



**Request for Expression of Interest (REOI)**

Memo No.: PARTNER/APCU-BARC-86/SD13/2024/ ১২৬ ৯

Date: 28/10/2024

1	Ministry/ Division	Ministry of Agriculture
2	Agency	Bangladesh Agricultural Research Council
3	Procuring Entity Name	Dr. Md. Ashrafal Alam, Agency Program Director, PARTNER, APCU-BARC
4	Procuring Entity District	Dhaka
5	Request for Expressions of Interest for Selection	Selection of Consulting Firm for Audio Visual Document Preparation
6	REOI Ref No.	SD/PARTNER/BARC-13 Date: 28/10/2024
<b>KEY INFORMATION</b>		
7	Procurement method	Quality Cost Based Selection (QCBS)
<b>FUNDING INFORMATION</b>		
8	Budget and Source of	World Bank & IFAD
<b>PARTICULAR INFORMATION</b>		
9	Project/Programme Code (if applicable)	N/A
10	Project/Programme Name (if applicable)	Program on Agricultural and Rural Transformation for Nutrition, Entrepreneurship and Resilience in Bangladesh (PARTNER), APCU-BARC
11	EoI Closing Date and	<b>14/11/2024 at 5.00 PM</b>
12	Place of EoI Submission	Office of the Agency Program Director, PARTNER, APCU-BARC, Admin building (2 <sup>nd</sup> Floor), Bangladesh Agricultural Research Council, Farmgate, Dhaka-1215
13	Joint Venture	Allowed
<b>INFORMATION FOR APPLICANT</b>		
14	Brief Description of the Assignment	<p>The primary objective of this assignment is to produce 22 professionally crafted Audio Visual (AV) documentaries that showcase the ground breaking innovations and research contributions of NARS institutes. These institutes have been instrumental in developing new technologies, crop varieties, and cultivation techniques that address critical challenges in the agricultural sector, such as increasing productivity, sustainability, resilience to climate change, and food security.</p> <p>Each AV will be between 10 to 15 minutes long, designed to provide a concise yet comprehensive look at specific innovations that have the potential to transform agricultural practices across Bangladesh. The goal is to effectively communicate the significance of these innovations, their impact on farmers and agriculture, and how they align with national goals for agricultural development. The AVs will also serve as valuable tools for raising awareness among stakeholders, including policymakers, development partners, agribusinesses, and the broader farming community, to encourage wider adoption of these innovations.</p> <p><b>(Detailed in TOR).</b></p>
15	Experiences, Resources & Delivery Capacity Required	<p>The firms must meet the following minimum eligibility criteria:</p> <ol style="list-style-type: none"><li>1. The firm must have a minimum of 8 years of experience of carrying out relevant assignments with having updated Trade License, TIN, VAT, Incorporation &amp; updated income tax Certificate, ISO 27001 Certificate.</li><li>2. The firm/production house/ agency must have a full-time director with minimum 8 years' experience on similar assignments. The director must have experience of production govt. or large conglomerate AV project of relevant sector or natures.</li><li>3. The minimum specific experience as a Prime Contractor in providing Consultancy Service at least 02 (Two) contract of production Audio Visual documentary completed in last Five (5) years in government/semi government /Autonomous body/ large conglomerate.</li><li>4. Must have experience of working in several projects of respective ministry.</li><li>5. Firm must demonstrate its management capacity (website link or brochures and other documents describing similar assignments, experience, availability of appropriate professional staff and experience among applicant's staff, resources to carry out the assignment).</li><li>6. The firm must have its own upgraded post-production facility with a full-time skilled editor, professional color grading artist, bi-lingual scriptwriters and dedicated resource person for audio and computer graphics.</li><li>7. The firm will be required to ensure 4K (3840X2160 pixel) camera, drone, proper lights, grips, Hi-quality audio set-up, computer graphics, music and SFX as per the demand. The firm need to submit the document with the offer.</li><li>8. Must submit completion certificates of the similar nature services completed within the last 5(five) years with details of issuing authorities;</li><li>9. Working experience in the development funded projects will be an added advantage</li></ol>

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		<p>10. The firm should have yearly turnover minimum 5.0 Crore. Must submit last 3 (Three) year's financial audit report.</p> <p>11. Must have working capital/liquid assets/credit facilities/bank solvency to successfully carry out the assignment;</p> <p><b>Key Experts will not be evaluated at the shortlisting stage.</b></p> <p>The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <a href="http://www.barc.gov.bd">www.barc.gov.bd</a> or can be obtained at the address given below.</p>
<b>PROCURING ENTITY DETAILS</b>		
16	Name of Official Inviting EOI	Dr. Md. Ashraful Alam
17	Designation of Official Inviting EOI	Agency Program Director.
18	Address of Official Inviting EOI	PARTNER, Bangladesh Agricultural Research Council, New Airport Road, Farmgate, Dhaka-1215
19	Contact details of Official Inviting EOI	Phone: +88-02-41025277 Email: <a href="mailto:ashrafulw@yahoo.com">ashrafulw@yahoo.com</a>
20	<p><b>Special Conditions:</b></p> <p>a) Consultants will be selected in accordance with the Public Procurement Rules-2008.</p> <p>c) Interested consultants may obtain further information at the address below during office hours.</p> <p>d) The authority reserves the right to cancel all or any of the Expression of Interest (EOI) without assigning any reasons whatsoever.</p> <p>e) Expression of Interest (EOI) shall be submitted in sealed envelope with one original and one copy of the original and a soft copy in pen drive must be delivered to the address of the undersigned.</p>	

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*Ashraful Alam*  
28.10.2024

(Dr. Md. Ashraful Alam)  
Agency Program Director, PARTNER  
APCU-BARC  
Farmgate, Dhaka-1215  
Phone: +88-02-41025277  
Email: [ashrafulw@yahoo.com](mailto:ashrafulw@yahoo.com)

**Government of the People's Republic of Bangladesh**  
**Office of the Agency Program Director**  
**Program on Agricultural and Rural Transformation for Nutrition, Entrepreneurship, and**  
**Resilience in Bangladesh (PARTNER)**  
**APCU-BARC**  
**Bangladesh Agricultural Research Council (BARC)**  
**New Airport Road, Farmgate, Dhaka-1215**

**Terms of Reference (ToR)**

**Selection of Consulting Firm for Audio Visual Document Preparation under package No.:  
SD/PARTNER/BARC-13**

**Background**

The Government of Bangladesh designed a new "Program on Agricultural and Transformation for Nutrition, Entrepreneurship, and Resilience Bangladesh (PARTNER)" to promote diversification, food safety, entrepreneurship, and resilience in the agri-food value chains of Bangladesh. The Program implementation has commenced from July 2023 and will be continued till Jun 2028. The Program is being implemented under the Ministry of Agriculture (MoA) through the department of Agricultural Extension (DAE), lead implementing agency, Department of Agricultural Marketing (DAM), Bangladesh Agricultural Research Council (BARC), Bangladesh Agricultural Development Corporation (BADC), Bangladesh Agricultural Research Institute (BARI), Bangladesh Rice Research Institute (BRRI), and Brind Multipurpose Development Authority (BMDA). A Program Coordination Unit (PCU) has been established under the DAE with Agency Program Coordination Units (APCUs) at each of the implementing agencies. In addition, there will be another eight agencies (BINA, BIRTAN, BJRI, BWMRI, SRDI, BSRI, CDB, and Hortex Foundation) as strategic partners of the PCU-DAE. The Government has received a credit from the International Development Association (IDA) Credit No. IDA 7299-BD for US\$ 500million and IFAD for US\$43 million towards the cost of PARTNER.

The Program will primarily focus on three Results Areas (RA1: Promoting sustainable and nutritious food production; RA2: Increasing entrepreneurship and access to service along the value chain; and RA3: Modernizing institutions and policies for agriculture transformation) that support the GoB's vision and objectives of achieving a safe and profitable agriculture, and sustainable food and nutrition security. The Program will be disbursed by a new financial modality, program for results (PforR), which will be measured by ten (10) disbursement link indicators (DLIs) along with twenty-four (24) disbursement linked results (DLRs) under the three result areas (RAs).

**2. Objective of the Assignment**

The primary objective of this assignment is to produce 22 professionally crafted Audio Visual (AV) documentaries that showcase the ground breaking innovations and research contributions of NARS institutes. These institutes have been instrumental in developing new technologies, crop varieties, and cultivation techniques that address critical challenges in the agricultural sector, such as increasing productivity, sustainability, resilience to climate change, and food security.

Each AV will be between 10 to 15 minutes long, designed to provide a concise yet comprehensive look at specific innovations that have the potential to transform agricultural practices across Bangladesh. The goal is to effectively communicate the significance of these innovations, their impact on farmers and agriculture, and how they align with national goals for agricultural development. The AVs will also serve as valuable tools for raising awareness among stakeholders, including policymakers, development partners, agribusinesses, and the broader farming community, to encourage wider adoption of these innovations.

**3. Audiovisual Material Creation**

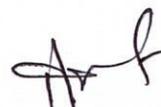
Audio-visual materials such as videos will be made. Besides technical documents, manuals, leaflets, and booklets about the promising technologies will be digitized and kept in a digital archive. Using the archive



entrepreneurs, farmers, extension workers, and researchers would be benefitted having a detailed understanding of the new and promising technologies of different fields of agriculture. The videos will be detailed including technological aspects, practical demonstrations/applications, benefits, cautions etc. of the selected technologies. The documentaries will provide a detailed practical guide for different levels of users including farmers and Agri-entrepreneurs.

**The key elements to be featured in each AV include:**

- a. **Innovations in Focus:** Each documentary will centre around a specific agricultural innovation, which could be a new crop variety, a novel farming technique, a technology for pest control, soil management, irrigation, or post-harvest processing etc. These innovations will be carefully selected in collaboration with the concerned research institutes to ensure that they represent the most impactful and scalable developments in the field.
- b. **Interviews with Leading Scientists:** To provide credibility and context, each AV will include short interviews with scientists, researchers, or other experts directly involved in the development and implementation of the featured innovations. These interviews will highlight the research process, the challenges overcome during development, and the expected outcomes in terms of agricultural productivity and sustainability. The scientists will also explain the potential benefits of the innovations for farmers and the agricultural sector as a whole.
- c. **Field Footage of Innovations in Practice:** To demonstrate the practical application of the innovations, the AVs will incorporate on-site video footage taken in the fields where these technologies and practices are being implemented. This will allow viewers to see first-hand how the innovations are being used by farmers, what challenges they address, and the tangible outcomes, such as increased yields, improved crop resilience, or reduced costs. The field footage will also capture the real-life environment in which these innovations are applied, including the conditions faced by farmers, such as climate variability, water scarcity, and pest infestations.
- d. **Visual Storytelling:** The AVs are expected to be visually engaging, making extensive use of dynamic footage, animations, infographics, and other visual aids to enhance understanding. Clear and concise storytelling will be employed to ensure that the content is accessible to a wide range of audiences, including farmers with varying levels of literacy, agricultural stakeholders, government officials, and the general public. The AVs will be crafted to strike a balance between technical accuracy and simplicity of communication, ensuring that complex scientific concepts are conveyed in a relatable and easy-to-understand manner.
- e. **Purpose and Impact of the AVs:** The overarching aim of these AV documentaries is to communicate the potential of agricultural innovations to transform the livelihoods of farmers and support the broader goals of Bangladesh's agricultural development. Specifically, these AVs will serve the following purposes:
  - **Knowledge Dissemination:** By presenting cutting-edge agricultural research and innovations in an easily digestible format, these AVs will serve as an educational tool for farmers, agricultural extension workers, and other stakeholders. They will help bridge the gap between scientific research and practical application in the field.
  - **Awareness Building:** The AVs will create awareness about the availability of new technologies and farming techniques that can improve productivity, efficiency, and sustainability. This is critical to ensuring that these innovations are widely adopted by farmers across the country.
  - **Policy Advocacy:** By showcasing the achievements of the research institutes, these AVs will support efforts to advocate for continued investment in agricultural research and development. Policymakers and development partners will be encouraged to recognize the value of scientific innovation in addressing the challenges facing Bangladesh's agriculture.



- **Stakeholder Engagement:** The AVs will engage a wide array of stakeholders, including development partners, agribusinesses, and NGOs, who may have a role in scaling up the innovations. They will provide a clear picture of how the innovations can be integrated into existing agricultural systems and value chains.
  - **Public Outreach:** The documentaries will be designed for wide dissemination, including through national television, social media platforms, agricultural fairs, and workshops. Their primary target audiences will include farmers, agricultural extension workers, rural communities, and the general public.
- f. **Alignment with National Priorities:** The AVs will also align with Bangladesh's national agricultural policies and goals, particularly in areas such as food security, climate resilience, sustainable agricultural practices, and rural development. Each documentary will emphasize how the featured innovation contributes to these broader goals, showing the direct link between research outputs and their impact on national priorities.
- g. **Language and Accessibility:** The AVs will be produced in both Bangla and English, ensuring that they are accessible to a wide audience. Subtitles, voiceovers, and narration will be used to enhance comprehension for viewers from different backgrounds. Additional features, such as sign language interpretation and audio descriptions for visually impaired viewers, may also be incorporated to ensure full accessibility.
- h. **Supporting the Research Institutes:** These AVs will serve as a platform to highlight the vital role played by NARS institutes. They will not only showcase the results of their work but also reinforce the importance of continued support for scientific research in addressing the challenges of food security, climate change, and sustainable agriculture.

By achieving these objectives, the AVs will contribute to the broader mission of BARC and the research institutes in promoting innovation and enhancing the agricultural sector's contribution to Bangladesh's economic and social development.

#### 4. Scope of Work

The scope of work for this assignment involves the complete end-to-end production of 22 high-quality Audio Visual (AV) documentaries, each focusing on key agricultural innovations from NARS institutes. These AVs will capture and present the impact of these innovations on agriculture in Bangladesh through engaging storytelling, expert interviews, and real-life footage of the innovations in use. The documentaries are intended to reach a broad audience, including policymakers, farmers, stakeholders, and the general public, with the aim of promoting knowledge dissemination and awareness of scientific advances in agriculture.

#### 5. Key Tasks and Responsibilities

The selected firm will be responsible for the following tasks:

The firm will be required to undertake a series of key tasks and responsibilities that ensure the production of high-quality, informative, and visually engaging Audio Visual (AV) documentaries. These tasks are critical for accurately portraying the innovations from the NARS institutes and for effectively communicating their impact on agriculture in Bangladesh.

The key tasks and responsibilities include:

##### a. In-Depth Research and Content Development:

- **Identify Key Innovations:** Collaborate closely with each research institute to identify the specific innovations that will be featured in the AVs. This requires a thorough understanding of the innovations' objectives, their benefits, and their application in the field.
- **Script Development:** Develop detailed scripts for each AV, incorporating technical information about the innovations, success stories, and relevant data. The scripts should balance scientific accuracy with clear and engaging language, making the content accessible to both technical and non-technical audiences, including farmers and policymakers.

- **Interview Preparation:** Prepare interview guides for experts, researchers, and farmers who will be featured in the documentaries. The interviews should highlight the innovation development process, its application, and its real-world impact on farming practices and productivity.

**b. Pre-Production Planning:**

- **Location Scouting:** Conduct pre-visits to the agricultural fields, research facilities, and rural communities where the innovations are being implemented. This will help determine the most visually compelling locations for shooting.
- **Scheduling and Coordination:** Work closely with BARC, the research institutes, and key stakeholders to schedule interviews, field visits, and filming dates. Ensure that all necessary permissions and logistics, such as travel arrangements and equipment preparation, are handled efficiently. Finalize the script and storyboard for each AV in collaboration with the concerned research institutes and BARC.
- **Storyboarding and Visual Planning:** Create detailed storyboards that outline the visual flow of each AV. This includes planning the types of shots required (e.g., aerial views, close-ups, action sequences) and the narrative sequence, such as introducing the problem, presenting the innovation, and showing its results in the field.

**c. Production:**

- **On-Location Filming:** Film in the identified agricultural fields, research centers, and rural communities to capture the innovations in action. This includes footage of crops, technologies, farming practices, and the innovations' direct impact on farmers' lives.
- **Interviews with Key Stakeholders:** Conduct and film interviews with leading scientists, researchers, and farmers who are directly involved in or benefitting from the innovations. Ensure that interviews are well-lit, clear, and provide insightful commentary on the significance of the innovations.
- **High-Quality Visuals and Audio:** Use professional-grade equipment, including 4K cameras, drones, high-quality lighting, and audio setups, to ensure that the footage meets international standards. Capture a variety of shots that illustrate the scale, scope, and impact of the innovations.

**d. Post-Production:**

- **Editing and Storytelling:** Edit the footage into concise, 3 to 5-minute AVs that effectively convey the message of each innovation. Ensure smooth transitions, coherent storytelling, and a balance between technical details and visual engagement.
- **Graphics and Animation:** Incorporate animations, infographics, and other visual aids to help explain complex scientific processes or data. Use computer graphics to simulate agricultural cycles, technological interventions, or outcomes.
- **Sound Design and Voiceovers:** Add clear, professional voiceovers in both Bangla and English. Ensure that music, sound effects (SFX), and ambient sound enhance the emotional impact and clarity of the message.
- **Subtitles and Accessibility:** Provide subtitles in both languages and ensure that the content is accessible to a broad audience, including individuals with hearing impairments.

**e. Quality Assurance and Revisions:**

- **Draft Review:** Submit draft versions of each AV to BARC and the respective research institutes for review. Incorporate feedback and suggestions, ensuring that the AVs accurately represent the innovations and align with the institutes' objectives.
- **Final Approval:** Obtain final approval from BARC and the research institutes before delivering the final versions of the AVs. Ensure that all necessary revisions are made to meet the expectations of stakeholders.

**f. Deliverables and Documentation:**

- **Final AVs:** Deliver the final AVs in 4K resolution, formatted for broadcast, online distribution, and presentations. The AVs must be compatible with various media platforms, including television, social media, and websites.
- **Raw Footage and Source Files:** Provide BARC with all raw footage, editable project files, and other production assets (e.g., music licenses, scripts). These materials will remain the property of BARC for future use.
- **Post-Production Reports:** Submit detailed reports outlining the production process, challenges faced, solutions implemented, and any additional recommendations for future AV productions.

**g. Project Management and Communication:**

- **Regular Progress Updates:** Maintain clear communication with BARC and the research institutes throughout the production process. Provide regular updates on project milestones, including the status of filming, editing, and any unforeseen challenges or delays.
- **Coordination with Stakeholders:** Ensure effective coordination with all involved parties, including the research institutes, BARC, and external experts. This will be crucial for securing timely access to locations, interviewees, and resources.
- **Adherence to Timelines:** Ensure that all production activities are completed within the agreed timeline. This includes pre-production planning, on-site filming, post-production, and final delivery.

**h. Compliance with Ethical and Safety Standards:**

- **Ethical Considerations:** Ensure that all filming, interviews, and content creation are conducted ethically, respecting the rights and dignity of all participants, particularly farmers and local communities.
- **Safety Protocols:** Implement strict safety protocols during field visits, especially in rural areas, to ensure the health and safety of the production crew, interview subjects, and local participants.

**i. Technical Requirements:**

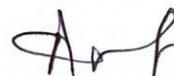
- **Equipment Standards:** The firm must use industry-standard equipment, including 4K cameras, drones for aerial footage, high-quality lighting setups, and professional audio systems, to ensure that the AVs meet the highest technical standards.
- **Post-Production Facilities:** The firm must have access to an upgraded post-production facility with the capability for professional editing, color grading, audio mixing, and graphic design.

**j. Final Presentation and Handover:**

- **AV Presentation:** Upon completion of the project, the firm will be required to present the final AVs to BARC, the research institutes, and other key stakeholders in a formal presentation. The AVs will be evaluated based on their quality, accuracy, and overall impact.
- **Handover of Deliverables:** Ensure that all final deliverables, including the AVs, raw footage, scripts, and project files, are formally handed over to BARC in both physical and digital formats. This ensures that BARC retains full ownership of the content for future use.

**Final Audio Visuals:**

- **Number of AVs:** The firm will produce a total of 22 AVs, each focusing on a specific agricultural innovation from one of the NARS research institutes.
- **Duration of AVs:** Each AV will have a duration of 3 to 5 minutes, ensuring that the content is concise while effectively covering the subject matter.
- **Resolution:** All AVs must be delivered in 4K (3840 x 2160 pixels) resolution to ensure the highest video quality suitable for broadcasting and digital platforms.
- **Audio Quality:** High-quality audio production, including clear interviews, background music, and sound effects (SFX), must be integrated. The final AVs should be mixed and mastered for optimal sound performance across various media formats (television, web, etc.).



- **Language Versions:** Each AV must be produced in two language versions—Bangla and English—with bilingual scripts. Both language versions should be subtitled in the opposite language for accessibility.

**Raw Footage:**

- The firm must deliver all raw footage collected during the filming process, organized and cataloged. This includes interview footage, field shots, aerial drone footage, and any other visual materials captured during the project.
- All raw footage must be delivered in high-resolution formats suitable for future use and re-editing, and it must remain the property of BARC.

**Script and Storyboard Documentation:**

- **Finalized Scripts:** Submit all finalized scripts for the 22 AVs in both Bangla and English. The scripts should include a breakdown of the key messages, scientific details, and narrative flow for each AV.
- **Storyboards:** Provide detailed storyboards used during pre-production, showing the visual plan for each AV. These storyboards will help illustrate how the narrative and visuals are coordinated.

**Post-Production Materials:**

- **Edited Project Files:** The firm must submit all editable project files from post-production software (e.g., Adobe Premiere, Final Cut Pro, DaVinci Resolve). These files should include timelines, assets, and settings used in the final AVs.
- **Graphics and Animations:** Submit all graphics, animations, infographics, and other digital assets used in the AVs. These should be delivered in editable formats (e.g., Adobe After Effects, Photoshop, Illustrator) so that they can be modified or reused for future projects.
- **Audio Files:** Deliver all audio files used in the AVs, including voiceovers, music tracks, sound effects, and any other audio assets. Each audio file should be clearly labeled and delivered in high-quality formats (e.g., WAV, MP3).

**Subtitles and Transcripts:**

- **Subtitles:** Provide subtitle files (in SRT or other standard formats) for both the Bangla and English versions of the AVs. These subtitles should be synchronized and accurate for both language versions.
- **Transcripts:** Deliver verbatim transcripts of all interviews conducted during the production. These transcripts will be used for archiving, accessibility, and future research purposes.

**Progress Reports and Documentation:**

- **Quarterly Progress Reports:** Submit quarterly progress reports to BARC, outlining the status of the project, any challenges faced, and the steps taken to address them. These reports should include updates on pre-production, filming, post-production, and any revisions.
- **Final Report:** Upon completion of the project, the firm must deliver a final report summarizing the entire AV production process. This report should detail the work completed, challenges overcome, lessons learned, and recommendations for future AV projects.
- **Project Completion Documentation:** Include all necessary documentation showing the project's successful completion, such as project approval forms, completion certificates, and any relevant stakeholder feedback.

**Handover and Archiving:**

- **Handover of Materials:** All final AVs, raw footage, scripts, post-production materials, and reports must be formally handed over to BARC. The firm must ensure that BARC retains full ownership of all deliverables, including the intellectual property rights for future use.



- **Digital and Physical Delivery:** The deliverables must be submitted both digitally (on hard drives or other storage media) and physically (e.g., in the form of DVDs or USB drives) to ensure multiple copies are available for archiving and dissemination.

**Media Formats and Compatibility:**

- **Multiple Formats:** The final AVs must be delivered in multiple formats suitable for broadcast, online streaming, and presentations. This includes MP4, MOV, and other relevant formats as specified by BARC.
- **Platform-Specific Deliveries:** Ensure that the AVs are optimized for different platforms, including television broadcasting, social media (e.g., YouTube, Facebook), and websites. Deliver separate versions if needed for different platform specifications.

**Presentation and Review:**

- **Presentation of AVs:** Organize and conduct a formal presentation of the completed AVs to BARC and the research institutes. This presentation will allow stakeholders to review the final products, provide feedback, and suggest any final revisions before formal approval.
- **Revisions:** Be prepared to make any necessary revisions based on feedback received during the final review.

**The firms must meet the following minimum eligibility criteria:**

1. The firm must have a minimum of 08(Eight) years of experience of carrying out relevant assignments with having updated Trade License, TIN, VAT, Incorporation & updated income tax Certificate, ISO 27001 Certificate.
2. The firm/production house/ agency must have a full-time director with minimum 08(Eight) years' experience on similar assignments. The director must have experience of production govt. or large conglomerate AV project of relevant sector or natures.
3. The minimum specific experience as a Prime Contractor in providing Consultancy Service at least 02 (Two) contract of production Audio Visual documentary completed in last Five (5) years in government/semi government /Autonomous body/ large conglomerate.
4. Must have experience of working in several projects of respective ministry.
5. Firm must demonstrate its management capacity (website link or brochures and other documents describing similar assignments, experience, availability of appropriate professional staff and experience among applicant's staff, resources to carry out the assignment).
6. The firm must have its own upgraded post-production facility with a full-time skilled editor, professional color grading artist, bi-lingual scriptwriters and dedicated resource person for audio and computer graphics.
7. The firm will be required to ensure 4K (3840X2160 pixel) camera, drone, proper lights, grips, Hi-quality audio set-up, computer graphics, music and SFX as per the demand. The firm need to submit the document with the offer.
8. Must submit completion certificates of the similar nature services completed within the last 5(five) years with details of issuing authorities;
9. Working experience in the development funded projects will be an added advantage
10. The firm should have yearly turnover minimum 5.0 Crore. Must submit last 3 (Three) year's financial audit report.
11. Must have working capital/liquid assets/credit facilities/bank solvency to successfully carry out the assignment;

**6. Team Composition and Key Experts**

The firm must ensure that a qualified and experienced team is engaged to successfully complete the project. The team composition is crucial for the effective production of the Audio Visual (AV) documentaries, which will highlight innovations from key agricultural research institutes. The proposed team must include




experts with relevant backgrounds in film production, agriculture, and media, ensuring a balance of technical and creative expertise. Below are the key team members and their required qualifications.

**1. Project Director/Team Leader:**

- **Educational Qualification:** Minimum Bachelor's degree in Media Studies, Film Production, or any related field. Higher education (Master's or Ph.D.) in a relevant field will be considered an asset.
- **Experience:** At least 10 years of experience in managing and directing AV or documentary projects, particularly in the agriculture or development sector.
- **Roles and Responsibilities:**
  - Overall leadership and supervision of the project.
  - Coordination between BARC, the research institutes, and the production team.
  - Ensuring the project is delivered on time and meets the highest standards.
  - Final approval of scripts, storyboards, and post-production work.

**2. AV Production Manager:**

- **Educational Qualification:** Bachelor's degree in Media Studies, Film Production, or a related field.
- **Experience:** At least 7 years of experience in managing the logistics of AV production.
- **Roles and Responsibilities:**
  - Managing day-to-day production schedules.
  - Ensuring all technical equipment, crew, and logistical arrangements are in place.
  - Overseeing field operations, including location shoots and interviews.

**3. Scriptwriter (Bilingual – Bangla and English):**

- **Educational Qualification:** Bachelor's degree in Agriculture/Journalism/ Mass Communication/ Literature, or a related field.
- **Experience:** At least 5 years of experience in writing scripts for AV documentaries, preferably in the development or agricultural sectors.
- **Roles and Responsibilities:**
  - Writing clear, engaging, and scientifically accurate scripts.
  - Developing storylines in both Bangla and English.
  - Collaborating with scientists to ensure scientific accuracy in layman's terms.

**4. Director of Photography (DOP):**

- **Educational Qualification:** Degree or diploma in Film or Media Studies with a focus on cinematography.
- **Experience:** Minimum of 5 years of experience in cinematography, especially in documentary or agricultural sector projects.
- **Roles and Responsibilities:**
  - Leading the visual storytelling of the AVs.
  - Ensuring high-quality visuals with the use of 4K cameras, drones, and other necessary equipment.
  - Capturing innovative agricultural practices in field conditions.

**5. Editor:**

- **Educational Qualification:** Bachelor's degree in Film Editing, Media Studies, or a related field.
- **Experience:** Minimum of 5 years of experience in video editing with expertise in editing documentaries or AV projects.
- **Roles and Responsibilities:**
  - Editing the raw footage into compelling, concise, and informative AVs.
  - Integrating music, sound effects, and voiceovers.
  - Performing color grading, sound mixing, and final output in high-resolution formats.



#### 6. Sound Engineer/Voice Artist:

- **Educational Qualification:** Degree or diploma in Sound Engineering or Audio Production.
- **Experience:** At least 5 years of experience in audio recording and editing for documentaries.
- **Roles and Responsibilities:**
  - Ensuring high-quality audio capture during interviews and field shoots.
  - Overseeing audio post-production, including mixing, voiceover integration, and sound effects.

#### 7. Field Coordinator:

- **Educational Qualification:** Bachelor's degree in Agriculture or related fields.
- **Experience:** At least 5 years of experience coordinating field projects in rural or agricultural settings.
- **Roles and Responsibilities:**
  - Coordinating field shoots, including permissions, scheduling, and logistics.
  - Ensuring that fieldwork is completed on time and as per plan.
  - Liaising with the research institutes and local communities.

#### 8. Drone Operator:

- **Educational Qualification:** Certified drone operator with a diploma or training in aerial videography.
- **Experience:** Minimum 5 years of experience in drone operations, particularly in field-based video production.
- **Roles and Responsibilities:**
  - Capturing aerial footage of agricultural innovations.
  - Ensuring safe and legal drone operations.

#### 9. Graphic Designer/Animator:

- **Educational Qualification:** Bachelor's degree in Graphic Design, Animation, or a related field.
- **Experience:** At least 5 years of experience in creating motion graphics and infographics for documentaries.
- **Roles and Responsibilities:**
  - Creating infographics and motion graphics that illustrate the agricultural innovations.
  - Designing visual elements for AVs, such as titles and subtitles.

#### 10. Production Associates/Support Staff:

- **Roles and Responsibilities:**
  - Assist in logistics, setup, and overall coordination.
  - Support the core team during shoots and post-production.

#### 7. Timeline and Work Plan

The firm will be contracted for a period of **3 years**, during which they will be responsible for producing a total of **22 Audio Visual (AV) documentaries**. This allows sufficient time for each phase of the AV production, from pre-production to post-production, with opportunities for feedback, revisions, and final approval each year.

##### a. Project Duration:

- The total contract period is **3 years**.
- The firm must ensure that the yearly production cycle is adhered to, delivering the required AVs on time and ensuring continuous engagement with BARC and the agricultural research institutes.

##### b. Phases of the Project (Yearly Cycle):

###### Phase 1: Pre-Production (3 Months Per Year)

- **Activity 1.1: Annual Project Kick-off and Briefing**



- Timeline: Month 1 (Annually)
- Description: A meeting between BARC, the research institutes, and the production firm to discuss the annual goals, AV topics, and any updates or adjustments in the project plan.
- Deliverable: Annual project brief with a clear understanding of the agricultural innovations to be covered in the AVs.
- **Activity 1.2: Research and Scripting**
  - Timeline: Month 1 to Month 2 (Annually)
  - Description: The firm will begin researching the selected innovations for that year and develop detailed scripts, including interviews with scientists and visual concepts.
  - Deliverable: First draft of scripts for the assigned AVs, to be reviewed by BARC and the research institutes.
- **Activity 1.3: Location Scouting and Scheduling**
  - Timeline: Month 2 to Month 3 (Annually)
  - Description: Scouting for suitable filming locations and finalizing the shooting schedule based on availability of the innovations and scientists.
  - Deliverable: Finalized shooting schedule and confirmation of locations for the year.

**Phase 2: Production (3 Months Per Year)**

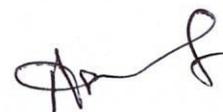
- **Activity 2.1: Field Filming**
  - Timeline: Month 4 to Month 6 (Annually)
  - Description: Filming begins, capturing innovations in the field, along with interviews of scientists and agricultural experts.
  - Deliverable: Raw footage for assigned AVs each year, captured using 4K cameras and drones.
- **Activity 2.2: Drone and Special Footage**
  - Timeline: Concurrent with Activity 2.1
  - Description: Drone footage and special cinematography for large-scale innovations or experiments.
  - Deliverable: Drone footage integrated into the AV content.

**Phase 3: Post-Production (3 Months Per Year)**

- **Activity 3.1: Editing and Initial Compilation**
  - Timeline: Month 7 to Month 9 (Annually)
  - Description: Editing the raw footage, including cutting, sound integration, and adding motion graphics and visual effects.
  - Deliverable: First draft of the assigned AVs, submitted to BARC for review.
- **Activity 3.2: Revisions and Feedback**
  - Timeline: Month 10 (Annually)
  - Description: Reviewing the draft AVs with BARC, making necessary revisions and improvements.
  - Deliverable: Final drafts of the assigned AVs for the year.

**Phase 4: Finalization and Handover (2 Months Per Year)**

- **Activity 4.1: Final Approval**
  - Timeline: Month 11 (Annually)
  - Description: Final review and approval of the assigned AVs for the year by BARC.
  - Deliverable: Officially approved assigned AVs for public release.
- **Activity 4.2: Delivery of Final Materials**
  - Timeline: Month 12 (Annually)
  - Description: Submission of all required deliverables for the year, including the final AVs, raw footage, and any other supporting documentation.

- Deliverable: Complete set of deliverables for the year, including a project completion report.

**c. Key Milestones:**

- **Year 1, Month 3:** Completion of pre-production for the first set of assigned AVs.
- **Year 1, Month 6:** Completion of field filming for the first assigned AVs.
- **Year 1, Month 9:** Delivery of the first draft of AVs.
- **Year 1, Month 12:** Final approval and submission of the first assigned AVs.
- **Year 2 and Year 3:** Similar timeline and milestones for the next two years.

**d. Contingency Planning:**

- The firm must include a contingency plan each year to address potential delays, including weather issues, scheduling conflicts, or unforeseen circumstances.
- Any delays must be communicated to BARC with an updated work plan for that year.

**8. Deliverables**

The firm will be responsible for providing a comprehensive set of deliverables throughout the duration of the project, which will contribute to achieving the goals of producing 22 Audio Visual (AV) documentaries on agricultural innovations. The deliverables will be categorized by phase and will include various formats to ensure thorough documentation and presentation of the work done (Stated on above).

**9. Payment Schedule**

The payment schedule outlines the financial terms and conditions for the project, ensuring that both parties are aligned on the deliverables and corresponding payments. The total contract value will be disbursed according to specific milestones tied to the completion of deliverables and project phases. The payment structure is designed to incentivize timely and high-quality deliverables while allowing for flexibility to accommodate the project's evolving needs.

Sl No.	Milestone	Payment Percentage	Conditions
1.	Submission of Inception Report and Production Plan	10%	Payment due upon acceptance of the inception report and production plan by PARTNER team, APCU-BARC.
2.	Delivery of year-1 assigned Audio Visuals (AV)	20%	Payment due upon successful delivery and acceptance of the year-1 assigned Audio Visuals (AV).
3.	Delivery of year-2 assigned Audio Visuals (AV)	35%	Payment due upon successful delivery and acceptance of the year-2 assigned Audio Visuals (AV).
4.	Delivery of year-3 assigned Audio Visuals (AV)	35%	Payment due upon successful delivery and acceptance of the year-3 assigned Audio Visuals (AV).

**10. Monitoring and Evaluation**

The Monitoring and Evaluation (M&E) section outlines the framework for assessing the project's progress and impact, ensuring accountability and facilitating continuous improvement throughout the production of the Audio Visual (AV) documentaries. This framework will help BARC measure the effectiveness of the firm's work, track the project's outcomes, and identify any areas for enhancement.

**Monitoring Activities:**

- **Regular Progress Meetings:** Monthly meetings between BARC and the firm to review progress, discuss challenges, and adjust plans as needed. These meetings will serve as checkpoints to evaluate adherence to timelines and quality of deliverables.

- **Field Visits:** BARC representatives may conduct periodic field visits during the production phase to observe filming processes, assess the work environment, and ensure compliance with safety and quality standards.
- **Review of Drafts:** BARC will review all draft scripts and first cuts of the AVs, providing feedback and guidance to the firm to ensure alignment with project goals.

**Evaluation Process:**

- A comprehensive review will take place halfway through the contract period (after Year-1, Year-2 and Year-3) to assess overall progress, quality of deliverables, stakeholder engagement, and areas for improvement.

**Reporting Requirements:**

- **Annual Evaluation Reports:** At the end of each contract year, the firm will submit an annual evaluation report summarizing project achievements, stakeholder feedback, and suggestions for future improvements.
- **Final Evaluation Report:** A comprehensive final report will be submitted at the end of the contract, encompassing all project activities, evaluations, and recommendations for future initiatives.

**Stakeholder Engagement:**

- BARC will engage relevant stakeholders (e.g., agricultural researchers, farmers, policymakers) in the evaluation process to gather diverse perspectives on the effectiveness and impact of the AVs.
- Stakeholder feedback will be incorporated into future projects to enhance their relevance and effectiveness.

**Conclusion**

The successful production of the Audio Visual (AV) documentaries focusing on innovations in agriculture in Bangladesh is a vital initiative undertaken by the PARTNER, APCU-BARC. Through this Terms of Reference (ToR), we have established a clear framework for the project, outlining the responsibilities, expectations, and deliverables of the selected firm. Through collaborative efforts and adherence to the defined Terms of Reference, BARC and the selected firm will work together to create impactful AVs that serve as valuable educational and promotional tools, ultimately contributing to the enhancement of agricultural practices in Bangladesh.

