

Terms of Reference (ToR)

Organizing and Broadcasting five TV talk-shows on ICT and Nutrition for

JANO project Funded by the European Union

1. Purpose of the Terms of Reference:

The purpose of this contract is to detail the Terms of Reference (ToR) for organizing and broadcasting of five TV talk-shows on different ICT and nutrition intervention and impact of JANO project. The talk-shows will be comprised with dedicated panel discussion, policy dialogue and recommendation in each of the five episodes. The shows will be broadcast targeting different ranges of stakeholders including the government and policy makers, national and international donors, civil society platforms, and other relevant project stakeholders and project counterparts. The vendor will make sure about the overall quality of the shows, expected presence of invited guests, broadcast quality and studio setup, reach of the audience through pick time telecasting and sharing the videos on the social media after post broadcasting following CARE Bangladesh and European Union's quality standard.

2. Background:

CARE is one of the world's largest international humanitarian organizations, committed to helping families in poor communities improve their lives and alleviate poverty. Founded in 1945, CARE is working across 104 countries to fight global poverty and marginalization. CARE has been active in Bangladesh since 1949 with Bangladesh being one of the largest country offices of CARE. Prior to Bangladesh's independence in 1971- CARE Bangladesh's efforts mainly focused on disaster relief, school and pre-school feeding. Since 1974, CARE Bangladesh's development portfolio has included food security and livelihoods; health and nutrition; agriculture and natural resources; climate change adaptation; women's empowerment and reduction of violence against women; civil society strengthening; HIV/AIDS; disaster risk reduction and emergency response.

Over the recent years, CARE adopted rights-based programming to address the underlying causes of poverty to transform the lives and livelihoods of the poorest and marginalized, through amplifying their voices in securing their legitimate claims and entitlements. CARE has also acquired a leadership position in private sector engagement by forging partnerships with 27 enterprises, centered on inclusive business models in the areas of market access, sourcing and aggregation; distribution systems; workforce engagement; and capacity building in inclusive business -to jointly address development challenges for people at the bottom of the pyramid. CARE Bangladesh is currently implementing 35 projects in partnership with 36 implementing NGOs to improve food and livelihood security, promotion of gender equality and women empowerment, improve child health and nutrition to eventually reduce child mortality.

3. Project Background:

Joint Action for Nutrition Outcomes (JANO) is a five-year project, funded by the European Union (EU), with co-funding from the Austrian Development Agency (ADA) and being implemented by CARE, Plan International and ESDO, which started its operations from September 2018. JANO will replicate proven best practices and take to scale innovative local governance models for better nutrition. The project will work with the Government of Bangladesh (GoB) at the national, regional, and local levels, to support the effective implementation of the National Plan of Action for Nutrition (NPAN). The NPAN provides the strategic vision for Bangladesh to

achieve nutritional security, where all relevant ministries are compelled to support the initiative, which reports directly to the Prime Minister's office. JANO will work at multiple levels of government, specifically with the Nutrition Committees at the district, upazila and union levels – building their capacity for them to better develop nutritional programmes, implement and budget for these programmes, and to provide effective oversight in its implementation. The NPAN calls for a multi-sectoral approach. JANO embraces this concept and will work with the NPAN Steering Committee to develop operational guidelines of how best this can be achieved.

JANO is being implemented in two districts covering the seven most vulnerable upazilas in Rangpur and Nilphamari: Gangachara, Kaunia, Taraganj, Domar, Jaldhaka, Kishorgonj and Nilphamari Sadar, reaching all 65 unions across these seven upazilas.

Overall Objective: Contribute to ending malnutrition of children under five years of age, together with addressing the nutritional needs of Pregnant and Lactating Women (PLW) and adolescent girls.

Strategic Objective: Improve maternal and child nutrition in Nilphamari and Rangpur districts to achieve this objective, JANO has four Expected Results (ER):

- **ER1:** Women and adolescent girls in communities, through Community Support Groups, are empowered to demand and utilize both nutrition-sensitive and nutrition-specific services.
- **ER2:** Coordinated and resourced sub-national and local government structures recognize, respond to, and are accountable to the demand of poor and marginalized communities.
- **ER3:** Production and access to high value nutritious commodities and services are increased.
- **ER4:** Information and communication technology (ICT) platform is established at local level to connect relevant govt. departments and increase awareness of community people on nutrition interventions.

4. Key objective of the contract:

The specific objectives of this assignments are:

- a. Create a space for citizens, development practitioners, private sectors and relevant government counterparts and donors to reflect on issues related to nutrition governance, nutrition service and status improvement, ICT4Nutrition, climate-smart agriculture, school-based nutrition intervention, gender discrimination and marginalization etc. and related efforts to achieve NPAN-2 (second National Plan of Action for Nutrition)
- b. Set an example of media intervention that relates development debates with current context of Bangladesh.

5. Specific Deliverables:

The specific deliverables for the agency would be organizing and broadcasting five TV Talk-shows on **Channeli/NTV/ATN Bangla** on the below mentioned subjects (might change during the assignment but the number would be the same):

Talk-show 1: UDCC – an untapped platform, bridging the gaps between different sub-district level platforms and communities in implementing NPAN.

Talk-Show 2: Community Support Groups (CSG) bridging between community service receiver and service providers and working as an information hub.

Talk-Show 3: ICT-based SBCC-Facilitating rights to information and minimizing digital divide. (Talking book)

Talk-Show 4: Climate-smart Garden in school and community changing the nutrition landscape. (A sustainable solution to nutrition improvement)

Talk-Show 5: Adolescent corner: A prospective nutrition intervention for nationwide scale up and institutionalization for improving nutrition in youth.

Deliverables:

- a. Develop a total of 5 discussion points and creative pitching ideas for five TV-Talk-shows including possible recommendations.
- b. Develop creative pitching ideas (presentations, animation, short videos) for setting the tone before starting the talk show the five talk-shows.
- c. Upon approval from the project, invite relevant government, private sector and other participants and ensure their presence.
- d. Identify and select moderator for the talk-show and educate the moderator on the discussion topics.
- e. Finalize the TV channel (**Channeli or NTV or ATN Bangla**) for broadcasting the Talk Show.
- f. Studio and extension setup for the talk-show including a stage, backdrop, catchy head title and each talk-show title.
- g. Fix studio shooting schedule and complete the shooting based on the schedule.
- h. Editing and mastering of the shows and share with JANO team for pre-broadcast approval.
- i. The agency shall submit the rough edit of the videos to the JANO management and Strategic Communications Unit (SCU) team for approval before broadcasting.
- j. Secure necessary approval from the concerned authority for broadcasting
- k. Broadcast the video in pick time based on the predefined broadcast schedule approved by JANO project and CARE Bangladesh Strategic Communications Unit (SCU)
- l. Share the videos on the selected TV Channel's YouTube and Facebook pages. Also run a social media boost to reach a minimum of one million audience.
- m. Agency should be responsible for FX animation, video editor, translator, script writer, musician and other assistance as required.
- n. The agency will be responsible for producing copyright free music and audio FX as required.
- o. Maps, logos, animated graphics, and special sound effects shall be produced and incorporated into the talk-show video as required.
- p. The agency must provide soft copy (EPS/ AI/PNG) of the used motion graphics developed during the assignment in a pen drive. CARE Bangladesh will hold full copyright of these characters and may reuse these characters if needed in future.

6. Scope of Work

The selected firm/agency will consult with focal person of (i) ICT and Knowledge Management Consultant, (ii) JANO project team and (ii) SCU team to develop the concept of the TV Talk-show ensuring the following issues:

- Develop a comprehensive timeline and studio shooting and broadcasting schedule and share with the team.

- Designing the head title, talk-show title, stage and extensions, name and designation of the panel members, moderators, and discussion topics.
- Editing, postproduction, and final output based on feedback and prior CARE approval.
- Other content graphics, photos, audio for later use in different publications

7. Target Audience

1. Government authorities, departments, policy makers
2. European Union, Austrian Development Cooperation, National and international NGOs, UN agencies, donor communities, private sector and civil society partners and platforms
3. Project stakeholders including private sectors, platform members, school committees and community participants.
4. Citizens of Bangladesh

8. Timeline

The assignment must be completed and delivered on or before August 15, 2023, or 65 calendar days after receiving the purchase order. Note that the timeline for the assignment would be strictly maintained.

9. Major activities and responsibilities:

- a. Conduct a background study on JANO project to understand the project context, project objective, interventions carried out in the project, baseline and endline data for representation, other related qualitative and quantitative data to develop the script and focus on the impact.
- b. Share draft scripts, discussion topics, show titles with the JANO team and SCU
- c. After receiving feedback from the project and SCU finalize the scripts and other elements.
- d. Complete the editing, dubbing, subtitling of the videos and share with concerned JANO and SCU team before final broadcasting.
- e. The agency will have to produce all the original soundtracks, sound effects, theme songs, background music and other associated SFX and audios.
- f. Agency will be responsible for making stage, props, assistance, and arrangement of all other supporting elements as required.
- g. The hired agency will provide video materials such as professional cinema camera, professional tripod, jib, Dolly, reflector, camera lens (wide and telephoto), sun gun, sound recorders, wireless microphone, boom mikes, stereo microphone, and all other required materials for the shooting of the talk shows.
- h. After video shooting the agency will provide support for editing panel and will take responsibility of editing the videos in their studio/production house, prepare and place subtitle.
- i. Maps, animated graphics, and special sound effects should be produced and incorporated into the videos as required.
- j. All the contents produced by the agency will have to be approved by CARE SCU and JANO team before being aired and finalized.

10. Required experience and expertise

- Professional experience of 10 or more years in developing and broadcasting Talk-Shows
- Experience in making TV Talk-shows specifically for development issues.
- Have a renowned presence in the TV media sector.

11. Selection criteria (total marks: 100)

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| i. | Quality of the previously organized and broadcasted talk-shows | [Marks 20] |
| ii. | Social media followers/Subscribers (Facebook & YouTube) | [Marks 20] |
| iii. | Creative ideas for pitching talk shows | [Marks 20] |
| iv. | Timeline of the assignment | [Marks 10] |
| v. | Financial proposal | [Marks 30] |

12. Terms and conditions

- CARE Bangladesh reserves the right to reserves right to cancel/terminate/halt this hiring process without showing any justification to the bidder though they have given time and resources to submission of proposal.
- Message to be carried by the production must be approved by CARE Bangladesh.
- CARE Bangladesh reserves the right to monitor the quality and progress of the work during the assignment.

13. Payment terms and milestone:

Milestones	Description of activity	Percent of payment	Deadline
Milestone 1	Completion of discussion points, selection of moderator, discussant list, stage setup, recording and broadcasting of two TV talk-shows.	60%	July 15, 2023
Milestone 2	Recording and broadcasting of rest two TV Talk-shows	40%	August 15, 2023

14. Intellectual Property

- All videos/animation/CGI produced during the assignment will be treated as CARE Bangladesh's property and cannot be used elsewhere without prior approval.
- All information pertaining to this project (digital, cyber, project documents, etc.) belonging to CARE Bangladesh, which the consultant may come into contact within the performance of his/her, duties under this assignment shall remain the property of CARE Bangladesh who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of CARE Bangladesh in line with the national and international copyright laws applicable.

15. Remuneration and payment mode

No partial payment will be entertained only full payment will be made after the successful completion of the assignment and approved by CARE BD

16. Key contacts:

Akram Ali

ICT Based Knowledge Management Consultant, JANO Project

CARE Bangladesh, RAOVA Complex (Level: 7-8), VIP Road, Mohakhali, Dhaka

17. Penalty

If the service provider fails to provide services of any or all the contract within the period (s) specified in the Contract / Purchase Order, the Purchaser shall, without prejudice to its other remedies under the Contract, deduct from the Contract Price / Purchase Order amount, as penalty, a sum equivalent to the percentage stated below:

Sl No.	Total Delay	% to be deducted on the contracted value.
01.	First 10 days	1.0%
02.	From 11 to 20 days	2.5%
03.	From 21 to 30 days	3.5%
04.	Above 30 days	5.0%
05.	Above 30 days	the termination clause below may also be applicable.

**Deduction of the penalty amount will not be applicable in case if any extended completion time/ period is officially agreed and accepted by CARE Bangladesh after the completion date mentioned in PO.