

Terms of Reference (ToR)
Centre for Policy Dialogue (CPD)'s documentary video

Introduction

Centre for Policy Dialogue (CPD) seeks to be the leading institution for in-depth research and dialogue to promote inclusive policymaking in Bangladesh, and strengthen regional and global economic integration. CPD was established in 1993 with the vision of creating an inclusive society based on equity, justice, fairness and good governance.

CPD has undertaken a project titled “**Advancing Responsiveness and Accountability through Citizen Engagement in Bangladesh**”, supported by the United Nations Democracy Fund (UNDEF). The project activities will provide a platform to the citizens’ for claiming delivery of the election pledges of the incumbent government through evidence-based research and subnational and national dialogues. The objective of the project is to achieve enhanced civic participation in the democratic process within the framework of Sustainable Development Goal (SDG) 16 to ensure the delivery of electoral pledges of the government.

Three expected outcomes of the project include: 1) articulated knowledge and expression of citizens’ perspectives on the delivery of election pledges; 2) enhanced participation of the citizens’ in policy discourse; and 3) policy actions initiated by the government reflecting citizens’ perspectives on the delivery of election pledges in the three thematic areas—**Education, Gender Equality and Decent Employment**.

The activities of the project include:

- Three (3) brainstorming sessions (virtual)
- Ninety (90) Focus group discussions (FGDs) at the local level
- Five (5) subnational policy dialogues (in-person)
- One (1) workshop with the members of the national parliament
- One (1) national conference

Purpose of the video

CPD is looking for a professional visual storyteller to narrate their works through one (1) video. The materials aim to the following:

1. Introduction of the project
2. Mission, vision, objectives and target audience of the project
4. Highlighting the research and activities
5. Impact and recommendations

The purpose of the video is to ensure that the relevant stakeholders have a clear idea about the project and the output.

Target audience

The user/audience of the film/documentary will be:

- Donor community

- Other development stakeholders (INGOs, national NGOs/program partners, civil society organisations, national and international forum, such as High Level Political Forum on Sustainable Development-HLPF and media)
- Government officials
- Political leaders
- Academicians and researchers

The video may be shared on CPD’s social media platforms, thus, also requires the video to be communicable with the mass audience.

Process and workflow

The process for creating the documentary will involve:

1. Development of the script/storyboard
2. Collection of previous footage from a mutual selection of activities/events from the past (CPD will provide the necessary footage)
3. Interviewing and capturing videos of senior professionals of CPD in Dhaka. Interviewing and capturing videos of others at the two (2) divisional headquarters located outside Dhaka
4. Short-listing voice artist(s) and conducting vocal takes along with audio mixing and mastering into the final version of the videos
5. Using copy-right free background music
6. Using of copy-right free images and graphics (if necessary) in the video
7. Sub-title in English (CPD will provide credit line)
8. Design of documentary screenplay
9. Final compilation and editing of the documentary

Timeline

Video/photoshoots and interviews will be done initially between the last week of July 2022, it might be re-scheduled if any significant disaster/situation happens. The video shoots will be done in Dhaka and in two (2) divisional headquarters located outside Dhaka.

The vendor is also required to strictly maintain the deadline provided by the CPD.

Deadline for final video submission: **Sunday, 21 August 2022**

Other issues

- Each layer of the video production works will go through an approval process from CPD’s end. Necessary adjustments are required at each stage accordingly.
- All design files will need to be submitted to CPD at the end of the assignment.
- Necessary documents for copyright of background music and any image/graphic content used by the vendor for the purpose of the video must be provided to CPD.

Proposal submission and evaluation criteria

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)
Cover Page	1 Page
Table of Content	1 Page
Technical Proposal	
Understanding of the assignment (without copying from the ToR content)	1 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	
Budget detailing of the total fee (including VAT and tax as per the government rules)	1 Page
Total	8 pages

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

- The following documents needs to be provided with the proposal in a separate attachment:
 - Firm profile highlighting related assignments completed with client name, contact person and mobile number (maximum 2-pages)
 - Scanned copy of firm’s registration certificate, TIN and VAT registrations, Bank Account details
 - A copy of the firm’s acknowledgment receipt of the annual TAX return
- Proposal shall be accepted only through e-mail and in PDF format (not more than 4 MB in size); additional material(s)/document(s) can be sent via google drive.
- The e-mail subject line should mention **“CPD-UNDEF video documentary service proposal.”**
- Please send your proposal document at procurement@cpd.org.bd by **Wednesday, 3 August 2022.**
- For any query regarding the ToR, please contact Mr S. M. Khalid, Programme Associate, CPD | 01680903566.

Evaluation criteria

The submitted proposals will be assessed based on the following:

Area(s)	Criteria	Weight
Technical	Understanding of the assignment	25
	Qualification of the key team members	20
	Time plan for the assignment	10
	Experience for similar works	5
Financial	Competitive pricing and overall reasonable as well as justifiable financial proposal	40
Total		100

Finance-related special notes

- All payments for the selected vendor will be made through the Account Payee Cheque in favour of the selected vendor.
- CPD will deduct TDS from the final billed amount as per Section 52A, Income Tax Ordinance 1984.
- In case, the selected vendor fails to provide a copy of the **acknowledgment receipt of the annual TAX return** at the time of making the payment, the rate of TAX shall be fifty percent (50%) higher as per Section 52 of the Income TAX ordinance 1984.
- Selected vendor will need to provide Mushak-6.3 with the bill as per Statutory Regulatory Order (SRO) 235.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.

Disclaimers

- CPD reserves the rights to select or reject any vendor who will drop the proposal for providing the service.
- Any attempt to unlawfully acquire and/or persuade to get the assignment will lead to immediate rejection of the respective service-provider, and CPD may also take legal actions, if required.
- Failure to deliver according to the terms of the contract shall subject the vendor to penalties as will be stipulated in the final contract.
- Centre for Policy Dialogue (CPD) will not be liable to indemnify any third party in respect for any claims, debt, damage, or demand arising out of this contract. Centre for Policy Dialogue (CPD) will not accept any Liability for the compensation for death, disability or hazards. Which may be suffered by the Supplier/Supply chain through this contract while supplying Centre for Policy Dialogue (CPD), no such claims will be made against Centre for Policy Dialogue (CPD).
- If the seller/vendor breaches any term or condition of this agreement (part or all), or the conditions set out in any given Purchase Order/Contract, including, but not limited to, quality of the goods/services, price and delivery requirements, the buyer shall be entitled to immediately purchase goods/services from any other sources/suppliers, in addition to any remedy available in law or equity.