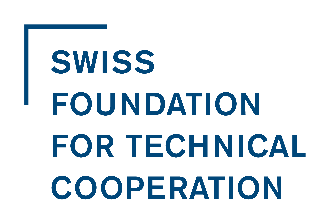


Terms of Reference

# Photographic Documentation of ASTHA Interventions/Activities









We are a leading organisation for the implementation of international development   
projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

**Background**

Swisscontact, Swiss Foundation for Technical Cooperation, is headquartered in Zurich and was founded in 1959 by Swiss private sector and academia for sustainable development cooperation. Swisscontact promotes economic, social and ecological development by supporting people to successfully integrate into local commercial life. We create opportunities for people to improve their living conditions as a result of their own efforts. The focus of our systemic interventions in the private sector is the strengthening of local and global value chains. Through its projects, Swisscontact enables access to professional training, promotes local entrepreneurship, creates access to local financial service providers and supports the efficient use of resources with the goal of successfully promoting employment and income generation.

As an initiative to support Bangladesh in reaching the target of ensuring quality healthcare services at rural level communities, Swisscontact, in association with Novartis, Swiss Agency for Development and Cooperation (SDC) and Julius Baer Foundation, is implementing the ASTHA (Achieving Sustainability Towards Healthcare Access) project. The project facilitates the development and integration of Community Paramedic services in rural Bangladesh. Its focus is to increase healthcare outreach in the rural inaccessible pocket areas, with special attention to Maternal and Child Health (MCH), Family Planning (FP) and Basic Primary Healthcare Services.

‘Community Paramedic’ is a two-year full-time course, designed by the Ministry of Health and Family Welfare (MoH&FW) where students acquire and develop skills on Maternal and Child Health, Reproductive Health, Family Planning and Primary Healthcare services. Training institutes affiliated with the Bangladesh Nursing and Midwifery Council (BNMC) are conducting this course to develop trained Community Paramedics for rural communities of Bangladesh. After completion of 2 years’ training, students must sit for a final exam organized by BNMC and BNMC also provides practice registration among qualified Community Paramedics. Qualified Community Paramedics are eligible to do self-practice at the grassroots.

ASTHA is currently in its Phase II (January 2019 to December 2022) which will emphasize on business viability of Community Paramedic Training Institutes (CPTIs) and Community Paramedics (CPs) and on acquiring important partnerships for nationwide scaling up and sustainability. The project operates in seven districts, namely, Sylhet, Sunamganj, Barguna, Lalmonirhat, Rangpur, Nilphamari and Patuakhali.

The project is working in the following strategic areas:

1. Strengthening CP Programme;
2. Enhancing the capacity and service provision of CPs;
3. Sensitising and involving public and private scale agents to promote CP service nationwide;
4. Creating mass awareness about CP profession and quality CP services.

**Objective** **of the assignment**

The objective of this assignment is to do photographic documentation of ASTHA’s project activities for 1 year, anywhere in Bangladesh, as per necessity.

**Assignment Location**

Anywhere in Bangladesh

**Type of events and key audience**

The primary audience of the photographs will be the donors of the project in which case the photos will be used in various reports, website, documents, and email correspondence.

The secondary audiences include government and private sector partners in which case the photos may also be additionally used in brochures, banners, posters, greeting cards, etc.

Under the main 4 intervention areas of ASTHA, the photographer will take photos of the different events and activities. The events include (but not limited to) scientific seminar, courtyard meeting, e-learning platform scale up, health camp, different policy and advocacy related meeting/workshop with government officials, community Paramedic training institute’s project related events, national level meetings/workshops, ASTHA’s partner related events etc.

**Specific Tasks and Roles**

The objective of this assignment is to do photographic documentation of ASTHA’s project activities for 1 year, in anywhere in Bangladesh, as per necessity.

1. **Task of the Photographer**

* Making shooting plan as per the ASTHA’s assignment;
* Taking the necessary photographs as per the assignment;
* Do the necessary edits as required;
* Provide and carry all the photography related equipment’s;
* Bear all the cost of Photographer’s assistant;
* Deliver the photographs either in Virtual process or via the HDD that is provided by ASTHA;
* Provide the deliverables within timeframe as requested.

1. **Role of Swisscontact (ASTHA Project Team)**

* Provide clear instruction on project activities and locations; show available photographs, communication materials and define requirements;
* ASTHA will let the photographer know about the assignment at least 3 days before the assignments starts;
* ASTHA will arrange all the travel and accommodations for the assignments outside Dhaka;
* ASTHA will bear all costs of the travel and accommodation as per the agreed budged;
* Advise locations and beneficiaries for photo documentation;
* Provide feedback on the deliverables.

**Time Duration**

The duration of the assignment will be approximately 20 days in total from January to December 2022, considering the timely requirement of the project ASTHA.

**Evaluation criteria**

The guideline shall ensure uniformity of proposals submitted by all and transparency of the evaluation process. The selection criteria are divided into two parts:

* + Technical Proposal (50% of the total possible score);
  + Financial Proposal (50% of the total possible score).

**Deliverables**

The photographer will have to present and submit high quality photos of **print size 300dpi in TIFF and JPEG version in virtual or HDD (ASTHA)**. Photographs will have to be clearly marked or organized by locations, interventions/activities and beneficiaries.

*\*More details are listed at the end of the document.*

**Guideline for Photography**

Every picture should tell a story. Create suspense in the composition of the picture by using contrasts (small/large, close/far, bright/dark, etc.), special angles or an unusual focus. Do not use symbolic images. Only portray authentic perspectives, panoramic views or real-life working environments.

**Photos of beneficiaries (Community Paramedics and Patients) should have**

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* A sky/bright background (for the portraits only) and should maintain a fair gender balance
* COVID-19 safety measures/precautions if and when required

Swisscontact’s photographic style is divided into three categories:

1. **Mission**

Broad view of a non-detailed environment, wide perspective landscape views, with people from our target populations working in the background.

1. **What-We-Do**

These photographs focus on the core intervention activities and portray people in their typical working environments. Compositions are interesting and focus on the technical aspect of the work.

1. **Results**

Micro view of clearly focused subject matter, interesting and curious micro shots of products etc. relating to the project.

**Experience/Qualifications Required**

* Relevant experience, demonstrated through samples of published work and portfolio.
* Minimum three years’ experience in relevant business as a registered company/entity in Bangladesh
* Experience with development organizations will be considered an advantage.

**Submission Details**

The technical and financial proposal can be submitted both online and offline with previous work examples (according to the 3 categories mentioned in Guideline for Photography section).

**The deadline for submitting the proposal is 22 January, 2022.**

The financial and technical proposal should be sent separately in different envelope or as different attachment.

The email address of the online submission is: [bd.procurement@swisscontact.org](mailto:bd.procurement@swisscontact.org)

The subject line must mention “Photography of ASTHA Project Intervention”. High-resolution sample of works need to be shared via google drive or any other cloud-based storage system.