



## **Terms of Reference (ToR)**

### **Hiring a Firm to Film a Docudrama on Minority Rights and ELMC Project and Air in TV Channels**

#### **Empowering Left Behind Minority Communities to Effectively Participate in the Development Process of Bangladesh (ELMC) Project**

#### **Background**

About 11% of the population of Bangladesh consists of minorities, who face discrimination due to their religion, ethnic, gender identity, and geographical location-based differences. The discrimination persists on the above groups on access to education, healthcare, housing, employment, and legal support. The project aims to empower minority communities including, Dalit, Ethnic Minority, Transgender and Hijra, Persons with Disability (PwD), to improve their involvement in the development process of Bangladesh. The stakeholders of the project are minority rights CSOs and CBOs, Change agents, Upazila-level advocacy forum members, District-level advocacy forum members, Divisional LNOB coalition members and so on.

Christian Aid is implementing a 42-month (February 2021 – July 2024) project titled 'Empowering Left Behind Minority Communities to Effectively Participate in the Development Process of Bangladesh (ELMC)' Co-funded by the European Union in partnership with four NGOs – Bandhu, BLAST, Nagorik Uddyog and WAVE Foundation in 08 districts i.e. Rajshahi, Naogoan, Sylhet, Moulvibazar, Habiganj, Khulna, Jashore, Satkhira along with Dhaka city. This project aims to directly reach over 6 lakh people from the marginalized communities and over 18 lakh people indirectly. The target groups of this project are minority rights Civil Society Organizations (CSO) and Community-Based Organizations (CBO), Change agents (representative groups from minority communities), Upazila-level advocacy forum members, District-level advocacy forum members, Divisional Leave No One Behind (LNOB) coalition members (*details provided in [annex 1](#)*).

#### **Specific Project Objectives**

1. To build the capacity of local and national minority rights CSOs and networks and ensure a conducive and enabling environment to promote socio-economic rights and structured participation of women and girls, transgender, and people with disability.
2. To increase awareness on minority rights, capabilities, and contributions in society, to combat gender discrimination, stereotypes, prejudices, and harmful practices within and against minority communities.
3. To promote inclusive policy formulation, implementation, and governance accountability by strengthening advocacy and lobbying influence of minority rights CSOs

#### **Purpose/ Scope of the work**

The selected firm will be responsible for creating a docudrama that sheds light on the obstacles encountered by minority communities in Bangladesh, while highlighting the endeavours of the ELMC project in tackling these challenges. Within the framework of the project, street drama groups led by minority communities address significant issues within their society. The docudrama will centre on authentic narratives, drawing from real-life experiences or taking inspiration from themes explored in street dramas of the project, as well as incorporating testimonies and accomplishments of

individuals belonging to minority groups. Additionally, the film will delve into the significance of advocacy, policy reform, and community mobilization in advancing minority rights and fostering socio-economic inclusion. Upon completion, the firm will handle arrangements for the docudrama to be broadcasted on TV channels (the exact number of channels to be determined).

The scope of work for the selected firm will encompass several key tasks and responsibilities to ensure the successful creation and dissemination of the docudrama:

1. **Conceptualization and Script Development:** The firm will collaborate with stakeholders to develop a compelling concept for the docudrama that aligns with the objectives of the ELMC project. This will involve brainstorming ideas, conducting research on minority community issues, and crafting a script that effectively communicates the project's message while engaging the audience. The docudrama will convey messages related to advocacy, policy reform, and community mobilization for promoting minority rights and socio-economic inclusion.
2. **Production Management:** The firm will oversee all aspects of production, including casting, location scouting, scheduling, and budgeting. They will coordinate with production crew members, ensure adherence to timelines, and manage resources efficiently to maintain quality standards throughout the filming process.
3. **Filming and Editing:** The firm will be responsible for filming scenes according to the approved script, capturing authentic performances from actors and participants. They will also handle post-production tasks such as editing, sound design, and visual effects to enhance the overall quality of the docudrama.
4. **Broadcast Arrangements:** Upon completion, the firm will liaise with TV channel/s to secure airtime for the docudrama. They will negotiate broadcasting agreements, coordinate scheduling, and facilitate the delivery of the final film in the required format to reach the widest possible audience. The firm will shortlist at least 3 TV channels to Christian Aid team. Upon discussion considering the scope of reach, budget and relevancy, Christian Aid and the firm will jointly decide on the number of channels the docudrama will be broadcasted on.

Overall, the scope of work will involve comprehensive project management, creative execution, and strategic communication to produce a powerful docudrama that raises awareness about minority issues and showcases the transformative impact of the ELMC project.

## **Methodology**

The firm will employ a participatory approach, engaging with project stakeholders, community members, and beneficiaries to gather authentic stories and insights. Any convenience cost associated with such interactions should be covered by the firm. Research and interviews will be conducted (need basis) to ensure accuracy and relevance. The docudrama will blend elements of documentary filmmaking with dramatized reenactments to effectively convey the project's impact and challenges faced by minority communities. Ethical considerations, including informed consent and confidentiality, will be paramount throughout the production process. The firm is highly encouraged to recruit cast from minority community.

## **Duration of the Docudrama**

1. The duration of the docudrama to be 20-30 minutes.
2. The promo/trailer video duration to be 2-3 minutes.

## **Assignment period (production and broadcasting)**

May - June 2024

### **Key deliverables and Timeline**

<b>Tasks/Deliverables</b>	<b>Timeline</b>
Inception Report	5 days after the contract awarded
Development of script and cast	10 days after the contract awarded
Finalization of script and cast	15 days after the contract awarded
Commencement of filming	Within 25 days of the contract awarded
First cut of the docudrama for review	35 days after the contract awarded
Finalization of the docudrama and trailer clip	40 days of the contract awarded
Airing in the TV channel	Within 45 days of the contract awarded
Final report on overall delivery	50 days of the contract awarded

### **Eligibility Criteria**

- Demonstrated experience in producing high-quality documentary films or docudramas, preferably on social issues or development projects.
- A strong understanding of minority rights, social inclusion, and advocacy.
- Access to skilled filmmakers, writers, and production crew.
- Ability to work collaboratively with project stakeholders and adhere to project timelines.
- Capacity to deliver the final product in broadcast-ready format.
- Experience of working with NGO/INGO or donor organizations like FCDO, European Union.

Interested firms should submit a detailed proposal outlining their approach, methodology, team composition, relevant experience, and budget estimation.

### **Reporting:**

The Consultant will directly report to Project Manager of Christian Aid. He/she will need to work closely with project MEAL Specialist and Advocacy and Communications Officer.

*For any query, please communicate with HR & Admin Manager, +8801752630760 from 9:00 AM to 5:00 PM (Sunday to Thursday).*

## Annex 1

Networks formed through the Project and/or are engaged.

### 1. **Change Agents**

Change Agent are representing Ethnic Minority, Dalit, Persons with Disability, Hijra and Transgender at the grassroot level (like union and upazila) Responsible to **mobilize** their own community people, making them **aware** of their rights and ensuring their **accessibility** to the government services.

### 2. **Advocacy Network Committee**

ANC is a human rights-based organization empowering minority communities and promoting good governance in Bangladesh comprising of 25 members, including teachers, journalists, social workers, and community representatives.

**Major responsibilities include ensures** accessibility of minority communities to government services such as health, nutrition, education, agriculture, and social safety nets and organize lobby meetings, dialogues, and **demonstrations** to promote transparency, accountability, and quality government services for minority communities.

### 3. **Civil Society Organization**

CSO is a group of people organized and guided specific organizational goal, rules & regulations and responsible for advocating rights of minority groups who are systematically excluded, discriminated against, segregated from mainstream development, and denied recognition.

**Major responsibilities include** providing **mentoring support** to the local Change Agents, make **aware and mobilize** minority community people, facilitating advocacy with the local Union Parishad and Upazila Parishad for creating access to the available govt. services, providing **skills training** support and **creating job opportunities** for minority communities, refer survivors of HR violation to the legal aid providing organization and arrange protest events at local level and maintain liaison with the local govt. officials and elected representatives.

### 4. **Leave No Behind Coalition**

**LNOB:** LNOB Coalition members, who demonstrated innovative ideas and did advocacy for the minority community with different stakeholders to address inclusion issues for minority communities and access to government services. The government authorities pledged their commitment to supporting minority communities under the coalition members advocacy initiatives.