

Terms of Reference (ToR)

Production of a 5-Minute Video Documentary

Project: Caregiving Training Program – UCEP Bangladesh & MetLife Foundation

“আপনজন”

- **Assignment:** Hire consultancy firm/videographer for production of a short video documentary on Caregiving Training Program – UCEP Bangladesh & MetLife Foundation
Contract type: Service Contract
- **Location:** Dhaka (Mirpur TVET Institute, Jatrabari TVET Institute) and Chattogram (Ambagan TVET Institute, A.K. Khan TVET Institute).
- **Duration:** Forty (40) calendar days, but the date will be finalized after finalizing the hiring process.

1.0 Background of UCEP Bangladesh

UCEP Bangladesh is a leading non-governmental organization dedicated to empowering underprivileged children and youth through technical education and skills development. Since 1972, it has worked to improve socioeconomic conditions in Bangladesh under the motto “*Help to learn, skills to earn.*” With a strong focus on social inclusion. UCEP serves women, children, youth, persons with disabilities, and marginalized communities. UCEP is currently operating 32 technical schools, 10 TVET institutes, and 1 professional institute, UCEP has reached over 0.2 million learners to date and supports around 36,000 students each year with quality education, skills training, and employment opportunities.

For more information, please visit the UCEP Bangladesh website:

<https://www.ucepbd.org>;

2.0 Background of the Project & Its Journey

In response to Bangladesh's rapidly aging population and the growing demand for professional caregiving services domestically and abroad, UCEP Bangladesh initiated the Caregiving Training Program. This program focuses on youth and women from marginalized backgrounds, including persons with disabilities and ethnic minorities, equipping them with certified caregiving skills aligned with both national and international job markets.

Since inception, the program has:

- Developed specialized training curriculum on elderly care, special needs support, and patient assistance.
- Built partnerships with hospitals, eldercare facilities, and overseas recruitment agencies.
- Successfully placed graduates in both domestic caregiving roles and international employment opportunities.

The documentary will narrate this journey, highlighting the real-life transformations the program has brought to trainees and their families.

3.0 Justification for the Documentary

- **Advocacy & Awareness:** To spotlight the urgent need for skilled caregiving in Bangladesh.
- **Donor Engagement:** To demonstrate impact and attract further investment in skills development.
- **Visibility:** To strengthen UCEP Bangladesh's role as a leader in workforce readiness for the caregiving sector.
- **Public Inspiration:** To encourage youth and women to consider caregiving as a dignified and rewarding career.

4.0 Key Themes & Messages

The documentary should communicate:

- Humanity in Action – Caregiving as a profession of compassion, skill, and dignity.
- Empowerment through Skills – Changing lives by providing employable skills to marginalized youth and women.
- Impact at Scale – Contribution to SDGs, especially Goal 8 (Decent Work) and Goal 3 (Good Health & Well-being).
- Global Readiness – Preparing a skilled workforce for both national and international caregiving needs.
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5.0 Awareness Campaign Objectives

- Raise public understanding of the value of professional caregiving.
- Promote UCEP Bangladesh's Caregiving Training Program as a model of inclusive skills development.
- Motivate potential trainees and employers to engage with the program.
- Demonstrate to MetLife Foundation the tangible outcomes of their support.

6.0 Content to Consider in the Video

- Short introduction to UCEP Bangladesh.
- Problem statement: aging population, caregiver shortage.
- Program description: training modules, facilities, trainer expertise.
- Success stories: at least two graduates sharing personal transformation journeys.
- Employer perspectives: quality and professionalism of graduates.
- Message/voices from implementing team: Executive Director, BoG Chairperson, Program Director, Regional Manager, Adviser (Caregiving Course) etc.
- Visual footage of training, practical caregiving sessions, and real workplace environments.
- Call-to-action message

7.0 Scope of Work & Technical Requirements

The selected vendor will:

7.1 Pre-Production

- Collaborate with UCEP Bangladesh to develop a storyboard/script aligned with the project objectives
- Develop a script and storyboard in consultation with UCEP's Communications Department.
- Finalize shooting plan, schedule, and list of interviewees.
- Prepare interview questions tailored for different stakeholder groups.
- Use copyright-compliant music; preferably locally composed.

7.2 Production

- Film on-site footage in Dhaka (Mirpur TVET Institute, Jatrabari TVET Institute) and Chattogram (Ambagan TVET Institute, A.K. Khan TVET Institute).
- Testimonials from beneficiaries/capture interviews, training activities, and workplace scenes.
- Ensure culturally sensitive representation of beneficiaries.
- Incorporate feedback from the UCEP Bangladesh revise accordingly

7.3 Post-Production

- One 5-minute video documentary will highlight and showcase the overall project activities and impacts aligned with Aponjon project objective and UCEP mission & vision.
- Include professional voiceover in Bangla, royalty-free background music, motion graphics, and branded opening/closing sequence.
- Include subtitles & voiceovers (The background voices of both documentaries will be in Bangla and English, with English subtitles for both versions, mixing of male and female voice), background music, and graphics (e.g., infographics, logos, and project details).
- Footage Quality: 4K/8K Resolution with high quality compatible camera.
- Sound: Use separate sound recorders to ensure sound quality. But not the built-in-one sound of camera.
- Create 30-second teaser for social media

- Ensure the video is visually appealing and professionally polished.
- Ensure visibility/logo of the partner and UCEP Bangladesh

8.0 Technical Guidelines for Vendors

- Video resolution: 4/8K Resolution
- Audio: clear, studio-quality, noise-free recording.
- Subtitles: burnt-in English subtitles, font per UCEP branding.
- Logo placement: as per UCEP and MetLife Foundation visibility guidelines.
- Music: royalty-free, licensed for commercial and donor.

9.0 Responsibilities of Vendor

The vendor should work closely with concern officials assigned by UCEP Bangladesh for accomplishment of following tasks:

- The vendor must take prior approval of the script and subtitles (both-Bangla & English).
- Take the approval of the background voice.
- Provide draft copy for feedback.
- Final copy of video will be given by portable SSD (512 GB SSD) Sandisk/Transcend
- The vendor must agree to collect footage until the quality ensures.
- The vendor must edit content until the satisfactory output comes.
- Relevant organizational branding should ensure with proper guideline.
- Deliver the products to the Communications Team of UCEP Bangladesh.
- Vendor should submit final copy within the given time frame. Details will be mentioned in agreement
- Vendor will be liable for any damage of video material or accident of logistic and human.
- Obtain all necessary consent from individuals filmed.
- Use professional-grade camera, lighting, and sound equipment.
- Adhere to UCEP branding and donor visibility requirements.
- Deliver all raw footage and project files.

10.0 Expected Deliverables

- Final 5-minute video documentary (Bangla voiceover, English subtitles).
- 30-second teaser video.
- A brief production report summarizing process and challenges.
- All raw and editable project files must be provided in a portable SSD drive (512 GB SSD) Sandisk/Transcend

11.0 Time Frame

The assignment will be completed within 40 working days spread over in two calendar months. The consultants/Vendor will accomplish the entire assignment of project evaluation within this time frame.

12.0 Qualifications & experiences

- Have a good experience (at least 5 years) in producing a video documentary, short videos etc.
- Able to produce high-quality broadcast video and professional photos on tight deadlines.
- At least 3 years of proven technical experience for the cameramen/editors involved in the production.
- Ability to include English language subtitling.
- Proven experience in social media.
- Proven ability to meet deadlines.
- Working with UCEP Bangladesh for developing such project will be preferred.

13.0 Standard procedures in the delivery of the products

Copyright of film and all raw materials belongs to UCEP. All materials in support of the implementation of the task will be provided by UCEP office upon assignment of the concrete tasks. In case of late delivery of services and unsatisfactory performance on behalf of the selected vendor, UCEP may refuse to accept delivery of all or part of the services and claim liquidated damages as per UCEP special terms and conditions. The selected vendor should be followed the code of conduct, guideline & policies of UCEP Bangladesh during the working period.

14.0 Payment

UCEP Bangladesh will disburse (i) 30% after signing the agreement (ii) 30% of total payment once vendor done/during video capturing from field level of video documentary. The rest of the payment (40%) will be made after satisfactory completion. The payment will be made after deduction of VAT and Tax at source as per government's rules (if applicable).

15.0 Monitoring and evaluation of the assignment

The Media consulting Firm/individual Videographer will work in close cooperation with the communication department of UCEP, head office management and program team.

16.0 Evaluation Criteria

The consultancy firm will be evaluated based on the following weight: 100 marks

- Technical Score: 80%
- Financial Score: 20%

16.1 Technical Evaluation Criteria

SI	REQUIREMENTS	Score (%)
A	Overall Proposal Suitability	20%
A.1	Understanding of the assignment and methodology	10%
A.2	Feasibility of the proposed time plan	10%
B	Previous Relevant Work Experience and Awards	30%
B.1	Provide 3 or more client experiences or testimonials (References, size, and scope are most similar to the objectives of the assignment. Include a summary of the work completed for each account. Include reference contact names, telephone numbers and email addresses.)	20%
B.2	Vendor's previous records of performance and service.	10%
C	Technical Expertise and Organizational Experience	30%
C.1	Availability of experts in the proposed team including their experience and qualification.	20%
C.2	Years of experience in providing the requested service.	10%
Sub-total		80%

16.2 Financial Evaluation Criterion

- Only the technically qualified bidders will be considered for this evaluation, and the lowest bidder will be assigned with full/highest marks that is 20% and the subsequent highest bidders will get proportionate lower score out of 20%.
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- The total score derived from the submitted proposals (technical and financial) will be the final score and converted to the score out of 100. UCEP also reserves the right to cancel or disqualify any proposal without explaining any reason whatsoever.

17.0 Safeguarding policy

Safeguarding Policy will be applicable in the implementation of the work. The selected vendor/consulting firm will abide by the Safeguarding policy of UCEP Bangladesh.

18.0 Reservations and Confidentiality

UCEP Bangladesh reserves the right to withhold all or part of the payment if the performance is unsatisfactory, if the work or output is incomplete or not delivered, or if deadlines are not met. The vendor must maintain confidentiality regarding all non-public information and must avoid any assignments that could create a conflict of interest with this contract. Additionally, the vendor agrees not to promote any political or religious beliefs in the documentary.

19.0 Expression of Interest Submission Address & Modality:

The vendor/consultant submits the following documents along with the Technical & Financial Proposal (including VAT and TAX) separately:

- Maximum 2 Pages summary profile of Lead and Associate Consultant
- Team members (who will be involved in the assignment) summary profile along with one paragraph
- TIN certificate and any other relevant document (if necessary)

20.0 Guideline for proposal submission:

The proposal/expression of interest (duly signed) should comprise with the following sections and given page limit. Proposal will be accepted only through:

All hard copies (duly signed) including soft copies in Pen Drive (PDF format/ videos) and should submit to: **UCEP Bangladesh, Plot: 2 & 3, Mirpur-2, Dhaka-1216, by 4:30 pm, Date: 8 February 2026** mentioning subject line “**Caregiving Training Program – UCEP Bangladesh & MetLife Foundation**”

Interested Consultant(S)/Consultancy Agencies are requested to submit their Technical and Financial Proposals (including VAT/TAX) **separately** as instructions below:

The Technical proposal must include the following :

1. Company Profile
2. Understanding of the Assignment
3. Concept note
4. Work schedule
5. Team composition
6. Previous work - one/two best VDO in a pen drive
7. Photocopy of work orders on similar tasks including provided VDOs.
8. Any other relevant Information

The Financial proposal will detail out the budget required to complete the assignment, including consultancy days and fees for the key members of the team, and any other expenditure. (Kindly mention the nature of the expenditure) should submit separately in a seal packet.

How to apply

1. Maximum 2-page Company/ firm profile highlighting related assignment completed with client name, contract person and mobile number
2. Lead Consultant's (who will lead the assignment) Maximum 2-page CV highlighting related

- assignment completed, role in of the completed assignment
3. Other Team members' (who will involve in the assignment) one paragraph short CV highlighting related assignment completed and role
 4. Trade License
 5. TIN certificate
 6. Acknowledgment receipt for the last annual TAX return
 7. BIN Certificate
 8. Bank Account details

The financial proposal should include 15% VAT. UCEP Bangladesh will deduct VAT as per government rules and policy at source from the agreed consultancy amount. UCEP Bangladesh will also deduct 10% TDS. Technical and financial proposals should be submitted separately along with sample copies of previous work on documentary on development work.

The proposal/expression of interest (duly signed) should comprise the following sections and be kept within the given page limit.

****Note:** Sample of previous works can be sent in a separate file; it should not be part of the main proposal document.

21.0 Payment Modalities

Payments will be made in installments based on the completion of agreed milestones:

1. 20% After submission of inception report with detailed work plan with filming schedule, locations and develop a two storyboard/script (8 minutes and 5 minutes).
2. 80% upon submission and approval of the final videos.

22.0 Contact Address

For your proposal to be accessible by UCEP Bangladesh, the size of the proposal submitted via email should not be greater than 5MB. For additional material/document, it can be sent via google drive. For any clarification of the ToR, kindly contact with :

Name: Mr. B. M. Mofizur.Rahman
Position: Senior Specialist, Skills Promotion
E-mail : mofizur.rahman@ucepbd.org
Mobile: 01617518730

23.0 Date of submission

The consultants/consultancy agency will submit Hard Copy proposal (Mandatory) according to the Terms of Reference (ToR) in the tender box, keep at reception of UCEP head office, Plot 2&3, Mirpur 02, Dhaka, Also, send soft copy to: tender@ucepbd.org, by 25th February 2026 mentioning subject line as: Video Documentary of **Caregiving Training Program – UCEP Bangladesh & MetLife Foundation (আপনজন)**