

Terms of Reference

Project Video Consultancy

1. Organization Background

iDE is an international NGO with over 35 years of experience in designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor as well as the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance with a focus on women's economic empowerment and climate-smart technologies.

2. Project Background

The Women's Economic Empowerment through Strengthening Market Systems (WEESMS) programme is a five-year (2016-2021) initiative funded by the Embassy of Sweden, designed to increase women's participation in the labour market in rural and peri-urban Bangladesh, with a significant focus on reducing gender inequality in the country's entrepreneurship ecosystem. The programme is being implemented through a partnership of iDE Bangladesh and The Asia Foundation across nine districts under the Khulna and Rangpur divisions of Bangladesh. During its inception phase, the programme conducted thorough market research to narrow down its focus from over hundreds of industries to specifically the sub-sectors of home textiles and jute diversified products, and processed and packaged foods as an entry point.

The three outcomes of the WEESMS programme are:

Outcome 1: Increased number of women entrepreneurs and the growth of women-oriented/ led businesses (SMEs) in target sectors

Outcome 2: Improved women's access to formal and informal productive employment opportunities in target sectors

Outcome 3: Increased retention rates of women in the labour market in target sectors

3. About the Assignment

iDE is looking to hire a professionally skilled videographer consultant/firm to produce a short video for a women's economic empowerment program. The Women's Economic Empowerment through Strengthening Market Systems (WEESMS) project is a five-year initiative funded by the Embassy of Sweden to promote women's entrepreneurship and strengthen the enabling environment for women to access formal and informal productive employment opportunities. The project is being implemented across nine districts in

Khulna and Rangpur divisions in partnership with iDE and The Asia Foundation. The purpose of the assignment is to highlight how rural women entrepreneurs are running their businesses and benefiting from different market linkages and project interventions.

The consultant/firm will produce a video (like a dynamic and fast paced documentary) that will include good quality animations and subtitles in English. The duration of the video will be tentatively 6-8 minutes and will be finalized upon detailed consultation with the video makers. The assignment is expected to take place in late October in Rangpur and will be spread over a period of 4-5 days (including travel time). The exact duration of the assignment will be finalized after consultation with the video makers as well. The firm will develop the script based on discussion and consultation of the project, incorporating any feedback provided by them.

4. Major responsibilities of the Consultant/ Firm

The consultant/firm will be mainly responsible for the following things:

- Kickoff discussion with the iDE team to learn about the project and specific requirements of the assignments;
- Develop the script with consultation from iDE;
- Visit the aforementioned locations to shoot documentaries/vignettes of the women entrepreneurs;
- Compile and edit the videos and finalize after drafts have been approved;
- Keep the raw footage (unedited) for further possible use;
- Deliver the final documentaries and the raw footage using Google Drive.

5. Major responsibilities of iDE

iDE will provide the consultant/firm with the necessary support to undertake and implement the assignment and execute the objectives of this assignment. Such responsibilities include the following:

- Provide initial briefing and existing work overview;
- Provide relevant documents and technical support;
- Provide support in the field;
- Disburse payment as per the agreed schedule in the contract.

6. Key Deliverables

The following deliverables are expected from the consultant/firm:

- Work plan/schedule
- Video concept and detailed script
- Presentation of video concept and filming checklist at initial planning meeting
- Raw footages
- First draft of the edited video
- Final video (after incorporating feedback from the team)

7. Tentative Work Schedule

The videographer consultant/firm is expected to start work on or around the second week of October 2019. This assignment should be completed within a month from the start date, which includes completion of all tasks in the assignment along with the submission of the deliverables as detailed in Section 6. Based on unavoidable circumstances, the period for conducting the assignment might change. The consultant/firm is expected to be able to accommodate these changes without additional cost. A final detailed work schedule will be determined during the kick-off meeting.

8. Proprietary Rights

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential and cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE-B reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm.

9. Deliverables and Schedule of Payment

The financial proposal should include the total cost of video production including all travel to field locations. The consulting fees payment will be made in four installments as follows:

S.N.	Deliverables	Installment Value
1.	Deliverable-1: Work plan/schedule, and Script, Final Video	100% of the Total Contract Value

Note: Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal.

The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per Government of Bangladesh VAT and tax regulation;
International consultants are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT);
National consultants are taxed at 15% VAT and 10% tax;
- Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
- VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected consultant/firm will abide by other terms and conditions of iDE Bangladesh.

10. Eligibility Criteria

General experience and expertise required for this consultancy assignment are mentioned below:

- Experience in working with NGOs is preferable
- Expertise in animated videos; good quality animation, quality audio, and aesthetics while adhering to brand guidelines. Showing past animated work is required.
- Ability to make creative storyboards from the resources provided by iDE
- Good command over English and storytelling ability to write the content/script of the video itself

11. Bid Submission

All proposals should include:

- Cover letter (maximum one page);
- Technical Proposal (maximum 3 pages) which should include:
 - Understanding of the assignment and a detailed work-plan
 - Relevant experience of the videographer consultant/firm
 - Links to samples of previous work in a Google Drive folder
- Financial Proposal (maximum one page): breakdown of cost estimates. This should include, but not be limited to accommodation and travel costs (from one district to another), food expenses, and other items needed for the consultancy.
- If applicable, please also include:
 - Company profile
 - VAT Registration Certificate
 - TIN Certificate
 - Joint Stock Company Registration Certificate
 - Trade License Certificate

Interested and qualified consultants/firms are asked to submit their Technical and Financial Proposals to bangladesh.procurement@ideglobal.org. Please write **“WEESMS Project Video Consultancy”** in the subject line. The proposals should be submitted by **5 pm BST on 25th September 2019**. We are only able to consider electronic submissions. Only shortlisted consultant/firm will be contacted and invited for a technical discussion.

Deadline: September 25, 2019 COB (5 pm BST)