

## **Terms of Reference**

### **Documentation of 10 Case Studies involving Local Government**

#### **Background**

The USAID supported, MaMoni, Health Systems Strengthening project (MaMoni HSS) strongly collaborates with the Government of Bangladesh (GoB) and provides a focused approach and technical expertise and credibility in the field of maternal, newborn, child health, and family planning and nutrition (MNCH/FP/N). Building on the strong work of the MaMoni Project in Sylhet and Habiganj Districts, MaMoni HSS will apply global and country-level learning and push new solutions to accelerate—and sustain—systems for measuring, improving and monitoring the quality of MNCH/FP/N services at the community level and in health care facilities.

#### **Key Audiences**

1. Policy folks
2. Government functionaries
3. Communities
4. Development Organizations
5. Media
6. Academics

#### **Objective:**

- Develop number video documentation spots to showcase, how leadership and participation of the local government can improve the health outcomes of the community.
- Highlight the importance of local government leadership and participation to ensure increased available quality coverage of health care facility at the door step of the community.

#### **Scope of the Work**

The agency/vendor will be expected to perform the specific tasks listed below:

Agency/vendor is required to deliver a comprehensive of 10 different documentary (based on mentioned locations) reflecting the above mentioned objectives about 3-5 minutes (each) in length with English and Bangla voice over versions.

Agency will deliver a script based on the project information provided below and after a pre-bid meeting. The script will also have a detailed sketched story board as well as a financial proposal to execute the story board.

#### **Locations of Shooting**

1. Baniachong, Habiganj
2. Daulatpur, Habiganj
3. Shipbasa, Habiganj
4. Kakalseo, Habiganj

5. **Char King, Hatiya, Noakhali**
6. **Shonadia, Hatiya, Noakhali**
7. **Lakhai, , Habiganj**
8. **Pailarkandi, Habiganj**
9. **Badalpur, Habiganj**
10. **Hatiya, Noakhali**

- Design a video documentation plan along with scripts targeting above mentioned audiences and implement accordingly. national coverage.
- Develop a clear strategy and detailed plan for the most cost-effective use of limited resources to reach primary and secondary audience. In the proposal, a strategy outline should be provided and this should be accompanied by a clear justification based on analysis and studies of past similar type of works, lesson learned to maximize the coverage and behavior change in target audiences.
- Discuss the plan and make revisions in consultation with SCi.
- Obtain all necessary approvals for GOB .
- Plan should be clustered and phased appropriately and strategically keeping in mind costs and audience media habits.
- Recommend improvements based on feedback

## **Timeline**

60 days after receiving purchase order

## **Proposal Instructions:**

In order to be considered, Proposals must include the following:

- I. Capability Statement – not to exceed one page, indicating size of the agency, staff, past experience in media buying
- II. brief profile of key personnel
- III. Client list for media buying
- IV. References – names, company or organization, contact information – of three recent (within the past 2 years) companies that you have worked for similar type of assignment and produced Video spots for in this capacity
- V. Work progress plan

## **Save the Children Deliverables**

Save the Children will provide necessary information to the agency such as project documents (English) and necessary statistics as and when required. Save the Children will also arrange schedules for interviews of staff and local Government. SC will also schedule interviews with local population including facility staff.

Save the Children will also provide 10 stories that it wants to document in video documentation plan.

### **Payment**

30% after completion of final storyboard and work plan  
70% after receiving the final product

### **Note:**

Travel expenses has to be borne by the agency  
Information and appointments with relevant stakeholders will be arranged by Save the Children  
All footage and the final product developed will be the property of Save the Children.

### **Weightage**

Technical 60% & Financial 40%

## **Evaluation Criteria**

Evaluation Criteria for Video Documentary

SI No.	Criteria	Allocated points
a)	Technical Evaluation Criteria	60
b)	Financial Competiveness	40
* Pass Mark for Technical Evaluation is 39.		

SI	Technical Evaluation criteria	Assigned Score
1	Experience of producing Maternal, newborn, child health and nutrition related documentaries	20
2	Quality and relevance to the story board and PP presentation	25
3	Proposed team	15
Total Points		60