Terms of Reference (ToR)

for

“Communication Agency for Sarathi- Progress through Financial Inclusion”

# Background

The RMG workers, despite their significant contribution to the national economy and global fashion industry, remain outside the purview of formal banking services with limited or no access to relevant, quality and affordable banking products and services.

**Sarathi – Progress through Financial Inclusion** is a 36-month project (Jan 2018-Dec 2020), jointly funded by MetLife Foundation and Swisscontact. It is working with commercial banks and RMG factories in Bangladesh to bring RMG workers, especially women, within the sphere of formal banking services and to enable them to conduct financial transactions as account holders and clients. The project activities are directed to find market-based and scalable solutions that address underlying constraints such as:

1. Inadequate financial literacy
2. Lack of access to formal banking services
3. Inadequate commercially viable business solutions for banks to cater to their needs.

The project is currently in the last quarter of its intervention. The project results as of June 2020:

* 66,000 RMG worker salary accounts have already been opened across 49 RMG factories through four partner commercial banks;
* Sarathi has organized 225 literacy sessions for 16,950 RMG workers;
* 49 partner RMG factories disburse RMG workers salary through bank accounts;
* 64 Alternative Delivery Channels (ADCs) were made accessible to RMG workers.

# Objectives of the assignment

The objective of the assignment is to gather relevant communication material from the field which will be compiled into an audio-visual documentary and booklet to showcase the success of the project to relevant stakeholders. The communication material will also be developed and produced into its final form by the hired agency.

In order to ensure the assignment will reach the quality required by the project, it will include the following requirements, (some of the information will be provided by the project):

* Interviews (both video and transcription) with previously interviewed RMG workers to see their current situation. The list of RMG workers will be provided by the project;
* Interview ((both video and transcription) new RMG workers along with the project’s impact assessment team to gather new and interesting case stories. These should be conducted at the same date and time as the impact assessment team;
* Photographs of all interviewees;
* Gather footage to create one audio visual documentary on the lives of Sarathi’s beneficiary RMG workers;
* Compiled version of case stories in a physical and e-book format;
* Creation of a website to archive all material produced along with previously produced material from the project online.

1. Geographic location

The project locations will include in Dhaka, Gazipur, Chittagong and Naryanganj District.

1. Key audiences

The video will be presented to development sector partners, donors, influential actors in national and international development and relevant private sector entities.

# Specific tasks and deliverables

Sarathi requires the assignment to be completed by 15 December 2020. The following table represents specific activities with deliverables. The deadlines can be determined upon mutual consent. Followings are the specific tasks for both the parties.

1. **Tasks of the assignment**

**Table 1: Specific Activities/tasks**

|  |  |
| --- | --- |
| Activities | Deliverables |
| Pre-Production | |
| 1. Provide initial ideas on storyline; 2. Prepare a theme and draft a script of the story with support from Sarathi team; 3. Prepare a routine for shooting which aligns with the routine of the Sarathi impact assessment; 4. Prepare a checklist for the footages to be collected, which will be approved by Sarathi team; 5. Prepare and share a workplan. | 1. Draft script; 2. Checklist of footages to be collected; 3. Assigned personnel and their contacts; 4. Route plan and shooting schedule with dates; 5. Complete timeline of the task. |
| Production | |
| Conducting field visit along with impact assessment team in the selected locations for collecting footage as necessary | Photographs and uncut video files of the shooting as evidences |
| Post-production | |
| 1. Edit the available footages into one single documentary in the style of a NowThis or Togbog video. Share the rough-cut and/or final cut with Sarathi team and incorporate feedback until the team is satisfied with the final product; 2. Record the voice-over in English for the documentary and add Bangla subtitles to the documentary; 3. Prepare individual video interviews of 10 RMG workers from the collected footage and archive the rest. Each video interview should have a companion text only interview; 4. Collect all interviews in text form or transcribe video interviews into a text transcript; 5. Capture footage of scenery for b-roll in RMG workers’ residential communities | 1. Final audio-visual documentary; 2. 10 individual video interviews of all RMG workers (submitted on an on-going basis) |
| Booklet and other materials | |
| 1. Compile 10 stories into a booklet version that can be shared with all stakeholders in physical and digital form; 2. Design other materials such as infographic in a poster form both digital and physical. | 1. 100 copies of physical booklet 2. 100 copies of physical poster |
| Website | |
| Combine all material into a well-designed website made using SquareSpace that will be a landing platform for all of Sarathi’s communication content and will act as an archive for all communication’s content for the future. | Website goes online |

1. **Deliverable specifics:**
2. One high quality file of the video documentary (English version) in a hard drive/online transfer;
3. The duration of the documentary must be 3-5 minutes maximum;
4. One booklet containing text versions of best-case stories;
5. One infographic styled poster;
6. The RAW files of the footages, and over 100 high resolution photographs (minimum 3072 x 2048 pixels, resolution 300 dpi);
7. Website fully designed as an archive for all communication content generated thus far.

The commissioned entity should consult with Sarathi team on each step and take approval for finalizing the deliverables.

## **The role of Swisscontact will be to:**

Sarathi project, representing Swisscontact, will be responsible for the following tasks:

* Provide orientation to the commissioned entity on the specifications and requirements of the assignment
* Provide guidelines and review of the script
* Share relevant information with the commissioned entity as necessary such as:

1. Project description
2. Communication strategy
3. Communication guideline

* Accompany documentary team in the field visits as convenient
* Provide feedback and approval of deliverables
* Make payment to the consultant upon submission of the final deliverables

6. Technical and Financial Proposal Parameters

The selection criteria is divided into two parts:

* Technical Proposal (70% of the total possible score);
* Financial Proposal (30% of the total possible score).

The bidder is required to submit a technical proposal. The technical proposal should include the following elements:

* Detailed plan as per requirements stated in *Section 5, Table 1: Specific Activities and Tasks*
* Description of organizational capabilities and related experiences;
* Proposed staff members who will be assigned to this assignment, including the percentage of time to be devoted for this assignment and the description of staff experience. The CVs of the proposed personnel should include signed confirmation of their availability for the assignment. The CVs should be submitted as Annex and maximum three pages should be allocated for each CV;
* References: please include names, contact numbers and the main types of services that your organization provides/provided for the current and former clients.

Along with the technical proposal, the bidder is required to submit a financial proposal. The financial proposal will be opened only for the agencies scoring 70% and above in the technical proposal. The financial proposal would be evaluated based on:

* Competitiveness of the financial offer;
* Relevance and consistency with the technical proposal.

# 7. Scoring criteria

The scoring criteria will be as follows:

| **Criteria** | **Weight** |
| --- | --- |
| Background and experience of the bidder | 15 |
| Personnel involved in the assignment | 15 |
| Strategic thinking and technical knowledge | 20 |
| Efficiency of the proposed work plan | 20 |
| **Total** | **70** |

*Table 2: Selection Criteria for Evaluation of Technical Proposal*

The following criteria will be applicable for evaluation of the potential firm[[1]](#footnote-2):

* Quality and cost-based evaluation will be applied by an evaluation team comprising of members of the Sarathi project and Swisscontact administration team;
* The bidder achieving the highest score in the proposal will be awarded the contract, provided both parties reach an agreement on the final budget. If there is no agreement on the final budget, then the bidder with the second highest score will be considered.

# 8. Required Documentation

In addition to the technical and financial proposals, it is mandatory for bidders to submit necessary documents demonstrating their legal, taxation and financial statuses. The documents should be part of the technical proposal and include the following:

* A certificate of incorporation (for individual companies- a trade license);
* Joint stock registration certificate (if applicable);
* An organizational organogram of key personnel, inclusive of the names of such personnel;
* Tax Identification Number (TIN);
* VAT registration number;
* Proof of a segregated account (providing the name and address of such an account);
* Other valid papers (Provided by Government institutions);
* The vendor has to bear all Annual Income Tax (AIT) and VAT. The total amount of VAT should be mentioned in the financial proposal.

# 9. Submission Guideline

Interested bidders are encouraged to attend the pre-bid meeting to be held on **15 October 2020** (those who are interested to join the pre-bid meeting are requested to inform to [samaun.bhuiyan@swisscontact.org](mailto:samaun.bhuiyan@swisscontact.org) with the email subject line “**Pre-bid meeting for Sarathi Communication”**)

Interested bidders should submit their technical and financial proposals and other necessary documents as soft copies with the email subject line “**Proposal for** **Sarathi Communication”** by **22 October 2020 before 5:00 pm** to the address mentioned below:

Senior Officer Procurement,

**E-mail to** [**bd.procurement@swisscontact.org**](mailto:bd.procurement@swisscontact.org)

Swisscontact, House 19, Road 11, Baridhara, Dhaka-1212, Bangladesh

1. a) Swisscontact has no obligation to award the contract to any applicant if the proposals submitted do not match the quality and/or the budget requirements of Swisscontact

   b) Swisscontact has no obligation to provide any further information to bidders or any other third party about the evaluation process and its results [↑](#footnote-ref-2)