

# **Terms of Reference**

## **On**

### **Hiring Consultancy Agency for**

#### **Production of Public Service Announcement-PSAs (SBC video spots) to Increase Awareness and Appropriate MNCH Health Behavior Practices by The Community in Jononi Project Area - Rangpur Division**

#### **BACKGROUND:**

**Name of Project:** Jononi (Strengthening the Maternal and Neonatal Health System in Rangpur, Bangladesh)

**Project period:** 2023-2027 (Phase 1)

**Donor:** KOICA (Korea International Cooperation Agency)

**Implementing Partner:** RDRS, Bangladesh

**Target Project Participant:** Pregnant Women, Children Under 01 Month, Women of Reproductive Age (WRA) of 15-49years, Husband, and In Laws of WRA, Adolescents.

#### **Key Stakeholders:**

The main goal of the Public Service Announcements (PSAs) is to raise awareness and promote positive community behavior around maternal and neonatal health in the Jononi project area, Rangpur. The PSAs will target all levels of society—government, private institutions, communities, and hospitals—to encourage appropriate health practices.

The PSAs will be distributed through TV (large and small screens), multimedia projectors, tablets, smartphones, and community media platforms such as social media, and radio (Bangladesh Betar, FM, and community stations). Designed as short but complete messages, they will be produced on behalf of non-profit and/or government organizations.

The aim is to inform and influence not only the primary target audiences (e.g., pregnant women and their families) but also healthcare providers, government agencies, NGOs, community leaders, and donors to support and practice improved maternal and neonatal health behaviors across Rangpur.

#### **THE PURPOSE OF CONSULTANCY:**

The assignment involves producing two (02) narrative-driven PSAs that promote the importance of maternal and neonatal health services, raise awareness about danger signs during pregnancy, and highlight the harmful impacts of child marriage. A key focus is on encouraging the use of free government health services available to pregnant women at union hospitals in Rangpur, Bangladesh.

The PSAs aim to support the Jononi project's goal of strengthening maternal and neonatal health systems in alignment with the Government's strategy to reduce Maternal Mortality Ratio (MMR) and Neonatal Mortality Rate (NMR). They will target communities benefiting from government services and emphasize how project efforts, in coordination with public systems and stakeholders, are helping overcome challenges and improve service utilization in rural Rangpur.

These Terms of Reference (ToR) invites proposals from agencies to develop two (02) impactful, audience-focused PSAs reflecting these objectives.

### **SPECIFIC OBJECTIVES:**

The PSAs aims to develop key messages on two (02) project focus areas:

- Promotion of Maternal Health focusing on Postnatal Care linked with Government Services.
- Address the harmful impacts of child marriage.

These PSAs should also promote the utilization of free services that are available at the government union and/or upazila level health facilities for pregnant women in Rangpur. In addition to the PSAs, the agency is also expected to capture meaningful relevant photos and short reels from the developed PSAs for using on various social media platforms.

During the PSAs development process, the agency should consider to showcase the project deployed process that is focused on mitigating existing health system gaps, positioning appropriate knowledge and behavior at the project landscape, and increase demands for safe and institutional delivery, targeted around the intervention areas in Rangpur and Lalmonirhat, as per:

- Promotion through video images to community people to avail government services related to maternal and neonatal health system.
- To showcase the project's key activities and their impact on maternal and neonatal health systems as well as service delivery in Rangpur under MoHFW (Ministry of Health and Family Welfare) platform i.e., Union Health and Family Welfare Centers (UH&FWCs) of DGFP including Union Sub Centers (USCs) of DGHS.

### **CONTENT SUGGESTION:**

Here are some content suggestions for each of the two types of videos:

**First Video:** *(Promoting Maternal Health, Postnatal Care, and Government Services)*

This video will highlight the importance of maternal health and emphasize the need for **at least four (04) essential postnatal check-ups** for new mothers and her children. It will also promote the benefits of utilizing services available at government Union Health and Family Welfare Centers in Rangpur, encouraging women to access timely, affordable, and quality care for a healthier recovery and well-being.

**Second Video:** *(Addressing the harmful impacts of child marriage)*

This video will highlight the importance of maternal and newborn health risks associated with **child marriage and early pregnancy**.

### **SCOPE OF WORK:**

The consultant firm with proven experience in a similar assignment in Bangladesh will be expected to:

<b>Language</b>	The audio will be in Bangla, but the visuals should have English subtitles as well.
<b>Location</b>	Different upazilas and district of Rangpur division, especially hard-to-reach unions. The location will be discussed with the agency.
<b>Length of the Visual</b>	The video will be developed in "Bangla". The total length of the video approximates 05 to 07 Minutes (maximum) which will be captured and developed by the suggested content with drama.

<b>Technical Details</b>	<ul style="list-style-type: none"> <li>• Resolution: 4K.</li> <li>• Camera: Sony Cine or equivalent, multi-camera setup.</li> <li>• Multiple Camera should be used for better looking shots.</li> <li>• Drone: 4K drone footage.</li> <li>• Audio: Professional Bangla voiceover, external mic.</li> <li>• Music: Original/royalty-free with proper sound design.</li> <li>• Actors: Professional cast.</li> <li>• CG/Animation: As needed for infographics.</li> <li>• Color Grading: Professionally color corrected/graded.</li> <li>• Style: Story-driven, emotional yet uplifting tone.</li> <li>• B-roll: Include health professional activities, local landscapes, etc.</li> <li>• Sound Design: Appropriate and relevant sound design to elevate the mood of Drama.</li> </ul>
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### **RESPONSIBILITIES OF THE AGENCY/ FIRM:**

The agency will use its expertise in editing and producing the drama/PSA that appears coherent with the project and Save the Children's guideline and in compliance with the organization's policy. Specific tasks are:

#### **Pre-Production:**

- Briefing session with SCI team to develop a detailed understanding of the project and objective of the documentary/ video.
- Consultation session (if necessary) for discussing ideas and preparing the script.
- Develop a storyline and script for the documentary and share it with SCI Jononi Team for approval.
- After writing the first draft, go to the location for recce with a team comprising the director, the writer, and the cinematographer.
- Develop the final draft and share it with the SCI team for approval.
- Develop a detailed mood board for a better understanding of both the shooting team and the SCI team.
- Before going to the location, arrange a pre-production meeting, and develop the shooting schedule with SCI team.

#### **Production:**

- Share the shooting schedule plan with SCI Team for collaborative monitoring and feedback response.
- Finish shooting and production work.
- Share the first draft version of the PSAs and take feedback as necessary.
- Incorporate all the feedback including on English subtitles and develop a final version.
- Submit the final product including the Raw file in an external drive and DVD/Disc.

#### **Logistic:**

- Accommodation, food, travel to the field, transport, and every other logistic cost for shooting will be borne by the agency.
- Exact location selection will be done by the agency.

### **RESPONSIBILITIES OF SAVE THE CHILDREN:**

The SCI team will provide detailed project briefs, guidelines and have a meeting with the agency/ firm to specify the Audio/Visual concept and messages, including but not limited to:

- Beneficiaries, officials/speakers to interview will be selected by SCI.
- SCI will facilitate to reach out to the stakeholders for interview and accompany the videographer during interview and to the suggested shooting locations within project area (as per joint agreement).

## FINAL DELIVERABLES:

The agency will share:

- A detailed schedule of pre-production, shooting, and final production with SCI team within 02 days of getting awarded with the contract/work order.
- A detailed and clear script/storyboard before starting the shooting process.
- First draft of both videos including English subtitles.
- 20-30 meaningful relevant photos with moments from the PSAs linked with project objectives.
- After addressing all feedback, share the final versions of the PSAs, photographs including short reels.
- Share the videos, including the raw files on an external drive and DVD.

## TIMEFRAME:

The total assignment will be completed by October 15<sup>th</sup>, 2025.

## THE FINANCIAL PROPOSAL:

A financial proposal with a detailed breakdown of costs for the assignment will be submitted. The financial proposal must include Tax and VAT as per Government of Bangladesh rules.

## SCHEDULE OF PAYMENT:

The payment will be made through account pay cheques/EFT with the following payment mode:

- 01<sup>st</sup> installment: Upon getting approval of the pre-production documents - 20% duly accepted by Program and BH
- 02<sup>nd</sup> installment: Upon submission of first draft of the deliverables - 40% duly accepted by BH
- 03<sup>rd</sup> installment: Upon approval of final deliverables by SCI - 40% and BH

## EVALUATION:

Total Marks: 100

	Criteria	Weightage	Total
Technical	The Agency must have five (05) years of work experience in similar assignments (must submit evidence PO/Contract).	10	70
	The Director and the Cinematographer must have a film graduation degree, diploma, or similar courses. (must submit evidence).	05	
	Evidence of working with INGOs, UN agencies in similar kinds of assignments, on programs related to Maternal and Neonatal Health, SBCC, and/or other health issues. Must submit at least two (02) relevant work samples. Submit at least two (02) certificates of completion obtained from clients in the last five (05) years. (must submit evidence PO/Contract).	15	
	Well-equipped with high-quality cameras and software to produce cutting-edge content and videos. The capability of editing, recording, copywriting, creative planning, etc., is needed to define the camera configuration.	10	
	Team formation must attach vital positions.	10	
	Proposed methodology, timeline, and a detailed visual treatment plan.	20	
Sustainability	Sustainability criteria: 1. Bangladesh-based consultant (individual, org), using local resources (10) 2. tools, technologies, safeguarding the environment, approaches promoting the go-green concept, etc. (05) 3. Otherwise (0)	10	10

	Criteria	Weightage	Total
Financial	Financial Offer (evaluation)	20	20

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**BINDINGS:**

All documents, papers, audio-visual, and data produced during the assignment are to be treated as Save the Children property and restricted for public use. The contracted agency/consultant/firm will submit all original documents, materials, and data to Save the Children. All information will be treated as confidential and not divulged unless authorized in writing by SC, any information obtained during the performance of the Contract.