



## Terms of Reference (ToR)

### for

#### Hiring a Service Provider to Develop Multimedia Animation on BDRCS Feedback Channels (Feedback, Complaint, Response Mechanism)-

##### 1. Background:

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest humanitarian network. The IFRC supports local Red Cross and Red Crescent action in more than 190 countries, bringing together 16 million volunteers for the good of humanity. The IFRC has been working with the Bangladesh Red Crescent Society (BDRCS) for several decades since the inception of the country in 1971. BDRCS and IFRC's work includes disaster preparedness and response, community resilience, climate and environment crises, last-mile health activities (pandemic and epidemic preparedness including the community-based surveillance and dengue, cholera, heatwave responses), water sanitation and hygiene (WASH), disaster risk reduction, early warning and early action for all (EW4All), anticipatory actions, migration, population movement crisis, urban resilience, etc.

Community Engagement and Accountability (CEA) is vital for BDRCS and IFRC to ensure that humanitarian services are people-centered, transparent, and responsive. In the context of major response operations, CEA plays a crucial role in fostering trust and inclusion, particularly by amplifying local voices in planning and decision-making. Establishing strong feedback channels allows BDRCS to gather insights directly from communities, adapt programmes in real time, and enhance the impact of their interventions. By integrating systematic feedback mechanisms, BDRCS can ensure that its services meet community needs and promote dignity, participation, and accountability across all levels of operation.

With the support of the IFRC, BDRCS aims to hire a firm/service provider to develop **1 (one) story-based 2D animation** to raise awareness on the BDRCS feedback channel, which focuses on the community perception and accountability through the Feedback, Complaint, Response Mechanism (FCRM). **The animation aims to meet community needs and promote dignity, participation, and accountability across all levels of operation.** It will also foster trust, accountability of BDRCS to the people it serves, and inclusion, allowing communities to voice their concerns and contribute to improving BDRCS' humanitarian services.

##### 2. Objective:

The overall objective of this service is to develop a 2D animation which will be used as Information, Education and Communication (IEC) materials to raise awareness of FCRM of BDRCS.

### 3. Specific Objectives:

- 3.1 To develop characters/roles and key messages that are appropriate to the targeted community and culturally and contextually acceptable. The characters/roles must include different groups of the community, especially women, the elderly, and persons with disability/special needs.
- 3.2 To highlight the importance of BDRCS FCRM channels and how that help the community by highlighting the importance of the uses and raising awareness about the BDRCS and its humanitarian work – most importantly, any humanitarian services provided by BDRCS is at free of cost.
- 3.3 To ensure documentation of knowledge products, including the strategies and tasks implemented during the consultancy tenure.

### 4. Target Audience:

The animation is intended for community people of all ages, including students, local representatives (UP chairman, member, teacher, CSO representatives, BDRCS volunteers and partners, and many other stakeholders.

### 5. Task description:

- a. Desk review of available FCRM-CEA-related information and materials from BDRCS, IFRC, and other sources.
- b. Develop 1 (one) set of storyboards, (BDRCS-IFRC will share story synopsis, script (both in Bangla and English), audio, background music, and graphics based on desk review. **The set is:**

***How the community can take advantage to reach BDRCS easily and confidentially (if necessary) to seek any information, share their opinions, raise concerns, launch a complaint, and most importantly, they feel heard and trust BDRCS and help BDRCS to learn from successes and mistakes. This includes -***

**Clear Messaging on the Importance of Feedback:** Emphasizing that BDRCS's humanitarian services are free of charge and that community feedback is not only welcomed but integral to improving BDRCS's response efforts through established feedback channels.

**Feedback Loop:** Illustrating how BDRCS incorporates feedback into its decision-making and programming, demonstrating accountability and responsiveness in the humanitarian process.

- c. Animate graphics and record/edit sound by ensuring the videos are technically sound.
- d. Seek and incorporate feedback of BDRCS and IFRC on draft storyboard, scripts, and animation video.
- e. Deliver editable master files along with the final product to BDRCS and IFRC.
- f. The length of each animation is not more than 3.00 minutes with Bangla voice over and English subtitles. The final output should be in high definition and in a

social media (Facebook, Twitter/X, YouTube, Instagram, LinkedIn, etc.) compatible format.

## 6. Tasks of BDRCS and IFRC:

- Share short synopsis/outline of the story for the animation.
- Assist the firm to understand this ToR and address any queries presented.
- Provide available materials on BDRCS FCRM to the hired firm and recommend other available sources.
- Review the workplan, storyboard, script, audio, background music, and animation videos, and suggest modifications as per requirement.
- Facilitate internal consultation with relevant stakeholders, including the BDRCS FCRM and Community Engagement and Accountability (CEA) for further review and approval of submitted drafts.

## 7. Methodology:

The firm should use the available guidelines and secondary data for storyboard development and scriptwriting. To produce the animations, they may use any software or equipment at their own cost.

The service shall consist of these stages: (a) planning and preparatory tasks; (b) desk review; (c) drafting of storyboard with script and proposed background music; (e) development of animated videos with voice over and background music; and (f) revision and finalization of animated videos.

## 8. Tentative tasks, deliverables, and payment schedule:

Sl	Tasks	Deliverables
a	Planning and preparatory tasks	Inception report including detailed work plan and methodology
b	Desk review	n/a
c	Drafting of storyboard with script and proposed background music	Storyboards and scripts
d	Development of animated videos with voice over and background music based on approved storyboards and scripts	First draft of animation videos
e	Revision and finalization of animated videos based on feedback	Second and final draft of animation videos and confirmation of work completion.

**This is an urgent request from BDRCS, so it is requested that interested bidders must consider this assignment with the utmost priority.**

The BDRCS will make the payment as per its standard practice upon satisfactory completion of the work. Interested firms/service provider must clearly mention if this varies with their requirements.

The deliverables and its content will be copyrighted by BDRCS and IFRC. For any sharing, redistribution or reproduction of part or all the contents, will need BDRCS and IFRC's written permission. Using the animations by the firm on any social media platforms (other than of BDRCS, IFRC, and BDRCS and IFRC's relevant partners) or in any media without the consent of BDRCS and IFRC is completely prohibited.

## 9. Application Procedure:

The task will be conducted by a team of experts experienced in developing animations. The team shall have:

- At least 3 years of experience relevant to the assignment.
- Portfolio showcasing animations related with **protection, community engagement and accountability, gender, or any other** humanitarian, development, environmental, or disaster issues.
- A team composition (scriptwriter, narrator, animators, graphic designers, video editor, etc.) of experts with proven experience in 2D animated video production.
- Preferably sound knowledge of the Red Cross and Red Crescent Movement and its guidelines relevant to this task.
- Excellent knowledge of written and spoken Bangla and English.
- Familiarity with gender, protection, community engagement principles, dignity, and rights, or any other humanitarian and development issues.
- Capability to represent diverse community members (e.g., women, elderly, persons with disabilities, etc.) in line with the Red Cross Red Crescent principles.
- Willingness to work collaboratively with BDRCS/IFRC teams through storyboarding, voiceover selection, and revisions. Flexibility of incorporation of different feedback from BDRCS and IFRC.
- Must be a legally registered firm with valid TIN/VAT certification and other legal documents.
- Must comply with IFRC/BDRCS safeguarding, data protection, and ethical standards (especially when representing communities).
- Full uses right of the animations to BDRCS and IFRC.

## 10. Proposal Submission Guidelines:

Firms/Individuals will submit ToR detailing the technical and financial proposal. The ToR should consist of the following:

Topic	Page Limit (max.)
<b>Technical Proposal (Mark 70%)</b>	
Cover Page	01 Page
Table of Contents	01 Page
The applicants must clearly demonstrate an understanding of the ToR (tasks and capacity of deliverables specified outcomes adhere to the mentioned timeline.	03 Pages
Proposed Methodology (desk review, software, etc.)	02 Pages

Study plan/work schedule (Gantt chart)	01 page
The applicant is required to submit at 3/4 animation works which would showcase their capability to produce high-quality designs, storytelling, present innovative ideas, and exhibit excellent attention to detail (protection, community engagement, and accountability, gender, or any other humanitarian, development, environmental, disaster issues).	01 page
Team composition along with its rationale (CV in annexes)	02 pages
Copies of NID, TIN, BIN, VAT Registration, and Trade License, as applicable.	As necessary.
Any other relevant information (if required only)	01 page
<b>Financial Proposal (Mark 30%)</b>	
<ul style="list-style-type: none"> <li>▪ The applicant must provide a detailed budget that outlines all costs associated with the project.</li> <li>▪ Any other expenditure (please mention the nature of expenditure)</li> <li>▪ Please calculate 15% VAT and 10% Tax on the total budget.</li> <li>▪ Total amount (in BDT).</li> </ul>	

## 11. Payment:

Within 30 days from the date of receipt of the Service with all supporting documents in order by the supplier i.e., commercial invoice and Acknowledgement issued by BDRCS. While collecting the payment, you have to bring the money receipt and a revenue stamp of BDT 10.00 (BDT ten only). Payment will be made after deducting VAT and income tax as per the NBR rule.

## 12. How to Submit Proposals:

The proposal will be evaluated Technically & Financially, and the proposal must be submitted with a technical offer and financial offer in 2 separate sealed envelopes, marking on envelope with the title (Technical or Financial) respectively. Both the envelop will be put in a bigger envelope with the name of the addressee/PRAPAK and title **“Develop Multimedia Animation on BDRCS Feedback Channels (Feedback, Complaint, Response Mechanism)”**

On envelope's right-side sender or your firm's name must be mentioned on envelop left side. The financial offer will be opened only for the technically qualified bidders.

Technical proposals should include a detailed work plan, methodology, team composition, relevant experience, work sample. Additionally, attach CVs of the team members involved and examples of previous work in the success story documentation and video production. Financial proposals should provide a breakdown of costs, including applicable taxes and fees. Please also submit TIN, BIN (Consulting firm), Trade License (Consulting firm), etc.

**13. Please Submit Hard Copy Documents to the address below:**

**Director, Logistics.**

BDRCS Logistic Department, National Headquarters  
684-686, Red Crescent Sarak, Bara Maghbazar, Dhaka 1217

**by 27 May 2025. before 3.00 pm.**

**14. Proposal Opening:**

**On 27 May 2025 at 3:15 pm** in the BDRCS Logistics Meeting Conference Room, 684-686, Red Crescent Sarak, Bara Maghbazar, Dhaka-1217, in the presence of one representative of each bidder (if any). If the Proposal dropping & opening is not possible on said date for any unavoidable circumstances, the Proposal dropping and opening will happen on the next office day at the same time, venue & other information will remain unchanged.

**15. Review quality and ethical standards:**

The firm/service provider should take all reasonable steps to ensure that the consultancy is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the consultancy is technically accurate, reliable, and legitimate, conducted transparently and impartially, and contributes to organizational learning and accountability. Therefore, the firm/service provider should adhere to the media standards and code of conduct of the IFRC and BDRCS branding guidelines.

**16. Disclaimer and Penalty Clauses:**

BDRCS reserves the right to accept or reject any or all proposals/applications without assigning any reason. All decisions made by BDRCS regarding the selection of the service provider will be final and binding. In case of failure to produce the deliverables (due to technical difficulties, unavoidable situation, etc.) within the due period, the service provider must inform BDRCS in advance or immediately with justification. Otherwise, a penalty of 0.5% of the total contract amount will be charged per day. If the supplier fails to complete the works, services, and delivery of materials/items after 15 working days of the delayed delivery period without any valid and well-documented reason (subject to BDRCS management approval), the contract will be void and null.

**17. Contact Information:**

For any queries or any further information related to this service, please contact [farook.rahman@bdracs.org](mailto:farook.rahman@bdracs.org) and [shameul.islam@ifrc.org](mailto:shameul.islam@ifrc.org)/01677475388 with copy to Logistics Department E-mail: [logistics@bdracs.org](mailto:logistics@bdracs.org)



**18. Contractual Agreements:**

Upon selection, a formal contract will be established between BDRCS and the service provider, outlining the terms and conditions of the engagement, including deliverables, timelines, payment arrangements, and intellectual property rights.

**19. All or None Clause:**

The Bangladesh Red Crescent Society reserves the right to accept or reject any or all quotations or split the order without assigning any reason whatsoever, and will not be bound to accept the lowest bid. Failure to comply with any of the above requirements will justify rejection of the quotation. Should your offer be accepted, you will be required to sign, stamp, and return our formal Purchase Contract(s) confirming your acceptance of the agreed terms and conditions as per this tender schedule.

**20. Confirmation:**

Please acknowledge your acceptance to bid by signing the [Terms of Reference \(ToR\)](#) along with the terms and conditions, and attach it with your bids.

With Thanks,

**Dr. Kabir M. Ashraf Alam, ndc**  
Secretary General  
Date:.....