



**Terms of Reference (ToR) for Selection of a
Production House/Firm/Agency to develop OVC on Processed Products for online promotion of
“Production and Marketing of Safe Fish & Fish Product titled value chain sub-project under the RMTP ”**

Project Title/Activity Name	Impact of “Production and Marketing of Safe Fish & Fish Product titled value chain sub-project under the RMTP ”
Purpose	1. To develop OVC on Processed Products for online promotion of “Production and Marketing of Safe Fish & Fish Product titled value chain sub-project under the RMTP ” activities 2. The Advertisement for Processed Products message should have a call to action selling the products of the concern entrepreneurs. 3. The Advertisement should be act by the producers own-self. As example https://www.youtube.com/watch?v=hXVIJ5sFSdo
Audience	Society for Project Implementation Research Evaluation and Training (SOPIRET), PKSF, IFAD, Embassy of Denmark and the consultant
Reports to	Society for Project Implementation Research Evaluation and Training (SOPIRET)
Expected start/end dates, number of work days	After signing the agreement, the concern firm/vendor will complete the task within 20 working days
Location	Lakshmipur Sadar,Ramganj
Deadline for receiving applications	03 October 2025

1. Background:

Society for Project Implementation Research Evaluation and Training (SOPIRET) Established in 1985 as a non-profit, non-political, social and multi-Sectoral voluntary organization. Since 1985, SOPIRET has been conducting its constructive socio-economic activities in line with the needs of the poor in order to empower the poor, especially women. At present, SOPIRET is operating Various projects in 33 upazilas like Laxmipur, Chandpur, Comilla, Noakhali and Feni districts with health, education, ENRICH, RMTP, RAISE and micro-credit activities. In addition to its ongoing development activities in the evolving socio-economic changing situation, SOPIRET has been conducting "Social and Cultural Activities program ", like school forum and club-based activities for school-college adolescents and for the backward elders of the society "Uplifting the quality of the lives of elderly people program", since July 2017. The organization is committed to improving the quality of the lives of disadvantaged people in the region. The organization is certified by MRA (Certificate No. -01874-02086-00279) and Partner organization of PKSF.



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Palli Karma-Sahayak Foundation (PKSF) is working more than two hundred Non-Government Organizations (NGOs) across the country. Since the inception, these organizations take 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, and disaster management, sanitation, natural resources management, environmental protection, human resource development, and credit assistance among entrepreneurs of different categories. (NAME OF PO) is implementing a project titled “Production and marketing of Safe vegetable and safe vegetable Products” under financial and technical support from the RMTP project of Palli Karma-Sahayak Foundation (PKSF). A total of 11,500 safe vegetable producers, entrepreneurs & other market actors of 4 Upazila in Faridpur and Rajbari District are receiving various technical, technological and marketing supports under this value chain sub-project. ‘(NAME OF PO)’ has taken an initiative to conduct OVC through a competent firm 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 –

- Number of OVCs : 05 (Five) OVCs will be developed to promote microentrepreneurs' processed products, such as Ready To Cook (Fish Product), Ready To Eat (Fish Product) etc.
- 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 Society for Project Implementation Research Evaluation and Training (SOPIRET).
- 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 active support of small-scale entrepreneurs to promote their products promotion. Specifications are given below:



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Title	OVC for small scale entrepreneurs to promote their products
Video type	OVC for social media promotion
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
Delivery Video Format	Full HD, 4K, MPEG-4 or another compatible format
Delivery Photo Format	JPG 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

4. Duration of the assignment

The assignment needs to be completed within duration of maximum 20 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 Society for Project Implementation Research Evaluation and Training (SOPIRET) and PMU of RMTP, PKSf before the final shooting **within three days of contract signing.**
- The firm will submit 5 OVCs – each video length will be 55 seconds maximum for social media promotion.
- The firm will submit all the video raw footage, and finish products by a transferable link to the PMU of PKSf and transferable link to the Society for Project Implementation Research Evaluation and Training (SOPIRET).



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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 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.
- 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;

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.

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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 Society for Project Implementation Research Evaluation and Training (SOPIRET). Additionally, PKSf/ Society for Project Implementation Research Evaluation and Training (SOPIRET) 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/ Society for Project Implementation Research Evaluation and Training (SOPIRET) 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:

Society for Project Implementation Research Evaluation and Training (SOPIRET) 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 teaser by Society for Project Implementation Research Evaluation and Training (SOPIRET) 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 Society for Project Implementation Research Evaluation and Training (SOPIRET) and PKSf.

13. Disclaimer

The Society for Project Implementation Research Evaluation and Training (SOPIRET) management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. Society for Project Implementation Research Evaluation and Training (SOPIRET) 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.



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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 Society for Project Implementation Research Evaluation and Training (SOPIRET) 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 Society for Project Implementation Research Evaluation and Training (SOPIRET) 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 Society for Project Implementation Research Evaluation and Training (SOPIRET) or the government.

17. Rights

Society for Project Implementation Research Evaluation and Training (SOPIRET) 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.