

# Save the Children

## 'Rural Urban Child Migration' Project

### Terms of Reference

**Hiring Agency for Preparing Television Commercial (TVC) and Airing TV Spot on popularization of the unsafe migration registration system at Union Parishad**

#### **Background Information:**

In Bangladesh the total number of working children aged 5-17 years in rural areas is estimated at 6.4 million as against 1.5 million in urban areas. Rural urban migration is increasing year by year as marginalized and poor children and their families consider migration to the city as a strategy to cope with extreme poverty, natural disasters, inheritance laws and break-up of families.

The absence of a registration mechanism tailored to the needs and constraints of children and their caregivers, including relevant LGI's and NSA's makes migrant children statistically invisible, although unsafe rural urban migration in Bangladesh is identified as one of the main contributing factors to child rights violations.

Usually neither the responsible LGI at the place of origin nor the responsible LGI at the destinations are informed. This is due to a lack of awareness of caregivers, communities and local authorities on the risk of rural urban migration for children as well as due to limited capacity of the relevant actors at NSA and LGI level in combination with an absence of registration mechanisms designed to address domestic child migration at local and national level.

The consequences for the concerned children are drastic when the caregivers and authorities lose track on their whereabouts since it often results in hazardous child labour and child sexual abuse and trafficking. To properly address the negative consequences, relevant actors such as LGI's, law enforcement agencies, social institutions and NGOs need access to information about the whereabouts and living conditions of the children.

To address the above mentioned problems and their interrelation Save the Children - International (SCI) and its two partners, UDDIPAN and BNWLA commence the Project '**Rural Urban Child Migration- LINK**' project with the joint financial supports from European Commission and SCD. The project started implementation from September 2011 and will be phased out in September 2014.

**The Overall Objective is to** strengthen the services of Local Government Institutions (LGIs) in cooperation with Non State Actors (NSAs) to reduce unsafe rural-urban child migration and to improve the situation of migrant children.



**Specific Objective 1:** By 2014, reduced numbers of children migrate from rural to urban settings through improved cooperation and provision of referral services from LGIs, communities and NSAs in the project areas.

**Specific Objective 2:** By 2014, protection of migrant children has been improved in the project areas through increased monitoring, reporting and service activities of LGIs and NSAs.

### **Description of the Assignment**

#### **Objective:**

The objective of developing TV Spot is popularizing the unsafe migration registration system at Union Parishad level. Motivating through the spot people/children (at risk of migration) will register their detail to the local government office.

#### **Expected Output:**

1. Script will developed for making an advertisement of the length of 30 seconds
2. Based on the script, a good quality TV spot (video film) will be developed and available for creating more awareness to use the registration system for reduce the vulnerability of children's unsafe migration.
3. At least two TV channel will airing of 30 seconds TV spot two times in a day.

#### **Expected Outcome of the spot:**

1. Mass people will aware on children's unsafe migration issue
2. People/children will register themselves in the local government office before migration to any area and update their address when they migrating again from their place of origin.
3. Local government officials will encourage to register their constituency people's/children's those who are at risk of unsafe migration

#### **Piloting of spot:**

After finalization of the TV spot, a piloting will be needed at the project working premises (Dhaka and another one district).

#### **Airing of the TVC:**

The TVC would be telecasted by two television channels (ATN Bangla and Channel 1). TVC will be aired two times in a day during peak hour before the news. Total Airing time will be 60 minutes or 180 minutes subject to availability of the budget. The agency are requested to share peak hour rate for both 60 and 180 minutes.

#### **Time Frame:**

Script of TV Spot will be delivered by 15 May 2015 and 1<sup>st</sup> draft of TV Spot need to be submitted by 20 May 2015. And after incorporate feedback and piloting, the final TV Spot need to be submitted by 22 May 2015. TV Spot will be airing from 22 May to 30<sup>th</sup> June 2015.



**Language of Application:** English

**Language of TV Spot:** Bengali

**Copyright & obligation**

Copyright of the spot will be exclusively owned by Save the Children who can change or make any modification in this spot as and when necessary. Selected firm or any other person shall not be allowed to use any item of the spot for other organizations. By this contract agreement, the product and documents prepared during the assignment will be treated as Save the Children's property. The spot or any part thereof cannot be used or reproduced in any manner by the selected firm.

**Profile of TV Spot development Firm**

Renown and registered advertisement firm who have the similar experience of TV Spot making on children and disadvantage people's empowerment issue. Firms need to be experience of working with NGOs and INGOs.

**Mode of Payment for TVC Production and Airing:**

- Mode of Payment for TVC Production: 25% of the total agreed amount will be paid after submission of draft spot and the rest 75% of the payment will be paid after submission of the final spot.
- Payment modalities for Airing: Airing charge will be paid after each 60 minutes airing.

**Contract person and reporting:**

The firm will report to the Senior Manager/ Deputy Director CRG. The Spot will be submitted to the Director CRG and shared between members of Save the Children as appropriate. For any technical queries, please communicate with Mr. Idris Ali Khan ([idris.khan@savethechildren.org](mailto:idris.khan@savethechildren.org)) for more information.





## Evaluation Criteria of Proposal:

Proposal evaluation (technical and financial)	<div>1. Proposal Evaluation Committee (PEC) will review the technical as well as financial proposals as per eligibility/qualification and technical criteria set in ToR</div> <div>2. Technical proposal will carry 70% weight and financial proposal will carry 30% weight (technical pass mark is 55)</div>																																				
Technical criteria	<div>a. Technical evaluation criteria</div> <table><tr><th>Sl No</th><th>Evaluation criteria</th><th>Assigned Score</th></tr><tr><td>1</td><td>Organization profile</td><td>25</td></tr><tr><td>1.1</td><td>Team Composition &amp; relevancy (Competent Producer, Script Writer, Director, Production Manager etc.)</td><td>15</td></tr><tr><td>1.2</td><td>Organogram - Organizational clear management and governance structures</td><td>5</td></tr><tr><td>1.3</td><td>Facilities &amp; Resource availability  (Own production facilities , Directors and Writers Pool and technical resource pool, Camera Unit etc)</td><td>5</td></tr><tr><td>2</td><td>Specific experience of the organizations related to the assignment</td><td>25</td></tr><tr><td>2.1</td><td>Experience in TVC production for UN Agencies, INGOs/NGOs and GoB</td><td>15</td></tr><tr><td>2.2</td><td>Experience on developing similar ( children and disadvantage people’s empowerment issue related ) or popular TVC</td><td>10</td></tr><tr><td>3</td><td>Technical Proposal</td><td>50</td></tr><tr><td>3.1</td><td>Developed script/Concept Proposal/ Idea Presentation</td><td>40</td></tr><tr><td>3.2</td><td>Roll out Plan</td><td>10</td></tr><tr><td colspan="2">Total Points</td><td>100</td></tr></table> <div>b. Evaluation of financial proposal</div> <div>A financial proposal should include summary of costs related to the production, airing of TVC and other costs (if any).</div>	Sl No	Evaluation criteria	Assigned Score	1	Organization profile	25	1.1	Team Composition & relevancy (Competent Producer, Script Writer, Director, Production Manager etc.)	15	1.2	Organogram - Organizational clear management and governance structures	5	1.3	Facilities & Resource availability  (Own production facilities , Directors and Writers Pool and technical resource pool, Camera Unit etc)	5	2	Specific experience of the organizations related to the assignment	25	2.1	Experience in TVC production for UN Agencies, INGOs/NGOs and GoB	15	2.2	Experience on developing similar ( children and disadvantage people’s empowerment issue related ) or popular TVC	10	3	Technical Proposal	50	3.1	Developed script/Concept Proposal/ Idea Presentation	40	3.2	Roll out Plan	10	Total Points		100
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