



Government of the People's Republic of Bangladesh  
Office of the Project Director  
Strengthening the capacity of Bangladesh Food Safety Authority Project (1<sup>st</sup> Revised)  
Bangladesh Food Safety Authority (BFSA)  
BSL Office Complex, Building-2 (level-4)  
119 Kazi Nazrul Islam Avenue, Dhaka-1000.

**Terms of Reference (TOR)**  
**for**  
**Selection of Consulting Firm for**  
**Production of Food Safety Awareness TVC**

**Package No: SD3 (EOI)**

**September 2023**

# **Terms of Reference (TOR)**

## **for**

### **Production of Food Safety Awareness TVC**

#### **Background of the Project:**

Bangladesh Food Safety Authority (BFSA) is an autonomous national food safety regulatory Authority which works as a statutory organization. The authority was formed in 02 February 2015 under Section 5 of The Food Safety Act, 2013 of the People's Republic of Bangladesh with the mandate of making "provisions for the establishment of an efficient and effective authority and for regulating, through coordination, the activities relating to food production, import, stock supply, marketing and sales, so as to ensure the rights toward access to safe food through appropriate application of scientific process, upon repealing and enacting the existing laws connected thereto."

Bangladesh Food Safety Authority already launched its field level operation to 64 districts. Due to the lack of development projects, BFSA authority could not improve the service and activity to its expected standard in the last 06 years of its launch. Because of the following activities including- inspection/monitoring, testing laboratory for identification of contamination in food, mobile laboratory and lack of database for food businesses and monitoring and evaluation activities in food management, BFSA could not reach its goal to the prospective stage.

The main objects of this project is to assist in establishing an effective and skilled food safety authority. Part of the digitalization process, following actions is necessary- initiate robust field surveillance activity by establishing mobile laboratory and to reach that goal train human resource to improve their skill, organize workshop, seminar and rally to create awareness regarding food safety among general people, advertisement on electric and print media, set-up permanent digitalized advertisement board, routine monitoring of food management organization and food businessman to prevent contamination in food, digitalizing inspection system and form online complaint management system, prepare database for food inspector, food businessman and food business organizations, provide training to personnel related with food production and food businesses.

1. **Overall objective of the project:** To strengthen the capacity of Bangladesh food safety authority in order to ensure safe food for all citizens of Bangladesh.
2. **Specific Objective of the activity:** To raise awareness through media mobilization for information and knowledge about food safety at grass root level among much people.
3. **Project Period:** 01<sup>st</sup> July 2021 – 30<sup>th</sup> June 2025
4. **Project Location:** All over the Bangladesh.
5. **Target Group:** All citizens of Bangladesh.

  
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## 6. Scope of Work:

Scope of work for the assignment would be ensuring to make innovative TVC for Bangladesh Food Safety Authority. The agency will ensure the quality of technical part for this assignment particularly arrangement, organization and facilitation of all the develop concept, scripting, shooting, editing, background music and voice over for the TVC which will be broadcasted in national, private television channels and local TV cables, Social Media.

## 7. Detailed scope of work:

- a) Production of Food Safety Awareness TVC in Bangla (Probable number 05).
- b) Each Television Video Clip (TVC) duration will be 15 to 60 Second or nearer.
- c) Theme/Concepts for TVC: Food Safety Awareness (To be detailed in RFP).

## 8. What needs to be done for the assignment/task:

- Innovative concept and script/TV spot for TVC on food safety.
- Shooting plan/Work plan;
- Casting (options of celebrity artist)
- Production team and Post-production team.

9. **Target Audience:** General food consumers and food businessmen;

10. **Timetable:** The assignment must be completed and delivered by 30 days from contract sign.

## 11. Description of Tasks:

The consulting firm is required to undertake the following tasks for the production of TVC.

- 1) To prepare the concept/contents script and use other relevant reference materials as required.
- 2) Submission of development process (Script writing, recruitment of Artists, Film sharing, Editing, etc) of TVCs.
- 3) Get approval of the concept/script from Project Director before developing TVC.
- 4) Production of TVC.
- 5) Presentation of TVC (draft).
- 6) Final Presentation of TVC.
- 7) Final Production with all incorporation.

## 12. Requirements:

- a. The firm must have;
  - (1) Up to date valid Trade license.
  - (2) Tax Identification Number (TIN) with tax clearance Certificate for the latest fiscal year.
  - (3) VAT Registration Number.
  - (4) Financial Solvency certificate from any Scheduled Bank.
  - (5) The consultant/Consulting firms have to provide one completed work in the form of Google drive link/Pen Drive/DVD along with Completion Certificate.
- b. The firm/company must be a TV spot/video documentary production house/company having full shooting facilities with technical capabilities.

  
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- c. Consulting firms should submit their company profile along with incorporation certificate of registration.
- d. The expression of interest with valid company seal and signature should be submitted to the project director's office by 12 October 2023 no later than 12:00 pm.
- e. Project will evaluate the proposals as per the procurement rules and award the assignment based upon technical and financial feasibility. Only the successful applicant will be contacted for further process.
- f. Experience in making Video spot/Awareness TVC etc for Government organization will be considered as an added advantage.
- g. The company must have substantial TV spots/documentary/multimedia production related 5 years of experience.
- h. Team leader and Key members must have appropriate adequate experience with similar Video production related activities.
- i. The Firm should submit work plan, methodology, time frame with their proposal.

### 13. Other related document:

- Brochure of the firm should be submitted.
- Must follow the rules of National Broadcasting Policy, 2014 and international broadcasting standard.
- A list of accomplished works/services should be submitted as experience with certificate from the clients'.
- Team Leader/Director should have at least five years of experience in TVC/Awareness video and documentary production.
- Script writer should have at least five years of experience in script writing.
- Cameraman and Video Graphics Expert should have at least five years of experience on the audio-visual field.
- CV of key personnel, who will be involved in the assignment have relevant experience of at least Five Years in relevant fields, should be submitted with photo.
- Probable Artists List and their CV should be submitted.

### 14. Deliverable items:

- a) Master copy of the each product with All raw footage
- b) All versions must be suitable for - Broadcast on TV channels; - Conference presentations on large screens; - Internet and mobile internet use through platforms such as website, YouTube and Facebook.
- c) Web optimized version for all outputs

### 15. Mode of Payment

The mode of payment will be through account payee cheque or bank transfer in the name of the firm. The Project will deduct VAT, Income Tax at source and other tax (if any) as per Bangladesh Government rules.

### 16. Code of Conduct:

- (a) All the documents and information produced by or during the consultancy services will be the sole property of the BFSA. No information or document is permitted to transfer or share or disseminate elsewhere without the permission of Authority.

  
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- (b) The project shall have the copy right of all documents developed under this assignment.
- (c) The Contracted firm and outsourced agents must comply the work order conditions, special instructions regarding BFSA & Govt. service regulations as applicable.

**17. Disclaimer:** Strengthening the capacity of Bangladesh Food Safety Authority Project has the rights to accept or reject any or all tender/proposals without assigning any reason what so ever.



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