

Terms of Reference (ToR)

Video Documentary for “Transforming Lives Through Nutrition” Project

About Helen Keller Intl Bangladesh

Established in 1915 with Helen Keller as a founding trustee, Helen Keller Intl works to save the sight and lives of the most vulnerable and disadvantaged. Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. We deliver 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 people annually. We believe in a world where everyone has the opportunity to live a healthy life and reach 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 have the opportunity to 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. Bangladesh Demographic and Health Survey (BDHS) 2023 Reports show high rates of malnutrition, with 24% of children under five stunted, 22% underweight, and 11% wasted. Exclusive breastfeeding rates declined from 65% in 2017-18 to 55% in 2022, while feeding practices for children, including dietary diversity and meal frequency, have shown little improvement. In response to these challenges, Transforming Lives collaborates with government entities and international 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.

As consortium partner Helen Keller Intl Bangladesh carried out this project through its implementing partners CNRS and FIVDB on nutrition specific and sensitive interventions in selected remote areas at Sunamganj District (Chhatak and Jagannathpur Upazila) and Habiganj District (Ajmeriganj and Lakhai Upazila) and urban area Sattola Slum of Dhaka North City Corporation. Nutrition specific and sensitive 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 SAM units and breastfeeding corners at the Upazila Health Complex;
- Support functionalization of District Nutrition Coordination Committee, Upazila Nutrition Coordination Committee.
- Train and equip Community Nutrition Volunteers (CNV) on basic nutrition, IYCF practice, screen MASS MUAC and identification and referral of malnourished children under 5 years of age.
- Health promotion and facilitate improved nutritional practices: conduct Courtyard Session, Cooking Demonstration, counseling and provide 250 ml Bowl & Spoon to improve knowledge on Infant Young Child Feeding (IYCF) for the U-5 child mother and caregiver.
- Conditional Cash Transfer (CCT) to the caregivers of SAM children, Household visit to the families having SAM/MAM children.
- Provide hands-on training on nutrition-sensitive, climate-smart agriculture at homestead gardens for beneficiaries, including Lead Farmers. The training is complemented by the provision of agricultural inputs (such as seeds and seedlings) to both beneficiaries and Lead Farmers to establish demonstration farms. These farms promote climate-smart practices, support income generation for sustainable livelihoods, and empower women.
- Support lead farms to develop business models for vermicompost.

Objectives of the Assignment

To produce high-quality Video Documentary which will highlight the key aspects of the project, including its goals, interventions, activities, outcomes, impact and success stories, testimonials from beneficiaries and local & national level key stakeholders. This documentary 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 team.

Target Audience

Primary audience: Potential stakeholders in Bangladesh and globally (Public health and nutrition policy makers national and local levels, expert and practitioners, donors, philanthropists, government, I/NGOs, CSOs).

Desired action: To feel motivated, acknowledged, and influence policy and decision makers in order to increase the capacity of health care and nutrition service providers for the most vulnerable people.

Secondary audience: Transforming lives project's consortium partners, staff, implementing partners (IP), global staff of Helen Keller and Project.

Desired action: To promote project activities and encourage the staff and stakeholders to extend support and services to the project beneficiaries with benevolent mind and an effective manner.

Scope of Work

- Develop **one (1) video documentary** on the **project activities and interventions in two versions (5 min long and 3 min short version)**;
- Draft the storyline/storyboard/scripts for the documentary and finalize those with inputs from Helen Keller Intl Bangladesh team;
- Translate the scripts, voice-over and texts as required;
- Conduct filming in project areas (**five locations mentioned below**) for collecting testimonials and footages as per the script/storyboard under the guidance/in close collaboration with the Helen Keller Intl Bangladesh team which may require approximately 5/7 days for filming (*consider the monsoon season*).
 - **Chhatak and Jagannathpur Upazila of Sunamganj District**
 - **Ajmiriganj and Lakhai Upazila of Habiganj District**
 - **Sattola Slum, Dhaka North City Corporation, Dhaka**

- Interview selected participants which may include project beneficiaries, local and national level government representatives and project staff/higher officials;
- Take aerial footages using drones after securing necessary permission from the authorities;
- Edit videos, color grading, create motion graphic elements (*infographics, logos, project detail, icons*) incorporate subtitles/narrations, voiceovers (*The background voices of documentary will be in Bangla and English, with English subtitles for both versions*), background music (*copyright free*);
- Incorporating additional photos and videos captured earlier (*will be shared by Helen Keller Intl Bangladesh*).
- Ensure documentary is visually appealing and professionally polished to showcase the project positive impacts to the global team and donor;
- Ensure the highest broadcast quality of videography: minimum HD;
- Ensure project visibility of the Transforming Lives and Helen Keller Intl in extension;
- 100 RAW+JPEG Quality and well-captioned photos illustrating activities of the Transforming Lives project.
- Arrange a viewing of the first draft of the documentary and videos to incorporate feedback as necessary to produce the final outputs.
- Submit all the deliverables within the timeframe set out in the contract.

Deliverables

The following deliverables are expected from the Documentary Production agency:

- A finalized storyboard/script approved by Helen Keller Intl Bangladesh team;
- Work methodology and shooting plan;
- High-quality raw footage from the project locations;
- **A video documentary** in two versions showcasing the overall project activities and impacts, success stories and testimonials (**5 min long and 3 min short version**);
- All raw footage and project files (*Both Raw & final one*) submitted to Helen Keller Intl.
- Signed Helen Keller Intl consent forms of everyone who participated in the documentary.
- **100 RAW+JPEG** photograph illustrating activities of the Transforming Lives project.

Timeframe and deadlines

Draft scripts and production schedules should be submitted for approval no later than **7 days** after signing the contract. The documentary has to be shot within **10 days** of script approval, and the 'final version of the videos' ready for display should be handed over after **15 days** of documentary shoot.

Schedule of Deliverables

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

SN	Deliverable	Timeline
1.	Development of the script which should be creative and technically sound documentary production which showcase bold impacts of project activities.	7 calendar days from the initial meeting with the team
2.	Submit an approve script, storyboard and detailed timeline of the production process and ensure the timely delivery of the service.	After 2 calendar days from the submission of 1 st draft of script and storyboard
3.	Documentary Production as mentioned locations to capture project interventions, activities, impact, testimonials and success stories	After 3 calendar days from the approve script and storyboard
4.	1 st draft of Documentary Production: Documentary 5 mins long version	After 5 calendar days from the complete video shoot
5.	2 nd draft of Documentary Production 5 mins long version with music, voice over (English and Bengali) and graphics	After 3 calendar days from the 1 st draft feedback

6.	Share documentary 3 min short version with music, voice over (English and Bengali) and graphics	After 5 calendar days from the 1 st draft feedback
7.	Finalization and shared of AV Production with subtitles, Voice over (English and Bengali), Music, Graphics, Color Corrections for all versions of documentary	After 5 calendar days from the 2 nd draft feedback
8.	Shared all the raw and final version videos and photograph with proper consent form	After 2 calendar days from the Final draft feedback.

Focus

- Documentary shows human interest stories of mothers, children, health workers, CNV at project areas which showcase MUAC Screening, SAM 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 beneficiaries as a result of project activities, as well as testimonials from local and national public health decision-makers.
- Quality and well-captioned photos illustrating activities within the Transforming Lives project.

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 working development sector, specially health, nutrition & agriculture and having at-least 3 similar productions; Please provide links of your work samples.
- Excellent technical capacities to ensure smooth and high-quality production;
- The director/creative director, script writer and cinematographer for video documentary must have at least five (5) years of experience in leading standard video documentary and post - productions;
- Expertise in updated video editing (premiere pro, final cut, after effect), color grading, motion graphics, voice over software and tools;
- Costume and Art Directors should be well-versed in the rural environment to avoid offending any sensitive facets of rural culture. Beneficiaries should be presented with dignity and respect.
- 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;
- Knowledge of child rights, gender, values & norms of community people, civil society, local administrative and policymakers is a plus;
- Strong storytelling and visual communication skills and respect and portrait the dignity of beneficiaries;
- 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 beneficiaries;

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 firms meeting a minimum of 75% of total points under technical evaluation would be considered for the financial evaluation.

The following specific criteria will be assessed:

Area (s)	Scoring Criteria	Marks
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 project interventions and activities. Documentary production Methodology: Script, pre-production, production, postproduction plan sharing for story making.	20
	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 video documentary production. Strong track record of previously completed assignments with International NGO/ UN Organization/ Development partners	15
Financial-20	Competitive pricing and overall reasonable, justifiable financial proposal and submit updated Trade license copy, TIN certificate copy, BIN copy.	20
Total		100

Tentative Payment Schedule

Deliverables	Payment in (%)
Upon submission of storyline and approval by Helen Keller Intl Bangladesh	30
Upon submission of final output and approval by Helen Keller Intl Bangladesh	70

Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise the following sections. Proposal will be accepted only through email Bangladesh.Procurement@hki.org in PDF form duly signed by mentioning subject line “**Video Documentary for ‘Transforming Lives Through Nutrition’ Project**”.

The technical proposal must include the following:

- Company Profile
- Understanding of the Assignment
- Synopsis of idea
- Work schedule
- Team composition
- Sample of relevant work
- Any other relevant Information

Support provided by Helen Keller Intl Bangladesh

- Communication Brand Guidelines of Transforming Lives Project;
- Project relevant Information and documents for review;
- Identification of project location and select beneficiaries & 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

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