

Terms of Reference (ToR)

Hiring of Consulting Firm for Development of Video Documentaries

Package No.: SD-2

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

1. Background of the Work

The *Development of the Living Standard of the Marginalized Professionals of Bangladesh (2nd Phase)* project aims to improve the socio-economic condition of marginalized professional communities by enhancing their skills, supporting entrepreneurship, and promoting their traditional products. The project covers 12000 direct beneficiaries across 57 districts of Bangladesh, providing 10-days soft skills training, seed grants, and showcasing their products through regional exhibition and marketing centers.

To ensure widespread dissemination of the project's impact and to promote its visibility among stakeholders, including the general public and policymakers, the project intends to develop high-quality video documentation materials. These will include two documentaries (each 5–7 minutes long) and one 30–40 second Television Commercial (TVC) for national broadcast and digital media.

2. Objectives of the Assignment

- To produce professional audio-visual content that highlights the project's objectives, activities, outputs, and impact.
 - To promote the project's achievements and encourage replication or policy support.
 - To showcase success stories of marginalized professionals who benefited from the project.
 - To create a TVC that raises awareness of the project's goal and promotes the exhibition and marketing centers nationwide.
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3. Scope of the Work

The selected consulting firm will be responsible for:

A. Video Documentaries (2 Units, 5–7 minutes each):

1. **Documentary 1:** Project Overview, focusing on background, objectives, components (training, grants, promotion), geographic coverage, and policy alignment.

Theme: This documentary will trace the journey of a transformative development project aimed at uplifting communities by strengthening capacity, creating opportunity, and aligning with national development goals. The theme will focus on human-centered impact, told through stories of participants, trainers, and policy advocates. It will blend informative exposition with emotional storytelling.

2. **Documentary 2:** Impact Documentary or Success Stories, featuring real-life stories of beneficiaries, including changes in livelihood, empowerment, and entrepreneurship outcomes.

Theme: This documentary will be a story-driven journey through the eyes of real beneficiaries whose lives were transformed by the project. Each segment will highlight authentic voices—people who have faced challenges, embraced opportunities, and built new futures through empowerment and entrepreneurship. The tone will be human, inspiring, and emotionally resonant, showcasing tangible outcomes: improved livelihoods, confidence, skill development, and small-scale enterprises.

B. TV Commercial (1 Unit, 30–40 seconds):

- A visually compelling and emotionally engaging short video summarizing the project's goals, and promoting the marketing/exhibition centers.
- The TVC should be suitable for broadcast on national TV channels and social media.

Location of the work:

"Select one location from each of the eight districts, representing all eight divisions of Bangladesh. Ensure that the selected locations include at least one coastal area, one char (river island), one haor (wetland), and one hilly region."

📝 Narrative Explanation:

This instruction is asking for a total of **eight locations**, with **one location chosen from a different district within each of the eight divisions** of Bangladesh. While selecting these locations, the selection must cover a **diversity of geographic features**, including:

- **Coastal area** (e.g., from Khulna or Barisal or Satkhira or Coxbazar)
- **Char area** (e.g., from districts like Gaibandha or Shariatpur or Pautuakhali)
- **Haor (wetland) area** (e.g., from Sunamganj or Kishoreganj or Netrokona)
- **Hill area** (e.g., from Rangamati, Bandarban, or Khagrachari)

4. Activities and Timeline

Activity	Description	Timeline
Inception Meeting	Orientation with DSS Project Team	Week 1
Script Development & Finalization	Prepare scripts for 2 documentaries and 1 TVC & finalize with the approval of PE.	Week 2
Field Visits & Filming	Capture footage from selected districts/beneficiary sites	Weeks 3-5
Editing & Voiceover	Professional editing, graphics, narration in Bangla (with Bangali & English subtitles)	Weeks 6-7
Review & Feedback	Drafts submitted to DSS for comments and revisions	Week 8
Final Submission	Delivery of final versions in required formats	Week 9
Broadcast Preparation	TVC format adaptation and media package preparation	Week 10

5. Deliverables

- Two finalized documentaries (in HD, MP4 format) with professional narration, subtitles (Bangla & English), graphics, and music.
- One finalized TVC (HD format) suitable for TV and online media, with script and subtitles.
-  **Video Quality Standards**

Aspect	Recommendation
Resolution	4K UHD (3840×2160) preferred, Full HD (1920×1080) minimum.
Frame Rate	24 fps for cinematic feel, or 30 fps for a more realistic/doc-style look. Keep consistent throughout.
Aspect Ratio	16:9 standard widescreen format.
Bitrate	Minimum 15 Mbps for Full HD; 35-100 Mbps for 4K. Use high-quality compression (e.g., H.264 or H.265).
Color Grading	Use natural color grading that reflects authenticity but enhances clarity, especially skin tones and natural settings. Avoid over-saturation.
Camera Type	DSLR, mirrorless cameras, or cinema-grade cameras. Avoid mobile unless high-end with gimbal and lighting.

-  **Audio Quality Standards**

Aspect	Recommendation
Microphones	Use Lavalier (clip-on) mics for interviews and shotgun mics for ambient and directional sound. Avoid built-in camera audio.
Sampling Rate	Minimum 48 kHz / 24-bit recording quality.

Aspect	Recommendation
Noise Control	Use windshields or dead cats outdoors; record in quiet locations when possible. Apply noise reduction in post-production.
Voiceover	Studio-recorded, with clean EQ and subtle background music where needed.
All kinds of audio using in documentaries or commercial must be royalty free or licensed background music	

- Soft copies of raw footage, Mp4 and project files.
- 3 teaser/trailer versions for online sharing (30–60 seconds).
- All materials must be suited for national TV broadcast
- Script documents and copyright ownership transferred to DSS.
- Must have provide raw data of the documentary and TVC.

6. Minimum Resource Requirements and Team Composition

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

6.1. Key-Resource Requirements and Team Composition

No.	Designation	Unit	Duration (Months)	Scope of Work and Qualifications	Remarks
1	Team Leader / Project Manager	1 Person	1.5	Lead and manage the overall video production process; coordinate with DSS and stakeholders. Qualification: Master's in Media, Communication, or related field; 7+ years of experience managing media/documentary/TVC projects.	Team Leader Cum Communication Specialist: Qualification: PhD / Masters in Mass Communication/ Journalism or any other related field from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field. Must Have Experience in Social Welfare Related Work Experience. (Certificates must be attached).
2	Scriptwriter (Bangla & English)	1 Person	0.5	Develop compelling scripts for 2 documentaries and 1 TVC (both Bangla & English). Qualification: Graduate in Literature, Journalism, or related; proven experience in	Qualification PhD/ Masters in Drama/Films and Media from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field (Certificates must be attached).

No.	Designation	Unit	Duration (Months)	Scope of Work and Qualifications	Remarks
				social/development storytelling.	
3	Creative Director:	1 Person	2.5		Creative Director: Qualification Masters any discipline and Bachelor's in Drama/Films and Media from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field. Must Have Experience in Social Welfare Related Work Experience. (Certificates must be attached).
4	Director of Photography (DOP)	1 Person	1	Responsible for video shooting, scene framing, lighting; high-definition camera operation. Qualification: Diploma/Graduate in Film or Visual Media; 5+ years of experience.	Qualification Masters any discipline or Bachelor's in Film & Media and Diploma in Photography degree from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field (Certificates must be attached).
5	Drone Operator	1 Person	0.5	Support DOP; responsible for drone shots and second camera footage. Qualification: Skilled drone operator with valid license; experience in development field visuals preferred.	Qualification Minimum Bachelor's Degree with Must Have Drone Pilot Training from any recognized university/institute with a minimum of 3 (Three) years' experience in the relevant field.
6	Video Editor	1 Person	1	Edit raw footage, color grading, add effects, transitions, animation. Qualification: Proficiency in Adobe Premiere Pro, After Effects; minimum 5 years' editing experience.	MFA and BFA degree from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field (Certificates must be attached).
7	Motion Graphics Designer	1 Person	1	Develop title cards, infographics, and subtitles (Bangla & English). Qualification: Skilled in Photoshop, Illustrator, Adobe Premiere Pro, After Effects, subtitle software.	MFA and BFA degree in Graphic Design from any recognized university with a minimum of 10 (Ten) years' experience in the relevant field (Certificates must be attached).

6.2. Minimum Non-Key-Resource Requirements and Team Composition

No.	Designation	Unit	Duration (Months)	Scope of Work and Qualifications	Remarks
6	Sound Engineer	1 Person	0.5	Manage audio recording, background music, noise correction, and mastering. Qualification: Experience with field and studio sound editing.	Short Bio must be submitted
7	Voice Over Artist (Male)	1 Person	Lump sum (3 days)	Provide narration in clear, engaging Bangla and/or English. Qualification: Professional experience in commercial/public sector narration.	Short Bio must be submitted
8	Voice Over Artist (Female)	1 Person	Lump sum (3 days)	Provide narration in clear, engaging Bangla and/or English. Qualification: As above.	Short Bio must be submitted
9	Actor	1 Person	Lump sum (3-5 days)	Act in dramatization scenes in the TVC. Qualification: Professional acting background; appearance, expression, and cultural suitability.	Short Bio must be submitted
10	Actress	1 Person	Lump sum (3-5 days)	Act in dramatization scenes in the TVC. Qualification: As above.	Short Bio must be submitted
11	Makeup Artist / Costume Stylist	1 Person	0.2	Support cast with costume, styling, and appearance management. Qualification: Experience in styling for TV/film productions.	Short Bio must be submitted
13	Production Assistant	2 Persons	0.5 each (1.0 total)	Provide logistical and on-ground support during filming and post-production. Qualification: High school/diploma holders with experience in video production logistics	Short Bio must be submitted

7. Selection Criteria for Consulting Firm

The consulting firm will be selected using the **Quality and Cost-Based Selection (QCBS)** method, and evaluation will be based on the following criteria:

a. General Experience of the Firm:

- Minimum 10 years of experience in media production, communication, or consultancy in development communication or similar assignments with Government Agency, NGOs, INGOs or development partners

b. Specific Experience in Similar Assignments:

- Specific experience of the Consultant relevant to the assignment with successful completion of 02 (Two) contract valued TK.30 (Thirty) Lakhs within the last 03 (three) Financial years.

8. Reporting and Supervision

The consulting firm will report directly to the **Project Director (PD)** of the DMPB Project, Department of Social Services. Regular coordination and progress updates will be shared with the Monitoring & Evaluation team and the communication focal person of the project.

9. Ethical and cultural considerations

It is essential to obtain informed consent, protect the dignity and privacy of participants, and avoid any form of misrepresentation or harm. All content must respect cultural norms, including gender roles, religious sensitivities, and local language use.

10. Intellectual Property Rights Clause:

All intellectual property rights, including copyrights in footage, photographs, audio, scripts, and final edited documentaries or promotional materials produced under this agreement shall remain the sole property of the **Department of Social Services (DSS), Ministry of Social Welfare, Government of the People's Republic of Bangladesh.**

The production agency agrees that all creative content developed under this assignment is considered a **“work for hire”** and shall not be used, repurposed, sold, or distributed for any commercial or independent purpose without prior written approval from DSS.

The agency shall ensure that all third-party content used (e.g., music, images, graphics) is fully licensed and free of copyright infringement. DSS will not be liable for any unauthorized use of such materials.

DSS reserves the right to use, edit, distribute, and publish the final materials across all media platforms (TV, radio, print, digital, and events), locally and internationally, for non-commercial, educational, and public service objectives.

(মোঃ আশরাফুল হোসেন)
সহকারী প্রকল্প পরিচালক-১
স্বাস্থ্যসেবার প্রান্তিক পেশাজীবী জনগোষ্ঠীর
উন্নয়ন প্রকল্প (২য় কেইজ)
সমাজসেবা অধিদপ্তর, ঢাকা

Md. Ashrafudoula
Assistant Director
(Planning & Supervision)
Department of Social Services, Dhaka

24/09/2024
মোঃ মোলানা রহমান
সহকারী প্রকল্প পরিচালক
স্বাস্থ্যসেবার প্রান্তিক পেশাজীবী জনগোষ্ঠীর
উন্নয়ন প্রকল্প (২য় কেইজ)
সমাজসেবা অধিদপ্তর, ঢাকা।

25/9/2024
মোঃ আহমজাল হোসাইন
উপপরিচালক (প্রতিষ্ঠান-১) ও
প্রকল্প পরিচালক
বাংলাদেশের প্রান্তিক পেশাজীবী জনগোষ্ঠীর
উন্নয়ন প্রকল্প (২য় কেইজ)
সমাজসেবা অধিদপ্তর, ঢাকা।

25.9.24
মোঃ বিলাল হোসেন রজুয়দার
সমাজসেবা অফিসার
পরিকল্পনা ও উন্নয়ন
সমাজসেবা অধিদপ্তর, ঢাকা

25.9.2024
মোহাম্মদ রেজাউর রহমান
উপপরিচালক
গবেষণা, মূল্যায়ন, প্রকাশনা ও জনসংযোগ শাখা
সমাজসেবা অধিদপ্তর, ঢাকা।

25/9/24
মোহাম্মদ সাদিকুল হক
অতিরিক্ত পরিচালক
(পরিকল্পনা ও উন্নয়ন)
সমাজসেবা অধিদপ্তর, ঢাকা।