



Terms of Reference (ToR)
Production of a Video Documentary on the Nagorikata Programme
Centre for Policy Dialogue (CPD)

Introduction

The Centre for Policy Dialogue (CPD) is a leading independent think tank in Bangladesh committed to advancing inclusive policymaking through rigorous research, dialogue, and civic engagement. Since its establishment in 1993, CPD has contributed to evidence-based policy reforms, strengthened democratic governance, and supported marginalised communities through knowledge generation and multi-stakeholder engagement.

CPD is currently implementing the programme titled **“Achieving a Peaceful, Just and Inclusive Society through Enhanced Engagement of Civil Society and Citizens in Bangladesh”**, commonly known as the Nagorikata (Civic Engagement Fund – CEF) Programme. The initiative is supported by the Embassy of Switzerland, Global Affairs Canada (GAC), and the European Union, facilitated by GFA Consulting Group, and implemented by CPD.

The Nagorikata (Civic Engagement Fund – CEF) Programme aims to empower marginalised communities—including women, youth, and ethnic minorities—strengthen local governance, and promote evidence-based policymaking in line with Sustainable Development Goals (SDG) 5: Gender Equality and SDG 16: Peace, Justice and Strong Institutions.

More information on the programme is available at: <https://www.nagorikata-cef.org/en>

Purpose of the Assignment

CPD intends to develop a **3–4 minute video documentary** capturing the mid-term activities and impact of the Nagorikata (CEF) Programme. The documentary will serve as a concise visual narrative to communicate programme achievements, citizen engagement processes, and emerging outcomes to a wider audience.

The specific objectives of the video are to:

- Present an overview of the Nagorikata (Civic Engagement Fund – CEF) Programme and its core objectives
- Showcase mid-year implementation activities across selected districts and upazilas
- Highlight citizen mobilisation, social audits, and local governance engagement
- Demonstrate the role of citizen groups in promoting accountability and inclusion
- Communicate programme impact to stakeholders including development partners, policymakers, and the general public

Scope of Work

The video documentary will be based on field activities implemented under the Nagorikata (Civic Engagement Fund – CEF) Programme across four districts and sixteen upazilas.

The selected production team will undertake the following tasks:

1. Development of Script and Storyboard

Develop a detailed script and storyboard based on the purpose, objectives, and field activities of the Nagorikata (Civic Engagement Fund – CEF) Programme, in close consultation with CPD. The script should clearly reflect programme objectives, citizen engagement processes, and key implementation activities.

2. Conducting Field Interviews and Footage Collection

Conduct a total of 32 interviews across 16 upazilas (2 interviews per upazila) covering the following programme areas:

- Bogura District: Gabtali, Sariakandi, Shibganj, Shajahanpur
- Sherpur District: Jhenaigati, Nalitabari, Sherpur Sadar, Nakla
- Sunamganj District: Tahirpur, Sunamganj Sadar, Bishwambarpur, Dowarabazar
- Noakhali District: Noakhali Sadar, Subarnachar, Begumganj, Sonaimuri

Interviews will be conducted with selected respondents as identified by CPD, including citizen group members, local stakeholders, and other relevant actors engaged in programme implementation. All 32 interviews must be recorded and submitted to CPD, regardless of whether they are used in the final documentary.

3. Preparation of Video Script Draft

Based on the approved script and collected interviews, prepare a consolidated video narrative draft in text format, outlining the structure, sequencing, and storytelling flow of the documentary.

4. Preparation of Voice-over / Narration Script

Develop a professional Bangla voice-over/narration script aligned with the approved storyline and visual content. The narration should ensure clarity, coherence, and alignment with CPD's communication objectives.

5. Final Video Production and Submission

Produce the final edited 3–4 minute documentary incorporating CPD feedback. The final submission must include:

Final edited video documentary

- All 32 raw interview videos (mandatory submission for documentation and archival purposes)
- Final voice-over and subtitles (English)
- Editable project files and master copy

Methodology and Approach

The selected production team will be responsible for:

- Developing a script and storyboard in consultation with CPD
- Conducting field filming across the selected upazilas
- Capturing interviews and contextual footage of programme activities
- Editing and producing a coherent 3–4 minute documentary
- Incorporating voice-over narration in Bangla

- Adding English subtitles to ensure accessibility for international audiences
- Ensuring high-quality audio-visual production suitable for institutional dissemination

Key Deliverables

The selected firm/consultant will be required to deliver the following:

- A 3–4 minute high-definition (HD/4K) video documentary
- Script and storyboard (approved by CPD)
- Full raw footage of all interviews and field recordings
- English subtitles embedded in the final video
- Bangla voice-over narration with professional audio mixing
- Draft (rough cut) submission for review and feedback
- Final edited version incorporating CPD feedback
- Social media-friendly compressed version
- Editable project files and master copy

Working Language

- Voice-over: Bangla
- Subtitles: British English (mandatory)
- Interviews: Bangla

All translations and subtitles must be prepared by the production team and approved by CPD prior to finalisation.

Target audience

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

- Development partners
- Other Development stakeholders (INGOs, National NGOs/Programme partners, Civil society organisations, national and international forums.
- Government officials
- Political leaders
- Academics and researchers
- General Public

Video Ownership and Usage

All videos will be the exclusive property of CPD, with unrestricted usage, reuse, reproduction, and sharing rights, and the contracting individual will not claim legal ownership or copyright over these videos, nor will they use, share, sell, exhibit, or barter any of the videos for any purpose, commercial or otherwise.

Proposal evaluation

1. *Technical Evaluation*
 - The visual storyteller should have a professional experience of a minimum of three (03) years preferably in developing professional;

- The visual storyteller needs to demonstrate his/her work, preferably taken in diverse situations;
- The visual storyteller must be appropriately sensitive to gender, values and norms of community people, civil society, local administration, and policy-makers.

2. Financial Evaluation

The applicants also need to submit a financial proposal highlighting the cost. CPD will only open the financial proposals from consultants whose technical proposals meet the above-mentioned criteria.

Evaluation criteria

The submitted proposals will be evaluated according to the following criteria:

Area(s)	Criteria	Weight
Technical	Understanding of the ToR	15
	Artistic direction, cinematography quality, and innovation in communication approach	20
	Demonstrated capacity to deliver assignments of similar scale, complexity, and thematic relevance	20
	Qualifications of key personnel & team composition	10
Financial	Competitive pricing and overall reasonable, justifiable financial proposal	35
Total		100

Timeline

The assignment is expected to be completed within a period of one (1) month from the date of contract signing, including pre-production, field data collection, post-production, and submission of all deliverables as per CPD requirements.

Guideline for Proposal Submission

The proposal/expression of interest (duly signed) should comprise with the following sections and 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

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 need 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
- The e-mail subject line should mention "**CPD documentary on Nagorikata (Civic Engagement Fund – CEF) Programme activities**"
- Please send your proposal document at procurement@cpd.org.bd by **10 May 2026**.
- For any query regarding the ToR, please contact Mr S. M. Khalid, Senior Dialogue & Communication Associate, CPD | 01680903566.

Finance-related special notes

- All payments for the selected vendor will be made through the Account Payee Cheque in favor 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 right to select or reject any vendor who will drop the proposal to provide the service.
- Any attempt to unlawfully acquire and/or persuade to get the assignment will lead to immediate rejection of the respective service provider. 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.