

Call for Proposals

Production of Impact Video Documentary on "Production and Marketing of Safe Fish and Fish Products"

Overview:

Shariatpur Development Society (SDS), with support from PKSF, IFAD, and DANIDA, invites proposals from experienced and qualified production houses/agencies to develop a 6-7 minute documentary and 5 short video clips highlighting the transformation stories, good aquaculture practices, and successes of the project implemented in Shariatpur district.

Eligibility:

Firms with 5-7 years of relevant experience in video production for development organizations, in-house production capacity, and a qualified team of professionals.

Deliverables:

- 6-7 minute documentary
- Five (5) short clips (1-1.5 minutes each)
- Raw footage and final videos in Full HD/4K

Deadline for Proposal Submission:

31 May 2025

Submission Instructions:

Interested firms are requested to submit both technical and financial proposals, along with required documents, to SDS in a sealed envelope marked "EoI for Producing the Video Documentary on Safe Fish Production".

Location of Work:

Shariatpur Sadar, Naria, and Bhedarganj Upazilas.

For Proposal submission and Queries:

[rmtpfish.sds@gmail.com]


Zakir Hossain
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SDS, Shariatpur.


22/05/25
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**Terms of Reference (ToR) for hiring a
Production house/firm/agency for producing impact video documentary on “Production and
Marketing of Safe Fish and Fish Products”**

Project Title/Activity Name	Impact video documentary on “ Production and Marketing of Safe Fish and Fish Products ”
Purpose	<ol style="list-style-type: none"> 1. The video documentary will tell the transformation and impact of the individual beneficiaries and activities. 2. The video documentary will be shared through various social media platforms. 3. It will describe the success and narrative of the activities of “Production and Marketing of Safe Fish and Fish Products”. 4. The video should be used to increase community awareness, understanding of eco-friendly safe fish Production and Marketing 5. The video should be telling the stories about promotion of safe Fish products.
Audience	SDS, PKSf, IFAD, Embassy of Denmark, Government, mass people
Reports to	SDS
Expected start/end dates, number of work days	After signing the agreement, the concern firm/vendor will complete the task within 30 working days.
Location	Shariatpur (Shariatpur Sadar, Naria and Bhedarganj Upazila)
Deadline for receiving applications	31/05/2025

1. Background:

SDS was established in the year 1991 as a non-profit, non-political, non government voluntary organization with the initiative of some local dedicated & committed people who are connective with social service activities for overall development of disaster victim people by giving humanitarian supports and its proper utilization for income generation and rehabilitation at Shariatpur district of Bangladesh. The founder of the organization was taken initiative in collaboration with the like-minded Red-cross workers to launch an organization for the development of disadvantaged people after the devastating flood of 1988. Some lawyers, journalists, businessmen and women workers were the front line initiator to establishment of SDS. The organization formally starts its work on 1st September, 1991 and after getting registration from social welfare department in 1992, it extended its actions on child-health and family planning surrounding villages of Shariatpur Sadar Upazilla. During interment on family planning for a year it was observed that family planning recipients especially women were malnourished, deprived in their families and were neglected by their husbands. Above all, women were also tortured by their husbands as they were accepting family planning methods. Additionally, on the survey report it was unanimously agreed by General committee, Executive committee, Advisory committee and workers of the organization that steps needs to be taken to implement family law and women rights in the society. Therefore, SDS started with group formation, organized weekly meetings for women. Groups of women started to learn about their rights from weekly meetings and discussions. At this stage, OXFAM (UK & I, presently



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GB) came forward to assist “SDS”. At present, SDS is working in the field of Disaster Management, Climate Change Adaptation, Poverty alleviation, Training, Education, Agriculture, Health & Nutrition, Advocacy, Arbitration and Legal support, Environment, Water & Sanitation (WATSAN) Climate change adaptation, HIV/AIDS, Micro Finance & Women and Child Rights.

The project titled “**Production and Marketing of Safe Fish and Fish Products**” value chain sub- project" jointly financed by Palli Karma-Sahayak Foundation (PKSF), the International Fund for Agricultural Development (IFAD) and Danish International Development Agency (DANIDA), has been implemented in “Shariatpur Sadar, Naria and Bhedarganj” Upazilas of “Shariatpur” district by the organization “Shariatpur Development Society (SDS)”. The project has been working to increase income, ensure food security and improve family nutrition of marginal and small farmers and backward and forward market entrepreneurs. The project is creating new safe fish and fish products and creating employment, sustainable sectors through local services of the product, environment, safe and market measures and increasing women’s participation in business.

2. Objective of the assignment

The objective of the assignment is to tell the transformation stories of the successful entrepreneurs, beneficiaries as well as activities. In addition to this, incorporate the Good Aquaculture Practices and success, production, processing, marketing, certification, tell the Also, showcase the best practice and lesson learned of the project to attract donor, stakeholder and audience attention.

Specific objective: The specific objectives of the assignment is to –

- Document Transformation Stories: Capture and narrate the transformation stories of successful entrepreneurs and beneficiaries, detailing their journeys, challenges, and achievements.
- Highlight Good Aquaculture Practices (GAPs): Incorporate and showcase Good Aquaculture Practices (GAPs) implemented in the project, emphasizing their role in achieving success.
- Detail Production, Processing, and Marketing: Provide a comprehensive overview of the production, processing, and marketing processes involved, highlighting innovative practices and strategies.
- Inclusion of Technology Featurettes: As part of the main documentary, five short video clips (50s-1m each) will be developed to highlight the top five technologies successfully implemented by the RMTF Project through SDS. These technology featurettes will showcase innovations that have significantly improved productivity, market access, or sustainability for rural producers. Each clip will focus on a specific technology, presenting real-life field applications, beneficiary testimonials, and measurable impacts. These segments will be produced in a visually engaging and informative manner to support knowledge dissemination and wider replication.
- Discuss Certification and Standards: Include information on certification processes and standards that have been met, explaining their importance in enhancing product value and marketability.



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- Showcase Best Practices and Lessons Learned: Present the best practices adopted during the project and the lessons learned, aiming to demonstrate the project's impact and effectiveness.
- Attract Donor, Stakeholder and Audience Attention: Craft the narrative in a compelling way to engage and attract the attention of donors, stakeholders, and the general audience, showcasing the project's achievements and potential for future support.

3. Scope of the assignment related to the objective

The firm will execute all necessary tasks, from research to video production, ensuring alignment with project objectives. The submission of a detailed work plan, in collaboration with the SDS. Client-approved script development will also lead to the creation of impactful video content. The firm will-

- Conduct necessary research and gain a comprehensive understanding of the assignment.
- Develop a detailed work plan, strategy, and relevant details for creating and submitting the required video content.
- The concern firm will visit the shooting location before development of video script. and collected the beneficiary's interview, and necessary information.
- Review the project document for development of the video script.
- Collaborate with SDS and PKSf's Project Management Unit (PMU) to develop scripts for video documentary.
- Take final approval of video script from SDS and PMU of PKSf for shooting.
- Initiate the production phase post-client approval, encompassing shooting and other essential tasks.
- Produce video documentary according to specified criteria, covering diverse project activities and special features.
- Use copyright free background music for the video documentary.
- Take voice over approval and sample of the voice over before finalize the video documentary.
- Use appropriate sub-title in English for the video documentary and take approval from SDS and PMU of PKSf.
- Use PKSf, IFAD, DANIDA, and SDS logo under the title name screen and closing screen of the video with appropriate animation and motion graphics.

Technical Specification:

Title of the Video	Impact video documentary on “Production and Marketing of Safe Fish and Fish Products”
Type of Video	Video documentary and 5 short video clips
Duration	6-7 minutes maximum for documentary and 5 short video clips (1m-90s each)
Footage Quality	Sky limit, 4K, full HD and zero noise and except under and over expose
Delivery Video Format	Full HD, 4K, MPEG-4 or another compatible format
Sound Quality	Stereo
Audio Format	Advance Audio Codec (AAC)
Language	Bangla voice over and English sub-title (English American)



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Voice	Yes (Male/Female)
Method of Presentation	Video, Picture, Flow Chart, Table, Diagram, motion graphics, info-graph etc.
Music	Copyright free music (unique)

4. Duration of the assignment

The assignment needs to be completed within duration of maximum 30 working days starting from the date of contract signing.

5. Schedule of the deliverables

The assignment will be completed following the schedule below:

- The firm will submit a detail work plan and outlines details and strategy for the specific video documentary for approval from the SDS and PMU of RMTP PKSf before the final shooting within 5 (five) days of contract signing.
- The firm will submit a video documentary 6-7 minutes maximum (Full HD, 4K, MPEG-4 or another compatible format) and 5 short video clips (1m-90s each) for social media promotion.
- The firm will submit all the video raw footage, and finish products by a transferable pen drive to the PMU of PKSf and transferable link to the SDS.

6. Qualification of the firm

The production firm will be evaluated against the following criteria:

- a) The firm must have at least 5-7 years of experience in producing films, video documentaries, video contents, audio-visuals for government authorities as well as national and international development agencies.
- b) The firm must have the experience of producing audiovisual contents and running social media campaigns for a national or international development organization.
- c) Technical and human resources to ensure smooth, on-time and high-quality production without outsourcing
- d) Demonstrated capacity of producing video contents by in-house director pool, production, and postproduction facilities under one roof
- e) Possession of necessary logistics like a microbus, shooting equipment, editing panel, sound studio, etc.
- f) Clear articulation of capacity and skill, and innovative approaches to carry out the assignment
- g) Experience in producing digital contents for social media as well as mainstream media outlets. Experience with working for international media outlets will add extra value
- h) Team should have a good combination of experienced journalists, media professionals and their relevant educational qualifications such as a degree in communication, film and multimedia is preferred.

Team composition and Key experts: The team should have core members with the following qualification sourcing



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1	Director	The director for this assignment must have substantial experience in filmmaking, with a proven track record of directing at least 10 documentaries or audiovisual projects for development organizations. The candidate should possess both undergraduate and postgraduate degrees from a reputable university.
2	Producer	The producer for the assignment must have experience in managing large-scale productions and working on long-term projects. S/he must have the graduation and post-graduation degree from a reputed university.
3	Scriptwriter	The scriptwriter of this assignment must have (a) combined experience of journalistic and digital content creating work, (b) experience of writing scripts of at least 5 documentaries, and (c) experience in media/digital campaigns for development organizations. S/he must have the graduation and post-graduation degree from a reputed university.
4	Director of Photography	The director of photography of this assignment must have (a) combined experience of photography and film-making work, and (b) experience in working for at least 5 documentaries/audiovisuals/photography projects for development organizations. A bachelor's or master's degree in mass communication/ photography/ multimedia/ film studies. A degree from a reputed foreign university or working with an international media outlet will carry extra value.
5	Video Editor	The video editor will have a bachelor's or master's degree in related subjects. Will have experience at least 20 video editing skills of INGOs videos.
6	Graphics Designer	The graphics designer will have an expertise on all the related software of designing, create motion graphics, infographics, and will have work experience at least 10 years in a relevant company, firm or agency. S/he has the certified course on graphics design and multimedia production.
7	Voice artist	The voice artist should be a prominent news presenter, actor, radio jockey, or professional voice artist with native phonetic skills in the Bengali language.

7. Service and facilities to be provided by the client

The necessary information on the assignment will be provided by PKSf RMTP's PMU and SDS. Additionally, PKSf/SDS will also provide necessary guidance and comments on the draft scripts and draft versions of the video within the required period of time. The client will not provide any logistic support to the firm. If necessary, officials of PKSf/SDS may accompany the crews while visiting the fields.

8. Service and facilities to be provided by the firm

The firm will provide the deliverables within the mentioned period using their own office space and other necessary logistics. Additionally, the firm will host any member of the client while making correction to the draft versions of the videos. The firm will provide all the final versions of the video content along with the raw footage in a SSD storage device/pen drive.



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9. Institutional arrangement: The consulting firm will report to the 'Project Focal' and/or his/her designated person regarding their scope of services, deliverables and other assignment related issues.

10. Consulting Firm (National) Selection Process:

Quality and Cost Based Selection (QCBS) Method and Standard Request for Proposal (SRFA:PS-5) Documents on Lump-Sum contract of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh will be followed in evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of video documentary.

11. Mode of Payment:

SDS will pay the cost of the e-video module the assigned firm subject to the completion of all deliverables' acceptance of PKSf by deducting VAT and TAX at source as per the Government rules of Bangladesh. Payment will be done through Account Payee Cheque based on the following milestones:

a) 1st Payment (20% of total contract value): The 1st payment shall be made upon submission and acceptance of the initial work plan and outlines details of video documentary by SDS and PKSf.

b) Final Payment (80% of total contract value): The final payment shall be made upon submission and acceptance of the final video documentary by SDS and PKSf.

12. Disclaimer

The SDS management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. SDS reserves the right to terminate the contract at its sole discretion in case of non-compliance of the terms and conditions that will be finally agreed.

13. Professional Liabilities

The organization is expected to act with due diligence and in accordance with prevailing professional standards. It is necessary to maintain a proper consultation and regular communication with PKSf and SDS in planning, design, documentation, development and reporting.

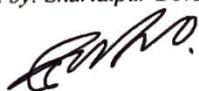
14 Confidentiality

All documents, reports and information from this assignment will be regarded as SDS and PKSf's property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior permission of PKSf and SDS or the government.

15. Rights

SDS will reserve the Intellectual Property Rights (IPR) for all deliverables of the assignment. PKSf authority also reserves the right to cancel, change, and modify any part or the whole assignment any time before the contract or during the contract period.

16. Application process



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Interested Consulting Firms are invited to submit an Expression of Interest (EoI) along with company registration, up-to-date trade license, tax clearance paper, last three years audit reports, bank solvency certificate and company certification, staffing, office information. Besides, the EoI should also include:

- Detailed completed and ongoing experience including similar experiences with supporting documents.
- Clear work plan including outputs/deliverables and detailed time frames;
- A cover letter outlining the suitability of consulting firm for the assignment, motivation and summarizing relevant experience;
- Detailed CV of the consulting firm with a full description of the profile and experience;
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant’s expertise and relevant work experience;

17. Submission of Proposal

Interested organizations are requested to submit the technical and financial proposal with the above-mentioned documents to rmtpfish.sds@gmail.com on or before 31/05/2025 with “EoI for producing the video contents for the video documentary on “Production and Marketing of Safe Fish and Fish Products” for SDS written on top of the sealed envelope.


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