**Terms of Reference**

**Hiring services of a consultant/agency to create online educational contents for farmers**

**Introduction:**

According to the Household Income and Expenditure Survey (HIES) 2022, in rural areas, the share of agriculture as a source of income was 27.3% and nationally it was 16.6% in 2022. Additionally, in total, one-fourth of the working population (21.16 percent) is engaged in agriculture. Yet, rural farmers face numerous challenges, including limited access to information on modern agricultural practices, pest control, climate-resilient methods, and market trends. These challenges are compounded by the increasingly scarce natural resources, which demand more sustainable and efficient farming practices.

Despite the challenges, internet and smartphone penetration in rural Bangladesh is steadily increasing, opening new possibilities for digital education. With a rapidly growing audience for online video content, especially on YouTube, a channel specifically designed and developed to educate and support rural farmers presents an effective and scalable solution. This channel will serve as an accessible resource, addressing farmers’ critical knowledge gaps and providing them with practical, actionable insights. It will help improve their knowledge, interest in agricultural production, and livelihoods and create a more sustainable agricultural landscape.

**Objective of the assignment:**

The proposed online contents, designed specifically for rural Bangladeshi farmers and young farming enthusiasts, will deliver accessible, relevant, and actionable educational contents. Each video will focus on specific aspects of farming, providing step-by-step guidance that can be implemented immediately. The content will be created in collaboration with agricultural experts, government representatives, and local farmers to ensure it is practical, accurate, and culturally relevant.

The service provider will support the YASP team to facilitate the creation of this online farmers’ academy filled with agriculture related contents by curating trainers and creating at least 20 videos within the deadline of October 31, 2025.

The said organization will include all the relevant bills and contracts to the Private Sector Co-ordinator of GAIN Bangladesh.

**Scope of work**:

1. Curating Instructor Pool:
   1. A list of instructors will be created by GAIN team with the suggestions of existing ASPs and the service provider. Please refer to the guidelines on selecting an instructor.
   2. The instructors will be reached out to for a collaboration with GAIN for this project by the service provider.
   3. It is preferred to have at least one agriculturist, one nutritionist, and one agri-entrepreneur in the instructor pool. However, there is no upper limit.
2. Creating the course plan:
   1. The service provider will finalize the course outline after a formal session with GAIN and the instructor pool.
   2. Only after getting approval from GAIN’s end the service provider can proceed to the next steps.
3. Selection of videographers/ad-agency:
   1. Select a proper videography/ad-agency.
   2. Select the indoor and outdoor location for creating the videos.
   3. Shoot and edit the videos along with english subtitles.
   4. All responsibilities related to this section belong to the service provider.
4. Liaison with the instructors:
   1. Maintain a proper schedule for shooting based on the availability of the instructors.
5. Transport Co-ordination:
   1. Support in arranging a vehicle for the instructors to travel to outdoor shooting locations. No provision for indoor production.
6. Other Support:
   1. Design necessary slides or logos.
   2. Arrange any necessary logistical support for GAIN to facilitate this plan.

**Deliverables:**

1. Content quality:
   1. The content must be true and cross-checked by the service provider before submission.
   2. Any form of text or speech instigating political judgement, inequality or religious hatred must be avoided.
   3. It must be engaging and relevant to the farmers of Bangladesh.
   4. It is preferred to have a single instructor for one video. But the service provider has the creative freedom regarding this matter.
2. Content Length:
   1. Each video must be at least at 5 minutes length. Outdoor videos can be extended up to 30 minutes.
   2. There is no upper limit for creating outdoor videos.
3. Content subjects:
   1. The service provider must follow the suggested content ideas for this project. Please note that this list is not exhaustive and the service provider is allowed to add or tweak the contents if necessary.
4. Video Quality:
   1. Videos must be created under proper lighting and ambience.
   2. Sound quality must be at par with ed-tech industry standard.
   3. Videos must have english subtitles added.
5. Requirements for selecting instructors:
   1. Must have clean social media image. Politically exposed persons are to be avoided.
   2. Must have prior experience of teaching online or offline.
   3. Must be from agriculture or crop sciences background. SME owners, doctors, nutritionists or food technology specialists are also encouraged to participate for specialized contents.
   4. Must use Bangla as the language of speech delivery and avoid any disrespectful word or local accent.
   5. Refer to annex II to see the criteria for quality checking of the contents to be followed by GAIN.
6. Paperwork:
   1. Must submit the attendance sheet along with the number of videos done per shoot.
   2. Must submit the edited files for quality checking.

**Time Frame**:

The total duration of the assignment will be from August to October 2025 with a total of 90 working days (including public holidays and weekends).

*Note:* At least 50% of the contents should be created within Sept 15, 2025, and rest of the videos must be completed within Oct 10, 2025. Please note that the editing part of the contents can be carried out till Oct 31, 2025.

**Qualification of the consultant:**

1. The consultant should have understanding of plant science, environment, and nutrition. Preferably a team with MS degree holders in Agriculture/Plant Science/Nutrition/Food Technology with previous experience of creating online contents targeting the farmers.
2. The consultant should have expertise in videography, scriptwriting, and creating subtitles.
3. The consultant should have good analytical ability to be able to research and create an engaging content with relevant information.

**Application Procedure:**

To apply, please submit a technical and financial proposal as detailed below, your CV including references and 2-3 samples of work relevant to this ToR. Please submit technical and financial proposal as two separate files.

**Technical Proposal (not more than 3 pages)**

1. Description of how the consultant would undertake the proposed documentation, including design/approach and an assignment plan, which entails detailed activities/ steps to be undertaken in order to accomplish the scope of work;
2. Summary of the applicant’s previous experience and expertise that is relevant to this assignment.
3. Anything that the consultant would like to share which is relevant to the scope of this assignment.

**Financial Proposal**

1. Detailed budget as per the format provided in Annexure I with a maximum of 90 days’ work;
2. Submit the financial proposal in pdf and excel formats.

Technical and financial submissions that exceed 5 pages (excluding CV and samples of work) in total will not be reviewed.

**Submission of Proposal**:

1. The Technical and Financial proposal along with all requisite documentation must be received in English.
2. The technical and financial proposal in two separate files shall be put into a covering email with the subject line “Online Educational Contents for Farmers”, needs to be sent to [gnajmussakib@gainhealth.org](mailto:gnajmussakib@gainhealth.org)
3. For any clarifications required, please write an email to [akabir@gainhealth.org](mailto:akabir@gainhealth.org)
4. Only email bids will be accepted.
5. Late proposals will not be accepted in any circumstances. Proposals received after the due date and time will not be considered.

**Deadline:** August 2, 2025 (Saturday)

**Annexure I**

**Budget Template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sl. No.** | **Particulars** | **Person days** | **Unit Cost (BDT)** | **Total** | **Remarks** |
| **A** | **Personnel Cost** |  |  |  |  |
| A1 | Subject Matter Expert |  |  |  |  |
| A2 | Expert’s Team Members |  |  |  |  |
|  | Subtotal of A |  |  |  |  |
| **B** | **Travel, transportation (Vehicle expenses/ local conveyance)** |  |  |  |  |
| B1 | Local Conveyance for field work (Within/ near to Dhaka) |  |  |  |  |
| B2 | Local Conveyance for field work (North-Bengal, Chittagong, Narayanganj, Gazipur, etc. Based on the context and need of the content.) |  |  |  |  |
|  | Subtotal of B |  |  |  |  |
| **C** | **In-Country Travel (Travel expenses for Professional staff from Dhaka to XXX)** |  |  |  |  |
| C1 | Air travel |  |  |  |  |
| C2 | Bus/ train travel |  |  |  |  |
|  | Subtotal of C |  |  |  |  |
| **D** | **Daily Allowance (Accommodation, food)** |  |  |  |  |
| D1 | Professional 1 (with designation) |  |  |  |  |
| D2 | Professional 2 (with designation) |  |  |  |  |
| D3 | Professional 3 (with designation) |  |  |  |  |
|  | Subtotal of D |  |  |  |  |
| **E** | **Office expenses** |  |  |  |  |
| E1 | Stationary |  |  |  |  |
| E2 | Communication |  |  |  |  |
| E3 | Miscellaneous |  |  |  |  |
|  | Subtotal of E |  |  |  |  |
|  | **Total direct cost (A to E)** |  |  |  |  |
| F | Management cost …..% on Total direct cost (if agency) |  |  |  |  |
|  | **Total A to F** |  |  |  |  |

**Annexure II**

**Quality Checking**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1  (Extremely Bad) | 2  (Not Satisfactory) | 3  (Satisfactory) | 4  (Moderately Satisfactory) | 5  (Extremely Good) |
| Content Delivery |  |  |  |  |  |
| Accent and Pronunciation |  |  |  |  |  |
| Content Quality (Accuracy and Efficiency) |  |  |  |  |  |
| Video Quality |  |  |  |  |  |
| Sound Quality |  |  |  |  |  |
| Subtitle Accuracy |  |  |  |  |  |

**Attachment B: Proposal Scoring Criteria**

|  |  |  |
| --- | --- | --- |
| **Scoring of Proposals: Service for creating Online Educational Contents for Farmers** | | |
| **No.** | **Scoring Criteria** | **Weights (%)** |
| 1 | **Assessment criteria: Technical proposal** |  |
| 1a | Individual’s or agency's previous experience on undertaking similar assignments | 40 |
| 1b | Availability of adequate and skilled (education and work experience) consultant/team members for carrying out the assignment (videographer, scriptwriter, and editor) | 30 |
| 1c | Consultant’s/team members’ knowledge on agricultural activities/plant science/nutrition/business | 30 |
|  | Total score: Technical Proposal | 100 |
|  | **Overall weightage: Technical 60%** |  |
| 2 | **Assessment criteria: Financial proposal** | **Weights (%)** |
| 2a | Takes into consideration all potential expenses (i.e. no obvious omissions) | 40 |
| 2b | Reasonable estimate for each of the component/activity | 35 |
| 2c | Reasonable estimate for consultant’s/Agency’s administrative costs | 25 |
|  | Total score: Financial Proposal | 100 |
|  | **Overall weightage: Financial 35%** |  |
| 3 | **Assessment criteria: Legal Documents** | **Weights (%)** |
| 3a | Business related legal documents (i.e. TIN, Trade License, and etc.) | 85 |
| 3b | Bank Solvency Certificate | 15 |
|  | Total score: Legal Documents | 100 |
|  | **Overall weightage: Legal 5%** |  |
|  | **Total weighted score (technical, financial, & legal)** |  |