

TERM OF REFERENCE (TOR) FOR VIDEO DOCUMENTARY SCALING UP INCLUSIVE DAIRY MARKETS, REE-CALL

1. Background:

Oxfam has been implementing a development component titled “Scaling up Inclusive Dairy Markets” under REE-CALL focusing the Gendered Enterprise and Markets (GEM) approach since 2014. The initiative has been implementing mainly with a view to contribute in improving lives and livelihoods of the small holders’ farmers-SHFs who are living in poverty due to natural and climate variability through promoting dairy value chain. The income of targeted dairy producers is increased through uplifting productivity, improving quality and market access. Under this initiative, a total of 84 producer groups (PG) are developed. The PGs are women led that is ensuring the women economic leadership, create women agency and eventually contribute to build the community resilient. Alongside, the community is capable to anticipate and combat against the risks associated with disasters and climate change by their own. In addition to that, the component has focused on building the capacity of women dairy producers, women-led-dairy enterprises, local service providers, input suppliers and buyers to provide embedded or commercial services to the producers and enterprises that have created a competitive market in the River Island areas. It has also engaged the private and public sector to build the technical capacity of producer groups and linked them with high value markets to gain a better price for their products. The initiative is being implemented in seven districts namely Nilphamari, Rangpur, Gaibandha, Kurigram, Sirajganj, Jamalpur and Faridpur of Bangladesh with partnership of seven implementing partners.

2. Rationale of the assignment

The project has established 84 Milk Collection Centres’ (MCCs) and 84 Feed & Fodder Banks. The MCCs and Feed & fodder banks created a community based dairy market platform/one-stop-service- centre that are providing the inputs supports as well as raw milk trading facilities at community level on regular basis. These initiatives encouraged the community people to increase their daily income by rearing dairy cows. Campaigns against different cattle diseases, women care burden, advocacy with Local Govt Institutions (LGIs), workshop on women friendly transport system, demonstration and replication of model dairy farms, cross breed cows, Artificial Insemination(AI), fodder enterprises, gender friendly value addition dairy enterprises etc have increased the level of confidence of small holder dairy producers to rear dairy cows more efficiently. The inclusion of financial facilities from mainstream banking sectors has added values to engender positive impacts. The PCVA¹ and VRA² practices have made the community capable to analyse their major risks and challenges due to disasters and climate vulnerabilities and therefore, to produce the coping strategy and action plan. The initiative against women care burden are also reducing, redistributing and recognizing the women care works. Thus, the transitional Women Economic Leadership (WEL) is being visible across the **rural char** communities of Bangladesh. The multi-stakeholder forum are advocating on different issues including women dairy producers’ access to finance & access to extension services, inclusive & responsible business of private sectors and women care work, that are expected to bring tangible changes to the lives and livelihoods of women dairy producers to make them more resilient. In this backdrop, it is crucial to capture and document the significant changes occurred by the project.

3. Objective of the Assignment

With this video documentation process, the project aims to capture the learning, successes, challenges, achievements and opportunities generated throughout the project journey and eventually to share and disseminate them to the broader audiences like community, enterprises, service providers, donor, GOs, like-minded NGOs, academia, fund raisers, networking groups, policy makers, private sectors companies, financial institutions, media etc.

4. Main deliverables

The main deliverable of the assignment:

¹ Participatory Capacity and Vulnerability assessment

² Vulnerability Risk Assessment- This two tools used by Oxfam for measuring the risk for disaster and climate change.

- **Video Documentary : High quality of 3** minutes video documentary

5. Specific requirement

- The documentary will be produced in Bangla with English subtitles;
- The video should be submitted in HD/4K quality in file format(s) to be agreed before final sign-off.
- Ensure visibility of DFID, Oxfam and PNGOs. (Information will be provided by Oxfam to the Awardee)

6. Specific assignment of the consultant/ videographer

The videographer shall undertake the following (but not limited to) tasks:

- Review project documents and preparatory discussion with Oxfam and PNGOs ;
- A briefing session will organize with awarded consultant/ videographer.
- Develop and share storyboard with script of documentary for approval before filming
- Capture video footage (as agreed and according to the prepared script).
- Record narration and prepare background music for the videos;
- Prepare draft of the documentary and submit for review and feedback;
- Editing, adding subtitles, incorporate changes based on feedback;
- Ensure experienced professionals in the team for the assignment;
- Plan additional shooting day(s) for incorporating feedback;
- Ensure and manage all necessary tools and equipments required for the assignment
- All rush footage (Raw Footage) shall be submitted to Oxfam.

7. Responsibility of Oxfam and PNGOs

- Communicate and coordinate with project partners in finalizing the script and content of the documentaries.
- Oxfam and PNGOs will monitor the process as and when required.
- All the project partners shall be engaged in finalizing and dissemination of the documentary

8. The General Terms and Conditions

- The making of the documentary shall be time bound and must conform to the best standard of technology;
- All information produced, soft and hard copy in the Documentary making shall be treated as the property of the Oxfam;
- The contractor is responsible for writing script, mobilize camera crew and other members of the production team and film the interviews/events/video-spots, edit footage, add voice-over (with English subtitle) and background music;
- Consultant is bound to return the full money to Oxfam in case of any dissatisfaction of the quality and deviation from the agreement;
- Oxfam will preserve the rights to terminate the contract under violation of the agreement.

9. Payment Modality

- The payments shall be made in two/three installments. First payment (30% of total value) shall be made upon signing of contract.
- The final payment shall be made after delivery of final product
- Oxfam will deduct Tax & VAT as per Govt. rules as source;

10. Videos Ownership and Usage

All videos will be the exclusive property of the project with unfettered right over its usage, reuse, reproduce and sharing in any manner and that the contracting individual will neither claim any legal ownership or copyright over these videos nor will they use, share, sale, exhibit or barter any of the videos for any purposes whatsoever, whether commercial or non-commercial. However, proper credit line will ensure in all product developed under this assignments.

11. Timeline

Video shoots and interview will be conducted within mid July-mid August 2017, it might be re-scheduled if any major disaster/situation happens.

12. Locations

The video shoots will most likely be done in different locations both in rural and urban areas such as 1/2 project implementing char community and GO³ and Private stakeholders (Rangpur, Nilphamari/Gaibandha/Kurigram) in local level. In urban (Dhaka) the national level stakeholders including GO, NGOs, Private Sector⁴, Forum Members can be interviewed and documented.

Estimated timelines

No	Activities	Duration
1	Induction and planning	3 days
2	Field work (depending on the requirement but it will not be more than this given time)	5 days
3	Development/ production of materials	5 days
4	Sharing draft of productions and review of draft by Oxfam and PNGOs	3 days
5	Revision base on feedback (if any)	3 days
6	Finalizing the product	3 days
	Total	22 days

13. Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise with the following sections and given page limit. Proposal will be accepted only through email (hrbd@oxfam.org.uk) in PDF form duly signed by mentioning subject line "**Development of Video documentary**" by **30 June, 2017**. Any kind of persuasion for obtaining consultancy will be considered as non-qualification of the applicant.

Topic	Maximum Page Limit
Technical Proposal	
Cover Page	1 Page
Table of Content	1 Page
Understanding of the Assignment (Without copying from the ToR content)	3 Page
Proposed Methodology	2 Pages
Work Schedule	1 Page
Team composition along with its rationale	2 pages
Any other relevant information (if required only)	3 pages
Total	13 pages

³ Department of Livestock Service0 DLS; Department of Co-operatives, Local Government Institutions, Milk Vita, Bangladesh Bank, Rupali Bank, National Bank

⁴ PRAN, ACI-Godrej, BRAC Dairy, RD Milk,

Financial Proposal
Budget detailing out Consultancy days and fees (days should be mentioned for key member of the team) Travel and accommodation Any other expenditure (please mention nature of expenditure) 15% VAT and 10% tax Total amount

14. Proposal Evaluation

a) Technical Evaluation (70%)

- The videographer should have a professional experience of minimum 10 years preferably in developing professional videos documentary;
- The videographer needs to demonstrate his/her work, preferably taken in diverse situations;
- Understanding of issues related to challenges ensuring domestic workers decent job-place will be highly valued.
- The videographer must be appropriately sensitive. Videography by its nature is invasive, therefore aggressive or insensitive photographer might reflect negatively on Oxfam.

b) Financial Evaluation (30%)

- The applicants also need to submit the financial proposal highlighting the cost and travel time per day according. OXFAM will only open the financial proposals from consultants whose technical proposals meet the above mentioned criteria.