



Terms of Reference (ToR)
FOR
Selection of Consulting Firm for Making Documentary (4), TVC/OVC (8)
under Package No: NS-11
Ref. No: 49.04.0000.022.00.07.074.2025

1. Background of the Project:

The Government of the People's Republic of Bangladesh, with support from the World Bank, is implementing the Recovery and Advancement of Informal Sector Employment (RAISE) project, which includes a dedicated component for the reintegration of returnee migrant workers. The project was initially funded by an IDA Credit of USD 50 million signed in October 2020, with additional financing approved in late 2025 to expand its reach.

Project Status and Key Achievements (As of December 2025)

- **Beneficiary Reach:** As of December 2025, the RAISE project has registered over 253,000 returning migrants for reintegration support.
- **Expatriates' Welfare Centers:** The project has established 35 new district-level Expatriates' welfare centers to provide counseling, cash transfers and referrals to job, training and skill upgrading.
- **Financial & Training Support:** The project aims to provide BDT 13,500 in cash incentives to 253,000 returnees, with 2,26,000 returnees having received incentives total BDT 305 crore ten lac. by January 2025.
- **Job Intermediation Support:** Over 20,000 beneficiaries are ensuring extended services with skill building, stipend and job intermediation support to ensure better inclusion in society through job, entrepreneurship and remigration.

Objectives and Scope of project:

- **Target Group:** The program specifically targets migrant workers who returned during the COVID-19 pandemic (March 2020 – June 2023) due to job loss, with a focus on women (around 50,000 returned during that period). But later, returning workers were included from 2015.
- **Services Provided:** The 35 district-level Expatriates' Welfare Centers, operated under the Wage Earners' Welfare Board (WEWB), provide:
 - Profiling, Psychosocial & economic counseling.
 - Skills training and Recognition of Prior Learning (RPL).
 - Access to training, finance and social safety nets.
 - Referrals for various services who need returnees.
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- **Implementing Partners:** The project is implemented by the WEWB under the Ministry of Expatriates' Welfare and Overseas Employment (MoEWOE).

The project aims to ensure sustainable, gender-responsive, and rights-based reintegration for returnees, empowering them to contribute to the domestic economy.

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2. The specific objectives of this project:

- To provide psycho-social counseling to the returnee migrant workers through the welfare center.
- To provide referral services for the welfare of returnee migrant workers by engaging concerned stakeholders.
- To promote livelihood opportunities through skill development, job placement, and remigration.
- To provide cash incentives to the selected returnee migrant workers.
- To generate an effective database of returnee migrant worker.

3. Objective of the Assignment:

The objective of this assignment is to produce four (04) video documentaries and eight (08) TVC/OVCs (Television Commercials/Online Video Commercials) to effectively document, communicate, and promote the interventions, achievements, and impact of the Recovery and Advancement of Informal Sector Employment (RAISE) project in supporting the sustainable reintegration of returnee migrant workers in Bangladesh.

The video documentaries will capture in-depth stories of project implementation, beneficiary experiences, service delivery mechanisms, and outcomes of the reintegration support provided through the district-level Expatriates' Welfare Centers under the Recovery and Advancement of Informal Sector Employment (RAISE) project, Wage Earners' Welfare Board (WEWB). The TVC/OVCs will be developed based on key project messages, beneficiary success stories, available services, and awareness needs of returnee migrant workers, ensuring clear, engaging, and wide-reaching communication across television and digital platforms.

Collectively, the audiovisual content will support advocacy, public awareness, stakeholder engagement and knowledge dissemination while highlighting the project's gender-responsive, rights-based approach to reintegration, livelihood recovery and employment generation for returnee migrant workers.

4. Duration of Work: Two (2) months from work order.

5. Project Location: All over Bangladesh.

6. Target Group: The primary target group of this assignment shall be returnee migrant workers of Bangladesh, particularly beneficiaries of RAISE who has successfully registered and received financial incentives. Secondary target groups are job intermediation support program participants who has completed the skill training and started entrepreneurial or job through project intervention with families of returnee migrants, relevant stakeholders, and the public, for the purpose of awareness raising and information dissemination on WEWB services.

7. Scope of Work: The scope of work of this assignment is to disseminate information on reintegration programs and other services of the Wage Earners' Welfare Board (WEWB) for returnee migrant workers through the production of video documentaries and TVC/OVCs



under the RAISE project, with the objective of raising awareness, promoting available services, and highlighting project outcomes.

8. Detailed Scope of Work

The selected consulting firm shall be responsible for the conceptualization, production, post-production, and final delivery of four (04) video documentaries and eight (08) TVC/OVCs (Television Commercials / Online Video Commercials) in accordance with the objectives of the RAISE project and the guidance of the Project Management Unit (PMU), Wage Earners' Welfare Board (WEWB).

8.1 Video Documentaries (04 Nos.)

- a) The four (04) video documentaries shall be produced based on the overall project objectives, focusing on the reintegration of returnee migrant workers under the RAISE project.
- b) Each documentary shall highlight project implementation processes, beneficiary experiences, service delivery mechanisms and the impact of reintegration support provided through district-level Expatriates' Welfare Centers.
- c) The documentaries shall incorporate real-life stories, testimonials of returnee migrants (including women beneficiaries), and perspectives from relevant stakeholders.
- d) The duration of each documentary shall be 4–5 minutes, produced in high-definition / ultra-high-definition broadcast quality suitable for television, digital, and institutional dissemination.

8.2 TVC/OVC Production (08 Nos.)

- a) A total of eight (08) TVC/OVCs shall be produced to disseminate key messages on the reintegration program and other services of WEWB for returnee migrant workers.
- b) Out of the eight (08) TVC/OVCs:
 - Eight (08) TVC/OVCs shall be produced using real-life video of top tier trending Artist/Influencer/Model, subject to approval by the PMU.
- c) The TVC/OVCs shall be developed based on key project messages, beneficiary success stories, available reintegration services, and awareness needs of returnee migrant workers.
- d) Each TVC/OVC shall be concise, engaging, and impactful, with a duration 15-60 Second or appropriate for television broadcast and online dissemination.

8.3 Theme Report

The overarching theme of all documentaries and TVC/OVCs shall be "Dissemination of information on reintegration programs and other WEWB services for returnee migrant workers."

8.4 Production Standards and Deliverables

- a. All productions shall adhere to high broadcast-quality technical standards, including professional scripting, videography, editing, sound design, color correction, subtitles, and branding as per WEWB and RAISE project guidelines.

- b. Final outputs shall be delivered in formats suitable for television, online platforms (including social media), and institutional use, along with raw footage and edited project files as required.

9. Description of Tasks

The consulting firm shall be required to undertake the following tasks to produce four (04) video documentaries and eight (08) TVC/OVCs (Television Commercials / Online Video Commercials) under the RAISE project:

- a) Develop detailed concept notes, storyboards, scripts, scene breakdowns, and creative treatments for all video documentaries and TVC/OVCs and submit the same for approval by the RAISE Project Management Unit (PMU), WEWB prior to production.
- b) Produce all video content, including script finalization, filming and/or animation, direction, videography, editing, sound design, audio balancing, subtitling, format conversion, and archiving raw and edited materials, ensuring the highest broadcast-quality standards to adequately represent project objectives and activities. The optimal production standard shall be Full HD (1920×1080) / Ultra HD (4K), as applicable.
- c) Engage approved real-life Top Trending Artist/Influencer/Model (for Eight (08) TVC/OVCs subject to prior approval of the PMU.
- d) Record, edit, and integrate narration and/or voice-over in Bangla and/or English, where required, in accordance with the guidance and approval of the RAISE Project Management Unit.
- e) Ensure proper audio balancing and mastering of all final outputs and convert the content into formats suitable for television broadcast, online platforms, and social media dissemination.
- f) Incorporate WEWB, Ministry, and RAISE project branding, logos, titles, captions, and subtitles in accordance with approved branding and donor visibility guidelines.
- g) Deliver all finalized outputs along with raw footage, animation files, edited master files, and professional production logs in approved digital formats (pen drive/hard drive), as instructed by the Authority.

10. Requirements:

- a) The firm must have:
 - a. Up to date valid Trade license.
 - b. Tax Identification Number (TIN).
 - c. Tax clearance certificate for the last fiscal year.
 - d. VAT Registration copy.
 - e. Financial Solvency certificate from any Scheduled Bank.
 - f. The consultant/consulting firms must provide five completed works in the forms of Google drive link/Pen Drive/ DVD along with Completion certificate.
 - g. All copies of experience certificate and contract must be submitted.
- b) The firm must have 5 years of experience in producing Documentary/Multimedia/TVC production/Advertising Agency related.

- c) The firm must have experienced professional experts and technical capabilities for producing Documentary/Multimedia/ TVC production house with shooting facilities with.
- d) The firm must have work experience with migrant workers.
- e) Consulting firms should submit their firm profile along with incorporation certificate of registration.
- f) The expression of interest with valid firm seal and signature should be submitted to the project director office.
- g) Project will be evaluated as per the procurement rules (World bank procurement guideline)
- h) Team leader must have related experience of at least 10 years with similar Documentary/Multimedia/TVC production related activities.
- i) The Firm should submit work plan, proposed methodology (based on understanding objectives), and a time frame with their proposal.
- j) Quality & creativity of proposed concept and all other services offered should be added documents.
- k) Interested firm separately submit in 02 sealed envelopes clearly attached technical and financial proposals at RFP stage.
- l) Satisfactory completed at least 03 contracts in the last 03 years on video documentary & TVC/OVC development for government/Semi-government/Autonomous/Organization which should include at least 01 (one) contract valued not less than 40 lacs taka.
- m) The minimum amount of liquid assets is working capital or credit lines of the tenderer shall be taka 60 lac. (Sixty lac).
- n) General working experience with government/Semi government/Autonomous Organization development partners will be given priority.
- o) Annual turnover of taka 90 lac. in over the last fiscal year from the deadline date of submission.
- p) Financial proposals will be opened only after qualifying for technical evaluation.
- q) Additional Working experience will be given priority.
- r) Authorities can call the focal point of the firm anytime to discuss the Documentary and TVC/OVC
- s) The location and date of the shooting must be determined in consultation with the PMU. The presence of a PMU representative at the shooting must be ensured.
- t) The authority can visit the firm/office at any time of work scheduled period.

11. Other related document:

- Brochures of the firm should be submitted.
- Team Leader/Director: Shall have minimum 10 years of experience in Video Documentary/Multimedia/TVC-OVC production and a Master's/Bechalar degree or equivalent in a relevant field. CV and supporting academic and experience documents shall be submitted.

- Script writer: Shall have minimum 5 years of experience in Video Documentary/Multimedia/TVC-OVC production with academic qualification in Media and Journalism. CV and academic certificates shall be submitted.
- Cameraman & Video Graphics Expert: Each shall have minimum 5 years of experience in Video Documentary/Multimedia/TVC-OVC production with Master's /Bachelor degree or equivalent in a relevant field. CVs and supporting documents shall be submitted.
- CV of key personnel, who will be involved in the assignment have relevant experience of at least 03 years in relevant fields.
- Probable renowned popular top tier trending Artist/Influencer/Model list should be submitted with the proposal.

12. Deliverables:

- a) Four (04) video documentaries, each of 4–5 minutes' duration, produced in high-definition / ultra-high-definition broadcast quality, focusing on the reintegration of returnee migrant workers under the RAISE project.
- b) Eight (08) TVC/OVCs (Television Commercials / Online Video Commercials), including:
 - I. Eight (08) TVC/OVCs featuring real-life video of top tier trending Artist/Influencer/Model.
 - II. Final master files of all documentaries and TVC/OVCs in formats suitable for television broadcast, online platforms, and social media.
- c) Light/compressed versions of all video outputs optimized for online and social media use.
- d) Raw footage and animation source files for all productions.
- e) Edited project files and professional production logs, including shot lists and metadata, as required by the Authority.
- f) All deliverables shall include approved WEWB, Ministry, and RAISE project branding, subtitles, and captions in accordance with donor visibility and communication guidelines.

13. Authority Rights:

The procuring entity reserves all the rights to accept or reject all the Expression of interest (EOI) without showing any reason.

14. Code of Conduct:

- a) All the documents and information produced by or during the consultancy services will be the sole property of the RAISE. No information or document is permitted to transfer or share or disseminate elsewhere without the permission of Authority will be treated as fraudulent activities and measures will be taken if so happen.
- b) The project shall have the copyright of all documents developed under this assignment.
- c) The Contracted firm and outsourced agents must comply the work order conditions, special instructions regarding RAISE & Govt. service regulations as applicable.



15. Method of Selection:

A consulting firm for the above assignment will be selected under Consultant's Qualification—based Selection (CQS) method in accordance with the World Bank's updated Procurement Regulations for IPF Borrowers (Sixth Edition, February 2025). The firm with the best qualifications and relevant experience will be invited to submit its technical and financial proposals for negotiation.

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