

Terms of Reference (ToR) for Production of Organizational Introductory Audio-Visual Material CBM Global Disability Inclusion Bangladesh

CBM Global Disability Inclusion hereby call for proposals from eligible firms/companies having relevant expertise and experiences with a sound technical background to review to produce an audio-visual Information, Education, and Communication (IEC) material to introduce the organization, its mission, and its work. This material will be used across various platforms to raise awareness and promote the organization to stakeholders, partners, and the institutional donor.

A. Key Info on the Assignment:

Title of the Assignment	Production of Organizational Introductory Audio-Visual Material
Location	Dhaka
Duration of the Assignment	30 working days from contract signing
Purpose of the Assignment	To create a 3.5-minute high-quality audio-visual IEC material. The video will highlight CBM Global Bangladesh's objectives and programs, making it accessible in both Bangla and English, with additional accessibility features such as sign language interpretation and captions.
Assignment Type	Contractual
Commissioning Organisation	CBM Global Disability Inclusion
Team Members	As per the vendor's requirements
Deliverables of the Assignment	The final deliverables should include two audio-visual IEC materials, one in Bangla and one in English, using the same content and information. Each video should be 3.5 minutes long, in high-quality MP4 and WEBM formats, with a resolution of 1080p and a bitrate optimized for streaming on web platforms
Proposed Assignment Start and End Dates	Start Date: As soon as possible End Date: 30 working days from contract signing
Scope of work / Key task	Create a 3.5-minute high-quality audio-visual IEC material as per Advertisement/ToR
Recipient of Final Resources/Materials	CBM Global Disability Inclusion Bangladesh

B. Who are we?

CBM Global works alongside people with disabilities in the world's poorest places to fight poverty and exclusion and transform lives. Drawing on over 100 years of experience and driven by Christian values, we work with the most marginalised in society to:

- break the cycle of poverty and disability;
- treat and prevent conditions that lead to disability; and

- build inclusive communities where everyone can enjoy their human rights and achieve their full potential.

We work in over 20 countries, investing in long-term, authentic partnerships with the Disability Movement and multiplying our impact by delivering a combination of inclusive community-based programmes, advocacy for national and global policy change and inclusion advice to other organisations.

C. Purpose:

The purpose of this procurement is to create a 3.5-minute high-quality audio-visual IEC material. The video will highlight CBM Global Bangladesh's objectives and programs, making it accessible in both Bangla and English, with additional accessibility features such as sign language interpretation and captions.

D. Scope of the Assignment:

The scope includes the full production of an audio-visual document utilizing infographics, motion, and 3D animation with voiceover. The final deliverable will be bilingual (Bangla and English) and fully accessible, including sign language interpretation and captioning.

E. Objectives:

- **Goal:** To impart knowledge about CBM Global Bangladesh's mission, values, and key areas of work to the target audience, presented in an engaging, informative, and accessible format.
- **Target Group:** This material is designed for a wide range of stakeholders, including donors, local partners, government officials, and the general public.

F. Material Specifications:

- **Audio-visual Requirements:**
 - **Quality:** High-definition (HD) video and clear audio.
 - **Format:** The final video should be delivered in both MP4 and WEBM formats.
 - **Length:** The total duration should be 3.5 minutes.
 - **Language:** Both Bangla and English versions of the video are required.
 - **Content:** The video should incorporate a combination of motion graphics, infographics, and 3D animation. A voice-over must narrate the content, and the video must include sign language interpretation and captions for accessibility.
 - **Accessibility:** The video should be fully accessible, including:
 - Subtitles in both languages (Bangla and English)
 - Sign language interpretation throughout the video
 - Use of clear, easy-to-understand language and visuals.

G. Production Standards:

- **Creative Direction:** The video should maintain a professional, yet engaging tone, aligning with CBM Global Bangladesh's values. It must also reflect the inclusive nature of the organization and incorporate culturally relevant design elements.
- **Branding:** The video should adhere to CBM Global's branding guidelines, including proper use of logos, fonts, and color schemes.

- **Compliance:** The material must comply with relevant copyright, data protection, and accessibility standards.

H. Technical Specifications:

- **Equipment:** The supplier should use professional-grade cameras, animation software, and audio recording equipment to ensure high production quality.
- **Delivery:** The final deliverables should be in MP4 and WEBM formats, with a resolution of 1080p and a bitrate suitable for streaming on web platforms.

I. Timeline:

- **Milestones:**
 - Submission of first draft: Within 10 working days of contract signing
 - Review and feedback: Within 5 days after draft submission
 - Submission of final version: Within 5 days after receiving feedback

J. Product Quantity:

The product will be delivered in two versions: one in Bangla and the other in English. Both versions will have the same content. When the material is in Bangla, all language-related elements, such as voice-over, captions, sign language, and infographics, should be in Bengali. Similarly, when the material is in English, all these elements should be in English, following the same structure as the Bangla version.

K. Safeguarding children and adult-at-risk:

The assignment must consider safeguarding aspects of children and adults-at-risk as well as safe communication during the entire documentation process where children and adults-at-risk are involved.

As a condition of entering into a consultancy agreement, the Consultant/s must sign the CBM Safeguarding Children and Adults-at-risk Policy and abide by the terms and conditions thereof.

L. Evaluation Criteria:

CBM Global Bangladesh will evaluate the materials based on the provided technical specifications and other requirements, using its in-house experts to ensure they meet our standards of quality and satisfaction.

M. Mode of Payment:

CBM Global Bangladesh will transfer the payment to the vendor's specified bank account(s) according to the following schedule through account payee cheque:

- 30% of the total cost upon submission of the first draft.
- 70% upon acceptance of the final submitted document.
- VAT and Tax will be deducted at source as per government rule during the final payment.

N. How to Apply:

Potential interested firms/Companies are invited to submit their proposals by 22 November 2024 to the following email address of CBM Global Bangladesh: rakibul.hussain@cbm-global.org and copy to Sayed.Rana@cbm-global.org; Dewan.Maula@cbm-global.org

Proposals must include:

- A detailed methodology and approach
- Description of relevant experience
- Work plan with a timeline
- CVs of key personnel
- Legal documents
- Financial proposal
- Company Profile

Please mention in the E-mail subject line: "**Audio-Visual Material**"

O. Terms and Condition

- Proposal may not be accepted after the mentioned cutoff timeline
- Financial proposals must be submitted including Tax and VAT.
- Individuals are not allowed to submit more than one proposal. If found more than one proposal is submitted by the same consultant under the above conditions both proposals will be termed as disqualified.
- Disclosure: If the firm or company or person or individuals have any personal relationship or any blood connection with any of the employees or staff or members of CBM Global must disclose it during the time of submitting the proposal.
- CBM Global Disability Inclusion reserves the right to accept or deny any application without justifying reason.
- The proposal will be reviewed on a rolling basis; suitable individuals or firms or companies are requested to apply as early as possible. If we find a suitable proposal before the closing date of the advertisement, CBM Global has the right to close the process at any time and date.