



PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

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Terms of Reference (ToR)

Selection of a Consulting Firm for Producing Video Documentaries of Rural Microenterprise Transformation Project (RMTP) of PKSF

1.0 Introduction

Palli Karma-Sahayak Foundation (PKSF), an apex development organization, was established by the Government of Bangladesh (GoB) in 1990, for sustainable poverty reduction through employment generation. In the beginning, PKSF set the goal of creating self-employment opportunities in the rural off-farm sector and adopted the strategy of promoting a credit program for attaining this goal. This credit program, launched for the rural moderate poor, has been diversified over time in accordance with the changing needs of heterogeneous poverty-stricken segments of society and has gradually evolved into an 'inclusive financing program'. PKSF's current financing program includes the moderate poor of both urban and rural areas, ultra-poor, micro-entrepreneurs, marginal and small farmers; members of these poverty groups are offered customized services. Enabling the poor to come out from the low productivity trap, PKSF has integrated capacity building, technology transfer, value chain development and other technical services in its development program.

The micro-enterprise (ME) has been playing a significant role in relieving hunger, ensuring good health, and building foundation for inclusive and sustainable economic growth, and sustainable industrialization. One-fourth of the country's population is youth (source: BBS). Every year more than 21 lac youths are entering the workforce. Most of these youths lack formal education or proper technical skills and are either become employed in the informal sector or self-employed in microenterprises with low productivity and low income. By investing in capacity enhancement and employment generation of this young population Bangladesh can realize the true potential of the demographic dividend and can experience sustainable economic growth.

Continuous expansion of the micro-enterprise has been contributing to poverty alleviation. In order to facilitate sustainable growth of micro-enterprise, PKSF initiated the Agrosor program in 2001 to offer financing support for the MEs through its Partner Organizations (POs). In continuation of this, PKSF has been providing financial and technical support to strengthen the micro-enterprises through various projects; such as Micro-Finance and Technical Support (MFTS), Finance for Enterprise Development and Employment Creation (FEDEC), Promoting Agricultural Commercialization and Enterprises (PACE), Rural Microenterprise Transformation Project (RMTP), Sustainable Enterprise Project (SEP) and Skills for Employment Investment Program (SEIP) among others.

In this context, PKSF undertook the Rural Microenterprise Transformation Project (RMTP), implemented by PKSF with joint financing from the International Fund for Agricultural Development (IFAD) and DANIDA, aims to extend financial services to microenterprises and enhance the income, food security, and nutrition status of small and marginal farmers, entrepreneurs, and other market actors involved in the value chains of selected high-value agricultural products. This project encompasses provisions for product processing, certification, and marketing, alongside the creation of brand images for both domestic and international markets. Additionally, the project incorporates the introduction of

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কমিউনিকেশন, পাবলিকেশন
আইনগঞ্জ মাদারেস্ট পলিসি RMTP প্রকল্প
পল্লী কর্ম-সহায়ক ফাউন্ডেশন (পিকেএসএফ)

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3.3 Institutional Strengthening and Project Management: This component aims to strengthen the capability of PKSF and its Partner Organizations (POs) by leveraging trends in Information Communication Technology (ICT) through 'Distributed Digital Ledger Technology', e-commerce and branding, financial services through crowdfunding, and adoption of other befitting technologies.

4.0 Unique Features of Rural Microenterprise Transformation Project (RMTP)

- ☐ Compliance with Global Good Agricultural Practices-GGAP, Bangladesh Good Agricultural Practices and Good Aquaculture Practices
- ☐ Value chain integration
- ☐ Emphasis on women, youth and microentrepreneurs
- ☐ Introduction of Internet of things
- ☐ Adoption of Distributed digital ledger technology
- ☐ Initiation of crowdfunding platforms
- ☐ E-commerce and F-commerce marketing
- ☐ Branding, certification, traceability and marketing
- ☐ Nutrition-sensitive value chains
- ☐ Emphasis on climate/environment/gender/social issues
- ☐ Business management solutions for microenterprises
- ☐ Introducing contract farming approaches
- ☐ Enhance privatized advisory services
- ☐ Piloting technologies on horticulture/livestock/fisheries
- ☐ Ensuring access to microentrepreneurs' loan facilities

5.0 Objective of the Assignment

The primary objective of the video documentary assignment is to visually communicate the transformative journey and impact of the Rural Microenterprise Transformation Project (RMTP) on its participants, particularly small and marginal farmers and micro-entrepreneurs across Bangladesh. The documentary will serve as a strategic communication tool to:

☐ Showcase value chain interventions:

The projects integrated value chain interventions — in horticulture, livestock, and fisheries have enabled microenterprises to grow sustainably through modern practices, compliance standards, and market linkages. This comprehensive approach has not only improved the quality and productivity of the products but also facilitated access to new markets and increased profitability for the participating businesses. By implementing these interventions, the project has successfully transformed the value chains, creating a more efficient and competitive environment for the microenterprises to thrive.

☐ Highlight project outcomes and impacts:

Illustrate how the project has contributed to improving income, food security, nutrition, and overall livelihoods of project participants, especially women and youth, by utilizing financial and technical support from RMTP.

☐ Capitalize the synergy of private sector engagement in VC

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আব্দুল নাসির ম্যানাজার শেখলিট, RMTP প্রকল্প
মহানগর ফাউন্ডেশন (পিকেএফএফ)

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Illustrate how the project has contributed to create ecosystem of VC and economic activities by engaging private sector's market actors and relevant public institutions and other stakeholders. Capturing how RMTP has created a leveraging point in VC interventions.

☐ **Capture best practices and lessons learned:**

Document successful models, innovations (e.g., IoT, digital ledger, HACCAP, ISO, GGAP compliance etc.), and community-driven approaches that can be replicated or scaled up in future programs or by other development actors.

☐ **Promote stakeholder engagement:**

Engage and inform relevant stakeholders — including policymakers, donors, implementing partners, and the general public — about the scope, uniqueness, and significance of RMTP through impactful storytelling and real-life visuals.

☐ **Support visibility and advocacy:**

Enhance the visibility of PKSF and its development partners (IFAD, DANIDA, POs) by creating content that promotes the values, transparency, and success of the project, thereby building trust and support for future initiatives.

☐ **Document the transformation process:**

Create an audiovisual record of the transformational journey of rural microenterprises, capturing the before-and-after scenarios, challenges overcome, and the empowerment achieved.

6.0 Scope of Work

The firm will execute all necessary tasks, from research to video production, ensuring alignment with project objectives. The submission of an inception report, collaboration with the PMU, and client-approved script development will lead to the creation of impactful video contents, complemented by creative naming. The firm will-

a) Inception Report:

- Conduct necessary research and gain a comprehensive understanding of the assignment.
- Develop an inception report outlining the work plan, strategy, and relevant details for producing and submitting the required video contents.

b) Script Development:

- Visit the shooting locations before development of the scripts and collect the beneficiaries' interview, and necessary information.
- Review the project documents for development of the video scripts.
- Collaborate with PKSF's Project Management Unit (PMU) to develop scripts for video documentaries.
- Obtain client approval for the finalized scripts before proceeding to the production phase.

c) Video Production:

- Initiate the production phase with the client's approval.
- Produce video contents according to specified criteria for each video, covering diverse project activities and special features.
- Use copyrights free background music for the video documentary.

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আবুল কালাম আজাদ ফাউন্ডেশন (পিকএফএফ)

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- Take approval and sample of the voiceover before finalizing the video documentary.
- Use appropriate subtitles in English for the video documentary and take approval from Project Management Unit of RMTP and the PKSF management.
- Use PKSF, IFAD, and DANIDA logos for the closing screen of the video with appropriate animations and motion graphics.

d) Draft Submission and Feedback:

- Submit draft videos for client feedback.
- Incorporate client comments and submit final versions of the videos.

7.0 Technical Specification:

Title of the Video	Tales of transformation
Quantity of video	1. Video documentary on whole RMTP project 2. Video documentary on horticulture sector 3. Video documentary on dairy, meat and poultry sector 4. Video documentary on fisheries and aquaculture 5. 8 Reels cut/Youtube shorts
Type of Video	Video documentaries or narrative stories
Duration	5 minutes maximum for each video, reels/shorts not more than 60 seconds
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 subtitles (English American)
Voiceover	Yes (Male/Female)
Method of Presentation	Video, Picture, Flow Chart, Table, Diagram, motion graphics, infograph etc.
Music	Copyright-free music

8.0 Copyright: PKSF will hold the copyright of all the contents, raw footages, photographs, and interviews.

9.0 Duration of the assignment: The assignment must be concluded within a period of 60 calendar days, commencing from the date of signing the contract.

10. Schedule of the deliverables:

The assignment will be completed following the schedule below:

Sl	Deliverables	Timeline
1.	Inception Report (including work plan, technology details, and draft scripts)	Within 10 days of contract signing
2.	Final scripts for video documentaries	Within 20 days of contract signing
3	First Draft of video documentary	Within 45 working days
4.	1. Video documentary on whole RMTP project 2. Video documentary on horticulture sector	Within 60 days of contract signing

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Sl	Deliverables	Timeline
	<p>3. Video documentary on dairy, meat and poultry sector</p> <p>4. Video documentary on fisheries and aquaculture</p> <p>5. 8 Reels cut/YouTube shorts</p> <p>All the finished products will must be submitted in a separate SSD storage device with raw footages, interviews, photos, editing panel work and project files.</p>	

10.1 Special Instruction for Late Submission of Deliverables:

If the consulting firm fails to submit the deliverables on time, the firm will carry a negative remark for further procurement of PKSF.

11. Qualification and Experience of the Consulting firm/Institutions

- The firm must have at least 5 years of experience in producing video documentaries, video contents, audio-visuals for government and nongovernment entities as well as national and international development agencies.
- Technical and human resources to ensure smooth, on-time and high-quality production without outsourcing;
- Demonstrated capacity of producing video contents by in-house director pool, production, and postproduction facilities under one roof;
- Possession of necessary logistics like vehicles, shooting equipment, editing panel, sound studio, etc.
- The team members 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.
- Detailed completed and ongoing experience including similar experiences with supporting documents.
- The firm should have completed minimum five assignments with each valued at minimum BDT 25 lakhs in the past 5 (five) years.
- Income tax assessment certificate/acknowledgement certificate, updated Trade license, VAT certificate, and Registration certificate (if applicable);
- List of organizational committee members/board of directors;
- Bank solvency certificate
- List of existing senior management and assignment-related professional manpower

12. **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:

12.1	Director (Team Leader)	The director for this assignment needs to have substantial experience in filmmaking, with a proven track record of directing on audiovisual projects for development organizations. The candidate should possess post-graduation degree.
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একটি নতুন যুবকদের
কর্ম-সহায়ক ফাউন্ডেশন (সিআইএফ)

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12.2	Producer (1 Person)	The producer for the assignment should have experience in managing large-scale productions and working on long-term projects. S/he should have a post-graduation degree.
12.3	Scriptwriter (1 Person)	The scriptwriter of this assignment should have the experience of writing scripts on audiovisual production and documentaries for development organizations. S/he should have a post-graduation degree.
12.4	Director of Photography (1 Person)	The director of photography of this assignment should have (a) combined experience of photography and film-making work, and (b) experience in working for documentaries/audiovisuals/photography projects for development organizations. c) A bachelor's degree and specialized training on cinematography will be added advantage.
12.5	Video Editor (1 Person)	The video editor should have a bachelor's degree and the experience of editing on audiovisual/documentaries for development organizations.
12.6	Graphics Designer (1 Person)	The graphics designer should have an expertise on all the related software of designing, create motion graphics, infographics, and will have work experience in a relevant company, firm or agency. Having a specialized training on multimedia design and production will be added advantage.
12.7	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.

13. Shooting location: The consulting firm will collect required footage/shooting from the following locations:

Partner organization	Intervention	Location
ESDO	<ul style="list-style-type: none">Dairy and Meat (Cheese, silage, Local Service Provider, diversify dairy product, telemedicine, eco-praniseba, milk collection point)Horticulture (Eco-friendly safe vegetable village, organic pesticides, collection center, vegetable market, coco peat nursery)	Thakurgoan
GBK	<ul style="list-style-type: none">Horticulture (Kumro bori, ethnic minority, vegetable exporter farmers, sprinkler, drip irrigation)	Dinajpur
JAKAS	<ul style="list-style-type: none">Poultry (Day old chicken, poultry farm, ready to cook and eat items, traceability poultry product, poultry hatchery, egg shop, halal hygiene chain shop, IoT in poultry farm)Horticulture (Vegetable fields and farmers, tomato-sauces, mustard oil production, IoT in vegetable field)Fisheries (fish scale collection and marketing)	Joypurhat
JRDM	<ul style="list-style-type: none">Fisheries (Black soldier fly, Ready to cock and ready to eat, fisheries pond with IoT and aerator, Hatchery)	Joypurhat

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গ্যান্ড নলেজ ম্যানেজমেন্ট পেশালিটি, RMTP দপ্তর
পল্লী কর্ম-সহায়ক ফাউন্ডেশন (পিকেএসএফ)

3/8/20



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GUK	<ul style="list-style-type: none">Dairy and Meat (Diversify dairy product, Garol cluster, beef pickle Masuma or Achari food, A2 Ghee, private diagnostic lab, livestock technology, vermi compost-Reshma)Poultry (Chicken coop model, pekin duck rearing, pigeon rearing, small poultry house, poultry feed)	Bogura
NDP	<ul style="list-style-type: none">Dairy and Meat (solop ghol, meat processing plant, milk chilling plant, feed and fodder, fodder market, diversify dairy product, E-tally khata, farm mechanization, cattle rearing both meat and milk cattle, Bengal meat hub and cluster and linkage with Bengal meat)	Sirajganj
DSK	<ul style="list-style-type: none">Duck value Chain in the Haor area	Netrakona
MMS	<ul style="list-style-type: none">Fisheries (Fisheries based eco-tourism)	Sirajganj
SSS	<ul style="list-style-type: none">Horticulture (Sprinkler and Drip irrigation in Dragon farm, banana cultivation and marketing)	Tangail
IDF	<ul style="list-style-type: none">Fisheries (Halda river finger link and hatchery)	Chattogram
YPSA	<ul style="list-style-type: none">Horticulture (High value fruits, coffee processing and mother stock nursery)Meat processing: Smart Grocery, Sarwar meat, Disable people inclusion	Chattogram
FDA	<ul style="list-style-type: none">Horticulture (Sajjan model-climate adaptive vegetable cultivation,	Bhola
GJUS	<ul style="list-style-type: none">Livestock (Buffalo traceability, buffalo milk and dairy products), Killah	Bhola
CODEC	<ul style="list-style-type: none">Fisheries (Ready to eat fish products, fish market, fisheries ghat and landing point development)	Patuakhali
CDHC	<ul style="list-style-type: none">Community based ecotourism activities: Homestays, eco-cottage, boat services etc.	Patuakhali

14. Service and facilities to be provided by the client

The necessary information on the RMTP project and PKSF will be provided by RMTP Project Management Unit (PMU) of PKSF. Additionally, PKSF's RMTP PMU 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 may accompany the production crew in the field.

15. Services 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 contents along with the raw footage and photographs in an SSD storage device.

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এবং মালিকানাধীন পাবলিকেশন (পিকএসএফ)

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16. **Mode of Payment:** Payments will be made based on the following percentages and milestones:

- **Initial Payment (1st Payment):** 25% of the total contract value will be disbursed upon the submission and acceptance of the final scripts for the production of 06 video contents by PKSF.
- **Intermediate Payment (2nd Payment):** 45% of the total contract value will be released after the submission of the 1st draft of the videos.
- **Final Payment (3rd Payment):** The remaining 30% of the total contract value will be paid following the submission and acceptance of the final video contents by the PKSF.

17. **Consulting Firm (National) Selection Process**

Quality and Cost Based Selection (QCBS) method and Standard Request for Proposal (SRFP: PS-5) documents on lump-sum contracts of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh shall be followed in the selection of consulting firm.

18. **Professional Liabilities**

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

19. **Confidentiality**

All documents, reports and information and final outputs from this assignment will be regarded as 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 or the government.

20. **Rights**

PKSF 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.

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প্রকল্প সমন্বয়কারী
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