

Terms of Reference (ToR)
**Hiring of a Consulting Firm for TVC and Documentary
Telecasting through Private TV Channels**

Package No.: SD-4
FY: 2025-2026

Project Title: Development of the Living Standard of the Marginalized
Professionals of Bangladesh (2nd Phase)
Implementing Agency: Department of Social Services (DSS)
Ministry: Ministry of Social Welfare

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1. Background of the Work:

The "Development of the Living Standard of the Marginalized Professionals of Bangladesh (2nd Phase)" project, implemented by the Department of Social Services (DSS) under the Ministry of Social Welfare, is dedicated to uplifting the socio-economic conditions of marginalized professional communities. The project employs a multi-faceted approaches, including skill enhancement training, entrepreneurship support, and the promotion of traditional products. Currently, the project reaches 12,000 direct beneficiaries across 57 districts of Bangladesh, providing 10-day soft skills training, seed grants, and facilitating product showcasing through regional exhibition and marketing centers.

To amplify the project's impact, ensure widespread visibility among key stakeholders (including the general public, policymakers, and potential beneficiaries), and foster a deeper understanding of its successes, the project seeks to develop and broadcast high-quality video documentation materials. These materials will comprise two distinct documentaries (each with a duration of 5-7 minutes) and one compelling 30-40 second Television Commercial (TVC), intended for national broadcast on private television channels and strategic dissemination across digital media platforms.

2. Objectives of the Assignment

Promote Project Achievements and Impact:

Effectively communicate the project's successes, lessons learned, and overall positive impact on the lives of marginalized professionals, thereby encouraging replication of successful interventions and garnering policy support for future initiatives.

Showcase Beneficiary Success Stories:

Highlight compelling individual and community success stories of marginalized professionals who have directly benefited from the project, fostering empathy, inspiring hope, and demonstrating the tangible outcomes of the project's efforts.

Raise Awareness and Promote Marketing Centers:

Create a dynamic Television Commercial (TVC) that succinctly articulates the project's overarching goal and actively promotes the regional exhibition and marketing centers nationwide, encouraging public engagement and patronage.

Enhance Project Visibility and Brand Recognition:

Strengthen the project's public image and brand recognition, positioning it as a leading initiative in social welfare and community development.

Document Project Journey:

Provide valuable visual documentation of the project's implementation, processes, and outcomes for internal review, stakeholder reporting, and future reference.

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Scope of the Work:

The selected consulting firm will be responsible for the comprehensive production, post-production, and telecasting of the specified video materials. This includes, but is not limited to, conceptualization, scriptwriting, filming, editing, voice-over, graphics, music, and media buying for broadcast.

Sl.	Event / Deliverable Category	Particulars	Details & Specifics
A. TVC Telecasting			
1	Number of TVCs	1 TVC	One (1) Television Commercial.
2	Duration of TVC	30-40 Seconds	Final TVC duration must be within this range.
3	TVC Production	Complete Production	Provided by Project Authority
4	Total Telecasting Duration	400 Minutes	Comprising 200 minutes during Peak Hours (6:00 PM – 12:00 AM) and 200 minutes during Off-Peak Hours, across chosen channels.
5	Number of TV Channels	Minimum 10	The firm must secure telecasting slots on at least 10 reputable private TV channels in Bangladesh. Proposed channels include, but are not limited to: <ul style="list-style-type: none"> - Must be selected in any 2 channels in BTV, Channel I, NTV, Sommay TV, Jummuna TV. - Must be selected in any 8 TV Channels in Bangla Vision, Maasranga TV, Independent TV, ETV, GTV, ATN News Ltd, SA TV, Asian TV, News24, Channel 24, Nagorik TV, Channel 9, DBC News Others may be proposed for approval.
6	Airing Frequency per Channel	3-4 Minutes/Day/Channel	Telecasting schedule should ensure ~3-4 minutes of TVC airing per day per channel, optimizing reach and frequency.
B. Documentary Telecasting/Dissemination			
7	Number of Documentaries	2 Documentaries	Two (2) distinct documentaries.
8	Duration of each Documentary	5-7 Minutes	Each documentary must be within this range.
9	Documentary Production	Complete Production	Provided by Project Authority
10	Documentary Dissemination	Web & Social Media	The firm will provide broadcast-ready files to DSS for upload on official websites, YouTube, and other social media. The firm may also propose limited strategic telecasting slots, subject to budget and project approval.
C. Assignment Duration & General Remarks			
11	Duration of Assignment	60 Calendar Days	From contract signing to submission of all deliverables and reports.
12	Bonus Airing Time	Not Counted	Any additional/bonus airing time provided by TV channels will not count towards the committed 400 minutes.
13	Copyright & Ownership	Project DSS	All intellectual property rights—including raw footage, final edits, scripts, and other materials—shall exclusively belong to DSS.
14	Language	Bengali	All video content (dialogue, voice-over, on-screen text) in Bengali. English subtitles for documentaries desirable but not mandatory.

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4. Deliverables:

Sl.	Deliverable	Details & Specifics	Timeline
1	Inception Report	Work plan, methodology, proposed shooting schedule, list of proposed TV channels (if different from specified list), and detailed media buying strategy.	Within 7 days of contract signing
2	Media Buying & Telecasting Documentation	- Third-party monitoring report from independent agency verifying TVC telecast schedule & duration. - Original transmission certificates/affidavits from each TV channel. - Detailed telecasting schedule (Excel) with actual air dates, times, and channels.	During & after telecasting
3	Final Report of the Assignment	Comprehensive report covering assignment execution, challenges, lessons learned, recommendations, and links to finalized content on digital platforms (if applicable).	At completion

5. Minimum Resource Requirements and Team Composition

The consulting firm must propose a competent team with the following expertise:

Minimum Resource Requirements and Team Composition				
No.	Designation	Unit	Duration (Months)	Scope of Work and Qualifications
1	Team Leader / Project Manager	1 Person	1	Scope of Work: Overseeing vision & execution Qualification: PhD or MA in Mass Communication/Journalism from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field. Must have Experience in Social Welfare Related Work. (PhD and MA certificates must be attached).
2	Marketing Strategist	1 Person	1	Scope of Work: Target audience, messaging, media planning Qualification: MA in Mass Communication/ Journalism/MBA from any recognized university with a minimum of 10 (Ten) years' experience as a Communication Specialist/Journalist/PR/Strategic Planner related field. Must have Experience in Social Welfare Related Work. (MA certificates must be attached).
3.	Media Buying Specialist	1 Person	1	Scope of Work: Negotiates ad placements across platforms Qualification: BA in Mass Communication/ Journalism/BBA from any recognized university with a minimum of 7 (Seven) years' experience as a Communication Specialist/Journalist/PR/Media Buying related field. Must have Experience in Social Welfare Related Work. (MA certificates must be attached).

6. Selection Criteria for Consulting Firm: This section outlines the requirements a consulting firm must meet to be considered for the project. It uses a Quality and Cost-Based Selection (QCBS) method, meaning both the firm's experience and the proposed cost will be evaluated.

a. General Experience of the Firm:

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- b. **Requirement:** Minimum of 10 years of experience in media production, communication, media buying, or consultancy, specifically in development communication or similar assignments.
- **Client Type:** Experience with Government Agencies, NGOs, INGOs, or development partners is required.

b. Specific Experience in Similar Assignments:

- **Financial Threshold:** The firm must have successfully completed at least 2 contracts valued each with at BDT 35.00 Lac (3,500,000 BDT) within the last 3 financial years. This demonstrates the firm's capacity to handle projects of a certain financial scale.
- **Thematic Relevance:** The firm must have completed at least 3 assignments within the last 5 years that involved TVCs, documentaries, or dramas telecasting through TV channels, focusing on development or social themes. This directly relates to the project's core need for social welfare-related video content.
- **Evaluation Focus:** Each relevant assignment will be assessed based on its thematic relevance, overall quality, and the client it was for.
- In essence, this section ensures that the selected firm not only has a broad base of experience but also specific, recent, and relevant experience in producing and telecasting content for social and development initiatives, backed by a proven financial track record.

7. Reporting and Supervision

This section clarifies the reporting structure and oversight for the consulting firm during the assignment.

- **Direct Reporting:** The consulting firm will report directly to the Project Director (PD) of the "Development of the Living Standard of the Marginalized Professionals of Bangladesh (DMPB)" Project. This establishes a clear chain of command and ensures direct accountability to the project's top leadership.
- **Coordination:** Regular coordination and progress updates will also be shared with the project's Monitoring & Evaluation (M&E) team and the communication focal person. This indicates that project performance and communication aspects will be closely monitored by relevant specialists within DSS.

8. Confidentiality & Ownership

- All produced content (raw footage, scripts, final versions) shall remain the sole property of DSS.
- The firm shall maintain confidentiality of all project-related information.

9. Dispute Resolution

Any dispute arising out of the contract shall be resolved in accordance with the **Arbitration Act of Bangladesh** and PPR 2008 provisions.

Signature
28/10/2021
মোঃ আসাদুল হোসাইন
উপ পরিচালক (প্রশিক্ষণ-১) ও
প্রকল্প পরিচালক
বাংলাদেশের প্রান্তিক পেশাজীবী জনসেবার
উন্নয়ন প্রকল্প (২য় কেইজ)
সমাজসেবা অধিদপ্তর, ঢাকা।

Signature
(মোঃ আরিফুজ্জামান)
সহকারী প্রকল্প পরিচালক-১
বাংলাদেশের প্রান্তিক পেশাজীবী জনসেবার
উন্নয়ন প্রকল্প (২য় কেইজ)
সমাজসেবা অধিদপ্তর, ঢাকা।
মোহাম্মদ রেজওয়ান রহমান
উপ পরিচালক
কোম্পিউটার, প্রোগ্রামিং ও জনসেবা
সমাজসেবা অধিদপ্তর, ঢাকা।

Signature
মোঃ আসাদুল হোসাইন
সহকারী পরিচালক
(পরিচালনা ও উন্নয়ন)
সমাজসেবা অধিদপ্তর, ঢাকা।

Signature
মোঃ বিল্লাল হোসেন
সমাজসেবা অফিস
পরিচালনা
উন্নয়ন
সমাজসেবা অধিদপ্তর, ঢাকা।

Signature
মোঃ গোলাম রব্বানী
ইনচার্জ (বিকেন্দ্রিক আইসিটি)
বাংলাদেশ কম্পিউটার কাউন্সিল

Signature
28/10/2021
মোঃ সাদিকুল হক
অতিরিক্ত পরিচালক
(পরিচালনা ও উন্নয়ন)
সমাজসেবা অধিদপ্তর, ঢাকা।