

## Terms of Reference

For

### “Hiring Consultanting Firm for Developing Video Documentaries on Best Practices under HGS-CXB Project”

#### Jhpiego Bangladesh

Jhpiego, an affiliate of Johns Hopkins University, was founded in 1973 in Baltimore, Maryland, USA, to create and deliver transformative healthcare solutions that save lives. In partnership with national governments, health experts, and local communities, Jhpiego builds health providers’ skills and develops systems that save lives now and guarantee healthier futures for women and their families. Since its inception, Jhpiego has worked to save lives and improve health, reaching people in more than 150 countries worldwide. Currently, it runs active programs in more than 35 countries across the globe.

#### Background

Jhpiego has been working as an IP of UNFPA to implement “Health and Gender Support in Cox’s Bazar (HGS-CXB) Project” of MOHFW, funded by the World Bank since January 2022. Under this project, Jhpiego works with DGFP, DGHS and DGNM to enhance access to and use of SRH and HGBV services at union, upazila and district level Govt. health facilities.

#### Purpose

Jhpiego likes to engage a reputed consulting firm/ organization to develop 5 (five) video documentaries covering its evidence based best practices under HGS-CXB project. Identified best practices of the project are- (i) maternity care at UH&FWCs including ANC, NVD, referral system and PNC; (ii) family planning services delivery highlighting PFP and LARCs; (iii) triple elimination program including mobile diagnostic session at UH&FWCs; (iv) health sector response to SGBV survivors; and (v) use of digital data management and tracking tool. Jhpiego intend to use/ disseminate the documentary through in house screen projection, social & professional networks to reach the wider population and stakeholders.

#### Basic Information

<b>Project Title</b>	Achieving Universal Access to SRHR to the Host Communities of Cox’s Bazar and UNFPA Supported Districts in Bangladesh through JHPIEGO
<b>Location</b>	Cox’s Bazar
<b>Duration</b>	40 working days
<b>Tentative Start Date</b>	15 May 2024
<b>Final Report Submission</b>	25 June 2024
<b>Type of service</b>	Consultancy Services
<b>Reports To</b>	Program Director- SRHR, Jhpiego

## Scope of Work

- In consultation with the Program Director- SRHR, Jhpiego, prepare and submit a detailed lay-out/workplan for documentary development .
- Identify best practices on project intervention and find impactful human stories to portray those in the documentary.
- Conduct participatory script development workshop, in-house review meetings and field testing of scripts on ground.
- Prepare five brief synopsis, script and storyboards, approved by Jhpiego.
- Video shooting of interviews of selected people/subjects including project beneficiaries, government officials, local government representatives, service providers, community health workers, stakeholders and development partner representatives.
- Capture at least 100 high quality pictures of activities/beneficiaries during the field visit, and provide detailed shot-sheets (names/date/details of subjects).
- Submit a comprehensive shortlist of the filmed footage including time code translations. Interviews and voiceovers in Bangla will be subtitled in English.
- Submit draft documentaries to Jhpiego for review and feedback. Adapt the comments and recommendations to finalize the documentaries- 5 video clips, long version, 3 minutes each and 5 promo clips, 45 seconds each.
- Post production monitoring, evaluating and ensuring all the requirements by Jhpiego is fulfilled as stated in the ToR.
- Maintain the socio-cultural norms of the locality, congenial environment and govt. protocol during video/shooting, interview or any other process as applicable.
- Comply with the ethical practices of Jhpiego, e.g.- written informed consent for all interview/video shooting etc.

## Deliverables with Frequency and Timeline:

Deliverables	Frequency	Timeline
1. Share activity layout/workplan for video documentary development	Once	20 May 2024
2. Submit draft documentaries to Jhpiego for review and feedback	Once	5 June 2024
3. Submit final video documentaries- 5 video clips (long version, 3 minutes each) and 5 promo clips (45 seconds each), portraying project best practices along with an assignment completion report	Once	20 June 2024

## Note:

- The duties above and responsibilities are to be performed within the timeline.
- Jhpiego will not provide the consultant with any hardware/equipment/device/any allowance. Therefore, s/he must have his arrangement to carry out all assignments.

## **Reporting & Line Management**

The consultant will be reportable to the Program Director- SRHR, Jhpiego, and will work under the direct supervision of the Program Director- SRHR, Jhpiego.

## **Required Qualifications, Expertise, and Competencies**

- The prospective consultant must possess the following qualifications:
- At least 10 year experience of Team Lead in development sector documentary development with focus is SRHR, HGBV and Health Systems
- At least Five year experience of Key professionals in script development, production and post-production arena
- At least five year experiences of team professionals in participatory script development engaging technical professionals, field facilitators and beneficiaries
- Experienced team Maintaining high quality in materials, workmanship in final products.
- Executing the mentioned video documentation and production works in a structured manner, maintaining objectivity.
- Maintaining coordination with contracting agency with periodic reporting to achieve objective oriented results in the video.
- Experience in translation services including script translations from Bangla to English and vice versa, producing titles, subtitles, etc.
- Has highly qualified audio-visual professionals for research, scripting, production and post-production of video materials.
- Experienced team in development of content for short films and or documentaries on Strengthening Sexual and Reproductive Health and Rights (SRHR) and Gender Based Violence (GBV) Prevention Services.

## **Required Documents**

The proposal must be included the following documents/information:

- A technical proposal (max five pages) including a work plan and short CVs (maximum three pages) of relevant key technical experts of the firm addressing the essential competencies and skills. The technical proposal must indicate the appropriate tools/ platform and approaches to perform each duty and responsibility.
- A sample of work to demonstrate the skills.
- A financial proposal including details rate against the deliverables. The total amount must be included VAT and Income Tax will be decuted at source as per Govt. law.
- Trade License
- Tax Identification Number-TIN
- Business Identification Number-BIN

## Evaluation of Proposal and Selection Process

Selection Criteria	Weighted Scores
<b>Financial Proposal</b> [Financial Proposal will be evaluated on inverse proportion method, which means the lowest price offer will get the highest score]	<b>30%</b>
<b>Technical Proposal</b> [Technical Criteria will be evaluated on the reverse proportion method, which means the lowest experience will get the lowest score] Technical Criteria will be evaluated based on the following experiences/ documents- <ul style="list-style-type: none"><li>• Technical proposal &amp; sample report – not more than 5 pages, 30 Points</li><li>• Relevant Competencies and Technical Skills 20 Points</li><li>• Relevant education - 10 Points</li><li>• Relevant previous experience of similar assignment 10 Points</li></ul>	<b>70%</b>
<b>Total</b>	<b>100%</b>

### Copyright Disclaimer

The information presented in the video documentaries will be the intellectual property of Jhpiego Corporation. Any unauthorized copying, reproduction, or distribution of this material is strictly prohibited and may result in legal consequences."

All rights of the documentaries will be reserved only for Jhpiego Bangladesh.

### Payment Methods

The payment will be made in three installments as per below schedule:

Deliverables	Payment %
1. Share activity layout/workplan for video documentary development	30%
2. Submit draft documentaries to Jhpiego for review and feedback	30%
3. Submit final video documentaries- 5 video clips (long version, 3 minutes each) and 5 promo clips (45 seconds each), portraying project best practices along with an assignment completion report	40%

- All payments by Jhpiego will be subject to the deduction of appropriate taxes/ VATs as per prevailing Government rules. The payments will be made through cheque/EFT.

### Proposal submission process

Please submit your proposal in English before **8 May 2024** to [bd-procurement@jhpigo.org](mailto:bd-procurement@jhpigo.org)  
Please mention in the subject line "**Hiring Consultanting Firm for Developing Video Documentaries on Best Practices under HGS-CXB Project**"

Only shortlisted firms will be notified and contacted for proposal review. Proposal received after the deadline or incomplete proposal will not be considered.