Terms of Reference (ToR)

For

Documentary Video of “Climate Resilient Farming and Market Access for Women in Bangladesh” Project

1. Background

ActionAid Bangladesh (AAB) is an international non-governmental organisation committed to advancing social justice, gender equality, human rights, and resilient communities. Through its programmes and partnerships, ActionAid works to strengthen citizen participation, promote accountable governance, and empower marginalised communities to claim their rights.

Their Climate Resilient Farming and Market Access for Women in Bangladesh Project is a three-year initiative (2025-2027) being implemented in Kalapara, Patuakhali and Rampal, Bagerhat, with the goal of strengthening climate-resilient livelihoods and enhancing sustainable income-generating opportunities for women smallholder farmers. The project is being implemented in partnership with Association for Voluntary Actions (AVAS) in Kalapara and Initiative for Right View (IRV) in Rampal.

Throughout the implementation period, the project has delivered a range of interventions to strengthen climate resilience, sustainable livelihoods, and women's economic empowerment. These include Climate-Resilient Sustainable Agriculture (CRSA) training for women farmers, provision of climate-resilient seeds, establishment of farmer groups, construction of vermicompost units, installation of solar-powered water pumps, incubators and grinding machines, training and group formation for solar-powered farming technologies, and the formation and capacity building of Village Savings and Loan Association (VSLA) groups.

As the project reaches the end of its second year of implementation, significant progress and transformative changes have been observed in the lives and livelihoods of participating women farmers and their communities. To document these achievements, capture participants' experiences, and highlight the project's contributions to climate resilience, women's economic empowerment, and sustainable livelihood development, ActionAid Bangladesh intends to produce a video documentary. The documentary will serve as an advocacy tool, showcasing evidence of impact, promoting scalable climate-resilient livelihood approaches, and influencing stakeholders, policymakers, development partners, and wider audiences to support inclusive and sustainable rural development initiatives.

To achieve this objective, ActionAid Bangladesh seeks to engage a qualified consultant/firm to develop a professionally designed documentary video based on project evidence, participants' perspectives, and field documentation.

2. Objectives of the work

To document and communicate the achievements, impact, lessons learned, and sustainability of the CFRMA project through the development of high-quality knowledge products. Specific objectives are below:

- Document key achievements, outcomes, lessons learned, stories of empowerment, and good practices.
- Conduct field visits to collect stakeholder perspectives through interviews, photography, and videography.
- Produce a documentary video that captures project achievements, milestones, stakeholder experiences, and stories of change.
- Deliver all communication products in editable and final formats in accordance with ActionAid Bangladesh's communication and branding standards.

3. Scope of Work

The Consultant/Firm shall be responsible for planning, coordinating, implementing, and delivering all activities necessary for the development of the agreed knowledge product. The scope of work should include, but not be limited to, the following:

- Inception and Planning
  - ✓ Conduct an inception meeting with ActionAid Bangladesh to understand the assignment, expected outputs, timelines, and reporting requirements.
  - ✓ Develop and submit an Inception Report outlining the proposed methodology, work plan, documentation approach, field visit schedule, and deliverable timeline.
  - ✓ Finalise the assignment plan based on feedback from ActionAid Bangladesh.
- Desk Review
  - ✓ Project proposal and logical framework
  - ✓ Progress and monitoring reports
  - ✓ Case stories and communication materials
  - ✓ Existing photographs and video footage
  - ✓ Any additional required documents provided by ActionAid Bangladesh

The review will identify key achievements, outcomes, lessons learned, and evidence to support the development of the knowledge products.

- Field Documentation
  - ✓ Conduct interviews with project participants and stakeholders.
  - ✓ Capture professional photographs and video footage.
  - ✓ Record success stories and stakeholder testimonials.

- ✓ Collect supporting visuals, B-roll footage, and contextual images.
- ✓ Ensure informed consent is obtained before photography, filming, or interviews.

The Consultant/Firm shall be responsible for writing, editing, graphic design, layout, photo selection, and preparation of print-ready and digital versions and print. The content may be extended based on mutual discussions after final selection.

- **Documentary Video**

The Consultant/Firm shall produce a high-quality documentary video (approximately 2–4 minutes) showcasing the implementation journey, key achievements, stakeholder experiences, and impact of the CFRMA Project.

The documentary should include:

- ✓ Project overview and context
- ✓ Major interventions
- ✓ Interviews with project participants and key stakeholders
- ✓ Success stories and stories of change
- ✓ Action footage from project interventions
- ✓ High-quality B-roll footage
- ✓ Professional narration and subtitles (English and Bangla, where required)
- ✓ Motion graphics, background music, and post-production editing

In addition, the Consultant/Firm shall produce:

- One promotional video (60 seconds) suitable for social media and digital communication.
- 2-4 minutes final video footage
- One photo archive containing high-resolution, captioned photographs from field documentation.
- All raw footage, interview recordings, photographs, project files, and editable source files produced during the consultancy.

The final documentary package shall be submitted in high-resolution MP4 format together with all editable project files and source materials.

- Review and Finalisation

The Consultant/Firm shall:

- ✓ Submit draft versions of all deliverables for review.
- ✓ Revise deliverables based on consolidated feedback from ActionAid Bangladesh.
- ✓ Submit the final approved versions in both editable and final formats. Handover all raw footage, photographs, design files, source files, and related materials produced during the assignment.

Note: After the final selection, the specifications video documentary may be revised or adjusted based on discussions and mutual agreement with ActionAid Bangladesh

4. Expected Deliverables

The Consultant/Firm shall deliver the following outputs within the agreed timeline.

Deliverable	Description	Timeline
Deliverable 1: Inception Report	Inception report includes methodology, work plan, documentation strategy, field visit schedule, and implementation timeline.	Within 5 working days of contract signing
Deliverable 2: Field Documentation	Completion of field visits, stakeholder interviews, photography, videography, and collection of stories of change and supporting materials.	As per approved work plan
Deliverable 3: Draft Documentary Video	Draft documentary video (approximately 2–4 minutes) and one promotional version (60 seconds) for review.	As per approved timeline
Deliverable 4: Final Knowledge Package	Final documentary video, promotional video, high-resolution photographs, raw footage, editable design files, source files, and consultancy completion report.	End of consultancy

5. Expected Outputs

- One documentary video (2–4 minutes) and one promotional video (60 seconds).
- High-resolution photographs captured during field documentation.
- Raw video footage and interview recordings.
- Editable design files and video project files.
- Final consultancy completion report.

All intellectual property and source materials developed under this assignment shall remain the property of ActionAid Bangladesh

6. Duration and Timeline

The consultancy is expected to be completed within **25 days** from the date of contract signing.

7.Reporting and Coordination

The Consultant/Firm will report directly to the **Project Manager, CFRMA Project, ActionAid Bangladesh**, who will serve as the primary focal person throughout the assignment. ActionAid Bangladesh will facilitate access to relevant project documents, coordinate field visits where necessary, and provide consolidated feedback on draft deliverables.

8. Required Qualifications and Experience

ActionAid Bangladesh invites applications from qualified individual consultants or consulting firms with demonstrated experience in developing knowledge products, documentary production, and communication materials for development programmes.

The Consultant/Firm should meet the following minimum requirements:

Organisational Experience

- Legally registered consulting firm or individual consultant with valid Trade License, TIN, and VAT registration (where applicable).

- Minimum **five (5) years** of relevant professional experience in knowledge management, publication development, documentary production, development communication, or related fields.
- Demonstrated experience in successfully completing at least **three (3)** similar assignments for NGOs, INGOs, UN agencies, development partners, or donor-funded programmes.

Technical Capacity

The Consultant/Firm should demonstrate proven experience in:

- Documentary production and storytelling
- Script writing and content development
- Professional photography and videography
- Video editing and post-production

9. Evaluation Criteria

Evaluation Criteria	Weight
Understanding	20%
Creative approach	25%
Relevant experience	25%
Team capacity	10%
Financial proposal	20%

The contract will be awarded to the Consultant/Firm achieving the highest score in accordance with ActionAid Bangladesh's procurement procedures.

10. Budget and Payment

Total available budget for the documentary is **BDT 6,00,000** (including VAT and Tax). Payment will be made based on deliverables upon submission of invoice and completion of work

1st Payment: **50%** of contract value will be paid based upon approval of concept, storyboard and script.

Final Payment: **50%** of contract value will be paid based on submission and acceptance of all final deliverables.

11. General Conditions of the Consultancy

Maintain confidentiality, obtain informed consent, protect identities, comply with ActionAid safeguarding and ethical communication standards. All interviews must follow trauma-informed techniques and avoid re-traumatising or leading questioning. Interview questions will need to be reviewed and cleared by ActionAid Bangladesh prior to commencing process. Female crew is essential to interview women inside the Women Friendly Spaces.

12. Quality Assurance

The Consultant/Firm shall ensure that all deliverables are technically accurate, evidence-based, professionally edited, and submitted within the agreed timeline.

ActionAid Bangladesh reserves the right to request revisions if deliverables do not meet the agreed quality standards.

13. Proposal Submission Requirements

Technical proposal (approach, methodology, timeline, team, portfolio) and financial proposal (professional fee, travel, accommodation, equipment, editing, voice-over and applicable taxes) along with below Supporting Documents.

- Company Profile or CV of the Lead Consultant
- Technical and Financial proposal
- Portfolio of similar assignments
- At least three client references
- Trade License
- TIN Certificate
- VAT Registration Certificate (where applicable)

Deadline for Proposal Submission: 28 November 2026

- Please click below the link to submit your proposals

Link: https://consultancy.actionaidbd.org/

Disclaimer: ActionAid Bangladesh reserves the right to accept or reject any or all applications without assigning any reason thereof.