

# Terms of Reference

## Developing a short AV documentary on the impact and outcome of the Project “Feed The Future Bangladesh Women’s Empowerment Activity”

ACI Agribusiness, a business division of the Advanced Chemical Industries (ACI) Limited, is driven with a unique vision to create wealth for farmers through providing complete solution to the problems of farmers. ACI Ltd is continuously working to improve the quality of life in food, nutrition, protection, lifestyle and health, with its four divisions – Agribusiness, Consumer Brands, Logistics and Pharmaceuticals. ACI Agribusiness, the largest agriculture and livestock integrator in Bangladesh, is not only working to achieve food security of the country but also enabling the farmers to achieve 'prosperity' through its Six SBUs - Seed, Fertilizer, Farm Mechanization, Crop Care & Public Health, Agrolink, and Animal Health.

About its vision, ACI is working with multifarious development organizations and donors to help communities to prosper further. Currently, ACI in association with Winrock International is implementing a 30-month program, titled ‘Feed the Future Bangladesh Women’s Empowerment Activity (WEA)’ with financial and technical support of USAID. The overall objective of the project is to increase empowerment of women and gender parity through inclusive business in targeted areas of the Bangladesh.

### 1. Background of the Project

WEA (Women Empowerment Activity) is a project to increase empowerment of women and gender parity in targeted areas of Bangladesh. The project has some intermediate results as follows:

- Improved decision making by women over productive resources
- Increased ownership of productive resources by women
- Increased access to market for productive assets, resources and agricultural products by women
- Improved women’s control over income
- Improved income generation
- Strengthened decision-making by women in agricultural production
- Improved knowledge of agricultural production
- Increased adoption of appropriate agricultural technology

WEA is designed around three inter-related components: targeting beneficiaries, women’s empowerment groups, and income generating activities. Winrock International works in partnership

with Advanced Chemical Industries, Ltd (ACI), Dhaka Ahsania Mission (DAM) and other Bangladeshi partner organizations to implement activities that contribute to the project's intermediate results and overall goal.

## 2. Objectives & Scope of Work

The ToR will cover the development of a documentary on the outcome of WEA project's intermediate results to communicate the project's concept to right audience. This ToR may include but will not be limited to:

- I. Concept generation and script preparation\*
- II. Story boarding
- III. Background music creation
- IV. Production and delivery of documentary on the outcome of WEA project's intermediate results

\*A draft script for this documentary will be provided to the selected team.

### 2.1 General Guideline

Length: tentative length 5 minutes

Background Music: Original tunes

Audience: WEA project partners, different development organizations, potential partners and researchers.

Content guidelines: The video content should address the above mentioned intermediate results in a creative way.

## 3. Responsibilities of WEA Team

Monitor and supervise the work of the consultants and review progress of the work as well as provide regular necessary support and feedback. Selected team will be responsible for collecting, generating or development of all necessary audio and video contents.

## 4. Eligibility of Consultancy Company/Consulting firm

The company or the consulting firm MUST have sufficient experiences in developing motion graphics, audio visual contents, and documentaries with the following minimum qualification and experience for the submission of proposal:

- Core team members should have at least 5 years of relevant professional experiences in developing motion graphics, audio visual contents or documentaries
- Should exhibit experiences of developing documentaries for international audiences

## 5. Deliverables

Following deliverables should be provided by the selected firm:

- A documentary video in MP4, MOV and AVI format as a DVD
- Final script and storyboard as agreed by both the WEA team and selected firm

## 6. Time Frame

Tentative timeframe is as follows:

- Proposal submission closes at 4<sup>th</sup> March 11:59 PM Bangladesh Standard Time
- 5<sup>th</sup> March 2017: selection of company/consulting firm
- 7<sup>th</sup> March 2017: presentation of script and storyboard and discussion with WEA team for finalization of storyboard
- 12<sup>th</sup> March 2017: presentation of a rough cut of documentary
- 15<sup>th</sup> March 2017: delivery of final documentary

## 7. Rights & Confidentiality

ACI Agribusiness reserves the right to reject or cancel any proposal without showing any reason. During the course of this assignment, all materials produced shall remain the property of ACI agribusiness and cannot be used by the service provider for a purpose other than agreed upon by both the parties. The developed materials cannot be sold or used in any case without the prior permission of ACI agribusiness.

## 8. Key Contact

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