

# **Social Development Foundation (SDF)**

## **Nuton Jibon Livelihood Improvement Project (NJLIP)**

### ***Terms of Reference (TOR)***

### ***for hiring a Consulting firm for developing Audio Visual training materials in conducting IGA training***

**Package number: S-16.0 (NJLIP)**

#### **1. The Social Development Foundation:**

Established in **2000** as an autonomous and “not-for-profit” organization by the Government of Bangladesh, under the Ministry of Finance, the Social Development Foundation (SDF) has grown to become one of the most successful organizations of Bangladesh in poverty alleviation. SDF reinforces multidimensional programs that impact all aspects of the lives of the disadvantaged people, focusing on building sustainable village institutions and empowerment of women. It was registered under the Companies Act-1994 on July 28, 2001.

To assist the most disadvantaged people in their fight against poverty, SDF challenges the frontiers of poverty reduction. With the cherished goals, this organization has been implementing the Social Investment Program Project (SIPP) expanding the scope for the poor for their economic growth through enhancing their income and creating employment opportunities executing Community Driven Development (CDD) approach. It is exploring new ways of delivering critical infrastructure services and social assistance to the rural poor, and building their capacity at village level. The holistic approach adopted by SDF enables the poor, particularly women, to build, secure and use social assets to improve their well-being, reduce vulnerabilities, take advantage of new opportunities, exercise their rights and play a more active role in the society.

In an effort to accelerate the achievements of SIPP projects, the Government of Bangladesh undertook SIPP II, to cover 3262 villages under 16 districts with a budget envelope of US \$ 115 million, benefitting 6 million people directly and indirectly. Based on the experiences and learning from successful implementation of two consecutive projects, SDF has been able to launch another bigger operation “Nuton Jibon Livelihood Improvement Project (NJLIP)” on August 03, 2015 with a budget worth US \$ 220 million. The project serves around 500,000 extreme poor and poor communities in 2,500 new villages together with continuing support to 600,000 matured members in 3,200 villages under SIPP-I and SIPP-II areas. The objective of the project is to improve the livelihood of the poor and extreme poor of the project areas

## **2. Background of the Assignment:**

The NJLIP is providing support to livelihood opportunities of the extreme poor and poor by providing skill development training on different trades and help ensuring their access to markets. The beneficiaries principally involved in on farm activities require skills on business development relating to improved production technology including entrepreneurship development. During SIPP-II, SDF developed promotional materials, training modules and relevant documents, and also conducted training using those materials. SDF do not have any audio visual training materials to conduct the training but audio visual materials is very effective communication tools for making a training program more user friendly and effective specially for rural community. With the lapse of time and due to expansion of ICT, the rural communities are now desired and expected training by audio visual training materials. In order to considering this issue, SDF decided to develop some new audio visual training and promotional materials. To this end, SDF considers hiring a consulting firm to prepare some new audio visual training materials to be used for training purposes for different Income Generating Activities (IGA) trainings.

## **3. Objectives of the Assignment:**

The objectives of the assignment are to develop Audio Visual training/learning materials (Documentary film) for providing training to SDF employees and beneficiaries. The materials will be simple, easily understandable, content specific, clean pictorial, and enriched with modern technology for the rural community and SDF employees as well.

## **4. Methodology:**

The consulting firm will review all the relevant documents, existing training modules and materials, Community Operation Manuals, productive investment fund manual, prepare video script and will share with SDF management and respective managers. The firm will also hold meetings with Nuton Jibon Groups, Producer Groups, NJCS, District and cluster level staff for exploring ideas conducive to developing appropriate materials. The consulting firm will also hold meetings with SDF capacity building cell, IEC unit, all relevant managers, including the Managing Director for developing these materials.

## **5. Scope/description of works:**

The consulting firm will accomplish the following activities-

- Verify existing documents and records relating to training in implementing “Nuton Jibon” project for skill development of the poor and extreme poor and will chart next course of actions as needed;
- Conduct interviews/interact with producers, NJG member in the training session to get an understanding about the present situation as well as improvement needed for IGA training;
- Develop the appropriate audio visual script to conduct the community friendly IGA related training for rural extreme poor and poor;
- Facilitate a training course using prepared draft training materials at community level for assessing the suitability of the materials;
- The training materials to be developed will include materials on dairy cow rearing, beef fattening, goat rearing, poultry rearing, duck rearing, fish culture, shrimp culture, tree nursery and vegetable cultivation;
- Organize one stakeholders’ workshop at regional level on draft materials where community representatives and field staff will attend and share their views;
- Hold working sessions with the relevant staff at Head Quarter level to ensure that the materials are in place and suitable for facilitating relevant training properly;
- Produce the final audio visual training materials for conducting training on different trades effectively.
- The documentary is to be empathy driven, moving and motivational, told mainly from the perspective of the NJG members with the inputs from local communities.
- The documentary should be produced in Bangla at highest market quality standards, high-definition, fast paced and colorful, with clean stylistic touches.

## **6. Expected outputs:**

The outputs of the assignment will be:

- Produce 15-20 minutes documentary in Bangla on 9 IGAs (dairy cow rearing, beef fattening, goat rearing, poultry rearing, duck rearing, fish culture, shrimp culture, tree nursery and vegetable cultivation);
- Produce standard documentary film with proficient and refined language.
- Produce high quality productions in terms of film and sound quality.

## **7. Eligible criteria of consulting firm:**

The consultancy firm will be required to have;

- The consulting firm should have a proven track record of at least five years experience in designing, developing and preparing documentary films.
- The firm should have practical experience in producing audio visual training materials on different Income Generating Activities (IGAs) for livelihood development of the rural community.
- Access to highest quality filming, light, sound and editing equipment.
- Excellent technical capacities (state of art filming equipment preferably high definition

or 2k resolution) to ensure smooth and high quality production.

- Previous working experience with World Bank/Donor funded projects and an understanding of World Bank/Donor requirements would be an advantage; Ability to communicate effectively and respectfully with rural communities is essential.
- Sample film will be required to demonstrate technical competencies in relation to filming, interviewing, sound recording and all other necessary skills to achieve a professional final film.
- Copies of recently completed or ongoing one documentary on livelihood activities and similar assignment is required;

### 8. Inputs and support from SDF:

SDF will provide Project information/documents, booklets on livelihood development, training manuals, posters and leaflets. SDF will make arrangements to provide orientation programs to the consultant. SDF will select and prepare shooting location including facilities for preparing the documentary.

### 9. Deliverables:

The consulting firm will be developed the following deliverables:

Sl. No	Deliverables/ report	Time after signing of the Contract
1	Submit Inception report, a detailed outline of the proposed timing including methodology and detailed work plan etc.	Within 15 days
2	Prepare draft script of the documentaries and submit to SDF for comments and finalized the video scripts accordingly.	Within 30 days
3	Prepare first draft documentary on different IGAs (9 items) in Bangla version and submit to SDF.	Within 90 days
4	Prepare final draft documentary on different IGAs (9 items) in Bangla comentry with English sub-title and submit to SDF for comments.	Within 100 days
5	Submit 25 copies including master copy of final documentary/ audio visual training materials of each 9 items IGAs to SDF incorporating comments.  Note-The minimum standards for the video quality are as follows:	Within 120 days

	<ul style="list-style-type: none"> <li>❖ frame size and image dimensions 1920 pixels wide x 1080</li> <li>❖ Base temps 25 ips</li> <li>❖ Capable for web side development of SDF</li> <li>❖ Screen Aspect Ratio 16:9</li> <li>❖ Interlacing Compatible version</li> </ul>	
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#### **10. Duration of work:**

The assignment is for a period of 120 days from the date of signing of the contact.

#### **11. SDF representative for communication:**

The firm will be reporting to the Managing Director, SDF through Deputy General Manager Livelihood for his/her services and activities. S/he will work in close cooperation with the Managing Director, Deputy General Manager IEC, CB cell members, Regional Directors, District and Cluster teams of SDF.

#### **12. Working/shooting location:**

The shooting will be conducted in 7-10 districts of three regions ( Mymensingh, Khulna and Barisal) of SDF working area and other locations, if required.

### **13. Application Process/Procedures**

#### **13.1 Expression of Interest (FIRST STAGE)**

- Interested and eligible consulting firm are requested to submit an 8-10 page EOI in English. In the main body, firms are requested to include a summary of prior experiences in developing documentary film, technical note on proposed curriculum, an assessment of existing capacities, and a timeline and estimated budget to carry out intended activities. However, interested consulting firms are encouraged to enclose appendices where necessary.
- **Deadline for Submission of Eoi:** Interested consulting firm may obtain further information from the official web site of SDF ([www.sdfbd.org](http://www.sdfbd.org)) or from the office of the Managing Director of SDF (office hours Sunday-Thursday 9:00-17:00). Expression of Interest must be submitted in hard copy (4 copies) to the following address: Social Development Foundation (SDF), 'Z' House, 6/6 Block-F, Lalmatia, Mohammadpur, Dhaka-1207 and electronic submissions should be sent by e-mail to [fpdhq@sdfbd.org](mailto:fpdhq@sdfbd.org) **by 26/10/2017.**

- **Evaluation process of EOI proposal:** Shortlisted consulting firms will be reviewed and evaluated based on the following criteria:
  - Availability of appropriate capacities;
  - Demonstrated capacity to handle such an assignment;
  - Experience carrying out similar tasks.

### **13.2 Submission & evaluation of Technical Proposal (TP) & Financial Proposal (FP) (SECOND STAGE)**

Shortlisted consulting firm will be requested to submit a full technical and full financial proposal.

- **Technical Proposal Assessment (TPA): Evaluation Score- 75%**
  - Technical part 1: demonstrated technical expertise and knowledge (globally and in country) to carry out such a task– score 25%
  - Technical Part 2: demonstrated experience working to prepare documentary in livelihood sector - score 25%
  - Technical part 3: institutional capacities and track record demonstrated by way of annual reports and other submitted documentation– score 25%
- **Financial proposal assessment (FPA): Evaluation score-25%.**
  - Market competitive package values;
  - Lowest package but highest quality of program preference compared to Technical Package;
  - Program cost compared to staffing and overhead cost.
- **Deadline for submission to be confirmed following short listing.**

**Note:** The detailed financial template to be completed by the bidder (budget envelop preparation) will be provided by SDF's head office. Incomplete and false information will not be accepted and will subject the potential bidder to disqualification. Clarification of the procedures and financial format will be provided during the **debriefing session**.

**13. Selection process:** This will follow the QCBS procurement procedure. An independent Evaluation committee will be formed and assigned by the SDF higher management to perform the short listing as well as selection process. This committee will review the technical and financial proposals and the evaluation process will follow the criteria outlined in the Terms of Reference.

**14. Payment procedure:** SDF and World Bank procurement policy will be followed (further information on processes, guidelines and procedures will be given during the **debriefing session** to be held at SDF).

- **Taxes and VATs:** Consulting firm will have to determine taxes and VAT separately and need to be presented as separate line budget items in the financial proposal.

**16. Termination of Contract:** SDF reserves the right to cancel or terminate the ToR circulation at any time without given notice or reason.