



## Terms of Reference

### Hiring Individual Consultants for photography and videography'

#### Background

Family Planning Association of Bangladesh (FPAB), an affiliated member of International Planned Parenthood Federation (IPPF), pioneered family planning movement in the country. The oldest and the largest non-governmental organization (NGO) of its kind, FPAB was established in 1953 with the objective of improving the quality of life of the underprivileged section of the society.

With the span of more than 67 years of its emergence, FPAB has made a significant achievement in creating awareness among the eligible couples about family planning and annually contributes 4.5% of the total national family planning performance. In conformity with the local and national needs, FPAB shifted its thrust from lone family planning interventions to the holistic approach of reproductive health in mid-80's of the last century. Instead of targeting fertile couples, interventions of FPAB involve men and women of all ages with special focus on the disadvantaged segment of the population. Beneficiaries of FPAB have now exceeded five million people. Currently, FPAB is providing family planning, sexual and reproductive health, maternal and neonatal health, HIV/AIDS, STI/RTI, nutrition and primary healthcare services to around 5 million people in 21 districts including 1 hill district. FPAB provides its services in government demarcated areas from 5 types of service delivery points: 26 Static Clinics, 75 Mobile Clinics, 72 Women's Club, 21 adolescent-friendly SRH centres and 1260 community level health workers. Annually FPAB generates 7 million service contacts including 1,692,866 in maternal and child health, and 312,975 in HIV, STI/RTI clinical services. Besides, it provides adolescent friendly sexual and reproductive health services to 110,000 young people through 307 educational institutions attached with its 21 adolescent-friendly centers.

FPAB is implementing numbers of activities through its 21 branches. For keeping proper documentary evidences and for showcasing FPAB's works and accomplishments at different national/international forums and to donor community quality photography/videography is very essential. Moreover, publishing FPAB's good initiatives and success stories in the website, Facebook and other social medias are also crucial reaching to mass people. FPAB also believe transferring the basic photography and videography skills to concerned staffs will be helpful to the organization in improving its knowledge management and reporting system.

#### Objective of the TOR

To hire an expert (consultant) in photography and videography for creating audiovisual contents, (e.g. video slide show, fliers/leaflets/posters, video interview, video documentary and other graphical materials); publishing FPAB's good initiatives and success stories in the website, Facebook and other social medias and Guide and train concerned staff in NHQ and Branches on basic photography and content creation skills.

## **Justification of Hiring**

FPAB is hiring consultant for professional photography and videography content creation, keeping proper documentary evidences and for showcasing FPAB's works and accomplishments at different national/international forums and to donor community. The consultant will also help publishing FPAB's good initiatives and success stories in the website, Facebook and other social media. She/he will also transfer the basic photography and videography skills to concerned staffs of FPAB NHQ and Branch Offices.

## **Duration of the Assignment**

Selected consultants shall be available initially for a period of 04 (four) months. The duration of the engagement may be extended based upon the overall progress and performance.

## **Number of Positions**

1 (one)

## **Type of Engagement**

This will not be a full-time engagement, but an on-call basis contract. There will be no fixed number of hours, days or months, but at actual works, created contents as and when required or assigned by FPAB authority.

## **Description of Assignment**

Key activities include:

- Creating Video slideshow from existing pictures
- Flier/leaflet/Poster creation as required by FPAB
- Prepare Video Interview or doing photography in FPAB events
- Video Documentary creation
- Publishing FPAB's good initiatives and success stories in the website, Facebook and other social media
- Transferring the basic photography and videography skills to concerned staffs of FPAB NHQ and Branch Offices.

## **Deliverables**

Have to upload every creation on Google drive and finalized as per FPAB feedback

## **Reporting requirements**

The consultant will be reportable to the Director Program or any other designated officer, as required.

## **Payment Schedule**

All payments will be made through monthly invoicing. VAT and Taxes will be deducted as per Government policy.

## Required Qualifications and Expertise

- Have good knowledge on documentary photography and filmmaking.
- Having relevant practical experience will be an asset.

## Required Documents

All bidders are required to submit the following documents along with their application:

- A CV containing, the following information:
  - Educational qualifications
  - Length and description of relevant experience
  - Two references
  - A signed statement testifying that all information contained in the CV is correct and true
- A good sample of previous work
- A summary of relevant services provided or work done (if any) during the last 5 years
- A separate financial proposal (as per the 'rate quote' mentioned in the next section)
- Two passport size photographs
- Photocopies of relevant academic and experience certificates
- Documentary evidence of legal, taxation and financial status, including --
  - Tax identification number (TIN)
  - VAT registration number (if any)

## Rate Quote

All bidders must quote the following rates in Taka:

Sl.	Content Name	Description	Rate for Normal Assignments	Rate for Urgent Assignments	Remarks
1	content for the website/Facebook/other social media	Attractive visualization of FPAB key program event show-up			
2	Video slideshow	Video slideshow built with activities photography, background music and approved text			
3	Flier/leaflet/Poster	Image file for describe a message including picture and text			
4	Video Interview	Video clips covering structured interview of the FPAB officials and clients/patient			
5	Video Documentary	Prepare script and narration for overall project documentaries and videos; Compose background music for the videos; Capture necessary video footage of different project activities;			

		Translate the voice into English for subtitles if required; Narrate and edit raw video footage to final publishable video			
--	--	---	--	--	--

## Evaluation Criteria

Proposal Evaluation Committee (PEC) will review the technical as well as financial proposals as per eligibility/qualification and technical criteria set in ToR. Technical proposal will carry 80% weight and financial proposal will carry 20% weight (technical pass mark is 65 out of 100).

Area of Evaluation	Assigned Score
Educational Qualifications	10
Experience	10
Professional capacity	35
Quality of sample of best work submitted	25
Value for money	20

## Confidentiality

All the deliverables produced under this TOR will be treated as FPAB property and the mentioned deliverables or any part of it cannot be sold, used or reproduced in any manner by the assigned consultants without prior written permission from FPAB.

## Withdrawal/Termination

This agreement shall be effective from the date of signing the agreement, unless otherwise earlier terminated. FPAB may terminate this agreement with immediate effect on occurrence of any irregularities, anomalies relating to the given assignments or non-compliance of any terms and conditions as agreed upon in the agreement.

Interested bidders, who meet the required qualifications, are invited to submit their proposals in English along with other necessary documents to the **Executive Director, FPAB, 2NayaPaltan, Dhaka 1000**. The financial proposal (rate quote) should be submitted in a separate sealed envelope. FPAB preserves the right to repeal any proposal anytime without showing any reason.

**Last Date of Submission of Proposal: 31 August 2020**

FPAB is strongly committed to equal opportunity and diversity. Female candidates and PLHIV are encouraged to apply.