**Terms of Reference**

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| Project Video Consultancy |

**1. Organization Background**

iDE (International Development Enterprises) is a nonprofit organization dedicated to ending poverty. With over 40 years of experience, iDE is a pioneer in market-based development. Our work within agriculture, sanitation, climate change resilience, and gender equality stands out because we don’t simply provide handouts. Instead, iDE believes in powering small-scale entrepreneurs and building robust market ecosystems that lay the groundwork for low-income and marginalized people to prosper on their own terms. iDE has almost 1,300 global staff and offices in 10 countries across Africa, Asia, and Central America.

iDE established its first country program in Bangladesh in 1983. Today, it’s the longest-standing NGO specializing in market systems in Bangladesh. Our diverse portfolio spans agricultural markets, water, sanitation, and hygiene (WASH); renewable energy; and climate-smart technologies.

**2. Project Background**

iDE, a pioneer in market-based solutions in Sanitation, aims to replicate its experience in Sanitation Marketing, by drawing focus on the sanitation value chain and collaborating with market actors in the Fecal Sludge Management (FSM) sector. Funded by the Vitol Foundation, the Safely Managed Sanitation Enterprise (SMSE) project aims to create and test a set of FSM interventions that can be rapidly scaled, helping communities access better sanitation and FSM practices. The project will improve the lives of 6,000 people in rural communities across Bogura and Joypurhat districts in the Rajshahi Division of Bangladesh by 2025 through the integration of latrine sellers, sanitation workers, and relevant market actors serving as entry points for the Project.

In Bangladesh, the Sanitation value chain includes Sanitation Service Providers (SSP) also locally known as sweepers providing pit maintenance services for a fee, often facing significant social stigma that threaten their dignity and human rights. SSPs also encounter major safety issues as they often enter pits directly, leading to severe health risks and reduced life expectancy. Different social norms prevent communities from openly and positively seeking services from these market actors, leading to reluctance in engaging them during service provision, which further creates barriers and a negative impression during pit emptying. SSPs’ engagement with relevant market actors in sanitation is limited, affecting household access to pit maintenance services. The private sector's involvement is also minimal, restricting market-based interventions in the FSM space, especially by national level lead firms. Simultaneously, the public sector has also developed guidelines for FSM, creating an opportunity to enhance these through Public-Private partnerships with local governments to improve WASH outcomes.

The project therefore, focuses on the following interventions to ensure access to safely managed sanitation services in rural households:   
(i) Behavior change campaigns among communities to prioritise safely managed sanitations solutions;   
(ii) Collaboration with local government to advocate and adopt FSM technologies;   
(iii) safety training of sanitation workers;   
(iv) linkage between sanitation workers and latrine sellers to provide pit emptying and management services;   
(v) technical training of latrine sellers to install safely managed sanitation technologies;   
(vi) partnership with lead firms for technology support; and   
(vii) Public Private Development Platform sessions at the sub-district level.

**3. About the Assignment**

iDE is looking to hire a professionally skilled videography consultant/firm to produce **01** video highlighting the activities of the SMSE project, also introducing the different stakeholders in the value and supply chain. The objectives of the video are to:

* Emphasize the broader social and health impact of households and SSPs due to the current sludge management practices in rural communities.
* Demonstrating SMSE project interventions and various FSM solutions in the piloting districts- Bogura, Joypurhat and Sylhet (Habigonj).
* Feature testimonials and real-life examples of individuals or communities benefiting from the project.
* Highlight the different stakeholders in the safely managed sanitation supply chain and market system.

**Video Concept:**

The video will showcase the different sanitation service provider stakeholders working in the SMSE project. The activities to be featured include:  
i. SSP training  
ii. Practical Demonstration of Sludge Management  
iii. SSP community  
iv. Public-private development meeting

v. Behavior change campaign

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| **Length of Documentary** | The video will last tentatively 2-3 minutes. |
| **Language & Subtitles** | The language of the documentary will be Bangla with English subtitles. |
| **Target Audience** | The primary target audience is donors, stakeholders, partners, local communities, and iDE beneficiaries. |
| **Shooting Locations** | Bogura, Joypurhat and Habiganj |

**4. Major responsibilities of the Consultant/Firm**

The services to be provided by the Consultant/ firm will include, but not be limited to the following:

* Review program documents, program outputs, and iDE’s profile, and visit the working areas of this program;
* Develop script and share with iDE team, incorporate comments, and finalize the script based on comments and feedback;
* Travel to Bogura, Joypurhat and Sylhet for 11 days (either consecutive days or travel 2-3 times depending on the activities to be filmed);
* Video shooting and editing;
* Incorporate background music;
* Develop and share draft video clips and full documentary with the iDE team;
* Prepare final video clips and documentaries in Bangla with narrative, translation, and subtitles in English.
* Competent women/men to be selected for the voice-over to be finalized by the iDE team;
* Submission of the video clips and full documentaries in MP4, minimum 2k version.

Note: iDE values quality and professionalism, and the selected Consultant/ Firm will obtain the necessary consent from iDE Management before initiating any of the activities.

**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:

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| **#** | **Key Deliverables** |
| 1 | Detailed work plan & schedule |
| 2 | Video concept and detailed script |
| 3 | Presentation of video concept and filming checklist at the initial planning meeting |
| 4 | The first draft of the edited videos |
| 5 | The final videos (after incorporating feedback from the iDE) |
| 6 | Raw footage & Final Videos in a hard drive |

**7. Tentative Work Schedule**

The videographer consultant/firm is expected to start work on or around **1st July 2025**. This assignment should be completed within **40 working days** 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. It 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 Bangladesh reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm. iDE will reserve the copyright of all produced materials and should be permitted to use them without a time limit.

**9. Schedule of Payment as per Deliverables**

Total contract value of this assignment will be inclusive VAT as per the Bangladesh Govt. rules. The payment will be made upon satisfactory completion of the deliverables. The financial proposal should include the total costs of service, all transportation and accommodation related expenses. The payment will be made upon satisfactory completion of the deliverables. The following table details the summary payments and deliverables between the Parties.

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| **Tranches.** | **Deliverables** | **Installment Value** |
| 1. | Deliverable-1-3: Detailed work plan & Schedule  Video concept and detailed script  Presentation of video concept and filming checklist at the initial planning meeting | 30% of the Total Contract Value |
| 2 | Deliverable 4-6: The first draft of the edited videos  The final videos (after incorporating feedback from iDE)  Raw footage & Final Videos  and all footages (all final files within a hard drive & Google Drive) | 70% of the Total Contract Value |

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);
* All payments will be subject to VAT & Tax deduction at source according to prevailing rules at the time of government rule.
* VAT Registration Certificate (if application), 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 contractors/firm will abide by other terms and conditions of iDE Bangladesh.

**10. Eligibility Criteria**

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

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

**11. Bid Submission**

Interested Consultant/ Firm is requested to submit their proposal following the instructions mentioned below:

* Technical Proposal (maximum 03 pages), which should include the following:
  + Understanding of the assignment and a detailed work plan
  + Detailed work plan and implementation strategy
  + Relevant professional qualification and experience to carry out the assignment ensuring the highest quality of the work
  + Any relevant experience in event management services
* Financial Proposal (maximum 01 page): Breakdown of cost estimates. Please include breakdown of activities, team members, accommodation and travels with cost per unit or per day. Add a separate row/column for VAT/Tax where applicable.
* Link to samples of previous work in a Google Drive folder.
* Please also include:
  + Company profile
  + VAT Registration Certificate
  + TIN/BIN Certificate
  + Trade License Certificate
  + Joint Stock Company Registration Certificate (if applicable)

Interested and qualified consultants/firms are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write **“Application\_Video Consultant for SMSE Project”** in the subject line. The proposals should be submitted by **11:59 pm BST on 10th June 2025**. We are only able to consider electronic submissions. Only shortlisted contractors/firms will be contacted and invited for a technical discussion.