

Terms of Reference (ToR)
for
Production of a Video Documentary on TVET & Decent Employment, Prevention of GBV, Child Marriage, and Child Labor at the community level under QuEST II Project funded by DFAT

Assignment: Hire consultancy firm for production of a video documentary on TVET & Decent Employment, prevention of GBV, Child Marriage, and Child Labor at the community level

Contract type: Service Contract

Location: Mirpur-2, Dhaka-1216, Bangladesh

Duration : **Forty-five (45)** calendar days, but the date will be finalized after finalizing the hiring process.

1.0 Background

UCEP Bangladesh is a leading non-governmental organization that has played a role in shaping the lives of thousands of underprivileged children and youth across the country. Since its inception in 1972, UCEP has been actively contributing towards transforming the socioeconomic conditions in Bangladesh with the motto "Help to learn, skills to earn."

UCEP Bangladesh has made a significant impact on the lives of thousands of disadvantaged children and youth throughout the country. The organization provides technical and life skills education, skills development training, and employment support with a focus on social inclusion. UCEP Bangladesh prioritizes serving women, children, youth, persons with disabilities, underprivileged and marginalized communities.

To date, UCEP Bangladesh has served over 0.2 million students regardless of their socioeconomic backgrounds. The organization operates 36 technical schools, 10 TVET institutes, and 2 professional institutes nationwide. Annually, UCEP reaches approximately 36,000 students, addressing the challenge of the significant out-of-school youth population in the country.


2.1 Background of Project and its Journey

Since 2023, UCEP Bangladesh has been implementing the QuEST II project, funded by DFAT, with the goal of building a demand-driven, inclusive skilled workforce for Bangladesh's socio-economic development. By 2026, the project aims to provide technical and life skills education to 9,000 children from grades VI to X, and TVET and skill development to 13,500 youth, with 45% of the beneficiaries being girls and women.

According to the project documents, UCEP has committed to developing and promoting a video documentary aimed at raising awareness among community members and other stakeholders about TVET, Decent Employment, and the prevention of Gender-Based Violence (GBV), Child Marriage, and Child Labor. This video, serving as IEC/BCC material, will be used to educate and inform, with a specific focus on issues like vocational education and decent jobs, child marriage, child labor, gender-based violence, as well as broader topics such as health, education, and environmental conservation.

2.2 Justification, Key Themes and Messages

To share the project's learnings with stakeholders and ensure they can be used at the project site during and after the project's completion, a short video will be produced. This video will feature insights from


Mohd. Abdul Mannan
Director, Programme and Innovations
UCEP Bangladesh

beneficiaries and highlight successful practices, capturing the valuable lessons learned throughout the project.

This video documentary will cover following key themes to raise awareness and create a common understanding among beneficiaries and communities. It will focus on important issues like TVET, Decent Employment, and the prevention of Gender-Based Violence, Child Marriage, and Child Labor.

I. TVET and Decent Employment

- Importance of TVET in developing a skilled and diverse workforce
- Opportunities for quality education and skill development
- Pathways to secure decent employment and entrepreneurship

II. Prevention of Gender-Based Violence

- Understanding the different forms of GBV and their impacts
- Importance of addressing GBV for the well-being of individuals and communities
- Strategies for prevention and support for survivors

III. Child Marriage and Child Labor

- Negative impacts of child marriage and child labor on the development and well-being of children
- Promoting access to education and protection of children's rights
- Engaging with communities to shift social norms and attitudes

2.3 Awareness Campaign Objectives:

- Highlight the importance of TVET and its role in fostering a skilled, inclusive workforce for sustainable development.
- Raise awareness about the negative impacts of gender-based violence, child marriage, and child labor, and the importance of addressing these issues.
- Engage with UCEP's community members, including parents, youth, and other key stakeholders, to promote understanding and support for the project's interventions.
- Empower individuals, especially women and girls, to make informed choices about their education, employment, and personal well-being.
- Advocate for policy and social changes that create an enabling environment for TVET, decent employment, and the prevention of GBV, child marriage, and child labor.

2.4 Contents to consider

The video documentary must consider the contents reflecting project impacts/results. Here important to see the engagement of beneficiaries, community people, coordination with local government and other respective stakeholders. The following contents should be considered in documentary.

- Activities of projects including some efforts by project
- Voices of beneficiaries to show the impact to the awareness development and capacities of beneficiaries to response in above context.
- Good practices with learning from the project intervention, involvement of local government, community leaders & respective stakeholders.
- Message/voices from implementing team: Executive Director, BoG Chairperson, Program Director, Regional Manager etc.



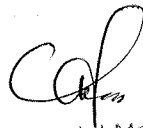
Mohd. Abdul Mannan
Director, Programme and Innovations
UCEP Bangladesh

3.0 Scope of work and technical requirements

- I. **Review Project Document:** Selected vendor will study the project documents to understand the development interventions of the project.
- II. **Pre filming location visit for story collection:** After study the document, vendor will visit the project locations for better understanding the situation and the context. At the same time, they will meet with the project team, beneficiaries and communities to have more information about project and its impacts. Also, they will visit the proposed shooting locations.
- III. **Storyboard development:** Vendor will develop a storyboard based on the successes and impacts of the project. Then they will submit the story to the UCEP Communications team through program team for approval.
- IV. **Filming/Shooting:** Vendor will film at field as per the agreed plan in consultation with UCEP. If needed Communications team will help them for filming. UCEP regional team will ensure the presence of project beneficiaries for filming and UCEP head office Communications team will ensure necessary support to vendor. Vendor will work at least 01 months for filming in project locations and ensure quality of footage. If requires, vendor will extent the duration as per approval from UCEP management team in written.
- V. **Approval of Story:** Vendor will review captured footage & stories in accordance with approved script and share a report to communications team for review and final approval.
- VI. **Background Music:** Any music that will be used/ recycled in video documentary must be aligned with copyright laws. Vendor will be use locally composed new music that fits better for story and creates emotion of the audiences.
- VII. **Postproduction (Video Editing):**
 - **Phase-1:** Vendor will edit the video clip according to approved script and share to UCEP for review and feedback. Vendor must incorporate the feedback given by UCEP. The feedback and incorporation may go on until the satisfactory output ensures. Once the review process is over vendor must preserve the video project (raw timeline) for 2-3 months for further incorporation of data, information, and message.
 - **Phase-2:** Vendor will collect field level information from project relevant stakeholder and make graphical presentation with approved data on video as appropriate. UCEP Communication team reviews the quality of video clip in accordance with specification. Vendor will provide all raw footage of the project to UCEP in a portable hard disk (512 GB SSD).

4.0 Technical guidelines:

- Number of Video Documentary: One video Documentary in two Version-English and Bangla
- Duration: Maximum 5 Minutes.
- Location for shooting: Dhaka, Sylhet, Chattogram, Rajshahi districts in Bangladesh.
- Footage Quality: 4K Resolution with high quality compatible camera.
- Sound : Vendor must use separate sound recorder to ensure sound quality. But not the built-in-one sound of camera.
- Subtitle: Bangla Subtitle (if any interview is conducted in English) must be provided in Bangla version documentary. English Subtitle (if any interview is conducted in Bangla) must be provided in English version documentary.


Mohd. Abdul Mannan
Director, Programme and Innovations
UCEP Bangladesh

The vendor will work outside UCEP premises, apart from organized meetings UCEP will identify people for interviews, identify families, communities and institutions and facilitate contact with them.

5.0 Responsibilities of Vendor

The vendor should work closely with concern officials assigned by UCEP Bangladesh for accomplishment of following tasks:

- The vendor must take approval of the subtitles (both-Bangla & English).
- Take the approval of the background voice.
- Provide rough cut copy for feedback.
- Final copy of video will be given by pen drive.
- The vendor must agree to collect footage until the quality ensures.
- The vendor must edit content until the satisfactory output comes.
- Relevant organizational branding should ensure with proper guideline.
- Deliver the products to the Communications Team of UCEP Bangladesh.
- Vendor should submit final copy within the given time. Details will be mentioned in agreement
- Vendor will be liable for any damage of video material or accident of logistic and human.

6.0 Expected deliverables

- Final script of VDO documentary in Bangla and English
- Final product will be submitted by a separate Pen drive
- All Raw footage must be provided in a Portable Drive (512 GB SSD)

7.0 Time Frame

The assignment will be completed within 45 working days spread over in two calendar months. The consultants will accomplish the entire assignment of project evaluation within this time frame.

8.0 Qualifications & experiences


- Have a good experience (at least 5 years) in producing a video documentary, short videos etc.
- Able to produce high-quality broadcast video and professional photos on tight deadlines.
- At least 3 years of proven technical experience for the cameramen/editors involved in the production.
- Ability to include English language subtitling.
- Proven experience in social media.
- Proven ability to meet deadlines.

9.0 Standard procedures in the delivery of the products

Copyright of film and all raw materials belongs to UCEP. All materials in support of the implementation of the task will be provided by UCEP office upon assignment of the concrete tasks. In case of late delivery of services and unsatisfactory performance on behalf of the selected vendor, UCEP may refuse to accept delivery of all or part of the services and claim liquidated damages as per UCEP special terms and conditions. The selected vendor should be followed the code of conduct, guideline & policies of UCEP Bangladesh during the working period.

10.0 Payment

UCEP Bangladesh will disburse (i) 30% after signing the agreement (ii) 30% of total payment once vendor done/during video capturing from field level of video documentary. The rest of the payment (40%) will be made after satisfactory completion. The payment will be made after deduction of VAT and Tax at source as per government's rules (if applicable).


Mohd. Abdul Mannan
Director, Programme and Innovations
UCEP Bangladesh

11.0 Monitoring and evaluation of the assignment

The vendor will work in close cooperation with the Communications department of UCEP, head office management and program team.

12.0 Evaluation Criteria

The consultancy firm will be evaluated based on the following weight: 100 marks

- Technical Score: 80%
- Financial Score: 20%

12.1 Technical Evaluation Criteria


SI	REQUIREMENTS	Score (%)
A	Overall Proposal Suitability	20%
A.1	Understanding of the assignment and methodology	10%
A.2	Feasibility of the proposed time plan	10%
B	Previous Relevant Work Experience and Awards	30%
B.1	Provide 3 or more client experiences or testimonials (References, size, and scope are most similar to the objectives of the assignment. Include a summary of the work completed for each account. Include reference contact names, telephone numbers and email addresses.)	20%
B.2	Vendor's previous records of performance and service.	10%
C	Technical Expertise and Organizational Experience	30%
C.1	Availability of experts in the proposed team including their experience and qualification.	20%
C.2	Years of experience in providing the requested service.	10%
Sub-total		80%

12.2 Financial Evaluation Criterion

- Only the technically qualified bidders will be considered for this evaluation and the lowest bidder will be assigned with full/highest marks that is 20% and the subsequent highest bidders will get proportionate lower score out of 20%.
- The total score derived from the submitted proposals (technical and financial) will be the final score and converted to the score out of 100. UCEP also reserves the right to cancel or disqualify any proposal without explaining any reason whatsoever.

13.1 Safeguarding policy

Safeguarding Policy will be applicable in the implementation of the work. The selected vendor/consulting firm will abide by the Safeguarding policy of UCEP Bangladesh.


Mohd. Abdul Mannan
Programme and Innovations
Bangladesh

13.2 Reservations and Confidentiality

UCEP Bangladesh reserves the right to withhold all or part of the payment if the performance is unsatisfactory, if the work or output is incomplete or not delivered, or if deadlines are not met. The vendor must maintain confidentiality regarding all non-public information and must avoid any assignments that could create a conflict of interest with this contract. Additionally, the vendor agrees not to promote any political or religious beliefs in the documentary.

14.0 Expression of Interest Submission Address & Modality:

The vendor/consultant submits the following documents along with the Technical & Financial Proposal (including VAT and TAX) separately:

- Maximum 2 Pages summary profile of Lead and Associate Consultant
- Team members (who will be involved in the assignment) summary profile along with one paragraph
- TIN certificate and any other relevant document (if necessary)

15.0 Guideline for proposal submission

The proposal/expression of interest (duly signed) should comprise the following sections and be kept within the given page limit.

Topic	Page Limit (Max)
Technical Proposal	
Cover Page	1 Page
Table of Content	1 Page
Understanding of the assignment (without copying from the ToR content)	2 Page
Time plan for the assignment	1 Page
Skills and strengths to carry out the required tasks (please indicate your proposed team including the profile of key team members)	1 Page
Previous experiences for similar works	1 Page
Any other relevant information (if required only)	1 Page
Financial Proposal (Separate Document)	
Budget detailing of the total fee (including VAT and tax as per the government rules)	2 Page

**Note: Sample of previous works can be sent in a separate file; it should not be part of the main proposal document.

17.0 Key Contact

You may contact Mr. Hasib Al Raj Manager, Communication (hasib.raj@ucepbd.org, Mobile: 01847313299) for any required support, information, clarification, and documents.



Mohd. Abdul Mannan
Director, Programme and Innovations
UCEP Bangladesh