Terms of Reference (ToR)

for

“Audio-Visual Documentary on Water Enterprise development for Shujola- Promoting Water Entrepreneurs and Digital Financing Mechanism in Bangladesh ”

# Background

**Shujola- Promoting Water Entrepreneurs and Digital Financing Mechanism in Bangladesh** is a 15-month (15 September 2019- 15 December 2020) pilot project that aims to ensure access to safe drinking water in Ready-Made Garments (RMG) workers’ residential communities. The project is funded by JT International SA. The project will test a new business model and facilitate designated public agencies to engage authorized private sector players (such as water technology companies) to extend the service delivery network through water entrepreneurship development. RMG workers and their communities will gain the ability to meet their daily water consumption needs at a low cost from water kiosks[[1]](#footnote-2) dispensing safe water, run by water entrepreneurs.

The Dhaka Water Supply & Sewerage Authority (DWASA) has already piloted this concept with Drinkwell, a water technology company, and established water Kiosks providing safe drinking water across Dhaka city. The results so far are very encouraging and water from Kiosks have gained traction in thousands of households and small businesses across the city. However, this pilot concept has been challenged by some limitations:

* It cannot reach scale and go beyond areas where DWASA does not operate (Gazipur is outside the jurisdiction of DWASA);
* Water technology company is heavily dependent on DWASA in terms of expanding its geographical reach but at the same time it does not have the capacity to provide operational and maintenance support to many water Kiosks on its own;
* The commercial viability of the partnership between DWASA and water technology company remains to be tested;

Therefore, the project will add value to the existing concept by:

* Assisting all market actors to establish detailed business plans and test the commercial viability of the business model.
* Identifying, selecting and training local entrepreneurs to operate and maintain water kiosks in local communities on behalf of water technology company as its franchisees. The local presence and ability of local entrepreneurs to co-invest (either in terms of own asset or loan) will be an essential selection criterion. The franchise model will enhance the operational capacity of water technology company.
* Expanding water technology company’s geographical reach within and beyond Dhaka city – this will be done by establishing water kiosks, operated and maintained by local enterprises, in Gazipur, Dhaka and Chattogram in partnership with Department of Public Health Engineering (DPHE), which is the designated public agency to provide water in Gazipur;
* Facilitating the offer of loan products for local enterprises to invest in water kiosks as franchisees – this will be done in partnership with commercial banks so that relevant loan products are available for franchisees of water technology company;
* Creating pathways for scale based on the commercial viability of this business model, learnings and experience of the different market actors during the 15-month pilot phase.

1. Water Entrepreneurship

Water entrepreneurship is a relatively new concept in Bangladesh. Thus, Shujola will facilitate local entrepreneurs in Gazipur, Dhaka and Chattogram to become water entrepreneurs and set up water kiosks dispensing safe water in the RMG workers’ residential communities in collaboration with water technology companies. The project will test a new business model in which water technology companies will treat the water entrepreneurs as their franchisee. This will ensure proper auditing of the water being retailed through water kiosks and promote the sustainability of the business. The project envisions water entrepreneurs will be retailing their safe water through a collection point system (at the water kiosk) and a bottled water delivery system simultaneously. Through the different sales mechanisms, coverage of a diversified customer base can be ensured. It is assumed that each water entrepreneur will cover around 1,000 households in their community. The envisioned model is summarized below:

Figure 1: Water Entrepreneurship Service Delivery Network

# Objectives of the assignment

The objective of the assignment is to develop a video documentary by capturing the construction and operations of the water kiosks and activities surrounding it. The video documentary will essentially highlight a timeline that covers the construction of the water kiosks, launching event, operational activities of the kiosk, sales and distribution. The video is expected to have a timelapse of the activities as well as the struggles during the construction time, the joyous moments from the launching ceremony and expressions/comments from the customers and sellers.

1. Geographic location

The project locations will include Dhaka, Chattogram and Gazipur.

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

Shujola requires the assignment to be completed by 15 November 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 Shujola team; 3. Conduct a pre-shoot location visit if necessary; 4. Based on the final script prepare a checklist for the footages to be collected; 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 in the selected locations for collecting footages as necessary | Photographs of the shooting as evidences |
| Post-production | |
| 1. Edit the available footages and photographs for developing the documentary and share the rough-cut and/or final cut with Shujola team. Incorporate feedbacks until Shujola team is satisfied with the deliverables; 2. Record the voice-over in English for the documentary. | 1. Final audio-visual documentary |

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. The RAW files of the footages, and 50 high resolution photographs (minimum 3072 x 2048 pixels, resolution 300 dpi)

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

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

Shujola 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

# Technical and financial proposals parameters

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

* 1. A draft storyline for the documentary;
  2. Detailed plan as per requirement stated in section 6, *table 1- specific activities/tasks*;
  3. Previous experience of undertaking similar assignments;
  4. Samples of previous works (Youtube or Google Drive links should be included in the proposal);
  5. Profile (background, experience, etc.) of proposed personnel for the assignment;

Along with the technical proposal, the bidder is required to submit a financial proposal as separate PDF file. 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 i) the competitiveness of the financial offer; and ii) Relevance and consistency with the technical proposal.

# Technical proposal scoring criteria

The scoring criteria will be as follows:

**Table 2: Scoring criteria for technical proposal**

|  |  |
| --- | --- |
| **Criteria** | **Weight** |
| Background and experience of the bidder (Evidence documents) | 30 |
| Personnel involved in the assignment | 10 |
| Efficiency of the proposed work plan | 15 |
| Proposed script | 15 |
| **Total** | **70** |

The following criteria will be applicable for evaluation of the potential firm:

* Quality and cost-based evaluation will be conducted by an evaluation team comprising of members of the Shujola project and the 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.

# 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.

# Submission guideline

Interested bidders are encouraged to attend a pre-bid meeting to be held on **19** **September 2020** (Those who are interested to join the pre-bid meeting are requested to inform through **(samaun.bhuiyan@swisscontact.org)**.

Interested bidders should submit the technical and financial proposals as separate PDF files and other necessary documents by **22 September 2020 before 5:00 pm** to the email address mentioned below:

[**bd.procurement@swisscontact.org**](mailto:bd.procurement@swisscontact.org)

Please mention in the subject line **“Technical and financial proposal for Shujola Audio-Visual”**

***Note for bidders:*** *The assignment is open to receive proposals from individual consultants, freelance filmmakers, creative agencies and AV production houses. This assignment may require close involvement of the filmmaking individual/agency/production house with the water entrepreneurs and their respective kiosks. The dates of the construction and Launching of the water kiosks may vary/change. The assignment holder may have to stay overnight in places near the kiosks to capture the activities happening around in time. There are minimum chances of using heavy shooting equipment’s, recreate scenes as the activities will take place in real time.*

1. The point from which RMG workers’ residential communities can gain access to safe water for drinking and bathing. This point can be a water dispensary, water Kiosk, bottling plant, etc. or a combination of several of these. [↑](#footnote-ref-2)