

# **Terms of Reference for a Video Documentary on SAARC Development Fund**

## **Background**

The SDF was established and inaugurated by the Heads of State/Governments of SAARC Member States in April 2010 during the 16th SAARC Summit held in Thimphu, Bhutan.

The Fund serves as the umbrella financial institution for SAARC projects and programs which are in fulfillment of the objectives of the SAARC Charter. SDF has three funding windows viz. Social, Economic and Infrastructure. Social Window primarily funds projects, inter alia, on poverty alleviation, social development focusing on education; health; human resources development; support to vulnerable/disadvantaged segments of the society; funding needs of communities, microenterprises, rural infrastructure development.

## **Overall Objective of the Project**

The overall objective of this assignment is to produce a documentary film on SDF's projects that are aligned with SDF's objectives.

To better raise public awareness and understanding of our work, strengthen regional integration and improve collaboration, SDF would like to produce a video documentary that captures our key results, activities, successes and challenges as well as highlighting the significant success stories of beneficiaries.

This documentary will be used as a marketing tool to future project & programs and will also be used to influence public opinion on issues regarding issues such as regional integration, poverty alleviation, economic union and social development etc in the region.

## **Specific tasks for the Media/Consultancy firm**

Under the direct supervision of the CEO, SDF and Manager Communication and knowledge management, the Consultancy firm will be required to;

- Develop the documentary film's overall concept and scenario.
- Primary sources will be emphasized in the film
- Emphasis more on visuals
- The script and storyboard should be developed with the objective of creating an interactive experience which conveys the success of projects funded by SDF as well as ongoing ones.

- Perform/compile appropriate video filming and interviews with the Projects' major beneficiaries and stakeholders. The clipping of our projects and interviews will be provided by SDF Secretariat.
- Present two draft documentaries for SDF's review, comments and selection.

### **Required Qualifications of Consultancy Firm**

The consultancy firm is required to meet the following criterion:

- a) Extensive experience of firm in production development of documentaries for international and regional/non-regional organizations.
- b) Possession of excellent filming equipment for high definition videos to ensure timely filming and high quality production.
- c) Firms with great PR and Marketing reputations will be preferred for SDF seeks to expand its reach towards its target audience

### **Duration of the Assignment**

The assignment is expected to take 10-15 working days from the date of signing the contract.

### **Intellectual Property**

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to SDF, which the Consultancy firm may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of SDF 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 without written permission of SDF in line with the national and International Copyright Laws applicable.

### **Application Procedure**

Applicants are required to submit the following:

- A Technical Proposal: Letter of Interest, stating why you consider your firm suitable for the assignment;
- Brief methodology on the approach and implementation of the assignment;
- Personal CVs of technical personnel proposed for this project highlighting company profile, qualifications and experience in similar projects; and

- Work references - contact details (e-mail addresses) of referees (firms for whom you've produced similar assignments).
- List of clients
- Sales turnover in last one year
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- The proposals must be submitted in separate sealed envelopes (the technical proposal in one envelope and the financial proposal in another envelope) but both envelopes placed in one large envelope.

**Submission Date:**

The interested bidders are requested to submit their techno- financial bids/proposals under two separate password protected files by 5 PM Bhutan time, October 28, 2017 to the following email IDs.

[info@sdfsec.org](mailto:info@sdfsec.org)

[ceo@sdfsec.org](mailto:ceo@sdfsec.org)