**Detailed TOR for Training Video production on Organic Dry Fish**

COAST Trust ([www.coastbd.net](http://www.coastbd.net)) is a value based independent, non-profit and non-government organization (NGO), awarded special consultative status with UN Economic and Social Council (UN ECOSOC). COAST is participating in survival strategies of coastal poor since 1998. It believes in integration of right based approach in micro finance, striving for people centered sustainable development initiatives, maintaining a level of transparency, participation, accountability, gender sensitivity and respects to human rights principles in management.

Now the organization is seeking Request for Proposal (RFP) for a set of Training Video production from interested individuals/ farms for the following task:

**1. Assignment:**

Four training videos to be developed having the following characteristics:

i. Training video, to run without an instructor and able to explain the topic to the audience;

ii. Cox’s Bazar Local language in the voice over for the understanding of local community people;

iii. Each video will be limited in 5 minutes;

iv. There will be graphic presentation on “to do” and “not to do” for teaching the audience;

v. Try to avoid text as the audience are mostly illiterate;

**2. Objective of the video documentary:**

(1) To create community level awareness on (a) organic way of dry fish processing; (b) Ways of drying fish using Fish Drier and Elevated Fish Nets; (c) Ways of healthy packaging; (d) Awareness on the effects of toxic chemicals on human health; (e) motivate them produce safe and healthy food for consumers.

(2) To make free and open content for anyone wants to produce healthy and organic dry fish.

**3. Background**

COAST Trust is a national NGO working in the south-east and south-central coastal area of Bangladesh. COAST organizes strategically important activities related to development, which in turn, will facilitate the sustainable and equitable improvement of life, especially of women, children and disadvantaged population of the coastal areas in Bangladesh through their increased participation in the socio-economic, cultural and civic life of the country.

COAST Trust is not a mere service delivery organization. It believes in the integration of right based approach in its activities so that the beneficiaries are capacitated to claim their rights and make the authorities accountable to the locality. This ultimately upholds the democratic practice in the society.

**4. Brief on Organic and toxic chemical free dry fish production and packaging Project**

In partnership with IOM, COAST Trust is implementing a short-term project in Moheshkhali, Cox’s Bazar to promote toxic chemical free dry fish processing using organic methods and facilitating livelihoods of the poorest community through this intervention. The project will promote skills and technics of alternative livelihood activities in different unions of Moheshkhali Upazila in Cox’s Bazar.

Moheshkhali is one of the most poverty prone areas in Bangladesh though the District of Cox’s Bazar has enormous opportunity being a tourist zone in the country. Moreover, Cox’s Bazar supplies more than 80% of the dry fish in the country traditionally creating huge opportunity of employment. Unfortunately, the traditional method of dry fish processing is ended up using toxic chemicals even sometimes pesticides are used that have severe impact on human health.

COAST Trust, in cooperation with the University of Chittagong, has been researching on organic ways of dry fish processing since 2004 and now successfully established a scientific way to do this. Through this short-term project in partnership with IOM, COAST will pilot the entire value chain from collection of raw fish, dry fish processing, packaging and marketing through e-Commerce platforms to the country and abroad.

This training videos will be displayed in short groups of community members to educate them the entire process of fish drying using organic methods.

**5. Training videos on dry fish processing:**

The individual/ farm will make 04 (four) training videos having the quality of teaching the audience. The videos should be able to make the audience understand every step of dry fish processing without any instructor to explain. The lessons will include:

**1. Pre-production phase of dry fish processing,** include but not limited to, Raw fish collection, assortment, cleaning, dressing and making ready to dry.

**2. Organic dry fish processing,** include but not limited to, needed elements, measurements, final preparation, applying organic methods and placing for drying.

**3. Using Fish drier or elevated fish nets,** include but not limited to, Building Fish Drier and Elevated Fish Net (Macha), how it works and steps of fish drying.

**4. Healthy packaging technics,** include but not limited to, Difference between traditional and healthy ways of packaging, preparation of packaging, elements required and ways of using them.

**a. Audiences:**

Community people of Moheshkhali, particularly who are involved in dry fish processing in Moheshkhali Pawrashova, Choto Moheshkhali, Kutubzum and Dhalghata unions. Most of the audience are expected to be illiterate or less educated and are hardly able to read and write. Therefore, the language should be in their own language and in a very easy and communicative. Being a training video, the lessons should be repetitive and conclusive.

**b. Expectation from these videos:**

* Lessons with graphic presentation, pictorial explanation, with simple animated content.
* Steps of dry fish processing are clearly identified and explained one by one.
* Description/ voice over should be in local (Moheshkhali/ Cox’s Bazar) language, not standard Bangla.
* Performers of the video should preferably be local people so that the audience own that and feel it is all about them. That might increase the acceptance.

**c. Objectives:**

* To train up a particular group of community members on healthy and organic dry fish processing;
* To train up the audience using the fish drier and elevated fish net (macha) as well as healthy packaging and e-Commerce marketing.
* Release this videos as open content for continued learning in social media and offline sharing.

**d. Possible shooting Locations:**

* Cox's Bazar, Moheshkhali

**e. Requierment in the RFP**

* Technical and financial proposal;
* Technical proposal will be accompanied with CV of the team (script writer, director, cinematographer, editor, graphic designer, animator, voice artist, etc.) and the team’s specialty;
* Team members’ consent of working in this video production;
* Work plan with timeframe (30 days);
* Quality control methodology;

The contracted consultant/farm will finalize the work schedule of 30 working days after signing of the contract.

**6. Deliverables:**

The selected consultant/ farm will provide the following deliverables after getting confirmation from COAST Trust.

1. A detail work plan of the assignment mentioning timeframe of 30 days.
2. Finalized script in Bangla.
3. Master copy of the completed 4 training videos mentioned in section 5 with local language voice over, following the approved script. There will be English subtitle.
4. All raw footages.

**7. Payment Method:**

Payment will be made through “Account Payee Cheque” in favour of consultant/ farm after necessary deduction of tax and VAT according to prevailing laws of Bangladesh as per schedule below:

• 40% after signing of the contract as advance.

• 30% after submission of draft documentary, and the rest

• 30% upon submission of final deliverables and acceptance thereof.

**8. Selection process**

An expert team will review the proposals and only a shortlisted consultants/ farms will be called for interview for final selection.

**Review score points:**

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| --- | --- | --- |
| Sl | Score area | score |
| 01 | Understanding the assignment | 10 |
| 02 | Methodology of making the video | 15 |
| 03 | Rationale on making training video | 30 |
| 04 | Team members’ experience | 15 |
| 05 | Past experience | 20 |
| 06 | Financial proposal | 10 |
|  | Total | 100 |

**9. Proposal submission:**

Submit your proposal on or before 27 July 2019 by 5.00pm by email at [procurement@coastbd.net](mailto:procurement@coastbd.net), in PDF format, two separate files i.e. technical and financial proposal. For any clarification you can write to [maruf@coastbd.net](mailto:maruf@coastbd.net) .