



SheProsper: 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 “SheProsper: 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 “SheProsper: 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.

Scope of Work:

The selected videography firm will be responsible for the following tasks:

1. Concept Development

- **Identify Role Models:** The Asia Foundation and SME Foundation will select five inspiring women entrepreneurs at various stages of business growth inside and outside Dhaka. (Four interviewees inside Dhaka and one interview in Rangpur)
- **Craft the Narrative:** Video could focus on key themes relevant to the entrepreneur's journey, such as overcoming obstacles, financial literacy, business management, or accessing loans.
- **Scriptwriting and Storyboarding:** Develop scripts and storyboards that make these stories relatable and highlight each entrepreneur's practical steps, aligning with the skills taught in the SheProsper program.

2. Production

- **Interview Planning:** Develop questions to capture the personal experiences, challenges, and successes of each entrepreneur.
- **Site Visits:** Plan visits to the entrepreneurs' workplaces to provide context and show how they operate.
- **Filming:** Capture high-quality footage of interviews, work settings, and relevant business activities. Each video could be between 3-5 minutes to maintain viewer engagement.
- **B-roll Footage:** Include additional footage showing day-to-day operations, interactions with clients, or moments of personal reflection.

3. Collaboration and Review:

- **Collaboration:** The videography firm will work closely with TAF and the SME Foundation to ensure all content is relevant, accurate, and aligned with program objectives.
- **Review the Draft Video:** Share draft video versions for review, incorporating feedback from TAF and SME Foundation to enhance content quality.
- **Coordination:** Coordinate with the Onnessha platform, SME Foundation platform and/or other digital channels for video promotion.

4. Post-Production:

- **Editing:** Produce polished, engaging videos with clear messages that emphasize actionable advice for viewers.
- **Subtitling and Localization:** Add subtitles and relevant translations in Bengali/English to cater to local audiences and increase accessibility.

Deliverables:

The videography firm will deliver:

1. **Creative Concepts and Storyboards:**
 - Initial concepts and storyboards for each video, detailing how each story will be told.
2. **Five Short Videos (3–5 minutes):**
 - High-quality videos capturing each role model's story.
 - Finalized and edited versions with TAF-approved graphics, animations, subtitles, and branding.
3. **Raw Footage and Source Files:**
 - All raw footage and source files used in production, provided to TAF for potential future use.

Duration and Timeline:

The assignment is expected to be completed within a period of 2 months from the date of contract signing. The timeline is subject to change.

Qualifications and Experience:

The videography firm should have:

- A proven experience of over 5 years in video production.
- Expertise in collaborating with subject matter experts to develop high-quality content.
- Experience in promoting educational content on digital platforms.
- Previous experience working directly or indirectly with SMEs.
- Understanding of the needs and challenges faced by women entrepreneurs in Bangladesh.
- A social media presence with 50k+ followers.
- Previous experience working with international development organizations is a plus.

Application Process:

Interested firms/ companies are invited to submit a proposal including:

- Company profile and relevant experience
- Detailed work plan and timeline.
- Budget breakdown of all costs, including VAT and TAX, as per govt. regulations.
- Samples of previous work (links to videos or portfolio).
- References from previous clients.
- Business and VAT registration copy (if a firm applies).
- CVs of lead developer, graphical integrator, graphic designer

Submission Deadline:

The videography company/organizations are requested to share the documents mentioned with The Asia Foundation by **Sunday, 22 December 2024**. Please email the documents to country.bangladesh.jobs@asiafoundation.org.

About The Asia Foundation:

The Asia Foundation is a nonprofit international development organization committed to improving lives and expanding opportunities across Asia and the Pacific. Informed by 70 years of experience and deep local knowledge, our work is focused on governance, climate action, gender equality, education and leadership, inclusive growth, and international cooperation. We work in more than 20 countries through our 17 permanent country offices and programs across Asia and the Pacific, supported by a headquarters in San Francisco and an office in Washington, DC. Our funding comes from a diverse array of bilateral and multilateral development agencies, foundations, corporations, and individuals.