



Grameen Jano Unnayan Sangstha (GJUS)

Altajer Rahman Road, Charnoabad, Post: Bhola. District: Bhola, Bangladesh.

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শ্রী ৬২০২ GJUS/RMTP/T/B/25/7999

Rural Microenterprise Transformation Project (RMTP)

Terms of Reference (TOR) of Preparing Video/OVC/Video Story/ Shorts/ Still Picture for (For social media like Facebook, you tube, Instagram) of "Market Development of Safe Meat & Dairy Product"

Date-7-04-2025

Project Title/Activity Name	Developed Video/OVC/Video Story/ Shorts/ Still Picture
Purpose	1. The video documentary will tell the transformation and impact of the individual beneficiaries and activities. 2. The Video/OVC/Video Story/ Shorts will be shared through various social media platforms. 3. The videos should be used to increase community awareness, understanding of "Market Development of Safe Meat & Dairy Product."
Audience	GJUS, PKSf, IFAD, Embassy of Denmark, Government, mass people
Reports to	GJUS
Expected start/end dates, number of work days	After signing the agreement, the concern firm/vendor will complete the task within 30 working days.
Location	(Bhola Sadar, Daulathkhan & Borhanudding) under Bhola District, Bakerganj under Barisha district and (Bauphal & Dasmina) under Patuakhali district.
Deadline for receiving applications	21/5/2025

Background

1. About the organization:

Grameen Jano Unnayan sangstha (GJUS) is a non-profitable, non-political, voluntary & deliberate, social welfare organization which is performing their needs for the purpose of the improvement of coastal district areas of southern disadvantaged and hardcore poor people of Bangladesh. The organization was initiated in 1997 but formally launched in 1998 with the registration of social welfare Ministry, NGO Affairs Bureau, Department of youth Affairs, Micro-credit Regulatory Authority for providing voluntary services in the distant areas in Bangladesh and joined PKSf as it partner organization in 2002. For over 28 years, the NGO has been implementing various development projects including microfinance activities with poor, ultra-poor and micro-entrepreneurs in the coastal remote areas of Bhola, Barisal, Patuakhali, Barguna, Jhalakathi and Noakhali districts.



Signature



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Now GJUS covers 6 districts located at coastal belt (named Bhola sadar, Barisal, Patuakhali, Barguna, Jhalakathi and Noakhali), 28 Upazillas, 180 unions and municipalities and 844 villages. It comprises 15 area offices, 72 branch offices, 5818 Samity, 111,576 members and 1002 enthusiastic, laborious, energetic staffs.

2. About the Project:

Grameen Jano Unnayan sangstha (GJUS) is implementing the sub-project titled "Market Development of Safe Meat and Dairy Product" in Bhola District (Bhola Sadar, Daulathkhan & Borhanudding), Barisha district (Bakerganj) and Patuakhali district (Bauphal & Dasmina) in Bangladesh. This sub-project is jointly funded by the Palli Karma-Sahayak Foundation (PKSF), IFAD and DANIDA under Rural Microenterprise Transformation Project (RMTP) of PKSF. The sub-project shall enable rural producers to expand sustainable micro-enterprises through efficient production methods and strong market connectivity, implemented for the overall business development of small entrepreneurs. The project is providing support to produce and distribute safe dairy and meat products following the Global GAP and HACCP protocols. Traceability and certification of those products will be introduced for the branding of dairy/meat products and help equip the participants with a valuable business tool for compliance of product quality. The objective of the sub-project is to increase the income, food security and nutrition situation of marginal, small farmers and small entrepreneurs in the project area through value chain activities.

3. The Project results:

The consultant should follow the project's logical framework to get a clear understanding of the project, cross-section of the logical framework is necessary to carry out the endline as it is a prime requirement of this assignment. The following are the project results-

3.1 Goal: RMTP sub-project aims to improve the livelihood over 70% of micro-entrepreneurs with 50% more income & 30% of members will be able to include nutrient-rich food in their daily diet.

3.2 Development Objective:

The value chain of selected rural products supported by the project will be developed sustainably. Through the sub-project, the production of 80 percent of entrepreneurs' safe livestock-related enterprises will increase, resulting in a minimum 30 percent increase in sales of produced products and a 20 percent increase in business profits.

3.3 Outcome: The outcomes are-

Production will increase, resulting in a minimum 30 percent increase in sales of manufactured products and a strong and sustainable increase in the profitability of livestock-related enterprises through effective production methods, internationally recognized safety standards, traceability, market linkages, etc. That is, through the implementation of the sub-project:

- 90 percent of the entrepreneurs in the sub-project will conduct safe product production activities through quality materials, advanced technology, or best practices.



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- 10 percent of the sub-project's production teams will gain the ability to conduct institutional/contractual business with government or private large markets or buyers.
- 40 percent of the sub-project members will adopt environmentally friendly technology.

Objective of the assignment

The objective of the assignment is to tell the transformation stories of the successful entrepreneurs, beneficiaries as well as activities. In addition to this, incorporate the Good Agricultural Practices and success, production, procession, marketing, certification activities. Also, showcase the best practice and lesson learned of the project to attract donor, stakeholder and audience attention.

Specific objective: The specific objectives of the assignment is to –

- Document Transformation Stories: Capture and narrate the transformation stories of successful entrepreneurs and beneficiaries, detailing their journeys, challenges, and achievements.
- Highlight Good Agricultural Practices (GAPs): Incorporate and showcase Good Agricultural Practices (GAPs) implemented in the project, emphasizing their role in achieving success.
- Detail Production, Processing, and Marketing: Provide a comprehensive overview of the production, processing, and marketing processes involved, highlighting innovative practices and strategies.
- Discuss Certification and Standards: Include information on certification processes and standards that have been met, explaining their importance in enhancing product value and marketability.
- Showcase Best Practices and Lessons Learned: Present the best practices adopted during the project and the lessons learned, aiming to demonstrate the project's impact and effectiveness.
- Attract Donor, Stakeholder, and Audience Attention: Craft the narrative in a compelling way to engage and attract the attention of donors, stakeholders, and the general audience, showcasing the project's achievements and potential for future support.





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Scope of the assignment related to the objective

The firm will execute all necessary tasks, from research to video production, ensuring alignment with project objectives. The submission of a detailed work plan, in collaboration with the GJUS. Client-approved script development will also lead to the creation of impactful video content. The firm will-

- Conduct necessary research and gain a comprehensive understanding of the assignment.
- Develop a detailed work plan, strategy, and relevant details for creating and submitting the required video content.
- Review the project document for development of the video script.
- Collaborate with GJUS and PKSf's Project Management Unit (PMU) to develop scripts for video documentary.
- Take final approval of video script from GJUS and PMU of PKSf for shooting.
- Initiate the production phase post-client approval, encompassing shooting and other essential tasks.
- Produce video documentary according to specified criteria, covering diverse project activities and special features.
- Use copyright free background music for the video documentary.
- Take voice over approval and sample of the voice over before finalize the video documentary.
- Use appropriate sub-title in English for the video documentary and take approval from GJUS and PMU of PKSf.
- Use PKSf, IFAD, DANIDA, and GJUS logo under the title name screen and closing screen of the video with appropriate animation and motion graphics.

Technical Specification:

Type of Production	1 Videos (maximum/minimum 10 minutes all intervention), 10 Shorts (maximum/minimum 60/120 seconds), still photos (minimum 250)
Footage Quality	Sky limit, 4K, full HD and zero noise and except under and over expose
Delivery Video Format	Full HD, 4K, MPEG-4 or another compatible format
Still photos	250 photos, sky limit, aesthetic and attractive, focus on the beneficiaries and product, minimum 10mb in size
Sound Quality	Stereo
Audio Format	Advance Audio Codec (AAC)
Language	Bangla voice over and English sub-title (English American)
Voice	Yes (Male/Female)
Method of Presentation	Video, Picture, Flow Chart, Table, Diagram, motion graphics, info-graph etc.
Music	Copyright free music (unique)



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Duration of the assignment

The assignment needs to be completed within duration of maximum 30 working days starting from the date of contract signing.

Schedule of the deliverables

The assignment will be completed following the schedule below:

- The firm will submit a detail work plan and outlines details and strategy for the specific video documentary for approval from the GJUS and PMU of RMTP PKSf before the final shooting within of contract signing.
- The firm will submit 01 Videos (maximum/minimum 6-7 minutes all intervention), 3-4 short stories (90 seconds maximum) (Full HD, 4K, MPEG-4 or another compatible format) and 10 Shorts (maximum/minimum 60/120 seconds) for social media promotion.
- The firm will submit 100 still photos showcasing various activities, products and beneficiaries.
- The firm will submit all the video raw footage, and finish products by a transferable pen drive to the PMU of PKSf and transferable link to the GJUS.

Qualification of the firm

The production firm will be evaluated against the following criteria:

- a) The firm must have at least 2-3 years of experience in producing films, video documentaries, video contents, audio-visuals for government authorities as well as national and international development agencies.
- b) The firm must have the experience of producing audiovisual content and running social media campaigns for a national or international development organization.
- c) Technical and human resources to ensure smooth, on-time and high-quality production without outsourcing
- d) Demonstrated capacity of producing video contents by in-house director pool, production, and postproduction facilities under one roof
- e) Possession of necessary logistics like a microbus, shooting equipment, editing panel, sound studio, etc.
- f) Clear articulation of capacity and skill, and innovative approaches to carry out the assignment
- g) Experience in producing digital contents for social media as well as mainstream media outlets. Experience with working for international media outlets will add extra value
- h) Team should have a good combination of experienced journalists, media professionals and their relevant educational qualifications such as a degree in communication, film and multimedia is preferred.

Team composition and Key experts: The team should have core members with the following qualification sourcing





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1	Director	The director for this assignment must have substantial experience in filmmaking, with a proven track record of directing at least 10 documentaries or audiovisual projects for development organizations. The candidate should possess both undergraduate and postgraduate degrees from a reputable university.
2	Producer	The producer for the assignment must have experience in managing large-scale productions and working on long-term projects. S/he must have the graduation and post-graduation degree from a reputed university.
3	Scriptwriter	The scriptwriter of this assignment must have (a) combined experience of journalistic and digital content creating work, (b) experience of writing scripts of at least 5 documentaries, and (c) experience in media/ digital campaigns for development organizations. S/he must have the graduation and post-graduation degree from a reputed university.
4	Director of Photography	The director of photography of this assignment must have (a) combined experience of photography and film-making work, and (b) experience in working for at least 5 documentaries/audiovisuals/photography projects for development organizations. A bachelor's or master's degree in mass communication/ photography/ multimedia/ film studies. A degree from a reputed foreign university or working with an international media outlet will carry extra value.
5	Video Editor	The video editor will have a bachelor's or master's degree in related subjects. Will have experience at least 20 video editing skills of INGOs videos.
6	Graphics Designer	The graphics designer will have an expertise on all the related software of designing, create motion graphics, infographics, and will have work experience at least 5 years in a relevant company, firm or agency. S/he has the certified course on graphics design and multimedia production.
7	Voice artist	The voice artist should be a prominent news presenter, actor, radio jockey, or professional voice artist with native phonetic skills in the Bengali language.

Service and facilities to be provided by the client

The necessary information on the assignment will be provided by PKSF RMTP's PMU and GJUS. Additionally, PKSF/GJUS will also provide necessary guidance and comments on the draft scripts and draft versions of the video within the required period of time. The client will not provide any logistic support to the firm. If necessary, officials of PKSF/GJUS may accompany the crews while visiting the fields.

Service and facilities to be provided by the firm

The firm will provide the deliverables within the mentioned period using their own office space and other necessary logistics. Additionally, the firm will host any member of the client while making correction to the draft versions of the videos. The firm will provide all the final versions of the video content along with the raw footage in portable device/pen drive or provide links.

Institutional arrangement: The consulting firm will report to the 'Project Focal' and/or his/her designated person regarding their scope of services, deliverables and other assignment related issues.



Consulting Firm (National) Selection



Process:



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Quality and Cost Based Selection (QCBS) Method and Standard Request for Proposal (SRFA:PS-5) Documents on Lump-Sum contract of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh will be followed in evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of video documentary.

Mode of Payment:

Grameen Jano Unnayan Sangstha (GJUS) will pay the cost of the e-video module the assigned firm subject to the completion of all deliverables' acceptance of PKSf by deducting VAT and TAX at source as per the Government rules of Bangladesh. Payment will be done through Account Payee Cheque based on the following milestones:

a) 1st Payment (30% of total contract value): The 1st payment shall be made upon submission and acceptance of the initial work plan and outlines details of video documentary by GJUS and PKSf.

c) Final Payment (70% of total contract value): The final payment shall be made upon submission and acceptance of the final video documentary by GJUS and PKSf.

Disclaimer

The GJUS management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. GJUS reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed.

Professional Liabilities

The organization is expected to act with due diligence and in accordance with prevailing professional standards. It is necessary to maintain a proper consultation and regular communication with PKSf and GJUS in planning, design, documentation, development and reporting.

Confidentiality

All documents, reports and information from this assignment will be regarded as GJUS and PKSf's property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior permission of PKSf and GJUS or the government.

Rights

GJUS will reserve the Intellectual Property Rights (IPR) for all deliverables of the assignment. PKSf authority also reserves the right to cancel, change, and modify any part or the whole assignment any time before the contract or during the contract period.





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Application process

Interested Consulting Firms are invited to submit an Expression of Interest (Eoi) along with company registration, up-to-date trade license, tax clearance paper and company certification, staffing, office information. Besides, the Eoi should also include:

- Detailed completed and ongoing experience including similar experiences with supporting documents.
- Clear work plan including outputs/deliverables and detailed time frames;
- A cover letter outlining the suitability of consulting firm for the assignment, motivation and summarizing relevant experience;
- Detailed CV of the consulting firm with a full description of the profile and experience;
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant's expertise and relevant work experience;

Application Procedure: Please email complete applications to gjusmtp@gmail.com and farther requirements contact Dr. Md. Khalilur Rahman, PM RMTP Project, Mobile no: 01774600830

Deadline for Application: The application deadline is "21/5/2025".

Interested individuals will provide a technical proposal. The total budget is BDT 3.0 lakh, which includes consultancy fees, field data collection, and other necessary costs. The Tax will be deducted at source as per the government rules. Interested consultants are invited to submit their technical proposal along with a detailed CV and one page of cover letter by (timeline). The partner organization will form a review committee to analyze the applications, shortlisting, interview, select the firm/individual and execute the deed of contract.

