



Terms of Reference (ToR)

The International Organization for Migration (IOM) in Bangladesh is seeking a firm/consultant(s) to fulfill the below Terms of Reference (ToR).

INFORMATION ON THE ASSIGNMENT	
Assignment Output	<ul style="list-style-type: none"> - Develop and produce 10 photo stories - Publish a photobook - Organize a Photo exhibition - Capture videos on the project activities
Location	Bangladesh, focused in the 10 districts of Sylhet, Sirajganj, Tangail, Narshingdi, Dhaka, Cumilla, Munshiganj, Shariatpur, Noakhali, Khulna.
Duration of the Assignment	August 2021 - November 2022
Reports Directly to	Programme Manager – Prottasha

Background and objective of the assignment:

High number of migrants are seen to choose dangerous, irregular migration channels from Bangladesh as a result of a combination of lack of job opportunities in Bangladesh, poor awareness of safe migration at the local level, centralized migration processes, and the high cost of regular and irregular migration. To ensure ‘Safe Migration’ and sustainable reintegration for Bangladeshi migrants returning from Europe and other countries, it is necessary to identify gaps in the field of migration. It is important also to strengthen channels of communication to ensure that migrants receive efficient, reliable information on the available migration services. In addition, potential migrants and their communities need a better understanding of the processes and avenues of safe migration.

With the support of the European Union through the *Bangladesh: Sustainable Reintegration and Improved Migration Governance (PROTTASHA)* project, the International Organization for Migration (IOM) in partnership with BRAC is providing reintegration support for 3,000 returning migrants. This support is provided in the returnees’ home districts and includes tailored economic, social and psychosocial support.

The project is also implementing a series of interventions to improve access to safe migration opportunities for Bangladeshi men and women. This will be achieved through institutional strengthening and policy support targeting relevant Ministries, including the Ministry of Expatriates Welfare and Overseas Employment (MoEWOE), Ministry of Foreign Affairs (MOFA), Ministry of Home Affairs (MoHA), Ministry of Law, Justice and Parliamentary Affairs (MoLJPA), and Ministry of Local Government, Rural Development and Cooperatives (MoLGRD) as well as private sector organizations, and associations of recruiting agencies such as the Bangladesh Association of International Recruiting Agents (BAIRA).

The project is implementing a comprehensive behaviour change communications campaign aimed at increasing awareness, and changing attitudes and practices around irregular migration, promoting safe migration, reintegration and remittance usage.

PROTTASHA is a five-year project that contributes to the sustainable reintegration of returnees and the progressive achievement of SDG 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 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.

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Through community-level interventions, the project has had a significant impact on the sustainable reintegration of returning migrants, and awareness-raising for migrants and their communities. IOM Bangladesh is planning to produce 10 photo stories and document selected activities of the project through a video.

The objective of the assignment:

- Support the PROTTASHA project with the production and dissemination of visual content that captures the challenges and opportunities of migration, and the key impacts of the project in Bangladesh.

Key deliverables:

1) 10 photo stories:

- **Description:** The service provider will visit PROTTASHA project sites in the field and document activities through photo stories.
- **How the photo stories will be used:** Photo stories will be used to develop a Photobook and be shown at a photo exhibition. A micro website showcasing the photo stories will be developed. The content will be also used under the project for digital media outreach using various mediums.

2) Photobook:

- **Description:** The service provider will design, develop and produce 500 copies of a photobook based around the 10 photo stories produced above.
- **How the Photobook will be used:** The Photobook will be disseminated at the high-level publicity event with the participation of various stakeholders.

3) Photo exhibition:

- **Description:** The service provider will curate and organize a photo exhibition based on the 10 photo stories. The venue for the exhibition will be provided by IOM.

4) Video documentation

- **Description:** The service provider will develop a video documentary focusing on the project activities in target communities according to the IOM guidelines.

The idea is to produce 10 photo stories, develop a photobook with these, and exhibit these photo stories in an event. The Video content will be used for further development and documentation of the project's achievements.

Target Audience of the assignment:

a. Primary target audience:

- Officials of the Government of Bangladesh
- Donor representatives
- Key stakeholders in the field of migration (including CSOs/NGOs, academic, research institutes, private sector, etc.)
- Regional and global stakeholders (soft version)
- National and international media organizations

b. Secondary target audience:

- Migrants and their families
- Bangladeshi general public and aspirant migrants

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- Local-level migration actors (sub-agents etc.) and service providers

Scope of Work (SoW) for the service provider under this assignment:

Pre-production stage:

- Consult with IOM to obtain additional information on the purpose, context, key messages, production and visibility criteria and stakeholder analysis.
- Identify field locations and scope of the work
- Develop a draft outline of the field visit plan and layout of the stories including content, selection etc.

Production stage:

- Visit field locations to collect stories in coordination with IOM
- Draft stories in English
- Compile the draft photo stories
- Complete photo shooting
- Capture the video

Post-production stage:

- Edit, design and prepare a final version of the photo stories and Photobook for print
- Make necessary corrections (as required by IOM) and share with IOM for approval
- Prepare the final version of the photo stories and submit it to IOM according to the contract agreement and branding guidelines of the project
- Print the Photobook
- Arrange a photo exhibition using the photos at the high-level publicity event for the project in coordination with IOM
- Share the raw/original version of photos and videos with detailed guidelines for further use

Specification:

Photo stories:

Number of photos stories: 10

Number of photos for each story: Minimum 5-10 (representative, aesthetic and engaging)

Language : English

Resolution : RAW and as required for publication

Visibility : According to PROTTASHA and IOM visibility guidelines

Deliverables : All raw and edited photos in a portable hard drive and a micro website.

Photobook:

Language : English

Visibility : According to PROTTASHA and IOM visibility guidelines

Deliverables : Design and print 500 copies, PDF file, design file in Ai format with linked resources in a portable hard drive, a micro site with stories

Photo Exhibition:

Visibility : According to PROTTASHA and IOM visibility guidelines

Deliverables: Provide all technical support. Support includes shooting, curating, printing, and arranging exhibition.

Video documentation

Deliverables: Provide all technical support to capture the video on the five community interventions and transfer all raw video in a portable hard drive

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Methodology:

In all of their work, the service provider will:

- Consult with IOM at 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 stories
- The service provider will 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.

Note: IOM will provide transport support.

Payment guideline

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

- **1st instalment (20% of total amount):** After submitting the final and approved plan
- **2nd instalment (40% of total amount):** After the production of Photobook and sharing the raw video
- **Final instalment: (40% of total amount)** After completing the assignment and submitting the final deliverables approved by IOM

Duration/ Timeline:

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

*The above is an indicative timeline. In the proposal, Consultants can modify/add accordingly.

Method of Application:

Interested agency/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/2021/008: To develop Prottasha Visibility Materials** 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 4:00pm** by Microsoft Teams.

Please click here to join the meeting ; the link is [Click here to join the meeting](#)

Required Documents for the submission

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

Technical Proposal must contain:

- i. Profile of the service provider: A summary of the organization and CV of the experts including records of experience.
- ii. Methodology with detailed work plan and timeline.
- iii. Creative concept with tentative work plan with options.
- iv. Required documents for Technical Evaluation

Financial proposal must contain:

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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.
- Photobook production cost
- Photo exhibition cost

Professional and Related Experiences:

The proposed team from the service provider should have following competence:

- Must be an expert in the field of photography and videography
- Sound knowledge and demonstrated capacity in developing photo stories, designing and producing Photobook and organizing photo exhibition for development organization.
- Previous experience
- Excellent presentation, oral and written communication skills both in English and Bangla.
- Proficiency in English and Bangla and good analytical, drafting skills.
- Ability to deliver according to a short timeline while maintaining the quality of the output.

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

Evaluation of Proposals :

Eligibility , Evaluation Criteria and Weight:

Criteria	Required areas	Score
Eligibility	<ul style="list-style-type: none"> • Consultancy firm/ service provider should have a minimum of 3 years of relevant experience • Consultancy firm/service provider need to be submitted the updated legal documents mentioned in the 'required documents' section 	PASS /FAIL
Technical Evaluation	a. Organizational Profile -----5 b. Methodology -----25 c. Details Work Plan and time line ----- 25 d. Samples of relevant work experience (at least 3) -----5 e. CVs of team members and other resources -----10 - CVs of Team Leader & Senior Management - Other resource expertise f. Client List/previous work experience (at least 5) -----5 Ideally from: UN Organizations, Diplomatic missions, INGOs, Development Partners, other International Organization, or Government and other reputable organizations	75
Financial Evaluation	Budget – including total cost	25
	Total Score	100

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

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- 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) Technical and Financial Proposals and other relevant documents

Special Note: Venue will be provided by IOM for exhibition

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

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