audience and other stakeholders’ attention.

Specific objective: The specific objectives of the assignment is to –

- Document Transformation Stories: Capture and narrate the transformation stories of successful entrepreneurs and beneficiaries, detailing their journeys, achievements and challenges.
- Highlight Good Aquaculture Practices (GAQPs): Incorporate and showcase Good Aquaculture Practices (GAQPs) implemented in the project, emphasizing their role in achieving success.
- Detail Production, Processing, and Marketing: Provide a comprehensive overview of the production, processing, and marketing processes involved, highlighting innovative practices and strategies.
- Showcase Best Practices and Lessons Learned: Present the best practices adopted during the project and the lessons learned, aiming to demonstrate the project's impact and effectiveness.
- Attract Donor, Stakeholder, and Audience Attention: Craft the narrative in a compelling way to engage and attract the attention of donors, stakeholders, and the general audience, showcasing the project's achievements and potential for future support.

3. Scope of the assignment related to the objective

The firm will execute all necessary tasks, from research to video production, ensuring alignment with project objectives. The submission of a detailed work plan, in collaboration with the National Development Programme (NDP) and PKSf. Client-approved script development will also lead to the creation of impactful video content. The firm will-

- Conduct necessary research and gain a comprehensive understanding of the assignment.
- Develop a detailed work plan, strategy, and relevant details for creating and submitting the required video content.

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- The concern firm will visit the shooting location before development of video script and collected the beneficiary’s interview, and necessary information.
- Review the project document for development of the video script.
- Collaborate with National Development Programme (NDP) and PKSf’s Project Management Unit (PMU) to develop scripts for video documentary.
- Take final approval of video script from National Development Programme (NDP) and PMU of PKSf for shooting.
- Initiate the production phase post-client approval, encompassing shooting and other essential tasks.
- Produce video documentary according to specified criteria, covering diverse project activities and special features.
- Use copyright free background music for the video documentary.
- Take voice over approval and sample of the voice over before finalize the video documentary.
- Use appropriate sub-title in English and Bangla for the video documentary and take approval from National Development Programme (NDP) and PMU of PKSf.
- Use PKSf, IFAD, EMBASSY OF DENMARK, and National Development Programme (NDP) logo under the title name screen and closing screen of the video with appropriate animation and motion graphics.

Technical Specification:

Title of the Video	Producing video documentary on “Production and Marketing of Safe Fish & Fish Product”
Type of Video	Video documentary
Duration	6-7 minutes maximum
Video Quality	Full HD (1080 X 1920 pixel), 4k
Video Format	MPEG-4 or another compatible format
Sound Quality	Stereo
Audio Format	Advance Audio Codec (AAC)
Language	Bangla
Voice	Yes (Male/Female)
Method of Presentation	Video, Picture, Flow Chart, Table, Diagram, motion graphics, info-graph etc.
Music	Copyright free music (unique)

4. Duration of the assignment

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The assignment needs to be completed within duration of maximum 20 days starting from the date of contract signing.

5. Schedule of the deliverables

The assignment will be completed following the schedule below:

- The firm will submit a detail work plan and outlines and strategy for the specific video documentary for approval from the National Development Programme (NDP) and PMU of RMTP PKSf before the final shooting **within three days of contract signing.**
- The firm will submit a video documentary 6-7 minutes maximum (Full HD, 4K, MPEG-4 or another compatible format) and 3 reels/shorts video – each video for maximum 90 seconds for social media promotion.
- The firm will submit all the video raw footage, and finish products by a transferable pen drive to the PMU of PKSf and transferable link to the National Development Programme (NDP).

6. Qualification of the firm

The production firm will be evaluated against the following criteria:

- a) The firm must have at least 5 years of experience in producing films, video documentaries, video contents, audio-visuals for government authorities as well as national and international development agencies.
- b) The firm must have the experience of producing audiovisual contents and running social media campaigns for a national or international development organization.
- c) Technical and human resources to ensure smooth, on-time and high-quality production without outsourcing
- d) Demonstrated capacity of producing video contents by in-house director pool, production, and postproduction facilities under one roof
- e) Possession of necessary logistics like a microbus, shooting equipment, editing panel, sound studio, etc.
- f) Clear articulation of capacity and skill, and innovative approaches to carry out the assignment
- g) Experience in producing digital contents for social media as well as mainstream media outlets. Experience with working for international media outlets will add extra value
- h) Team should have a good combination of experienced journalists, media professionals and their relevant educational qualifications such as a degree in communication, film and multimedia is preferred

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Team composition and Key experts: The team should have the key members with the following qualifications

1	Director	The director of this assignment must have (a) combined experience of film-making work, (b) experience in directing at least 10 documentaries/audiovisuals for development organizations. S/he must have the graduation degree from a reputed university.
2	Producer	The producer for the assignment must have experience in managing large-scale productions and working on long-term projects. S/he must have the graduation degree from a reputed university.
3	Scriptwriter	The scriptwriter of this assignment must have (a) combined experience of journalistic and digital content creating work, (b) experience of writing scripts of at least 5 documentaries, and (c) experience in media/ digital campaigns for development organizations. S/he must have the graduation degree from a reputed university.
4	Director of Photography	The director of photography of this assignment must have (a) combined experience of photography and film-making work, and (b) experience in working for at least 5 documentaries/audiovisuals/photography projects for development organizations. A bachelor’s degree in any subject.
5	Video Editor	The video editor will have a bachelor’s or master’s degree in related subjects. Will have experience at least 20 video editing skills of INGOs videos.
6	Graphics Designer	The graphics designer will have an expertise on all the related software of designing, create motion graphics, infographics, and will have work experience at least 10 years in a relevant company, firm or agency. S/he has the certified course on graphics design and multimedia production.
7	Voice artist	The voice artist should have graduation degree, and at least five years of experience as radio jokey, video jokey, news presenter, or professional voice artist with native phonetic in Bangla.

7. Service and facilities to be provided by the client

The necessary information on the assignment will be provided by PKSf RMTP’s PMU and National Development Programme (NDP). Additionally, PKSf/ National Development Programme (NDP) will also provide necessary guidance and comments on the draft scripts and draft versions of the video within the required period of time. The client will not provide any logistic support to the firm. If necessary, officials of PKSf/ National Development Programme (NDP) may accompany the crews while visiting the fields.

8. Service and facilities to be provided by the firm

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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 versions of the videos. The firm will provide all the final versions of the video content along with the raw footage in a SSD storage device/pen drive.

9. Institutional arrangement:

The consulting firm will report to the 'Project Focal' and/or his/her designated person regarding their scope of services, deliverables and other assignment related issues.

10. Consulting Firm (National) Selection Process:

Request for Quotation (RFQ) Documents on Lump-Sum contract of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh will be followed in evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of video documentary.

11. Mode of Payment:

National Development Programme (NDP) will pay the cost of the e-video module the assigned firm subject to the completion of all deliverables' acceptance of PKSf by deducting VAT and TAX at source as per the Government rules of Bangladesh. Payment will be done through Account Payee Cheque based on the following milestones:

- a) 1st Payment (20% of total contract value): The 1st payment shall be made upon submission and acceptance of the initial work plan and outlines details of teaser by National Development Programme (NDP) and PKSf.
- b) Final Payment (80% of total contract value): The final payment shall be made upon submission and acceptance of the draft teaser and subsequently the final OVC by National Development Programme (NDP) and PKSf.

12. Disclaimer

The National Development Programme (NDP) management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. National Development Programme (NDP) reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed.

15. Professional Liabilities

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The agency is expected to carry out the assignment with due diligence and in accordance with prevailing professional standards. A proper consultation with PKSf and National Development Programme (NDP) needs to be maintained in terms of planning, designing, documentation, development and reporting.

16. Confidentiality

All documents, reports and information from this assignment will be regarded as National Development Programme (NDP) and PKSf’s property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior permission of PKSf and National Development Programme (NDP) or the government.

17. Rights

National Development Programme (NDP) will reserve the Intellectual Property Rights (IPR) for all deliverables of the assignment. PKSf 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.

18. Application process

Interested Consulting Firms are invited to submit an Expression of Interest (EoI) along with company registration, up-to-date trade license, tax clearance paper, last three years audit reports, bank solvency certificate and company certification, staffing, office information. Besides, the EoI should also include:

- Detailed completed and ongoing experience including similar experiences with supporting documents.
- Clear work plan including outputs/deliverables and detailed time frames;
- A cover letter outlining the suitability of consulting firm for the assignment, motivation and summarizing relevant experience;
- Detailed CV of the consultants with a full description of the profile and experience;
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant’s expertise and relevant work experience.

19. Submission of Proposal

Interested Consulting Firms are requested to submit the technical and financial proposal with the above-mentioned documents to rmtfisheries@ndpbd.org on or before 27/10/2025 with “EoI for producing the video contents for the video documentary on Producing video documentary on “Production and Marketing of Safe Fish & Fish Product” for National Development Programme (NDP) written on top of the sealed envelope.