



SheProsperers: Elevating Women Entrepreneurs in Bangladesh Project Terms of Reference (TOR) for Producing Short Videos

The Asia Foundation (TAF) is seeking a professional videography firm to produce short videos on five inspirational role models as part of its “SheProsperers: Elevating Women Entrepreneurs in Bangladesh” project. The videos aim to showcase the stories of successful women entrepreneurs, highlighting their journeys, challenges, and achievements to inspire and empower aspiring women entrepreneurs in Bangladesh.

About the Program:

The Asia Foundation (TAF), with support from the Wilde Ganzen Foundation, is currently implementing an 18-month project titled “SheProsperers: Elevating Women Entrepreneurs in Bangladesh”. This initiative aims to provide Women SMEs in Bangladesh with the necessary skills and training for sustainable business growth. Building on past success, the program envisions a more focused approach in the upcoming phase and aims to support women entrepreneurs by tailoring interventions to their specific business growth stage -- whether in the startup, sustaining, or growth phase.

The Asia Foundation, with support from the GSRD Foundation, launched a 14-month pilot project in 2022-23 aimed at empowering women entrepreneurs in Bangladesh. This initiative introduced Onnesha (<http://onnesha.com>), a business advisory services platform designed to provide targeted support to Women-led SMEs. By combining online and in-person assistance, Onnesha empowers women entrepreneurs to start and grow their businesses sustainably. The platform connects them to vital networks, financial resources, and other essential services. The SME Foundation Bangladesh, a subsidiary of the Ministry of Industries, led the implementation of this project, with the Women Chambers of Commerce in Dhaka, Chittagong, and Sylhet acting as secondary partners.

Purpose of the Assignment:

To inspire aspiring women entrepreneurs, TAF intends to highlight five role models through short, impactful videos on the Onnesha platform. These videos will showcase real-life stories and provide practical insights and inspiration to women at various stages of their business journey.

The videography firm will be responsible for producing high-quality, engaging video content that brings out the unique journey of each role model, illustrating their experiences, challenges, and accomplishments.

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Submission Deadline: Sunday, 22 December 2024.