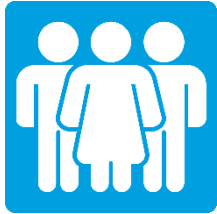
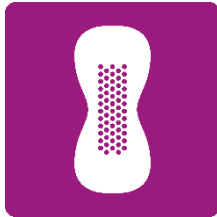


# STOP THE STIGMA: EMPOWERING DREAMS OF MENSTRUATING GIRLS IN BANGLADESH PROJECT



**TERMS OF REFERENCE (ToR)**

**FOR**

**VIDEO DOCUMENTATION AND  
CHANGE STORY COLLECTION OF  
STOP THE STIGMA: EMPOWERING  
DREAMS OF MENSTRUATING GIRLS  
IN BANGLADESH PROJECT**



## Background:

Rupantar is implementing a project named “Stop the Stigma: Empowering Dreams of Menstruating Girls In Bangladesh,” supported by WaterAid Bangladesh and funded by Swedish Postcode Lottery. The project aims to empower adolescent girls and young women (aged 10 to 24) in Shyamnagar Upazila of Satkhira, equipping them with the knowledge, confidence, and facilities needed to fearlessly challenge existing taboos and stigma around menstruation, while also fostering support from male peers, parents, and the wider community during this psychosocial transition. The project has been implementing various capacity development activities at multiple tiers (e.g., community, schools) in the targeted region. With increasing digital literacy and mobile phone penetration, the project also created a one-stop menstrual hygiene management platform, providing adolescent groups with advisory support and knowledge about menstrual health and hygiene (MHH).

As the project nears completion, we seek to document its journey and impact through video documentations, change stories and photographs that captures the project's transformation from inception to conclusion. This assignment involves capturing powerful visual stories of our interventions on menstrual health and hygiene management (MHHM), the experiences of our project beneficiaries, and the communities benefitting from these efforts. The filming will take place in communities and schools across Shyamnagar, showcasing the project's work with adolescent girls, young women, school authorities, parent-teacher associations, and influential community members who contributed to normalizing MHHM throughout the project.

## About assignment:

This assignment aims to document the impact of the "Stop the Stigma: Empowering dreams of menstruating girls in Bangladesh" project in Shyamnagar. The selected agency will capture the project's journey, highlighting key activities and achievements in communities and schools, focusing on adolescent girls, female students, and stakeholders such as school authorities, parent-teacher associations, and community influencers. The agency will be responsible for producing a high-quality documentary film, video testimonials, change stories (any change in the behavior, practice and system due to the project's interventions) and photographs that showcase the before-and-after scenarios of the project's interventions. These materials need to be highly emotive and will serve as a comprehensive reflection of the project's contribution in normalizing menstrual health and hygiene management (MHHM) and empowering girls to embrace their experiences with confidence.

## Project location:

The project Stop the Stigma: Empowering dreams of menstruating girls in Bangladesh is being implemented in Shyamnagar covering all 12 unions. The documentation will primarily cover the activities at the community and school level.

## Expected deliverables

- Documentary film
- Video testimonial
- Change stories (any change in the behavior, practice and system due to the project's interventions)
- Photographs (portraits and action shots)
- Copyright transfer and final report

## Content specification:

Ahead of the shoot, there will be a meeting to discuss photography including a look at the WAB draft photography style guide and some thinking around creative executions to try on the shoot.

### **Details of deliverables include the following:**

#### **Video documentary:**

- 01 documentary film of 3 minutes duration focusing on project interventions portraying project activities and how this initiative is changing people's lives
- 10 video testimonials of 30 – 60 seconds duration from beneficiaries/stakeholders
- The film needs to be in Bangla, with English subtitles
- All rush footage shot during the assignment need to be provided in an HDD for documentation purpose

#### **Photography:**

- Portraits and action shots of our beneficiaries, interventions, activities and stakeholders

#### **Brochure and change stories:**

- A brochure containing project activities, challenges, learnings and successes
- Minimum 15 written change stories focusing on our interventions, changes and good practices, along with appropriate pictures of beneficiaries (portraits and action shots)
- The contents of the brochure will be finalized upon discussion.

## Major Role and Responsibility:

The Documentary will be produced with the support of the Monitoring and Documentation section of Rupantar and Communications team of WaterAid Bangladesh. The consultant/s will work closely with the Rupantar project team. Necessary programmatic support, site selection, participant selection, thematic support, and technical support will be provided by Rupantar.

The specific tasks and responsibilities of the Rupantar and the consultant(s) are explained the following:

### Consultant firm responsible for:

- The consultant firm will hold preliminary meetings with the Rupantar and WaterAid regarding the documentary's aims, script, context, key messages, target audience, output of production and others.
- Before conducting shooting, consultant firm will visit the field and share a shooting plan.
- The consultant will be responsible for filming interviews with key project stakeholders including consortium partners and clients, capturing relevant footage, relevant locations related to the documentary work. (as per script and need based).
- All the interviews at community and school level will be taken upon receiving consent from the interviewees with support of Rupantar. The consultant/consultancy firm will collect the consent form from Rupantar before initiating the documentation.
- High-quality audio and visual elements will be ensured during the filming process.
- Editing and post-production work will be carried out by the Consultant firm, incorporating feedback and revisions from Rupantar and WaterAid as needed.
- Include voiceover, subtitle (Bangla & English), music and sound (without copyright), graphics, additional element with coordination with Rupantar and recommendation from WaterAid.
- All the post-production tasks will be completed by the consultant firm to ensure quality product.
- Consultant firm will provide regular updates and incorporate feedback from Rupantar and WaterAid for smooth production.

### Rupantar is responsible for:

- Field management and coordination, site selection, participant selection and community mobilization.
- Support in developing a video documentary script and provide direction.
- Ensure shooting location permission (specially at schools)
- Assisting to handle sensitive issues in the community context and supplying written consent forms.
- Provide relevant documents to review and help consultants develop logical linkage of the selected changes and examples.
- Provide essential guidance based on the situation.
- The monitoring and documentation officer will be the focal person responsible for this project and coordination with the consultant.

### Tentative work timeline:

The time schedule for filming is given below:

Activities	Timeline
ToR circulation	21 <sup>st</sup> November 2024
Proposal submission	1 <sup>st</sup> December 2024
Finalize the successful agency and notify through email	4 <sup>th</sup> December 2024
Finalizing concept/storyboard	12 <sup>th</sup> December 2024
Field work	12 - 16 <sup>th</sup> January 2025
Delivery of draft video, change stories and brochure	27 <sup>th</sup> January 2025
Delivery of final products	6 <sup>th</sup> February 2025

\*The timeline will be finalized upon the discussion with the consulting agency

### Copyright:

- The final video documentary production, raw footage, audios, photos, and all associated information are the intellectual property of Rupantar and WaterAid. The national Copyright Law will apply if the information and production are disclosed to the public or used in any way without the written permission of Rupantar and WaterAid, except for the actual purpose of this work.

### Eligibility criteria:

- At least 3 years working experience in similar type of work.
- Ability to understand NGO activities and work.
- Good understanding of local language, culture, context and sensitivity.
- Availability, readiness to work promptly, and openness to a variety of feedback.

### Payment method:

Payment methods will be applicable according to Rupantar financial policy. Payment installment will be decided by discussion between Rupantar and the consultant.

### Contact person

Taslim Ahmed Tongker from Rupantar, and Anika Tasneem and Aritra Ankan Mitra from WaterAid Bangladesh and will be available to answer any queries or clarifications you might have regarding this RFP at [tongker@rupantar.org](mailto:tongker@rupantar.org), [anikatasneem@wateraid.org](mailto:anikatasneem@wateraid.org), and [aritramitra@wateraid.org](mailto:aritramitra@wateraid.org).

### Ethical Image Policy and Consent: Proposal Submission:

- Please send the proposal either manually or via email at the following address:
  - Chairperson, Procurement Committee, 19, Akbarabad Estate, Shirishnagar, Khulna- 9100.
  - Email: [eoi.rupantar.org](mailto:eoi.rupantar.org)
  - **Application should be submitted by 1st December 2024, by 11.59 PM.**
- The interested consultant firm/individual should submit a letter of interest (max 2 pages) including a list of similar work experience, two recent works (drive

link), client information, information of the focal person and their contact (this information and documents needs for scoring of your proposal).

- The following documents should be needed - updated trade license, TIN certificate and BIN certificate, last income tax return certificate, trade license holder NID, Bank info, Experience/ Work order copy of any NGO/INGO.
- A detailed work plan outlining how they will accomplish the tasks mentioned above.
- Samples of previous work, particularly similar projects with necessary documents
- **Financial Proposal** (with necessary breakdown, maximum 2 pages) will be sequential to the technical proposal containing a detailed budget breakdown (financial part) for the task, which must include tax and VAT as per Bangladesh government. This should detail consultant(s)'s' itemized **Video documentary, Portraits and action shots and Brochure and Change Stories** conduction costs and administrative costs, etc. (NB – Payment of consultancy fee is subject to withholding tax unless there is evidence of exemption) requesting to propose within the maximum budget limit of **BDT 950,000**.