

# Terms of Reference (ToR)

For

## Making a Baseline Video Documentary under the Adopting technologies and practices for resilient green growth in Fisheries sub-sector of MOUSUMI

### 1. Background

The Sustainable Microenterprise and Resilient Transformation (SMART) project is a key initiative aimed at driving resource-efficient and climate-resilient green growth in the microenterprise (ME) sector of Bangladesh. Launched with a significant financial contribution from the World Bank and additional support from the Palli Karma-Sahayak Foundation (PKSF), this project seeks to address the environmental challenges posed by the rapid expansion of microenterprises. The SMART project focuses on promoting Resource-Efficient and Cleaner Production (RECP) practices among MEs, aiming to improve environmental sustainability, enhance productivity, and build climate resilience. SMART project comprises three major components: enabling capacity and systems for green growth, providing access to finance, and improving project management and knowledge dissemination. The project focuses on providing support to microenterprises operating in agribusiness, manufacturing, and service sectors, with a specific emphasis on environmentally stressed areas susceptible to climate change and natural disasters. Additionally, the project aims to encourage development of environment-friendly businesses and the adoption of operational safety standards within microenterprises. The SMART project places significant emphasis on the need for capacity building, technology adoption, knowledge sharing, and behavioral change among microenterprises. This multifaceted approach ensures the promotion of green growth solutions that are both sustainable and beneficial the environment. By integrating green growth approaches, enhancing capacity-building initiatives, and facilitating access to finance, SMART seeks to create a robust and sustainable ME sector in Bangladesh, supporting the country's long-term development goals while addressing climate vulnerabilities.

MOUSUMI is implementing a sub-project of SMART, titled 'Adopting technologies and practices for resilient green growth in Fisheries sub-sector' in Five Upzillas (Naogaon Sadar, Atrai, Raninagar, Mohadebpur) of Naogaon district in Bangladesh. The sub-project activities will be implemented under the Pisciculture Subsector of Aquaculture sector under the SMART project. The main objectives of the sub-project are to

- To adopt resource efficient, cleaner production and good aquaculture practices
- To adopt climate resilient technologies for reducing vulnerabilities
- To increase technical knowledge and capacity of the MEs
- To promote proper waste management
- To increase fish production and produce diversified fish product

Now, the MOUSUMI has taken the initiative to make a Baseline Video Documentary by engaging an individual consultant to showcase and document the current state, required interventions and RECP practices of microenterprises, challenges, and opportunities of the microenterprises of the respective business cluster in national and global context.

  
26.05.2025

## 2. Objective of the assignment

The objective of the assignment is to document the present state, required interventions and RECP practices of microenterprises, challenges, and opportunities of the microenterprises of the respective business cluster in national and global context.

### 2.1 Specific objective

The specific objectives of the assignment are -

- a) To make a video documentary based on the baseline situation of the business cluster under the project;
- b) To showcase the present state, required interventions and RECP practices of microenterprises, challenges, and opportunities of the microenterprises of the respective business cluster in the video documentary;
- c) To relate the content of the video documentary with national and international context; and
- d) To produce two versions of the video documentary.
  - i. Short version of 2-3 minutes
  - ii. Long version of 10-12 minutes

## 3. Scope of the assignment

The consultant will be responsible for all tasks required to complete the assignment, including research, project understanding, and extensive travel within the project area. They will develop the documentary script in consultation with the client and obtain their approval before proceeding with production. Upon approval, the consultant will initiate filming and related tasks. A draft version will be submitted for client feedback, followed by the final version incorporating necessary revisions.

### 3.1 Technical Specifications

|                        |   |
|------------------------|---|
| Title of the Video     | Baseline video documentary  |
| Type of Video          | Video documentary   |
| Duration               | 10-12 minutes (Long version) and 2-3 minutes (Short version)  |
| Footage Quality        | Sky limit, Full HD (minimum) and zero noise and except under and over expose                        |
| Delivery Video Format  | Full HD (Minimum), MP4  |
| Sound Quality          | Stereo  |
| Language               | Bangla voice-over and English subtitles (American standard)   |
| Voice                  | Yes (Male/Female)   |
| Method of Presentation | Video, Picture, Interviews, Flow Chart, Table, Diagram, motion graphics, info-graph, etc.           |
| Music                  | Copyright free music  |
| Copyright              | [Name of the PO] will hold the copyright of all the contents, footage, photographs, and interviews. |

### 3.2 Task specifications

The Consultant 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 PO. Client-approved script development will also lead to the creation of video content. The firm will-

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- Conduct desk work to gain a comprehensive understanding of the assignment.
- Visit the shooting location before script development to gather beneficiary interviews and relevant information.
- Review project documents to aid in script development.
- Collaborate with PO and PKSf's Project Management Unit (PMU) to draft the video script.
- Obtain final script approval.
- Begin production after client approval, including shooting and other key tasks.
- Ensure the documentary meets specified criteria, highlighting project activities and key features.
- Use copyright-free background music.
- Obtain approval for voiceover selection before finalizing the documentary.
- Include English subtitles (American standard language).
- Feature World Bank, PKSf, PO and SMART project logos on the title and closing screens with appropriate animation and motion graphics (for a sample outro, see **Annexure 1**).

#### **4. Qualifications requirement of the individual consultant**

- The individual consultant should have a minimum of 5 (five) years of work experience in the field of communication and knowledge management.
- The consultant should have the experience of conducting at least 5 relevant assignments.
- Prior work experience with government, national, and international development agencies will be added value.
- Experience of working for PKSf-implemented projects will be an added advantage.
- Recognition through national or international awards or mentions will be considered as added advantage.

#### **5. Duration of the assignment**

The consultant must complete the assignment in 45 days, starting from the date of contract signing.

#### **6. Deliverables**

The consultant will deliver the following items:

- a) Final versions of the documentary (Short and Long versions as mentioned in **section-2.1 (d)**)
- b) All raw footage, music, voice over, photographs, and script in a flash-drive or SSD.

#### **7. Application Submission**

The consultant is required to submit his/ her latest CV along with the expected remuneration and other reimbursable costs for the consulting service as per the provided standard application forms (including Tax, VAT and others as per rule) and payment terms. The cost will be expressed in Bangladeshi currency (BDT) and all payments will be made locally in the same currency. Tax, VAT and others (if any) will be deducted at source as per the Government rules. The deadline for submission of application by 29-05-2025 on or before 5.00 PM in hard copy

form to Deputy Executive Director, MOUSUMI, Ukilpara, Naogaon Sadar, Naogaon and by e-mail at [mousumi.program@gmail.com](mailto:mousumi.program@gmail.com)

#### **8. Mode of Payment**

Payments will be made based on the following percentages and milestones:

- 1st Payment (40% of total contract value): The 1st payment will be made upon submission and acceptance of the script.
- Final Payment (60% of total contract value): The final payment will be made upon acceptance of the final versions of the documentary and all other deliverables mentioned in **section 6**.

#### **9. Professional Liabilities**

The consultant is expected to carry out the assignment with due diligence and in accordance with prevailing professional standard. A proper consultation with MOUSUMI needs to be maintained in terms of planning, designing, documentation, development and reporting.

#### **10. Confidentiality**

All documents, reports and information from this assignment will be regarded as MOUSUMI property, so the mentioned outputs or part of it cannot be sold or used in any other case without the prior permission of the client.

#### **11. Rights**

MOUSUMI will reserve the Intellectual Property Rights (IPR) for all deliverables of the assignment. MOUSUMI 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.

  
10.05.2015  
**Md. Erfan Ali**  
Deputy Executive Director  
Mousumi, Ukilpara, Naogaon