

**Terms of Reference (ToR) for hiring a
Production house/firm/agency for producing impact video documentary on “High Value Fruits
and Crops Varieties Extension and Marketing” value Chain Sub-Project.**

Project Title/Activity Name	Impact video documentary on “High Value Fruits and Crops Varieties Extension and Marketing” value Chain Sub-Project.
Purposes	<ol style="list-style-type: none"> 1. The video documentary should highlight the sustainability of the project. 2) The nutrition-related activities of the project should be highlighted. 3) The activities related to income generation and quality of life improvement of the project beneficiaries should be highlighted. 4) The participation of men and women should be ensured with emphasis on gender issues. 5) The video documentary should be shared on various social media platforms. 6) The issue of changing the quality of life of people through high-value fruit cultivation should be highlighted. 7) Economic, environmental and social development should be highlighted through high-value fruit cultivation.
Audience	YPSA, PKSF, IFAD, Embassy of Denmark, Government, mass people
Reports to	Young Power in Social Action (YPSA)
Expected start/end dates, number of work days	After signing the agreement, the concern firm/vendor will complete the task within 30 working days.
Location	Sitakund and Mirsarai Upazilla in Chattogram District.
Deadline for receiving applications	25/09/2025
Place of Proposal submission /Email to	Address to, Procurement Committee, YPSA Head Office, House # F 10 (P), Road # 13, Block # B, Chandgaon R/A, Chattogram or Email: ypsaprocurement.org@gmail.com

1. Background:

The youth community makes up half of the world’s population. With a view to creating worldwide awareness about this youth community and to ensure youth participation in development programs, the UN General Assembly on 3rd November 1978, according to its resolution no. 33/7, declared 1981 to 1990 as the “Youth Decade” and designated 1985 as the “International Youth Year”. A massive campaign was carried out to involve youth in social development programs across the world, including Bangladesh.

Being inspired by spirit of the “International Youth Year: Participation, Development, Peace”, the Founder General Secretary and Chief Executive Md. Arifur Rahman encouraged and organized the local youth community with the aim of establishing a youth development organization in Sitakund under

Implemented by: YPSA

Supported by: Palli Karma-Sahayak Foundation (PKSF)



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Chattogram district of Bangladesh. In this way, on May 20, 1985, the youth organization “Young Power” was established which later transformed as social development organization “Young Power in Social Action (YPSA)” and began its course of participation in the development process. Currently, as an organization for sustainable development, YPSA is continuously moving forward with its vision, mission, and values as per its constitution and strategic plan.

YPSA is implementing a project titled " **High Value Fruits and Crops Varieties Extension and Marketing**" a value chain sub-project involving 6000 farmers in the Sitakunda and Mirsarai Upazilla under the Chittagong District. This project is part of the ‘Rural Microenterprise Transformation Project (RMTP),’ jointly financed by PKSF, the International Fund for Agricultural Development (IFAD), and DANIDA. The main objective is to increase the income of poor individuals by creating agricultural income-generating activities.

To achieve this, the project has adopted various agriculture-based activities, including skill development in vegetable production using ecological farming methods, availability of bio-inputs, sales promotion, and the use of fallow land for vegetable production, Entrepreneur development, Mother stock development, High value crops and variety expansion. The aim is to meet current needs while fostering the concept of enterprise among the participants. A total of 6000 project participants, mostly farmers involved in Fruits and vegetable production, are being received various technical and financial support through the sub-project. The expected outcomes include improvements in production practices, safe fruits production, marketing, income generation, and soil health enhancement.

2. Objective of the assignment

The objective of the assignment is to tell the transformation stories of the successful entrepreneurs, beneficiaries as well as activities. In addition to this, incorporate the Good Agricultural Practices and success, production, procession, marketing, certification, tell the Also, showcase the best practice and lesson learned of the project to attract donor, stakeholder and audience attention.

Specific objective: The specific objectives of the assignment is to –

- Document Transformation Stories: Capture and narrate the transformation stories of successful entrepreneurs and beneficiaries, detailing their journeys, challenges, and achievements.
- Highlight Good Agricultural Practices (GAPs): Incorporate and showcase Good Agricultural Practices (GAPs) implemented in the project, emphasizing their role in achieving success.
- Detail Production, Processing, and Marketing: Provide a comprehensive overview of the production, processing, and marketing processes involved, highlighting innovative practices and strategies.
- Discuss Certification and Standards: Include information on certification processes and standards that have been met, explaining their importance in enhancing product value and marketability.
- Showcase Best Practices and Lessons Learned: Present the best practices adopted during the project and the lessons learned, aiming to demonstrate the project's impact and effectiveness.
- Attract Donor, Stakeholder, and Audience Attention: Craft the narrative in a compelling way to engage and attract the attention of donors, stakeholders, and the general audience, showcasing the project's achievements and potential for future support.



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3. Scope of the assignment related to the objective

The firm will execute all necessary tasks, from research to video production, ensuring alignment with project objectives. The submission of a detailed work plan, in collaboration with the YPSA. Client-approved script development will also lead to the creation of impactful video content. The firm will-

- Conduct necessary research and gain a comprehensive understanding of the assignment.
- Develop a detailed work plan, strategy, and relevant details for creating and submitting the required video content.
- The concern firm will visit the shooting location before development of video script. and collected the beneficiary's interview, and necessary information.
- Review the project document for development of the video script.
- Collaborate with YPSA and PKSf's Project Management Unit (PMU) to develop scripts for video documentary.
- Take final approval of video script from YPSA and PMU of PKSf for shooting.
- Initiate the production phase post-client approval, encompassing shooting and other essential tasks.
- Produce video documentary according to specified criteria, covering diverse project activities and special features.
- Use copyright free background music for the video documentary.
- Take voice over approval and sample of the voice over before finalize the video documentary.
- Use appropriate sub-title in English for the video documentary and take approval from AKK and PMU of PKSf.
- Use PKSf, IFAD, DANIDA, and YPSA logo under the title name screen and closing screen of the video with appropriate animation and motion graphics.

Technical Specification:

Title of the Video	Impact video documentary on “ High Value Fruits and Crops Varieties Extension and Marketing ” value Chain Sub-Project
Type of Video	Video documentary
Duration	6-7 minutes maximum
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 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 (unique)

4. Duration of the assignment

The assignment needs to be completed within duration of maximum 30 working days starting from the date of contract signing.



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5. Schedule of the deliverables

The assignment will be completed following the schedule below:

- The firm will submit a detail work plan and outlines details and strategy for the specific video documentary for approval from the YPSA and PMU of RMTP PKSf before the final shooting within 5 (five) days of contract signing.
- The firm will submit a video documentary 6-7 minutes maximum (Full HD, 4K, MPEG-4 or another compatible format) and 3 reels video – each video for maximum 90 seconds for social media promotion.
- The firm will submit all the video raw footage, and finish products by a transferable pen drive to the PMU of PKSf and transferable link to the YPSA.

6. Qualification of the firm

The production firm will be evaluated against the following criteria:

- a) The firm must have at least 5-7 years of experience in producing films, video documentaries, video contents, audio-visuals for government authorities as well as national and international development agencies.
- b) The firm must have the experience of 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 such as a degree in communication, film and multimedia is preferred.

Team composition and Key experts: The team should have core members with the following qualification sourcing

1	Director	The director for this assignment must have substantial experience in filmmaking, with a proven track record of directing at least 10 documentaries or audiovisual projects for development organizations. The candidate should possess both undergraduate and postgraduate degrees from a reputable university.
2	Producer	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 and post-graduation degree from a reputed university.
3	Scriptwriter	The scriptwriter of this assignment must have (a) combined experience of journalistic and digital content creating work, (b) experience of writing scripts of at least 5 documentaries, and (c) experience in media/ digital campaigns for development organizations. S/he must have the graduation and post-graduation degree from a reputed university.
4	Director of Photography	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 5 documentaries/audiovisuals/photography projects for development



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		organizations. A bachelor's or master's degree in mass communication/ photography/ multimedia/ film studies. A degree from a reputed foreign university or working with an international media outlet will carry extra value.
5	Video Editor	The video editor will have a bachelor's or master's degree in related subjects. Will have experience at least 20 video editing skills of INGOs videos.
6	Graphics Designer	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 10 years in a relevant company, firm or agency. S/he has the certified course on graphics design and multimedia production.
7	Voice artist	The voice artist should be a prominent news presenter, actor, radio jockey, or professional voice artist with native phonetic skills in the Bengali language.

7. Service and facilities to be provided by the client

The necessary information on the assignment will be provided by PKSf RMTP's PMU and YPSA. Additionally, PKSf/YPSA 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/YPSA may accompany the crews while visiting the fields.

8. 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 videos. The firm will provide all the final versions of the video content along with the raw footage in a SSD storage device/pen drive.

9. 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.

10. Consulting Firm (National) Selection Process:

Quality and Cost Based Selection (QCBS) Method and Standard Request for Proposal (SRFA:PS-5) Documents on Lump-Sum contract of Schedule 1 of the Public Procurement Rules-2008 of the Government of Bangladesh will be followed in evaluation of applications, selection the consultant, negotiation, signing of contract and receipt of video documentary.

11. Mode of Payment:

YPSA 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 video documentary by YPSA and PKSf.
- b) 1st Payment (20% of total contract value): After collecting the raw video, it's time for video editing.
- c) Final Payment (60% of total contract value): The final payment shall be made upon submission and acceptance of the final video documentary by YPSA and PKSf.



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12. Disclaimer

The YPSA management reserves the right to amend the terms of reference at any time as required upon mutual discussion with the consulting firm. YPSA 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.

13. Professional Liabilities

The organization is expected to act with due diligence and in accordance with prevailing professional standards. It is necessary to maintain a proper consultation and regular communication with PKSf and YPSA in planning, design, documentation, development and reporting.

14 Confidentiality

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

15. Rights

YPSA 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.

16. Application process

Interested Consulting Firms are invited to submit an Expression of Interest (EoI) along with company registration, up-to-date trade license, tax clearance paper as PSR, last three years audit reports, bank solvency certificate and company certification, staffing, office information. Besides, the EoI should also include:

- Detailed completed and ongoing experience including similar experiences with supporting documents.
- Clear work plan including outputs/deliverables and detailed time frames;
- A cover letter outlining the suitability of consulting firm for the assignment, motivation and summarizing relevant experience;
- Detailed CV of the consulting firm with a full description of the profile and experience;
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant's expertise and relevant work experience;

17. Submission of Proposal

Interested organizations are requested to submit the technical and financial proposal (Hardcopy) in separate sealed envelope with above-mentioned documents dated on or before 25.09.2025 for **producing the video documentary on HVF&C** or email to ypsaprocmnt.org@gmail.com with all necessary documents. Please mention the subject of bid/proposal on top of the envelope.

