

Terms of Reference (TOR)

for documentary development of ASTHA project

About Swisscontact

Swisscontact is the business-oriented independent foundation for international development cooperation. Represented in 33 countries with over 1,100 employees, it promotes - since 1959 - economic, social and environmental development. The focus of systemic interventions in the private sector is the strengthening of local and global value chains. The organisation is based in Zurich. Swisscontact concentrates on four core areas of private sector promotion: Skills Development; Enterprise Development; Inclusive Finance and Climate-Smart Economy.

About ASTHA project

The project “Achieving Sustainability Towards Healthcare Access” (ASTHA); formerly known as (TARSAN) was introduced in 2011 to address this gap. Jointly funded by Novartis and Swisscontact, the project aims to improve access to quality healthcare service at rural level through development of skilled Community Paramedics. **Phase II** is the latest phase of ASTHA which is **a four-year project (2019 – 2022)** designed to facilitate the improvement and retention of community paramedic services in rural Bangladesh, providing Basic Primary Health Care services including Maternal and Child Health and Family Planning. Details of the project can be found in this link:

<https://www.swisscontact.org/nc/en/country/bangladesh/projects/projects-bangladesh/project/-/show/high-quality-healthcare-services-in-rural-areas-astha.html>

Objective of the assignment

The purpose of this assignment is to develop a visual story on ASTHA Phase II project for the external stakeholders, partners and donor organizations. The documentary will illustrate overall involvement of ASTHA Phase II till date and its impact of interventions along with the future goals of the project in the lives of the community paramedics as well as their communities.

Tasks

i. Task of the Consultant/Agency

Pre-production

1. Provide initial ideas on the storyline for the visual story.
2. Prepare a theme and a draft script of the story and make a discussion with ASTHA team
3. Based on the script prepare a checklist for the footages to be collected
4. Prepare and share a workplan. The workplan should include:
 - a. Draft script as an annex
 - b. Checklist of footages to be collected
 - c. Assigned personnel and their contacts
 - d. Route plan along with dates
 - e. Complete timeline of the task
5. Conduct field visits in the determined locations for collecting footages as necessary.

Production

1. Make necessary changes to the script if required and finalize the script
2. Recording the voice-over in both English and Bangla for the documentary
3. Edit the available footages, graphic contents, and photographs for developing the documentary and share the rough-cut and/or fine-cut with ASTHA team
4. Prepare and share the picture-lock and incorporate the suggestions made by the project team
5. Prepare sub-title for the documentary in English in case of local dialect and integrate them upon approval from the project
6. Output of the finished product in mp4 format
7. Propose title for the documentary

Deliverables

1. 2 files of the video documentary (mp4 format) in English and Bangla version in a hard drive. (Hard drive will be provided by Swisscontact)
2. The duration of the visual story must be 3 to 6 minutes.
3. Beta of the documentary including graphic contents (e.g. info-graphics) and photographs in a hard drive (Hard drive will be provided by Swisscontact)

The communications agency should consult with the ASTHA team in each step and take approval for finalizing the deliverables.

Geographic location

For developing the documentary, the agency needs to assign professional and experienced director, cinematographer, video editor and Lightman and other crews. The team will be visiting the following districts for the tasks:

1. Nilphamary
2. Sunamganj
3. Patuakhali
4. Dhaka

Rights to ownership

Rights to all the images, video clips and other graphic contents prepared by the communication agency under this contract are to be owned by ASTHA project of Swisscontact. These photographs, footages, and contents, digital or printed, shall not be transferred to anyone outside Swisscontact whether free of charge or at cost. The contents remain the property of Swisscontact, even after the completion of the contract.

ii. Task of ASTHA project

ASTHA project, representing Swisscontact, will have the role of client for this assignment and will perform the following tasks:

- Provide orientation to the consultant on the specifications and requirements of the assignment
- Share relevant information with the consultant as necessary such as:
 - a. Project description
 - b. Communication strategy

c. Communication guideline

- Accompany documentary team in the field visits as convenient
- Provide feedback and approve the work done by the consultant

iii. Task schedule and deliverables

ASTHA requires the assignment to be completed by December 30, 2019 tentatively. The following table gives the deliverables along with the deadlines. Deadlines can be adjusted upon mutual consent.

Sl.	Major Deliverables	Deadline
1	Selection of the consultant/agency	Nov 10, 2019
2	Finalizing the profiles to be interviewed, locations to be visited, and taking appointments.	Within Nov 17, 2019
3	Share workplan of the documentary development	Nov 24, 2019
4	Finalizing the script	Dec 1, 2019
5	Visiting the selected locations for collecting the footages	Dec 8 - Dec 12, 2019
6	Post (editing), sound editing, and sharing the picture-lock file with ASTHA	Dec 20, 2019
7	Make necessary adjustment based on the follow-up and make final delivery	Dec 28, 2019

Guideline for submission of the proposal

This guideline shall ensure uniformity of proposals submitted by all consultants/agencies and transparency of the evaluation process.

A. Content of the proposal

The language of the proposal will be in English. In addition:

- The consultant must submit a cover letter (max 1 page) on the organisation's letterhead expressing the willingness to conduct the assignment if selected. The cover letter shall be signed by a person of the right authority. All pages of the proposal should carry initials of the same person.
- Detailed CV of the human resources who will be involved in the assignment
- Proof of experiences of similar tasks (Especially script writer and the director).
- Links to similarly produced documentary by the agency.

B. Required documentation

- It is mandatory for bidding organizations to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:
 - 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 agency must bear all Annual Income tax (AIT)
- Percentage of VAT and total amount of VAT should be mentioned in the proposal.
- Financial offer should be sent in a separate envelope

C. Evaluation process

1. All proposals should follow point B above, else will be disqualified. Shortlisting of agency will be done according to the following criteria:

Sl.	Particular	Marks distribution
1	Draft script with storyboard	30
2	Human resources to be assigned in the project (Please attach their CV and previous works)	25
3	Relevant experiences in similar assignment	10
4	Previous experiences working with Swisscontact	5
5	Value for money	30
Total		100

2. Short-listed candidates may be contacted for further discussions and negotiations.
3. Swisscontact has no obligation to provide any further information to the consultants or any other 3rd party about the evaluation process and its results.

Submission of proposal

Interested Consultant/agency should submit the technical proposal along with a separate sealed Budget quotation for the above-mentioned tasks by **October 30, 2019 before 4:00 pm** to the address mentioned below:

Tamiz Uddin Mullick
Coordinator Finance and Procurement
Swisscontact Bangladesh
House 19, Road 11, Baridhara, Dhaka-1212, Bangladesh

Annex I

Applicants should use the budget template below to provide costs.

Sl	Item	Unit cost	Total Amount
1.1	Remuneration for director, cinematographer, Lightman, video editor and other crews (please mention per-day cost for each personnel)		
1.2	Location survey		
1.3	Footage collection/shooting		
1.4	Footage integrating/editing		
1.5	Voice-over and other sound-editing		
1.6	Retake of footage collection (if required)		
1.7	Travel cost		
Other (Please specify)			
Total Amount			
VAT (As per govt. rules)			