

REQUEST FOR PROPOSALS - SERVICES

TO HIRE A COMMUNICATION AGENCY FOR PRODUCTION OF VIDEO DOCUMENTARY AND DOCUMENTATION OF AGRICULTURAL PRACTICES THROUGH PHOTOGRAPHY ON CSA TECHNOLOGIES AND INNOVATIONS UNDER THE CALL PROJECT ACROSS FOUR DISTRICTS

Issued by

The Global Alliance for Improved Nutrition (GAIN)

Bangladesh

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GAIN's procurement is conducted based on our procurement principles, including "a focus on ethical and sustainable procurement which requires us to take note of our legal and ethical commitments... in our procurement and supplier management."

We require all our partners, suppliers and service providers to familiarise themselves with our [Code of Conduct](#) (Code) and to adhere to either our Code or to their own equivalent code or set of behaviours.

This is addition to any relevant clauses and provisions in our contractual terms.

We also expect our partners, suppliers, and service providers to proactively inform GAIN, via the mechanisms detailed in the Code, of any breaches, potential or perceived breaches of its provisions.

Any supplier or service provider found to be in violation of these principles will be excluded from this process and may be barred from responding to future opportunities.

I. INTRODUCTION

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in The Netherlands, the United Kingdom, and the United States. We currently have a presence and conduct programming activities in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda

II. BACKGROUND & TIMESCALES

Bangladesh ranked 13th by Climate Risk Index 2026 as the most long-term climate vulnerable country in the world. The country is characterised by its riverine landscape and extensive low-lying regions, is particularly susceptible to impacts of climate change and other hazards - flooding, fluctuations in temperature (heatwave and severe cold), erosion of riverbanks, cyclones, tidal surges, high tides, and heatwaves are occurring frequently, and result in the loss and damage of land, livelihood, and vital natural resources for the communities living in climate hotspots along the country's rivers, plains and coastlines. This predicament endangers the climate-vulnerable communities' well-being, health, and food security and has major financial implications. It is estimated that Bangladesh will undergo an average financial impact of about 3.2 billion USD annually due to cyclones and floods. Average annual temperatures have increased in the last 6 decades, and the country will see an increase in monsoon rainfall of 1.7 times higher by 2050 (source: International Water Management Institute).

Again, Bangladesh is a modest contributor to Global Greenhouse Gas (GHG) emissions, accounting for an estimated 0.4% of global emissions in 2018 while particularly at-risk groups are those that already today bear the brunt of climate-related losses and damages. The modalities to mitigate and adapt to climate change and concrete implementation modalities remain a debated question nationally and internationally. Wealthy countries have contributed an estimated 92% of excess historical emissions and are responsible for 37% of current emissions, despite being home to only 15% of the global population.

Considering the above scenario and context, it is imperative to work through a systems approach: Livelihoods of climate-vulnerable / most at-risk groups need support to counter and accommodate

the negative effects of climate change and adapt in a way realizing benefits. Simultaneously, capacities of local stakeholders to adapt to the changing climate and transform the economic portfolio towards green and climate-friendly practices need to be built and coupled with crisis management competences to manage extremes. This focus on preparedness, adaptation and mitigation can manifest itself through adapted livelihoods, climate-smart agriculture and nutrition practices, climate-friendly and responsive green technology, etc. Finally, system change requires strong advocacy, ensuring that the voices and the messages of the people at the frontlines of climate change are heard and existing good practices are disseminated, replicated and upscaled, ideally with policy relevance.

It is against this backdrop of a multi-faceted and multi-layered climate crisis that affects almost all aspects of human life on the one hand, a certain lack of coordination among actors and opportunities that can arise through stronger alignment, that nine Swiss NGOs working in Bangladesh, including GAIN, have decided to join forces to develop a comprehensive and holistic framework for action under the name “**CALL - Climate Action at Local Level**”. For implementing the CALL, GAIN partnered with LEDARS, Uttaran, Unnayan Sangha and Caritas Bangladesh for Satkhira, Khulna, Jamalpur and Naogon respectively.

The purpose of this RFP is to engage services of a qualified organisation or individual to provide documentary and photography services.

Set out below is the proposed timescale for this procurement. It is a guide and whilst the GAIN does not intend to depart from the timetable, it reserves the right to do so at any stage.

RFP issue date	19 May 2026
Deadline for Bidders to submit questions	02 June 2026
Deadline for GAIN to respond to clarifications	05 June 2026
RFP closes - deadline for submission	10 June 2026
GAIN clarifications, evaluation & governance	16 June 2026
Contract award - <i>subject to negotiation & due diligence checks</i>	25 June 2026
Planned contract signature date	01 July 2026
Date by which all work is to be completed	31 March 2027

III. THE OPPORTUNITY

The objective of the assignment is to document the processes, key learnings, and outcomes of the CALL Project by showcasing various climate-resilient technologies and agricultural innovations implemented across four districts along with infographics and animation. The assignment will produce one full documentary video, including a full-length version (10 minutes) and a short version (below 5 minutes), along with photographs capturing field-level practices, agricultural innovations, climate action experiences, and the impact of these interventions on farmers and local communities.

The documentary will highlight innovative approaches to climate-smart agriculture, demonstrate practical solutions to local challenges, and reflect the voices and experiences of beneficiaries. The video will serve as an effective knowledge product and advocacy tool to communicate project achievements, promote the replication of successful practices, and engage key stakeholders, including communities, implementing partners, funding organizations, and relevant government authorities, beyond the project duration.

SCOPE OF WORK:

1. Conduct coordination meetings with GAIN and 4 Implementing Partners to align objectives, finalize expectations, and ensure effective communication for smooth implementation of all activities during documentary.
2. Develop a comprehensive production plan for the documentaries, including scripting, storyboarding, and content structuring to effectively capture climate-resilient agricultural technologies, innovations, and field-level practices implemented under the CALL project covering two major crop seasons like rabi (October-March) and Kharif (April-September).
3. Select field locations across four project districts (Naogaon, Jamalpur, Khulna and Satkhira) and conduct multiple field visits to document agricultural innovations, farmer practices, and technology adoption processes, including relevant impact stories and community insights.
4. Ensure end-to-end documentation of agricultural practices from sowing to harvesting stages, which may require multiple field visits at different crop stages (e.g., sowing/planting stage, vegetative stage, reproductive stage and harvesting/high-yield stage) to capture the full production cycle (June 2026 to March 30, 2027) and impact of interventions.
5. Produce 1 high-quality documentary video in two versions: a full-length version of up to 10 minutes and a shorter version of up to 5 minutes, featuring climate-resilient agriculture practices and innovation stories. The videos will include beneficiary voices, statements from government officials and other relevant stakeholders, as well as female voice-over narration in both Bangla and English. The production will also incorporate motion graphics, animations, background music, English subtitles, professional editing, and colour grading.
6. Capture and submit at least 50 high-quality photographs per district (total 4 districts) documenting agricultural practices, technologies, and beneficiary engagement from the project sites, along with all raw video and photo footage collected during fieldwork.
7. Use appropriate, locally composed or licensed background music that aligns with storytelling needs and enhances emotional engagement of the audience.
8. Edit all video content in line with the approved script and share drafts with GAIN for review and feedback. The vendor must incorporate feedback provided by GAIN until final approval is obtained. After completion of the review process, the vendor must securely preserve the project files (including raw timelines) for at least 5-6 months for potential future edits or updates.

DELIVERABLES & TIMESCALES

Serial	Documentary Topic (to be covered in one video)	Number of Field Shoot	Shoot Location	Shoot Timeline
1	Rice production applying CSA Technology, AWD and USG	2 days each location (1 st Phase)	Naogaon Khulna Satkhira Jamalpur	July and August 2026 and

	Nutrition-sensitive agriculture applying CSA technology, Mulching (Lentil, wheat, sweet potato, millet crop and other high yielding crops)			February 2027
2	Climate-resilient dairy and cattle rearing	2 days each location (2 nd Phase)	Naogaon Khulna Satkhira Jamalpur	October, November and December 2026
3	Fish production in the climate hotspots in Bangladesh (white fish and shrimp)	2 days each location (3 rd Phase)	Naogaon Khulna Satkhira Jamalpur	January, February and March 2027
4	Integrated farming in the salinity area of coastal region (Rice, fish and vegetable cultivation)	1 shoot for GAIN official and Govt Official	Dhaka Naogaon Khulna Satkhira Jamalpur	March 2027

CONTRACT GOVERNANCE

TECHNICAL GUIDELINES:

- Number of Video Documentaries: 1 video documentary (one in 10 minutes duration and the other in 5 minutes duration), each to be produced in 2 versions (one with English voice-over and one with Bangla voice-over).
- Number of Photographs: 200 high-resolution photographs (approximately 50 per district) highlighting CSA technology, GAP etc.
- Video Duration: Long video 10 minutes duration and short video 5 minutes duration.
- Locations for Shooting: Four districts (Naogaon, Jamalpur, Khulna, and Satkhira).
- Footage Quality: All video footage must be captured in high resolution and professional quality suitable for broadcast and digital dissemination.
- Sound Quality: The vendor must use external/separate sound recording equipment to ensure high-quality audio. Built-in camera microphones will not be accepted.
- Voice Over: Professional Bangla and English voice-over.
- Subtitles: All videos must include accurate English subtitles.

WORK PROCESS

Responsibilities of Vendor

The vendor should work closely with concern officials assigned by GAIN and the Implementing Partners for the accomplishment of the following tasks:

- Obtain prior approval from GAIN for the storyboard before commencing any field shooting.
- Secure approval of narration scripts along with technical information and voice-over content prior to recording.
- Obtain approval of subtitles in both Bangla and English before finalization.
- Obtain approval of background music/sound design before final editing.
- Provide rough-cut versions of all videos for review, feedback, and necessary revisions.

- Incorporate feedback from GAIN and ensure iterative editing until satisfactory final output is achieved.
- Conduct field shooting multiple times if required to ensure adequate quality and completeness of footage.
- Ensure all video content is professionally edited and meet agreed quality standards prior to final submission.
- Deliver final video outputs in digital format via Pen Drive and/or external Hard Disk.
- Ensure safe handling of all raw and edited materials and remain liable for any loss or damage prior to official handover.
- Provide complete project files, including editable source files, along with clean versions of all videos (without subtitles, voice-over, and background music) to enable future repurposing of content.

PAYMENT PROFILE

Deliverable	Date Deliverable Due	Fee Payable (if applicable)
Storyboarding, scripting, and full documentary planning	July 10, 2026	No payment
Successful shoot of 4 locations (1 st phase and 2 nd phase) and Submit 50% raw photos from the field	December 31, 2026	30% of the approved contract amount
Successful delivery of all documentary videos and photographs	March 31, 2027	Rest of the 70%

IV. INSTRUCTIONS TO BIDDERS

This section is designed to ensure that Bidders are provided with the necessary information to understand and respond to the requirements and ensure that a consistent level of information is obtained from each Bidder and provide a structured framework for the evaluation of Proposals.

Bidders should read these instructions carefully before completing their submission.

GAIN CONTACT

The following individual is the nominated contact for this RFP.

- **Name/role:** Gazi Md Najmus Sakib, Finance and Administrative Officer
- **Email address:** gnajmussakib@gainhealth.org

QUERIES AND CLARIFICATIONS

- Bidders are to direct any questions regarding the RFP to the GAIN contact in writing via email.
- It is the Bidder's responsibility to ensure safe receipt of communication.
- No other member of GAIN staff should be contacted in relation to this RFP unless directed to do so by the GAIN contact.
- GAIN may choose to convey responses to submitted questions and queries to all Bidders so that each is equally informed.
- GAIN may amend the RFP documents by issuing notices to that effect to all Bidders and may extend the closing date and time if deemed appropriate.

PREPARING YOUR RESPONSE

- Bidders must obtain, at their own responsibility and expense, all information necessary for the preparation of Bids.
- Bidders should notify GAIN promptly of any perceived inconsistency, or omission in this RFP, or any of its associated documents.

SUBMITTING YOUR RESPONSE

- The Proposal and any accompanying documents must be in English
- Bidders must submit their Proposal in the following way:
 - Email to contact's email address. The subject heading of the email should be **RFP Submission [CALL Documentary]**. All submitted documents must be viewable using the Microsoft Office suite of applications. Your submission should not exceed 30MB.

Your submission must include the following:

Technical & Financial Proposal:

- A technical proposal outlining the proposed approach, methodology, script concept, and production plan for delivering high-quality video documentaries and photographic documentation in line with the objectives of this ToR. The financial proposal, including a detailed narrative budget in BDT (covering applicable taxes, VAT, bank charges, and any other associated costs), must be included within the same document and submitted as a single PDF file.
- Proof of relevant experience and expertise, including previous work samples or references related to documentary production, photography, or similar assignments.
- Profiles/CVs of key personnel and the organization/institution responsible for implementation.
- Copies of TIN certificate, Trade License, and any other relevant legal or compliance documents, if applicable.

NOTES ON SUBMISSIONS

- Bidders should not include in their submission any extra information which has not been specifically requested in the RFP for example, any sales literature etc.
- No Proposal may be modified after the deadline for receipt.
- GAIN may request additional information from Bidders to assist further evaluation of Proposals.

NOTES ON BUDGET

- As a donor funded organisation, GAIN is committed to achieving value for money in all our procurements.
- Submitted rates and prices are to be deemed include all costs, insurances, taxes, fees, expenses, and other things necessary for the performance of the requirement.
- Any charge not stated in the Proposal as being additional, will not be allowed in any resultant contract.
- We are looking for full cost disclosure: there must be an appropriate breakdown of costs to allow for price visibility.
- All rates and prices submitted must be in BDT, and any contract arising from this RFP will be in BDT.

NOTES ON EVALUATIONS

- GAIN may choose to shortlist Bidders at any stage of the process.
- GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal.
- GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.
- Bidders should note that GAIN may award a Contract on the basis of the original Bid received and may, at its absolute discretion, undertake any or all of the following processes:
 - shortlisting
 - taking up references

- undertaking presentations or meetings
- entering into a dialogue with one or more Bidders.

EVALUATION CRITERIA

The following indicates a list of the significant criteria against which proposals will be assessed. This list is not exhaustive and is provided to enhance the applicants' ability to respond to this Opportunity.

Understanding of the scope of work:

- Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section II.

Demonstrate a clear understanding of the technical requirements of this RFP:

- Providing detailed technical documentation of the proposed strategy.
- Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.

Comprehensiveness of work plan and reasonableness of proposed time frame:

- Proposal shall include a feasible work plan to ensure successful completion of deliverables.
- The work plan details how activities will be coordinated.

Detailed budget and cost-effectiveness of proposed approach

- Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- Proposal shall identify possible challenges and include creative approaches to addressing them.

Management and personnel plan:

- The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
- Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.

V. TERMS & CONDITIONS

This section constitutes the full conditions of this RFP and participation in the process automatically signals that the Bidder accepts the conditions.

JURISDICTION

Any Contract resulting from this RFP shall be governed by Swiss law.

LATE PROPOSALS

Any bid received after the deadline may be rejected at GAIN's absolute discretion.

DISCLAIMERS

Bidders will not be compensated for costs incurred in preparing proposals, submitting revised proposals or in participation in any meeting or presentation.

This RFP does not commit GAIN to any course of action, it is not an offer or a contract and does not commit GAIN to contract for any of the services detailed within the RFP.

GAIN reserves the absolute right to:

- accept or reject any or all Proposals with or without notice or reason
- accept or reject any proposal in whole or in part
- accept a proposal other than the lowest priced
- negotiate with any, all or none of the Bidders
- modify or cancel this RFP

ACCEPTANCE OF PROPOSALS

GAIN is under no obligation to accept the lowest priced Proposal, or any Proposal, and reserves the right to reject any Proposal which is incomplete, conditional, or not complying with the RFP documents.

A Proposal may be for all or part of the Requirement and may be accepted by GAIN either wholly or in part.

A Proposal will not be accepted, in whole or in part, unless and until GAIN has signed a Contract in writing to the successful Bidder. GAIN reserves the right to:

- amend the terms and conditions of the procurement process
- cancel the evaluation and award process at any stage
- require the Bidder to clarify its Proposal in writing and/or provide additional information. Failure to respond adequately may result in the Bidder not being selected.

AMENDMENTS

Prior to the final date for submission of Proposal, GAIN may issue amendments to clarify, modify or add to the procurement documents. A copy of each amendment will be issued to each Bidder and shall become part of the RFP

VALIDITY OF PROPOSALS

Proposals submitted in response to this RFP are to remain valid for a period of not less than 90 days from the RFP closing date.

WITHDRAWALS

Proposals may be withdrawn at any time prior to the RFP closing date and time by written notice to the Company.

INTERPRETATION OF REQUIREMENTS

Bidders are responsible for ensuring that they have all the information required for the preparation of their tenders and that they satisfy themselves about the information and correct interpretation of terminology used in the tender documentation.

Bidders must also ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their tender is accepted.

ASSUMPTIONS

Any assumptions that have been made in responding to this RFP should be outlined in the Bidders response documents.

CONFIDENTIALITY

Except as required for the preparation of this Proposal, Bidders must not, without GAIN's prior written consent, disclose to any third party any of the contents of the RFP documents. Bidders must ensure that their employees, consultants, and agents also are bound and comply with this condition of confidentiality.

FEEDBACK TO UNSUCCESSFUL BIDDERS

GAIN appreciates that significant time and resource goes in to preparing a tender response, and we try to ensure that feedback is provided to all unsuccessful Bidders.

Please note however that GAIN does not share detailed scoring information with unsuccessful Bidders.

INCONSISTENCIES AND OMISSIONS

Bidders must promptly advise the Company in writing of any inconsistencies and omissions they discover in the RFP.

RFP DOCUMENTS

Bidders must destroy all copies of the RFP document if unsuccessful within 30 days of being notified they have not been successful (either issued by GAIN or created by the Bidder).

DISCLAIMERS

Whilst the material in this RFP and the Information has been prepared in good faith, it does not purport to be comprehensive, nor has it been independently verified.

Neither GAIN nor their advisors, their respective directors, officers, members, partners, employees, other staff or agents makes any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the Information; or accepts any responsibility for the information contained in the Information or for their fairness, accuracy or completeness of that Information nor shall any of them be liable for any loss or damage (other than in respect of fraudulent misrepresentation) arising as a result of reliance on such Information or any subsequent communication.

COLLUSIVE BEHAVIOUR

Any Bidder who:

- fixes or adjusts the amount of their Response by or in accordance with any agreement or arrangement with any other party; or
- communicates to any party other than GAIN the amount or approximate amount of its Responses or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the Response or insurance or any necessary security); or
- enters into any agreement or arrangement with any other party that such other party shall refrain from submitting a Response; or
- enters into any agreement or arrangement with any other party as to the amount of any Response submitted; or
- offers or agrees to pay or give or does pay or give any sum or sums of money, inducement, or valuable consideration directly or indirectly to any party for doing or having done or causing or having caused to be done in relation to any Response, any act or omission.

shall (without prejudice to any other civil remedies available to GAIN and without prejudice to any criminal liability which such conduct by a Bidder may attract) be disqualified.

VI. OFFER OF SERVICES

I/we agree to supply the required services described within this Request for Proposal, for the sum of:

Sum in figures:

Sum in words.....

I/we the undersigned confirm that I/we are able to furnish all expertise, supervision, materials, and any other things necessary to complete, to the entire satisfaction of the Executive Director or authorised representative, required services described within this Request for Proposal, according to GAIN’s terms and conditions.

I/we agree that any obvious errors in pricing or errors in arithmetic that may discovered by GAIN in examination of the priced Specification submitted by me/us shall have no effect on the amount of this offer unless GAIN shall otherwise decide.

I/we understand that the lowest or any tender will not necessarily be accepted.

I/we agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

I/we confirm that I/we have read the [GAIN Code of Conduct](#) and understand my/our duties under the Code.

I/We confirm that I/we have no actual, potential or perceived conflicts of interest which apply to this procurement OR that I have notified GAIN in writing of any actual, potential or perceived conflicts of interest which apply to this procurement.

Signed by:	
Print Name:	
Job Title:	
For and on behalf of (Company name):	
Date:	