



Alam Legacy, House-18, Road-18, Block-A, Banani
(fifth and sixth floor), Dhaka-1213

Terms of Reference (ToR)

For Production of an Audio Visual on General Medicine & General Surgery

Project Title	GeMs Campaign videos for RES
Location	Dhaka
Duration	40 working days
Tentative Start Date	28 May 2024
Final Submission	25 July 2024
Type of service	Audio Visual Production Services
Reports To	Film Producer- Noora Health, Bangladesh

About Noora Health

Noora Health Bangladesh, is a not-for-profit organization, born out of Stanford University, registered and incorporated in the USA, with its main office at 2443 Fillmore St, #380-3203, San Francisco, CA-94115, and is represented by the Country Director, Noora Health Bangladesh whose office is at the Alam Legacy, House- 18, Road-18, Block-A, Banani (fifth and sixth floor), Dhaka-1213 (hereafter referred to as "Noora Health"). Noora Health empowers families of patients with high-impact health education through its Care Companion Program (CCP) making them an integral part of healthcare delivery. Additionally, Noora Health maintains connectivity between caregivers and patients through its Remote Engagement Service (RES) line, ensuring continuous support and guidance beyond the confines of traditional healthcare settings.

Purpose of the Film

Noora Health is seeking to collaborate with a reputable consulting firm or organization to create a series of five (5) family drama videos, accompanied by 10-12 short videos. These videos will cover various medical topics such as Balanced Diet, Freehand Exercise/Active Lifestyle, Types of Tests/Routine Checkups, Do's and Don'ts of Hypertension, Optimized Lifestyle for Diabetes, Smoking Cessation, and Personal Hygiene.

The objective is to present these medical topics in a manner that is easily understandable and relatable to the audience. These videos will serve as educational resources and will be shared via Whatsapp as part of Noora Health's Remote Engagement Service (RES) offerings.

Scope of Work

- Reviewing relevant medical content and documents.
- Developing script and storyboard approved by Noora Team
- Developing pre production docket with all casting, location, production design (Props, Costume, Set Design)
- Casting will have a minimum of 5-6 characters from different age groups. No famous or popular figure is required.
- Organizing shooting (Casting, Location, Production Design, production)
- Organizing Post-Production editing, computer graphics, English subtitle, voice over, music and SFX.
- Delivery 5 video series (2-3 min long) along with 10-12 short videos (10-15 Sec).
- Thumbnail for each video following the brand guideline.

Eligibility Criteria of the Firm

1. The firm must have a minimum of 03 years of experience of carrying out relevant assignments with having updated trade license, tax clearance certificate ,BIN, liquid asset & other relevant documents.
2. The firm/production house/ agency must have a full-time director with minimum 05-years experience on similar assignments. The director must have experience in producing INGO AV projects of relevant sectors or natures.
3. The firm must have its own upgraded post-production facility with a full-time skilled editor, professional color grading artist, musician, bi-lingual scriptwriters and dedicated resource person for audio and computer graphics.
4. The firm must have a script writer experienced in public-health/health education/medical-related behavioral change-focused script writing for INGOs/development organization/public health organization.
5. The firm will be required to ensure a 4K (3840X2160 pixel) camera, drone (if necessary) ,proper lights, grips, hi-quality audio set-up, computer graphics, music and SFX as per the demand of Noora Health.
Capability to handle large AV projects within the deadline especially team with 1 shooting experiences.

Technical Requirement:

- The selected firm shoots the video in UHD (3840X2160) 24FPS with LOG profiles.
- Firm should arrange a location that is suitable for location sound. 10% of dubbing can be done if needed. For dubbing the same microphone should be used from the production.

- Subtitles should be burned in along with the video. A separate version should be provided without subtitles burned in and subtitles in .srt format.
- All the xml files of the edit need to be shared with Noora Health
- The audio loudness standard need to be -14LUFs for Youtube
- All the audio tracks need be shared separately (Dialogue, SFX, Ambiences, Music)

Work Plan:

The entire work needs to be completed within 40 working days. Submission is expected to include a detailed work plan.

Expected Deliverables

5 copies of pen drive with all the output and a portable haddisk with all material project files including xml of every edit. Unmix of every project.

For video use these codec

1. .mp4, codec: H.264, resolution: 4K (3840X2160), aspect ratio: 16/9
2. mp4, codec: H.264, resolution: 4K (1920X1080), aspect ratio: 16/9
3. .mov, codec: ProRes 422 HQ, resolution: 4K (3840X2160), aspect ratio: 16/9

Time Frame

The firm will be engaged for work after signing the agreement. All work including procedure of the assignment is to be completed by 25 July,2024.

Confidentiality & Copyright:

All documents shared with the firm are confidential to Noora Health and should not be used outside of Noora Health Authority without prior permission.

Proposal Submission Information:

Technical and Financial proposals with updated legal documents (Registration Certificate; VAT, TAX & TIN, One or two previous similar work's link) should be submitted .

Note

- A storyboard or mood board(reference board) with a complete script must be approved by Noora health or endorsed personnel before mobilizing the pre-production activities.
- A pre-production docket along with all casting, location, production design (Props, Costume, Set Design) must be approved by Noora health or endorsed personnel before mobilizing the production activities.
- Collected or previous footage, graphics, music and any others are not allowed.
- All the cuts need to be approved by Noora health or endorsed personnel before deliveries.

Prospective firm should submit soft copy of the signed technical and financial proposal on **24th May 2024** at hr.bangladesh@noorahealth.org