

## Request for Quotation

### Consultancy for developing OVC ( Online Video Commercial) Processed Products for online promotion of “Production and marketing of safe fish and fish products

The SDS (Shariatpur Development Society) was established in 1991 as a non-profit, non-political, non-governmental voluntary organization, initiated by some dedicated and committed local individuals involved in social service activities. Currently, SDS is working in the field of Disaster Management & Climate Change and adaptation, Poverty alleviation, Training, Research & Education, Agriculture, Health & Nutrition, Advocacy, Arbitration & Legal support, Environment, Child Rights, Water & Sanitation (WATSAN), and Micro Finance

Through this advertisement, SDS is calling for technical and financial proposals from eligible consultancy firms and individual consultants as outlined in this request for quotation and the terms and conditions contained herein:

Category of Services	Submission Deadline
Consultancy	<b>10 October 2025, 11:59 PM (Bangladesh Time)</b>

To refer to the detailed Terms of Reference (ToR) for this assignment, visit the website: [www.sdsbd.org](http://www.sdsbd.org)

Along with the technical and financial proposals, the following documents need to be submitted separately:

- **For Individual Consultant/ Consulting firm:**
  - **Curriculum Vitae(s) (CV) of the proposed consultant(s)**, proving relevant experience and/or qualifications. If multiple people are involved, make sure that all of the potential persons ' CVs are included in the technical proposal.
  - **Two relevant references** (minimum) for previous comparable assignments.
  - **Evidence of previous work:** List of similar publications or any other documents proving similar experience and technical and thematic knowledge.
  - **Proof of last two payments/ rates** (required after selection process).
  - **Legal documents:** Copy of NID, TIN, BIN, Proof of Submission Receipt (PSR) of the Income Tax Return for the latest assessment year, Trade License, Work Permit, as applicable.

Interested individuals/firms are required to submit necessary bid documents in the form of electronic format in English, and the submissions must reach SDS via email at [rmtpfish.sds@gmail.com](mailto:rmtpfish.sds@gmail.com) with the subject line “**Developing OVC (Online Video Commercial) Processed Products for online promotion**”.

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Production House/Firm/Agency to develop OVC on Processed Products for online promotion of  
“Production and marketing of safe fish and fish products”**

<b>Project Title/Activity Name</b>	Impact of “ <b>Production and marketing of safe fish and fish products</b> ”
<b>Purpose</b>	<ol style="list-style-type: none"> <li>1. To <b>develop OVC on Processed Products for online promotion of “Production and marketing of safe fish and fish products”</b> activities</li> <li>2. The <b>Advertisement for Processed Products</b> message should have a call to action selling the products of the concern entrepreneurs.</li> <li>3. The <b>Advertisement</b> should be act by the producer own-self. As an example <a href="https://www.youtube.com/watch?v=hXVIJ5sFSdo">https://www.youtube.com/watch?v=hXVIJ5sFSdo</a></li> </ol>
<b>Audience</b>	SDS, PKSf, IFAD, Embassy of Denmark and the consultant
<b>Reports to</b>	SDS (Shariatpur Development Society)
<b>Expected start/end dates, number of work days</b>	After signing the agreement, the concern firm/vendor will complete the task within 20 working days
<b>Location</b>	Shariatpur
<b>Deadline for receiving applications</b>	10/10/2025

**1. Background :**

Palli Karma-Sahayak Foundation (PKSF) is working with more than two hundred Non-Government Organizations (NGOs) across the country. Since the inception, these organizations have taken development as a positive change in the Socio-Economic aspects of human life. These organizations empower the powerless through concretization and alternative institution-building for the liberation of the majority of people from prejudices and exploitative mechanisms of the society that breeds poverty and injustices through implementing agricultural development, healthcare, education, climate change, disaster management, sanitation, natural resources management, environmental protection, human resource development, and credit assistance among entrepreneurs of different categories. SDS (Shariatpur Development Society) is implementing a project titled “Production and marketing of Safe fish and fish Products” under financial and technical support from the RMTP project of Palli Karma-Sahayak Foundation (PKSF). A total of 6094 safe fish producers, entrepreneurs & other market actors of 3 Upazila in Shariatpur District are receiving various technical, technological, and marketing supports under this value chain sub-project. SDS has taken an initiative to conduct OVC through a competent firm

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to provide a reference of the start point, which will be compared with the results of the completed assessments.

## **2. Objective of the assignment**

The objective of the assignment is to promote the processed products through F-Commerce/E-Commerce platforms of the microentrepreneurs.

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

- Twelve OVCs will be developed to promote microentrepreneurs' processed products, such as (Annexure-1).
- These OVCs will be promoted through social media platforms to attract customers.
- Viewers will be encouraged to engage with their communities in discussions and initiatives that support these products.
- The OVCs will be developed based on the processed products suggested by SDS
- Each OVC will deliver a clear, catchy, and concise message to effectively promote the products and attract online customers.

## **3. Scope of the assignment related to the objective**

The service provider firm will develop the advertisement teaser with the active support of small-scale entrepreneurs to promote their products promotion. Specifications are given below:

Title	OVC for small scale entrepreneurs to promote their products
Video type	<b>OVC for social media promotion</b>
Duration	Each OVC would be maximum 35-55 seconds
Footage Quality	Sky limit, 4K, full HD and zero noise and except under and over expose
Photo Quality	Sky limit, artistic, maintaining rule of third, aesthetic and action oriented
Delivery Video Format	Full HD, 4K, MPEG-4 or another compatible format
Delivery Photo Format	JPGE and RAW
Sound Quality	Stereo
Audio Format	Advance Audio Codec (AAC)
Video Aspect Ratio	Each video output should be provided in both portrait and landscape aspect ratios (9:16 and 16:9)
Language	Bangla voice over and English sub-title (English American)
Voice	Yes (Male/Female)
Method of Presentation	Video, Picture, Flow Chart, Table, Diagram, motion graphics, info-graph etc.
Music	Copyright free music

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#### **4. Duration of the assignment**

The assignment needs to be completed within duration of maximum 30 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 detailed work plan and outlines details of teaser/ **Advertisement for Processed Products** for approval from the SDS and PMU of RMTP, PKSf before the final shooting **within three days of contract signing**.
- The firm will submit 12 OVCs – each video length will be 55 seconds maximum for social media promotion.
- The firm will submit all the video raw footage and finished products by a transferable link to the PMU of PKSf and a 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 3 years of experience in producing films, video documentaries, video contents, audio-visuals for government authorities as well as national and international development agencies.
- b) Experience in producing audiovisual content 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 content by the in-house director pool, production, and post-production 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) The team should have a good combination of experienced journalists, media professionals, and their relevant educational qualifications.
- i) Detailed completed and ongoing experience, including similar experiences with supporting documents.
- j) Provide bank solvency certificate along with last 3 months financial transaction statement from the EOI submission date or last three years audit reports;

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7. **Team composition:** The team will consist of seven (07) relevant professional experts including a Team Leader. The qualifications and competence of each expert for the assignment are given below:

1	Director (Team Leader)	The director for this assignment must have substantial experience in filmmaking, with a proven track record of directing at least 5 documentaries or audiovisual projects for development organizations. The candidate should possess both undergraduate and postgraduate degrees from a reputable university.
2	Producer (1 Person)	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 degree from a reputed university.
3	Scriptwriter (1 Person)	The scriptwriter of this assignment must have (a) combined experience of creative content work, (b) experience of writing scripts of at least 3 documentaries, and (c) experience in media/ digital campaigns for development organizations.
4	Director of Photography (1 Person)	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 3 documentaries/audiovisuals/photography projects for development organizations.
5	Video Editor (1 Person)	The video editor will have experience at least 10 video editing skills of GO/INGOs videos.
6	Graphics Designer (1 Person)	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 5 years in a relevant company, firm or agency. S/he has the certified course on graphics design and multimedia production.
7	Voice artist (1 Person)	The voice artist should be a prominent news presenter, actor, radio jockey, or professional voice artist with native phonetic skills in the Bengali language.

**8. Service and facilities to be provided by the client**

The necessary information on the assignment will be provided by RMTP PMU of PKSf 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.

**9. 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 video. 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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**10. 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.

**11. Consulting Firm (National) Selection Process:**

Quality and Cost Based Selection (QCBS) method on lump-sum contracts of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh shall be followed in the preparation of short-listing the firms, evaluation of documents containing a request for submission of proposals, selection the firm, negotiation, signing of contract and receipt of survey reports for conducting this study.

**12. 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 1<sup>st</sup> payment shall be made upon submission and acceptance of the initial work plan and outlines details of teaser by SDS and PKSf.
- b) Final Payment (80% of total contract value): The final payment shall be made upon submission and acceptance of the draft teaser and subsequently the final video documentary by SDS and PKSf.

**13. 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.

**15. Professional Liabilities**

The agency is expected to carry out the assignment with due diligence and in accordance with prevailing professional standards. A proper consultation with PKSf and SDS needs to be maintained in terms of planning, designing, documentation, development and reporting.

**16. 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.

**17. Rights**

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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.

Annexure-1. List of OVC

	<b>Entrepreneur's Name</b>	<b>Address</b>	<b>Mobile No</b>	<b>Types of Business</b>
1	Sarmin Akter	Angaria Bipas, Sdadar, Shariatpur	01709538890	Fish Barbecue and other ready-to-eat fish products.
2	Shakil Khan	Subachani, Sadar, Shariatpur.	01839961833	Ready to cook fish.
3	Al Imran	Uttar Palong, Sadar, Shariatpur	01771536870	Jaba Flower Plants nursery. Sales online and offline.
4	Emon Haque	Vadorganj	01777806544	Ready to cook fish
5	Md. Shajib Ahamad	Anakhando, Voujashsr, Naria	01627781020	Different kinds of fishing gear are sold online and offline.
6	Dalia Afrin	Kajir hat Bazar	01999888772	Cake production
7	Gius Uddin	Bapari para, Sadar, Shariatpur	01723708880	Fish scales processing.
8	Jahid Hasan	Jajira, Shariatpur	01719005900	Eva Honey, Honey production and processing
9	Sakib Hossain	Sadar, Shariatpur	01942989021	Molasses production and sales.
10	Sattar	Noabazar, Jajira, Shariatpur	01778955868	Fish feed production
11	Putul Akter	Baliakandhi, chikandhi, Sadar, sariatpur	01765613779	Chuduri Agro Farm and Hatchery
12	Munni Akter	Sadar, sariatpur	01736140497	Cake production and offline and online sales