

## Statement of Work (SoW) Audio-Visuals for “Transforming Lives Through Nutrition” Project

### **About Helen Keller Intl Bangladesh**

Established in 1915, we are guided by the fierce optimism of our co-founder, Helen Keller, who advocated for people who would have otherwise been left behind. Today, inequities in health and food systems rob more than one billion people around the world from their right to achieve good health, sound nutrition, and discover their own, true potential. Improving those systems is the only way to improve lives on a large scale and for the long term. We partner with communities by helping them to grow and access nutritious food, stave off malnutrition, build strong immune systems, access life-saving medical treatments, and prevent blindness and vision loss. Working in 20 countries across Africa, Asia, Europe, and the United States, we provide the right support at the right time for 81 million children and family members annually, so they can discover their true potential.

Since 1978, Helen Keller Intl has worked in Bangladesh with the Government of Bangladesh and partner organizations for the communities that live with persistent cycles of poverty to eliminate barriers to nutrition and healthcare, so children and families can realize their true potential. We provide the essential elements of good health, sound nutrition, clear vision, climate-smart agriculture helping millions of people achieve lasting change in their own lives. Helen Keller Intl Bangladesh has successfully designed, implemented & monitored over 40 community-based health, food & nutrition security projects, benefiting millions of people and empowering the vulnerable to reach their true potential. Our collective actions are not only helping communities make positive changes for today but creating positive ripples for generations to come.

### **About Transforming Lives Through Nutrition Project**

[Transforming Lives Through Nutrition](#) (Transforming Lives) is a grant-funded consortium uniting three nonprofits, including Helen Keller Intl, Vitamin Angels and iDE, and has been established to offer an impactful way to improve the nutrition of underserved pregnant women, infants and young children globally. This work is funded by The Church of Jesus Christ of Latter-day Saints as part of its humanitarian efforts implementing in 12 countries including Bangladesh. The goal of the Transforming Lives initiative is to improve maternal and child health, through the delivery of proven nutrition interventions and to strengthen health and food systems at scale by putting women and children at the center.

Bangladesh has shown a strong commitment to tackling health and nutrition challenges, as seen in increased budget allocations for nutrition programs in collaboration with the Government of Bangladesh, the private sector, and development partners. Despite these efforts, malnutrition remains a significant concern, particularly in rural and economically disadvantaged areas. In response to these challenges, Transforming Lives collaborates with government and development partners to deliver evidence-based, life-saving nutrition interventions in Bangladesh across the critical 2,000-day window from conception to a child's fifth birthday.

Maternal undernutrition remains a critical barrier to achieving improved maternal and child health and nutrition outcomes in Bangladesh. Current evidence shows that poor maternal nutrition contributes to adverse pregnancy outcomes, including low birth weight, stunting, and increased neonatal mortality. The World Health Organization (WHO) and global research highlight the superiority of multiple micronutrient supplementation over traditional iron-folic acid supplementation, with multiple micronutrient supplements demonstrating improved maternal and neonatal health and nutrition outcomes.

Despite this evidence, widespread implementation of multiple micronutrient supplements in Bangladesh faces challenges, including limited health worker capacity, low community awareness, inconsistent supply, and weak monitoring systems. To bridge these gaps, a comprehensive approach is required—one that strengthens health system capacity, engage communities, and ensure effective monitoring and accountability mechanisms.

Helen Keller Intl Bangladesh is implementing lifesaving interventions through Transforming Lives project in selected remote areas of different sub-districts under Sunamganj, Barishal and Dhaka districts. In addition, the project is supporting the Institute of Public Health Nutrition to scale-up multiple micronutrient supplementation interventions nationally in collaboration with UNICEF and development partners.

Transforming Lives project key interventions include:

- Collaboration with local health and nutrition service providers and health care providers in the area to enhance the quality of maternal and child health and nutrition services through a variety of means, including frontline health worker capacity strengthening, strengthening and functionalizing severe acute malnutrition units and breastfeeding corners at the Upazila Health Complex.
- Train and equip community nutrition promoters on basic nutrition; infant young child feeding practice; screening children using the mid-upper arm circumference tape; and identification and referral of malnourished children under 5 years of age.
- Health promotion and facilitation of improved nutritional practices: conducting courtyard sessions, cooking demonstration, counseling and providing 250 ml bowls & spoons to improve knowledge on young child feeding for the children under 5, mothers and caregivers.
- Cash assistance to facilitate access to treatment for severely malnourished children, household follow-up visits to the families with severely and acutely malnourished children.
- Provide hands-on training on nutrition-sensitive, climate-smart agriculture at homestead gardens for participants, including lead farmers. The training is complemented by the provision of agricultural inputs (such as seeds and seedlings) to both participants and lead farmers to establish demonstration farms. These farms promote climate-smart practices, support income generation for sustainable livelihoods, and empower women.
- Training for government community health workers and facility-based health service providers and their supervisors on multiple micronutrient supplements counseling and distribution aims to strengthen their technical and practical capacity to effectively promote, counsel on, and ensure the correct use of multiple micronutrient supplements among pregnant and lactating women at both community and facility levels. Through structured training sessions including health assistants, family welfare assistants, community health care providers, doctors, nurses, family welfare visitors, sub-assistant community medical officers, and other frontline providers involved in antenatal and postnatal care will be equipped with essential knowledge and skills on multiple micronutrient supplements benefits, dosage and timing, counseling techniques, and distribution protocols.

### **Objectives of the Assignment**

To produce two high-quality audio-visuals that clearly highlight:

- The life-saving health and nutrition interventions under the Transforming Lives project, including real-life stories from community members, community nutrition promoters, and key stakeholders at both local and national levels, reflecting the project's positive and impactful outcomes from the ground.
- The approach and key activities involved in scaling up multiple micronutrient supplementation within the government health system.

These audiovisuals will be displayed at events to showcase Helen Keller Intl Bangladesh's project activities, which adhere to Transforming Lives brand guidelines, across various social media channels and events organized by Helen Keller Intl and its partners in the country and will be shared with Helen Keller Intl and the Transforming Lives global audiences.

## Target Audience

### Primary Audience

- Government decision-makers and policymakers
- Public health and nutrition professionals
- Donors
- Global and national development partners

### Desired response:

To build understanding, confidence, and motivation to strengthen health and nutrition systems, invest in proven approaches, and expand support for vulnerable populations.

### Secondary audience:

- Civil society organizations
- International and national non-governmental organizations
- Development practitioners implementing similar programs

**Desired action:** To encourage learning, adaptation, and collaboration in delivering effective, people-centered health and nutrition interventions, particularly for women and children under five.

## Narrative Approach

The audio-visuals should follow a people-centered storytelling approach, anchoring technical interventions in lived experience. The narrative should:

- Begin with people (a mother, caregiver, health worker, or farmer)
- Show how challenges affect daily life before introducing solutions
- Clearly connect project activities to visible change and improved well-being
- Use simple, non-technical language that can be understood by both expert and non-expert audiences
- Balance human stories with credible evidence and stakeholder voices

## Scope of Work

- **Life-saving interventions:** A 4–5-minute video highlight community nutrition promoter activities, and a mother or child story that demonstrates positive change at community level which reflect key project activities.
- **Multiple micronutrient supplementation scale-up:** A 3–4-minute video showing how the health system is being strengthened to deliver supplementation at scale, including stakeholder engagement and frontline implementation.
- Develop and finalize storylines, storyboards, and scripts in collaboration with Helen Keller Intl Bangladesh and the global team.
- Translate scripts, voiceovers, and on-screen text as required.
- Conduct filming in project areas (**possible eight locations mentioned below-locations may change based on government recommendation/political situation/context**) for collecting testimonials and footages as per the script/storyboard under the guidance/in close collaboration with the Helen Keller Intl Bangladesh and global team. The filming process is expected to require **approximately 10–12 days** and will take place across **three months (March–May 2026)** following contract signing.
  - **Sunamganj District (Sadar, Chhatak and Jagannathpur sub-districts)**
  - **Barishal District (Barishal Sadar and Babuganj sub-districts)**
  - **Dhaka North City Corporation, Dhaka (Sattola)**
  - **Manikganj District (any two sub-districts-TBD)**
- Conduct interviews with project participants, community nutrition promoters, government representatives, and project staff.
- Capture aerial footage using drones, subject to official approvals.
- Edit videos, including color grading, motion graphics, subtitles, voiceovers, and background music (copyright-free).

- Use only original, non-artificially generated visuals, audio, or narration, in line with Helen Keller Intl policy.
- Incorporate existing photos and videos provided by Helen Keller Intl Bangladesh.
- Ensure professional broadcast quality (minimum high definition) and clear project visibility.
- Produce 100 high-quality raw and edited photographs documenting project activities.
- Present draft versions for review and incorporate feedback before final submission.

### Deliverables

The following deliverables are expected from the agency:

- Two finalized storyboards and scripts approved by Helen Keller Intl.
- A detailed work methodology and filming plan covering the three-month production period.
- Two finalized audio-visuals presenting project activities, impact, and human stories:
  - Life-saving interventions video (4–5 minutes)
  - Multiple micronutrient supplementation scale-up video (3–4 minutes)
- All raw and final video files submitted to Helen Keller Intl.
- Signed consent forms for all participants featured.
- 100 high-quality raw and edited photographs illustrating project activities.

### Timeframe and deadlines

Draft scripts and production schedules should be submitted for approval no later than **7 days** after signing the contract. The contact duration will be for four months (**March 01-June 30, 2026**) including shot during **March-May, 2026** for **10-12 days** as per approved scripts concept, and the 'final version of the videos' ready for display should be handed over no later than **June 15, 2026**.

### Schedule of Deliverables

The Agency is responsible for the timely submission of the following deliverables as part of the Scope of work:

SN	Deliverables	Timeline
1.	Development of the scripts which should be creative and technically sound, showcasing storytelling and bold impacts of the project.	7 calendar days from the initial meeting with the team
2.	Submit two approved scripts, storyboards with detailed timeline of the productions process and ensure the timely delivery of the service	After 2 calendar days from the submission of 1 <sup>st</sup> draft of scripts and storyboards
3.	Audiovisual productions shot in agreed locations to capture project interventions, activities, impact, testimonials and success stories	12 days across the three months from March-May 2026
4.	1 <sup>st</sup> draft of audiovisual productions: as specified in the deliverables section, with the stated duration.	<b>May 17, 2026</b> , after completing all the activities shoot from the ground
5.	2 <sup>nd</sup> draft of audiovisual productions 4-5 min duration with music, voice over (English and Bengali) and graphics	After 3 days of the 1 <sup>st</sup> draft feedback
6.	3 <sup>rd</sup> draft of audiovisual productions 4-5 min duration with music, voice over (English and Bengali) and graphics	After 3 days of the 2 <sup>nd</sup> draft feedback
7.	Finalization of Audiovisual productions with subtitles (English and Bengali), Voice over (English and Bengali), Music, Graphics, Color Corrections for all versions of documentary	After 5 days of the 3 <sup>rd</sup> draft feedback
8.	Incorporate global feedback and share <b>final versions of videos</b> and share all the raw and final version videos and photograph with proper consent form	<b>June 15, 2026</b>

## **Focus**

- Audiovisual productions show human interest stories of mothers, children, health workers, multiple micronutrient supplements scaleup activities, community nutrition promoters at project areas which showcase mid-upper arm circumference screening, severe acute malnutrition unit, Breastfeeding Corner, cooking demonstrations, courtyard session, counselling, climate-smart agriculture hands-on training, lead farmers, harvesting, vermicompost and happy and smiling faces of mother children.
- Success stories and testimonials reflect the positive change of participants and community nutrition promoters because of project activities, as well as testimonials from local and national public health decision-makers.

## **Required qualifications and experience**

Minimum eligibility criteria:

- The agency must have a minimum of five (5) years' experience in producing documentaries/TVC/OVC/AV Production/Docudrama/Tele Drama.
- Experience with the development sector, especially health, nutrition & agriculture and having at-least 3 similar productions; Verified from the links previous work.
- Excellent technical capacities to ensure smooth and high-quality production.
- The director/creative director, script writer and cinematographer for video documentaries must have at least five (5) years of experience in leading standard video documentary and postproductions.
- Expertise in updated video editing (premiere pro, final cut, after effect), color grading, motion graphics, voice over software and tools.
- The firm must have access to the required equipment (camera, light, sounds and drone) to produce global standard video documentary.
- Please provide a brief specification of the equipment proposed to be used for the productions (owned or hired).
- The team should have the ability to work in remote areas and capture and respect culturally sensitive content and strong understanding of the community settings and sensitives.
- Strong storytelling and visual communication skills and respect and portrait the dignity of participants.
- Knowledge of child rights, gender, values & norms of community people, civil society, local administrative and policymakers is a plus.
- Willingness to comply with Helen Keller Intl child protection and safeguarding policies and procedures.
- The team should have a strong understanding of the target audience, also patience and empathy to capture testimonial from rural and urban participants.
- The vendor must provide trade & VAT license copy, BIN and TIN copy.

## **Selection Criteria**

The evaluation of the agency will be based on the combined scoring method where the methodology, qualification and experience are given 80% weightage and financial offer will be given 20% weightage. Only agency achieving a minimum of 60% of the total points under technical evaluation would be considered for the financial evaluation.

The following specific criteria will be assessed:

<b>Area (s)</b>	<b>Scoring Criteria</b>	<b>Marks</b>
Technical-80	Understanding the assignment	10
	Creative Brief: Showcase strong storytelling and content creation skills, create compelling and engaging content that resonates with target audience and aligns with lifesaving interventions and multiple micronutrient supplements scaleup activities.	20
	Audiovisual productions Methodology: Script, pre-production, production postproduction plan sharing for story making.	

	Experience of team leader & team composition: Does the consulting firm have a dedicated team with relevant experience in video production? Do they showcase the expertise and credentials of key team members with proven success in similar projects?	20
	Work methodology, Plan and division of tasks: Breakdown of tasks according to timeline.	15
	Organizational Capability of conducting audiovisual productions. Strong track record of previously completed assignments with International NGO/ UN Organization/ Development partners	15
Financial-20	Competitive pricing (including VAT & TAX) and overall reasonable, justifiable financial proposal and submitting updated Trade license copy, TIN certificate copy, BIN copy.	20
<b>Total</b>		<b>100</b>

### **Tentative Payment Schedule**

<b>Deliverables</b>	<b>Payment in (%)</b>
Upon submission of the storyline and approval by Helen Keller Intl	30
Upon submission of 1 <sup>st</sup> draft of audiovisuals	30
Upon submission of final deliverables approved by Helen Keller Intl	40

### **Guideline for Proposal Submission**

The proposal (duly signed) should comprise the following sections within 10 pages (**Font Arial, 12 and Line Spacing 1.5**). Proposal will be accepted only through email Bangladesh.Procurement@hki.org in PDF form duly signed by mentioning subject line “**Audio-Visuals for ‘Transforming Lives Through Nutrition’ Project**” by **5:00 pm Bangladesh Time February 04, 2026**

***Guidelines and Timeline for submission will be strictly enforced.***

**The technical proposal must include the following:**

- Company/Agency Profile
- Understanding of the Assignment
- Synopsis of idea
- Work schedule
- Team composition
- Company/Agency strength
- Sample of relevant work

### **Support provided by Helen Keller Intl**

- Communication Brand Guidelines of Transforming Lives Project.
- Project relevant Information and documents for review.
- Identification of project locations and selecting participants & key stakeholders.
- Additional photos and videos previously captured.
- Helen Keller Intl Media Consent form and guidelines.

### **Ethical Considerations**

The agency must adhere to Helen Keller Intl ethical guidelines, ensuring respect, confidentiality and informed consent during filming and interview.

### **Copyright**

Helen Keller Intl will reserve the Intellectual Property Rights (IPR) for all deliverables of the assignment. Helen Keller Intl authority also reserves the right to cancel, change, and modify any part or the whole assignment any time before the contract or during the contract period.

**Reporting**

**Dr. Jatan Bhowmick**, Project Manager, Transforming Lives Through Nutrition, Helen Keller Intl Bangladesh.

**Farhad Hamid**, Communications Specialist, Helen Keller Intl Bangladesh.