



Terms of Reference (ToR)

The International Organization for Migration (IOM) in Bangladesh is seeking suitable consult(s)/firm to fulfil the below Terms of Reference (ToR).

INFORMATION FOR THE ASSIGNMENT	
Assignment Output	- One video documentary on the Prottasha project - Digital media campaign
Location	Dhaka, Sylhet, Narsingdi
Duration of the Assignment	August 2021- July 2022
Reports Directly to	Programme Manager – Prottasha

Background and Objectives of the Assignment:

The SUSTAINABLE REINTEGRATION AND IMPROVED MIGRATION GOVERNANCE (PROTTASHA) project is a five-year project that aims to contribute to the sustainable reintegration of returnees and the progressive achievement of Goal 10.7 to facilitate orderly, safe, regular, and responsible migration and mobility of people, including through the implementation of planned and well-managed policies. The project comprises three specific objectives (SO), focusing on Sustainable Reintegration (SO-1), Migration Governance (SO-2), and Awareness-raising (SO-3). The project is implemented by IOM in partnership with BRAC under the overall leadership and guidance of the Government of Bangladesh and is funded by the European Union.

The project has already made significant achievement. Under the reintegration component, the project has profiled 1,961 returned migrants, and 556 migrants received economic reintegration support. One hotline centre has been established with a toll-free number, and 2,197 calls were received. District coordination committees and Upazila migration forums have been formed to support the migrants and their families. Furthermore, 20 migration fairs were organized at the District, Upazila and Union level to aware migrants and communities on safe migration, reintegration and remittance management with local and national level stakeholders. And four media award ceremonies were organized to recognize media reporting and reporters.

The Migration Governance component of the project aims to support the Government of Bangladesh and other migration actors to manage migration at all levels. The component has made significant contributions.

Through the Awareness Raising component returning migrants, aspirant migrants, families, communities, and local government and private sector actors are empowered to make informed migration decisions, practice, and promote safe, orderly, and regular migration behaviour, including remittance management. Under this component, “Bdeshjaatra” (<https://bdeshjaatra.com/>), a self-sustainable digital information platform that provides information on safe migration, sustainable reintegration, and remittances management, was developed. An estimated 1,343,623 people were reached through the mass public campaign, including video shows, IPT Shows, Tea-stall Meetings, Pot Songs and School Programmes. Additionally, through the public service announcement with TVCs, radio jingles, drama, and TV talk show, an estimated 1,302,255 people were reached.

Most importantly, the project reached millions of individuals on safe migration, migration governance, and reintegration both online and offline. Based on project achievements, challenges, and opportunities, IOM proposes to develop a documentary video and run a digital media campaign to disseminate information about the project.

The selected service provider is expected to produce the following materials in adherence to the IOM house style manual, data protection principles, and the project visibility guidelines.¹

¹ These documents will be provided with the selected service provider.

Key deliverables:

1) Video Documentary on project achievements in English and Bangla Language (5 minutes)

- **Description:** Showcase the activities and achievements of the project through a visual presentation including photos, videos, and illustrations; featuring interviews of key stakeholders

2) Digital Media Campaign

- **Description:** Develop a digital media campaign plan including creative content focusing on the three components of the project (Reintegration, Migration Governance and Awareness Raising). This will include making five short videos (Maximum one minute) and six pieces of static visual content and promote them on social media. (Four static content on the impact of migration governance) and support to disseminate them on social media with specific messages on reintegration, migration governance and reintegration.

Target Audience of the Assignment:

a. Primary target Audience:

- Officials of the Government of Bangladesh
- Migrants and their families
- Donors
- Key stakeholders in the field of migration (including CSOs/NGOs, academia, research institutes, private sector)
- Regional and global stakeholders

b. Secondary target Audience:

- General population and aspirant migrants
- Local level migration actors and service providers

Scope of Work:

c. Pre-production stage:

- Upon selection, consult with IOM to obtain additional information on the purpose, context, plan, key messages, production and visibility criteria and stakeholder analysis.
- Develop a draft outline and finalize storyboard/line with feedback from IOM.
- Develop a digital media campaign plan.

d. Production stage:

- Develop all materials in line with approved outlines and Protasha Communication and branding guidelines.
- Promote the content and visual through digital media campaign in coordination with IOM (mainly to boost the content for maximum reach).

e. Post-production stage:

- Prepare a draft version of the audio-visual material.
- Incorporate the edits as required by IOM and share with IOM for approval.
- Prepare the final version of the audio-visual material and submit to IOM according to the contract agreement.
- Produce a detailed report on the digital media campaign.
- Share the raw file with IOM

Specification of the Audio-visual (AV) Material:

- f. The video documentary should be between 5-6 minutes.

IOM is an equal opportunity employer and women are encouraged to apply.
IOM Offices and vehicles have smoke-free work environment

- g. Graphics, animation, illustration should be used.
- h. Short visuals for the digital media campaign.

Methodology:

In all of their work, the service provider will:

- Consult with IOM in all stages of development.
- Incorporate feedback from IOM and ensure adherence to IOM and Prottasha guidelines. Coordinate with IOM throughout the development and finalization of content.
- Be responsible for all aspects of editing, including design and development, copyright and submission of the final version of all deliverables, ensuring they meet IOM's communication, visibility and branding criteria.

Payment Guideline:

The payment will be made in two instalments against the following deliverables:

- **1st instalment (25% of total amount):** After submitting the final and approved storyboard and detailed timeline of drafting and editing.
- **2nd instalment (75% of total amount):** After submitting the final deliverables and approved by IOM.

Duration/ Timeline:

The total duration for this assignment is proposed to be approximately from August 2021 to July 2022.

*The above is an indicative timeline. In the proposal, Consultants can modify/add according to their perspectives/reasons.

Method of Application:

Interested service providers are invited to submit documents stated below by **25 of July 2021** on or before **11:59PM** through e-mail to mruehmed@iom.int; mentioning the title of the **RFP reference # CO/RT/2021/006: To develop video documentary and Digital media campaign** in the subject line. Please keep the attachment size under **9 MB**.

PRE_PROPOSAL MEETING:

Please note that, a pre-briefing meeting will be held on **15 July 2021 at 12:00pm** by Microsoft Teams. Please click here to join the meeting ; the link is [Click here to join the meeting](#)

EVALUATION of PROPOSAL:

Eligibility and Evaluation Criteria with weight:

Criteria	Required areas	Score
Eligibility	a. Service Provider should have minimum 3 years of relevant business experience b. Service Provider needs to be submit the updated legal documents -Copy of Trade Licence, - TIN certificate and - BIN Certificate	PASS /FAIL
Technical Evaluation	a. Organization Profile ----- 7 b. Methodology and Creative concept -----25 c. Details Work Plan & timeline -----15 d. Sample of relevant work experience -----10 (Participating firm should submit at least 2	70



	<p>sample works/experience documents (event more than 200 participants along with proposal)</p> <p>e. Length of Service Experience of Service Provider -5</p> <p>- If experience of Firm is more than 10 years will get 10 points and or more than 5 years but less than 10 years will get 7 points and above 3 years bur less than 5 years will get 5 points and below 3 years will get Zero.</p> <p>f. Client List -----8</p> <p>[firm share the list of client of the following categories of organization, if no of client is 8 or above will get full marks]</p> <ul style="list-style-type: none"> - UN Organizations/ Diplomatic mission - INGO/Development Partners - International Organizations - Government /reputed Organization etc] <p>Each client will get 1 points</p>	
Financial Evaluation	Price Proposal/ Cost of the Proposal	30
	Total Score	100

Others Terms :

- Price proposal should be inclusive of AIT and VAT
- IOM will not deduct the AIT and VAT at Source and awarded bidder will submit the VAT challan along with Invoice
- Details Price break down should be mentioned in the Proposal

Required Documents:

Service providers need to submit a technical and financial proposal separately in single email.

Each Submission Must Include the Following:**Technical Proposal must contain:**

1. Profile of the service provider: A summary of the organization and CV of the experts including records of experience.
2. Methodology with detailed work plan and timeline.
3. Creative concept with tentative work plan with options.
4. Required documents for Technical Evaluation
5. Other documents related to Evaluations including eligibility

Financial proposal must contain:

Listing all costs associated with the assignment. In particular, the financial proposal should itemize the following:

- Associated human resource costs.
- Variable costs inclusive of transportation costs, production & post-production equipment etc.
- Digital media campaign cost and other associated cost

The Proposals must be written in **English**.

Other Required Documents:

- i) Copy of Legal Documents (Trade License, TIN, BIN, Certificate of Incorporation etc)
- ii) Experience documents as per eligibility and technical evaluation criteria
- iii) Company profile
- iv) List of clients with evidence (copy of work order, MOU, Experience certificate etc.)
- v) Sample works as per technical criteria for similar works
- vi) length of Service experience with evidence
- vii) other documents related to the evaluation

For any queries, please write to: mruahmed@iom.int