

**Terms of Reference (ToR) for Selection of a
Production House/Firm/Agency to develop OVC on Processed Products for online promotion of
“Production and Marketing of Safe Fish and Fish Products.”**

Project Title/Activity Name	Impact of “ Production and Marketing of Safe Fish and Fish Products. ”
Purpose	1. To develop OVC on Processed Products for online promotion of “Production and Marketing of Safe Fish and Fish Products” activities 2. The Advertisement for Processed Products message should have a call to action selling the products of the concern entrepreneurs. 3. The Advertisement should be act by the producers own-self. As example https://www.youtube.com/watch?v=hXVIJ5sFSdo
Audience	ATMABISWAS, PKSf, IFAD, Embassy of Denmark and the consultant
Reports to	ATMABISWAS
Expected start/end dates, number of work days	After signing the agreement, the concern firm/vendor will complete the task within 20 working days
Location	Chuadanga Sadar and Alamdanga upazilla Of Chuadanga district and Mohespur, Kotchadpur and Kaligonj upazilla of Jhenaidah district.
Deadline for receiving applications	05/10/2025

1. Background:

Palli Karma-Sahayak Foundation (PKSF) is working more than two hundred Non-Government Organizations (NGOs) across the country. Since the inception, these organizations take development as a positive change in the Socio-Economic aspects of human life. These organizations empower the powerless through concretization and alternative institution-building for the liberation of the majority of people from prejudices and exploitative mechanisms of the society that breeds poverty and injustices through implementing agricultural development, healthcare, education, climate change, and disaster management, sanitation, natural resources management, environmental protection, human resource development, and credit assistance among entrepreneurs of different categories. **ATMABISWAS** is implementing a project titled “Production and Marketing of Safe Fish and Fish Products” under financial and technical support from the RMTP project of Palli Karma-Sahayak Foundation (PKSF). A total of 6,000 beneficiaries, entrepreneurs & other market actors of 5 Upazila in Chuadanga and Jhenaidah District are receiving various technical, technological and marketing supports under this value chain sub-project. ‘**ATMABISWAS**’ has taken an initiative to conduct OVC through a competent firm to provide a reference of the start point, which will be compared with the results of the completed assessments.

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2. Objective of the assignment

The objective of the assignment is to promote the processed products through F-Commerce/E-Commerce platforms of the microentrepreneurs.

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

- 10 OVCs will be developed to promote microentrepreneurs' processed products, such as all types of spices Pickles, Ghee, Chia seeds, Organic Henna, Food items and tomato sauces etc.
- These OVCs will be promoted through social media platforms to attract customers.
- Viewers will be encouraged to engage with their communities in discussions and initiatives that support these products.
- The OVCs will be developed based on the processed products suggested by **ATMABISWAS**. Each OVC will deliver a clear, catchy, and concise message to effectively promote the products and attract online customers.

3. Scope of the assignment related to the objective

The service provider firm will develop the advertisement teaser with active support of small-scale entrepreneurs to promote their products promotion. Specifications are given below:

Title	OVC for small scale entrepreneurs to promote their products
Video type	OVC for social media promotion
Duration	Each OVC would be maximum 35-55 seconds
Footage Quality	Sky limit, 4K, full HD and zero noise and except under and over expose
Photo Quality	Sky limit, artistic, maintaining rule of third, aesthetic and action oriented
Delivery Video Format	Full HD, 4K, MPEG-4 or another compatible format
Delivery Photo Format	JPGE and RAW
Sound Quality	Stereo
Audio Format	Advance Audio Codec (AAC)
Video Aspect Ratio	Each video output should be provided in both portrait and landscape aspect ratios (9:16 and 16:9)
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

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4. Duration of the assignment

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

5. Schedule of the deliverables

The assignment will be completed following the schedule below:

- The firm will submit a detailed work plan and outlines details of teaser/ **Advertisement for Processed Products** for approval from the ATMABISWAS and PMU of RMTP, PKSf before the final shooting **within three days of contract signing.**
- The firm will submit 10 OVCs – each video length will be 55 seconds maximum for social media promotion.
- The firm will submit all the video raw footage, and finish products by a transferable link to the PMU of PKSf and transferable link to the **ATMABISWAS.**

6. Qualification of the firm

The production firm will be evaluated against the following criteria:

- a) The firm must have at least 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) Experience in producing audiovisual contents 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.
- i) Detailed completed and ongoing experience including similar experiences with supporting documents.

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j) Provide bank solvency certificate along with last 3 months financial transaction statement

7. **Team composition:** The team will consist of seven (07) relevant professional experts including a Team Leader. The qualifications and competence of each expert for the assignment are given below:

1	Director (Team Leader)	The director for this assignment must have substantial experience in filmmaking, with a proven track record of directing at least 5 documentaries or audiovisual projects for development organizations. The candidate should possess both undergraduate and postgraduate degrees from a reputable university.
2	Producer (1 Person)	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 degree from a reputed university.
3	Scriptwriter (1 Person)	The scriptwriter of this assignment must have (a) combined experience of creative content work, (b) experience of writing scripts of at least 3 documentaries, and (c) experience in media/ digital campaigns for development organizations.
4	Director of Photography (1 Person)	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 3 documentaries/audiovisuals/photography projects for development organizations.
5	Video Editor (1 Person)	The video editor will have experience at least 10 video editing skills of GO/INGOs videos.
6	Graphics Designer (1 Person)	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 (1 Person)	The voice artist should be a prominent news presenter, actor, radio jockey, or professional voice artist with native phonetic skills in the Bengali language.

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8. Service and facilities to be provided by the client

The necessary information on the assignment will be provided by RMTP PMU of PKSf and ATMABISWAS. Additionally, PKSf/ATMABISWAS 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/ATMABISWAS may accompany the crews while visiting the fields.

9. 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 video. The firm will provide all the final versions of the video content along with the raw footage in a SSD storage device/pen drive.

10. 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.

11. Consulting Firm (National) Selection Process:

Quality and Cost Based Selection (QCBS) method on lump-sum contracts of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh shall be followed in the preparation of short-listing the firms, evaluation of documents containing a request for submission of proposals, selection the firm, negotiation, signing of contract and receipt of survey reports for conducting this study.

12. Mode of Payment:

ATMABISWAS 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 (20% of total contract value): The 1st payment shall be made upon submission and acceptance of the initial work plan and outlines details of teaser by ATMABISWAS and PKSf.
- b) Final Payment (80% of total contract value): The final payment shall be made upon submission and acceptance of the draft teaser and subsequently the final video documentary by ATMABISWAS and PKSf.

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13. Disclaimer

The **ATMABISWAS** management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. **ATMABISWAS** 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.

15. Professional Liabilities

The agency is expected to carry out the assignment with due diligence and in accordance with prevailing professional standards. A proper consultation with PKSf and ATMABISWAS needs to be maintained in terms of planning, designing, documentation, development and reporting.

16. Confidentiality

All documents, reports and information from this assignment will be regarded as ATMABISWAS 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 ATMABISWAS or the government.

17. Rights

ATMABISWAS 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.

Annexure-1. List of OVC

Sl. No	Entrepreneur’s Name	Address	Mobile No	Types of Business
1	Sumaiya Khatun	Meherpur	01754-918365	Ready to Eat.
2	Umme Ara Talha	Alamdanga, Chuadanga	01407-402250	Ready to Eat.
3	Dr. Nazrul Islam	Kotchadpur, Jhenaidah	01712-543682	Online Agro Business.
4	Tamanna Khatun	Chuadanga Sadar	01315-448960	All types of spices Pickles
5	Mst.Farhana Afrose Mala	Chuadanga Sadar	01712-430341	All types of spices Pickles.
6	MST Kobita khatun	Manikdihi,Chuadanga	01963-213780	All types of Pickles.

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7	Sabiha Sahanaj	Alamdanga, Chuadanga	01883-186151	All types of Oil, Henna.
8	Sirin Sultana	Chuadanga Sadar	01935-507550	All types of spices Pickles
9	Shoheli asraf Chompa	Mominpur, Chuadanga	01765-970812	All types of spices Pickles
10	Liza Hossain	Chuadanga Sadar	01799-728386	All types of spices Pickles