RDRS Bangladesh

Terms of Reference (ToR) for hiring a production house/firm/agency to produce and promotion of video documentaries of the project for knowledge dissemination on "Market System Development of Safe Poultry and Poultry Products" sub-project under RMTP

Project Title/Activity Name	Producing one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minutes) and 5 reels/ shorts, and 100 still photos as well as promotion to disseminate knowledge about the project's good practices, focusing on various activities related to "Market System development of safe poultry and poultry products".
Purpose	1. The video documentary will tell the transformation and impact of the individual beneficiaries and activities. 2. The video documentary will be shared through various social media platforms. 3. The video should be used to increase community awareness, understanding of eco-friendly **Safe Poultry and Poultry Products.** 4. The video content primarily focuses on impact, incorporates storytelling, and follows value chain approaches. 5. Promotion of produced documentary & reels.
Audience	RDRS Bangladesh, Community members, social media platform members PKSF, IFAD, Embassy of Denmark, Government.
Reports to	Md. Ferdous Hasan Prodhan Project Manager (RMTP) Email: pm.rmtp@rdrsbangladesh.org Cell: +8801718787622
Expected start/end dates, number of workdays	After signing the agreement, the concern firm/vendor will complete the task within 15 working days.
Location	Rangpur, Kurigram and Gaibandha
Deadline for receiving Applications	13 November 2025

1. About the organization:

In February 1972, RDRS Bangladesh was established as the Bangladesh field program of the Geneva-based Lutheran World Federation/Department for World Service (LWF/DWS) to provide relief, rehabilitation, and development assistance to the war-affected people in the north-west Bangladesh. The organization is registered with NGO affairs Bureau of Bangladesh with registration number 003, dated 22/04/1981. In 1997, RDRS was localized and registered under the Trust Act as national NGO in Bangladesh. Currently, RDRS is working in 32 districts with 5 programmatic priorities- Skill, Employment and Entrepreneurship; Social Development; Agriculture, Food Security & Climate Change; Microfinance; and Emergency & Humanitarian Responses. RDRS Bangladesh is supported by the European Union, BftW, ELCA, ALWS, DECCB, AusAid, IDRC, Save the Children, Plan International, Winrock International, PKSF, different government ministries/ department, and other donors and partners working in Bangladesh.

2. About the Project:

"Market System Development of Safe Poultry and Poultry Product" project jointly financed by Palli Karma-Sahayak Foundation (PKSF), the International Fund for Agricultural Development (IFAD) and Danish International Development Agency (DANIDA), is implementing by RDRS Bangladesh in 05 Upazilas of 03 districts. The project has been working sustainable growth of poultry value chains with comparative advantage, market demand, growth potential, and backward& forward linkages to small farmers and micro-entrepreneurs.

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 **video documentaries** as it is a prime requirement of this assignment. The following are the project results-

Goal: To increase the income, food security, and nutrition of farmers and service providers across poultry value chains.

Development Objective: The sustainable growth of poultry value chains with comparative advantage, market demand, growth potential, and backward & forward linkages to small farmers and micro-entrepreneurs.

3.1 Outcome: The outcomes are-

a) The project participants will adopt improved production methods and establish sustainable market linkages, and
b) The enterprises will have access to sustainable financial services.

3.2 Project coverage area: Under Rangpur division 3 districts and 05 upazilas at 25 unions.

3.3 Immediate result:

Increased use of information technology on farms and improved farm management practices will result in a 10% reduction in overall poultry mortality, gain in body weight as per the growth chart, and a 10% reduction in production costs. The linkage of institutional and non-institutional buyers will increase sales of poultry and poultry products (including waste) by 25% and prices by 10%. Local-level processing plants will be set up, 10% of the total poultry production will be processed in local plants, frozen meat will be sold locally and nationally through sub-contracting, the establishment of commercial compost production plants using farm/kitchen market waste and make a linkage with big buyers to sell poultry products/by-products following the cross-cutting (gender, nutrition, climate change & environment) issues. The backward and forward market's linkage with the poultry farmers will gradually increase, wages increase by 10% and an additional 15% of employment opportunities will be created.

4. Objectives of the assignment

4.1. **Showcase Key Positive Changes:** Highlight the transformative effects of the project on beneficiaries through the adoption of good practices and value-added approaches in safe poultry and poultry products.

4.2. **Demonstrate Impact on Income Generation:** Illustrate how the project's activities have enhanced income-generating opportunities for rural producers, fostering sustainable

livelihoods.

4.3. **Engage the General Audience:** Create impactful and engaging video content that communicates the project's success stories and broader social, economic, and environmental impacts to inspire and inform a wide audience.

Specific objective: The specific objectives of the assignment are –

4.4. **Develop High-Quality Video Content:** Producing one video documentary on overall project (maximum 5 - 6 minutes) 3 impact video documentary (2 - 3 minutes) and 5 reels/shorts, and 100 still photos to effectively convey the core messages of the "Market system development of safe poultry and poultry products" initiative.

4.5. **Promotion:** Impact video documentary & 3 short reels are broadcast to local TV channel (dish line), present by content creator as well as boosting.

4.6. **Address Key Issues and Outcomes:** Highlight critical challenges, transformative changes, and success stories that illustrate the impact of value chain approaches on beneficiaries' attitudes, behaviors, and policies.

4.7. **Encourage Community Engagement:** Inspire the audience to actively discuss and adopt sustainable practices within their communities, emphasizing opportunities for income generation and good farming practice.

4.8. **Tell a Compelling Story:** Present the project's activities and successes through a dramatic and engaging narrative, using real-life examples to showcase the positive changes experienced by participants.

5. 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 RDRS. 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.
- The concern firm will visit the shooting location before development of video script. and collected the beneficiary's interview, and necessary information.
- Review the project document for development of the video script.
- Collaborate with RDRS and PKSF's Project Management Unit (PMU) to develop scripts for video documentary.
- Take final approval of video script from RDRS 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 finalizing the video documentary.
- Use appropriate sub-title in English for the video documentary and take approval from RDRS

and PMU of PKSF.

- Use PKSF, IFAD, DANIDA, and RDRS logo under the title name screen and closing screen of the video with appropriate animation and motion graphics.

Technical requirements:

Title of the Video	Preparation of Video Documentaries/Reels to Showcase Project Best Practices for Market System Development of Safe Poultry and Poultry Products
Type of Video	Producing one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minutes) and 5 reels/shorts, and 100 still photos
Duration	one video documentary on overall project (maximum 5 minutes) 3 impact video documentary (2-3 minutes) and 5 reels/shorts, and 100 still photos
Still photos	100 still photo (RAW, JPEG, minimum 10MB size, sky limit)
Footage Quality	Sky limit, 4K, full HD and zero noise and except under and overexpose
Delivery Video Format	Full HD, 4K, MPEG-4 or another compatible format
Sound Quality	Stereo
Audio Format	Advance Audio Codec (AAC)
Language	Bangla voice over and English sub-title (British American)
Voice	Yes (Male/Female)
Method of Presentation	Video, Picture, Flow Chart, Table, Diagram, motion graphics, info-graph etc.
Music	Copyright free music (unique)

6. Duration of the assignment

The assignment needs to be completed within duration of maximum **15** working days starting from the date of contract signing.

7. Schedule of the deliverables

The assignment will be completed following the schedule below:

7.1. The firm will submit a detail work plan and outlines details and strategy for the specific video documentary for approval from the RDRS and PMU of RMTP PKSF before the final shooting within 5 (five) days of contract signing.

7.2. The firm will submit a video documentary 5 minutes maximum (Full HD, 4K, MPEG-4 or another compatible format) and 3 short video– each video for maximum 120 seconds for social media promotion and 100 still photos.

7.3. 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 RDRS.

8. Qualification of the firm

The production firm will be evaluated against the following criteria:

a) The firm must have at least 3 - 5 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 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 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

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 10 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.

9. Service and facilities to be provided by the client

The necessary information on the assignment will be provided by PKSF RMTP's PMU and RDRS. Additionally, PKSF/RDRS 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/RDRS may accompany the crews while visiting the fields.

10. 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 a RDRS storage device/pen drive.

11. 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.

12. Consulting Firm (National) Selection Process:

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.

13. Mode of Payment:

RDRS 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 video documentary by RDRS and PKSF.

b) Final Payment (**80%** of total contract value): The final payment shall be made upon submission and acceptance of the final video documentary by RDRS and PKSF.

14. Disclaimer

The RDRS management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. RDRS 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. 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, Business Identification Number (BIN), bank solvency certificate and company certification, staffing, office information. Besides, the EoI should also include:

15.1. Detailed budget including tax and VAT;

15.2. Clear work plan including outputs/deliverables and detailed time frames;

15.3. Detailed completed and ongoing experience including similar experiences with supporting documents.

15.4. A cover letter outlining the suitability of consulting firm for the assignment, motivation and summarizing relevant experience.

15.5. A full description of the profile and experience of the team member.

15.6. List of physical assets such as computer, printer, video /audio equipment shooting equipment etc.

15.7. Contact details from at least two independent referees with in-depth and proven knowledge of the applicant's expertise and relevant work experience.

16. Submission of Proposal

Interested Institutions are requested to submit their Expression of Interest (EoI) Proposal with the above-mentioned documents at **nazrul@rdrsbangladesh.org** to **13 November, 2025 on before 12.00 PM**.

17. 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 RDRS in planning, design, documentation, development and reporting.

18. Confidentiality

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

19. Rights

RDRS 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.