|  |  |
| --- | --- |
| **Project Title/Activity Name** | Producing one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minitues) and 5 reels/shorts, and 100 still photos as well as promotion to disseminate knowledge about the project's good practices, focusing on various activities related to “Market System development of safe poultry and poultry products”. |
| **Purpose** | 1. The video content primarily focuses on impact, incorporates storytelling, and follows value chain approaches. 2. Promotion of produced documentary & reels. |
| **Audience** | Ghashful, community members, social media platform members, PKSF, IFAD, the Embassy of Denmark, the consultant & all over the people |
| **Issued by** | Ghashful |
| **Reports to** | Aftabur Rahman Jafree, CEO |
| **Expected start/end dates, number of work days** | 30 days |
| **Location** | Naogaon Sadar, Naogaon |
| **Deadline for receiving applications** | 03 May, 2025 |

1. **Background:**

**The "** Market System development of safe poultry and poultry products’’ **value chain sub-project is being implemented by the** Ghashful **in Naogaon Sadar, Mohadebpur, Manda, Patnitola, Bodolgachi** Upazillas of Naogaon district **of Bangladesh. This sub-project is a part of the Rural Microenterprise Transformation Project (RMTP) of the Palli Karma-Sahayak Foundation (PKSF) and is jointly funded by IFAD, DANIDA and PKSF. The sub-project aims to assist rural producers in developing sustainable micro-enterprises by promoting efficient farming techniques and establishing strong market linkages, thereby contributing to the overall business development of small & medium-scale entrepreneurs. Additionally, the sub-project works with producers to transform beliefs, gender norms, and perceptions, raising community awareness of social, environmental, gender, and nutrition issues in tandem with value chain activities. To further educate the community and project participants,** Ghashful **has initiated the hiring of a consultant to produce a video highlighting agricultural best practices, marketing strategies, and cross-cutting awareness activities.**

1. **Objectives of the assignment**

* **Showcase Key Positive Changes:** Highlight the transformative effects of the project on beneficiaries through the adoption of good practices and value-added approaches in safe poultry and poultry products.
* **Demonstrate Impact on Income Generation:** Illustrate how the project's activities have enhanced income-generating opportunities for rural producers, fostering sustainable livelihoods.
* **Engage the General Audience:** Create impactful and engaging video content that communicates the project's success stories and broader social, economic, and environmental impacts to inspire and inform a wide audience.

**Specific objective:**

The specific objectives of the assignment are –

* **Develop High-Quality Video Content:** Producing one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minitues) and 5 reels/shorts, and 100 still photos to effectively convey the core messages of the "Market System development of safe poultry and poultry products" initiative.
* **Promotion:** Impact video documentary & 3 short reels are broadcast to local TV channel (dish line), present by content creator as well as boosting.
* **Address Key Issues and Outcomes:** Highlight critical challenges, transformative changes, and success stories that illustrate the impact of value chain approaches on beneficiaries' attitudes, behaviors, and policies.
* **Encourage Community Engagement:** Inspire the audience to actively discuss and adopt sustainable practices within their communities, emphasizing opportunities for income generation and good farming practice.
* **Tell a Compelling Story:** Present the project's activities and successes through a dramatic and engaging narrative, using real-life examples to showcase the positive changes experienced by participants.

1. **Scope of the assignment related to the objective**

**The firm will undertake all necessary tasks to complete the assignment, including conducting essential research, gaining a thorough understanding of the project, and traveling extensively to project locations. At the outset, the firm will prepare an initial work plan detailing the team composition, strategies, and other relevant information required for the completion and submission of the video content. The video scripts will be developed collaboratively with the RMTP PMU of PKSF and members of the Ghashful team. Client approval of the scripts will be required before production begins. Upon receiving script approval, the firm will proceed with production, managing all aspects of filming and other essential tasks. After production is completed, the consultant will present a draft video to the client for review and feedback. Any necessary revisions will be made based on the client's input, after which the final version of the video will be delivered.**

a) **Quality of Video Footage:** All video content must be recorded in minimum 4K resolution or higher, ensuring exceptional visual quality.

b) **Media Elements:** The content should integrate a variety of media, including audio, video footage, computer graphics, and photographs.

c) **Language:** The primary language of the video will be Bengali, accompanied by English subtitles (British English).

d) **Copyright Ownership:** Ghashful and the PMU of PKSF RMTP will retain full ownership of all content, including footage, photographs, and interviews.

e) **Duration:** The final video product should be one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minitues) and 5 reels/shorts, and 100 still photos as well as promotion to disseminate knowledge about the project's good practices.

The consulting firm will develop the video teaser/documentary/reels with active support of small & medium scale entrepreneurs, producers and other relevant stakeholders to demonstrate project best practices to produce desired projects finished goods. Specifications are given below:

|  |  |
| --- | --- |
| Title of the Video | Preparation of Video Documentaries/Reels to Showcase Project Best Practices for Market System Development of Safe Poultry and Poultry Products |
| Type of Video | Producing one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minitues) and 5 reels/shorts, and 100 still photos |
| Duration | one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minitues) and 5 reels/shorts, and 100 still photos |
| Still photos | 100 still photo (RAW, JPEG, minimum 10MB size, sky limit) |
| Footage Quality | Sky limit, 4K, full HD and zero noise and except under and over expose |
| Delivery Video Format | Full HD, 4K, MPEG-4 or another compatible format |
| Sound Quality | Stereo |
| Audio Format | Advance Audio Codec (AAC) |
| Language | Bangla voice over and English sub-title (British American) |
| Voice | Yes (Male/Female) |
| Method of Presentation | Video, Picture, Flow Chart, Table, Diagram, motion graphics, info- graph etc. |
| Music | Copyright free music (unique) |

1. **Duration of the assignment**

This job must be completed within a specified timeframe, aligning with the readiness of crops in the fields. The plan should be developed, followed by the recording of videos and stories. After completing the outdoor filming, the entire project must be finished within 45 days.

1. **Schedule of the deliverables**

The assignment will be completed following the schedule below:

* The firm or consultant will provide a detailed work plan and information about team members within 5 days of signing the contract.
* Submit a detailed script and outline for approval from the Ghashful and PMU of RMTP PKSF before the final shooting.
* The firm/consultant will submit Producing one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minitues) and 5 reels/shorts, and 100 still photos
* The firm/consultant will provide all the video footage and final products to the Ghashful and PMU of PKSF on a USB drive as well as a shareable link.

1. **Qualification of the firm**

The production firm will be evaluated against the following criteria:

1. The firm must have at least 3 years of experience in producing films, video documentaries, video contents, audio-visuals for government authorities as well as national and international development agencies.
2. Experience in producing audiovisual contents and running social media campaigns for a national or international development organization;
3. Technical and human resources to ensure smooth, on-time and high-quality production without outsourcing;
4. Demonstrated capacity of producing video contents by in-house director pool, production, and postproduction facilities under one roof;
5. Possession of necessary logistics like a microbus, shooting equipment, editing panel, sound studio, etc.
6. Clear articulation of capacity and skill, and innovative approaches to carry out the assignment;
7. 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.
8. 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.
9. Detailed completed and ongoing experience including similar experiences with supporting documents.
10. Income tax assessment certificate/acknowledgement certificate, updated Trade license, VAT certificate, and Registration certificate (if applicable);
11. List of organizational committee members/board of directors;
12. List of existing senior management and assignment related professional manpower; and
13. In case of Joint Venture, must have a legal agreement among the firms where the name of the leading firm need to be mentioned. Lead firm needs to fulfill all above conditions.
14. **Team composition:** The team will consist of seven (07) relevant professional experts including a Team Leader. The qualifications and competence of each expert for the assignment are given below:

|  |  |  |
| --- | --- | --- |
| 7.1 | Director  (Team Leader) | The director for this assignment must have substantial experience in filmmaking, with a proven track record of directing at least 5 documentaries or audiovisual projects for development organizations. The candidate should possess both undergraduate and postgraduate degrees from a reputable university. |
| 7.2 | Producer  (1 Person) | 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 and post-graduation degree from a reputed university. |
| 7.3 | Scriptwriter  (1 Person) | The scriptwriter of this assignment must have (a) combined experience of creative content work, (b) experience of writing scripts of at least 3 documentaries, and (c) experience in media/ digital campaigns for development organizations. S/he must have the graduation and post-graduation degree from a reputed university. |
| 7.4 | Director of Photography  (1 Person) | 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 3 documentaries/audiovisuals/photography projects for development organizations. A bachelor’s or master’s degree in mass communication/ photography/ multimedia/ film studies. A degree from a reputed foreign University or working with an international media outlet will carry extra value. |
| 7.5 | Video Editor  (1 Person) | The video editor will have a bachelor’s or master’s degree in related subjects. Will have experience at least 10 video editing skills of GO/INGOs videos. |
| 7.6 | Graphics Designer  (1 Person) | 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 5 years in a relevant company, firm or agency. S/he has the certified course on graphics design and multimedia production. |
| 7.7 | Voice artist  (1 Person) | The voice artist should be a prominent news presenter, actor, radio jockey, or professional voice artist with native phonetic skills in the Bengali language. He should have bachelor degree in any subject. |
| 7.8 | Photographer | The photographer should have 3 years of experiences to capture development photos. And have a graduation degree and knowledge on post production. |

1. **Service and facilities to be provided by the client**

The necessary information on the assignment will be provided by Ghashful and PKSF RMTP’s PMU. Additionally, Ghashful /PKSF 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/consultant. If necessary, officials of Ghashful /PKSF may accompany the crews while visiting the fields.

1. **Service and facilities to be provided by the firm/consultant**

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

1. **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.
2. **Consulting Firm (National) Selection Process:**

Quality and Cost Based Selection (QCBS) Method and Standard Request for Considering the Annex-1 Documents on Lump-Sum contract 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.

1. **Mode of Payment:**

Ghashful will pay the cost of the video content (OVC) the assigned firm/consultant subject to the completion of all deliverable’s acceptance of PKSF by deducting VAT and TAX at source as per the Government rules of Bangladesh. Payments will be made through A/C Payee cheque based on the following milestones:

1. 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 Ghashful and PKSF.
2. 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 video documentary by Ghashful and PKSF.
3. **Disclaimer**

The Ghashful management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the firm/consultant. Ghashful 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.

1. **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, Business Identification Number (BIN), 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;
* a full description of the profile and experience of the team member;
* list of physical assets such as computer, printer, video /audio equipment shooting equipment etc.
* Contact details from at least two independent referees with in-depth and proven knowledge of the applicant’s expertise and relevant work experience;

1. **Submission of Proposal**

Interested Institutions are requested to submit their Expression of Interest (EoI) Proposal with the above-mentioned documents at Aftabur Rahman Jafree, ([**jafree@ghashful-bd.org**](mailto:jafree@ghashful-bd.org)) and CC to [**rabbani@ghashful-bd.org**](mailto:rabbani@ghashful-bd.org) or via physically to 03 May, 2025on or before 5.00 PM via physically mentioning the EoI for above mentioned job for Ghashful written on top of the sealed envelope.

**15. Professional Liabilities**

The agency is expected to carry out the assignment with due diligence and in accordance with prevailing professional standards. A proper consultation with Ghashful and PKSF 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 Ghashful 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 Ghashful and PKSF or the government.

**17. Rights**

Ghashful 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.

**Annex-1**

Inevitable works for the Documentary Development

* Taking interview from Chief Executive Officer regarding achievement & future recommendations
* Focused on improvement of the production & environment in business cluster compare with the baseline
* At least 3 micro-entrepreneurs should be selected from the project area of 5 Upazillas.
* Taking interview from the local other value chain actors as well as poultry farming personnel regarding project activities/ awareness building program focused on socio economic & environment improvement
* Documented on duck hatchery operations upholding the value chain actors engagement & the hatchery bi-product are converted into a valuable poultry feed raw material
* Documented on compost fertilizer production from the bio degradable product, environmental livestock & poultry bi-products uses, GGAP practices
* Documented on chicken coop model on native chicken, market linkage, mini hatchery development, safe meat & egg production improvement