

Terms of Reference

On

Hiring Consultancy Agency for

Production of Public Service Announcement-PSAs (SBC video spots) to Increase Awareness and Appropriate MNCH Health Behavior Practices by The Community in Jononi Project Area - Rangpur Division

BACKGROUND:

Name of Project: Jononi (Strengthening the Maternal and Neonatal Health System in Rangpur, Bangladesh)

Project period: 2023-2027 (Phase 1)

Donor: KOICA (Korea International Cooperation Agency)

Implementing Partner: RDRS, Bangladesh

Target Project Participant: Pregnant Women, Children Under 01 Month, Women of Reproductive Age (WRA) between 15-49 years, Husband, and In Laws of WRA, Adolescents.

Key Stakeholders:

The main goal of the Public Service Announcements (PSAs) is to raise awareness and promote positive community behavior around maternal and neonatal health in the Jononi project area, Rangpur. The PSAs will target all levels of society—government, private institutions, communities, and hospitals—to encourage appropriate health practices.

The PSAs will be distributed through televisions (large and small screens), multimedia projectors, tablets, smartphones, and community media platforms such as social media, and radio (Bangladesh Betar, FM, and Community Stations). Designed as short but complete messages, they will be produced on behalf of non-profit and/or government organizations.

The aim is to inform and influence not only the primary target audiences (e.g., pregnant women and their families) but also healthcare providers, government agencies, NGOs, community leaders, and donors to support and practice improved maternal and neonatal health behaviors across Rangpur.

THE PURPOSE OF CONSULTANCY:

The purpose of this consultancy is to design and produce two narrative-driven PSAs that use compelling storytelling to influence attitudes and behaviors related to maternal and newborn health. One PSA will focus on raising awareness of the three delays in pregnancy and the importance of timely referral within the public health system, while the other will emphasize the role of frontline health service providers as change agents and trusted primary contact points for improving maternal and newborn health services.

The PSAs aim to support the Jononi project's goal of strengthening maternal and neonatal health systems in alignment with the Government's strategy to reduce Maternal Mortality Ratio (MMR) and Neonatal Mortality Rate (NMR). They will target communities benefiting from government services and emphasize how project efforts, in coordination with public systems and stakeholders, are helping overcome challenges and improve service utilization in rural Rangpur.

These Terms of Reference (ToR) invites proposals from agencies to develop two (02) impactful, audience-focused PSAs reflecting these objectives.

SPECIFIC OBJECTIVES:

The specific objectives of the consultancy are to develop two (02) short-form narrative videos (PSAs) that:

- Increase awareness of the **three delays** in pregnancy—delay in decision-making, delay in reaching care, and delay in receiving appropriate care—with particular emphasis on timely referral and functioning referral systems; and
- Inspire and motivate **frontline health service providers** to act as proactive change agents and primary entry points to quality maternal and newborn health services within the government health system.

The PSAs will also encourage utilization of free maternal and newborn health services available at union- and upazila-level government health facilities.

During the PSA development process, the agency should consider showcasing the project deployed process that is focused on mitigating existing health system gaps, positioning appropriate knowledge and behavior at the project landscape, and increasing demands for safe and institutional delivery, targeted around the intervention areas in Rangpur and Lalmonirhat, as per:

- Promotion through video images to community people to avail government services related to maternal and neonatal health systems.
- To showcase the project's key activities and their impact on maternal and neonatal health systems as well as service delivery in Rangpur under MoHFW (Ministry of Health and Family Welfare) platform i.e., Union Health and Family Welfare Centers (UH&FWCs) of DGFP including Union Sub Centers (USCs) of DGHS.

CONTENT SUGGESTION:

The following themes are intended to guide the creative approach and may be further refined in consultation with Save the Children:

- **PSA 1:** A community-centered narrative illustrating how delays in recognizing danger signs, accessing care, and obtaining timely referrals can impact maternal and newborn outcomes, and how prompt referral and transport can save lives.
- **PSA 2:** A provider-focused narrative showcasing frontline health workers within the government system as committed, compassionate, and capable professionals who can drive positive change in maternal and newborn health outcomes.

TECHNICAL SPECIFICATIONS:

The agency with proven experience in a similar assignment in Bangladesh will be expected to consider the below while developing the content:

Language	The audio will be in Bangla, but the visuals should have English subtitles as well.
Location	Different upazilas and district of Rangpur division, especially hard-to-reach unions. The location will be discussed with the agency.
Length of the Visual	The video will be developed in “Bangla”. The total length of the video approximates 05 to 07 Minutes (maximum) which will be captured and developed by the suggested content with drama.

Technical Details	<ul style="list-style-type: none"> • Resolution: 4K. • Camera: Sony Cine or equivalent, multi-camera setup. • Multiple Camera should be used for better looking shots. • Drone: 4K drone footage. • Audio: Professional Bangla voiceover, external mic. • Music: Original/royalty-free with proper sound design. • Actors: Professional cast. • CG/Animation: As needed for infographics. • Color Grading: Professionally color corrected/graded. • Style: Story-driven, emotional yet uplifting tone. • B-roll: Include health professional activities, local landscapes, etc. • Sound Design: Appropriate and relevant sound design to elevate the mood of Drama.
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SCOPE OF WORK:

Under the supervision of Save the Children, the selected agency will be responsible for the following:

- Develop creative concepts, scripts, and storyboards for two (2) PSAs, aligned with the objectives and approved by Save the Children.
- Plan and conduct field-based video production, including location identification (to be jointly finalized with Save the Children), casting, filming, and direction.
- Produce two short-form narrative PSAs of up to 5–7 minutes each, suitable for television broadcast, digital platforms, and community screenings.
- Incorporate culturally appropriate visuals, language, and messaging relevant to the target audiences.
- Edit and post-produce the videos, including sound design, subtitles in English, and necessary graphics.
- Integrate feedback from Save the Children at all key stages of production.

All production-related logistics, permissions, travel, accommodation, and associated costs will be the responsibility of the agency, with facilitation support from Save the Children as needed.

A pre-bid meeting would be held for providing further insight on the assignment to interested agencies.

FINAL DELIVERABLES:

The agency is expected to share:

- A detailed schedule of pre-production, shooting, and final production with SCI team within 02 days of getting awarded with the contract/work order.
- A detailed and clear script/storyboard before starting the shooting process.
- First-cut versions of both PSAs with English subtitles.
- Final approved PSAs in broadcast-ready formats.
- Short clips or reels adapted from the PSAs for digital use.
- All raw footage and editable project files provided on external or cloud storage.

TIMEFRAME:

The total assignment will be completed by August 20th, 2026.

THE FINANCIAL PROPOSAL:

A financial proposal with a detailed breakdown of costs for the assignment will be submitted. The financial proposal must include Tax and VAT as per Government of Bangladesh rules.

SCHEDULE OF PAYMENT:

The payment will be made through account pay cheques/EFT with the following payment mode:

- **01st installment (30%):** Upon getting program approval of the pre-production documents.
- **02nd installment (40%):** Upon submission of first draft of the deliverables as approved by Program.
- **03rd installment (30%):** Upon approval of final deliverables approved by Program.

EVALUATION:

Total Marks: 100

Technical evaluation: 70 Marks

Criteria	Weightage	Total
The Agency have five (05) years of work experience in similar assignments. Relevant supporting documents, such as Purchase Orders, contracts, completion reports, or other equivalent evidence, must be submitted as proof of experience.	10	70
The Director and the Cinematographer have a film graduation degree, diploma, or similar courses. Relevant supporting documents, such as academic certificates, course completion certificates, or other equivalent evidence, must be submitted as proof of qualification	05	
Evidence of working with INGOs, UN agencies in similar kinds of assignments, on programs related to Maternal and Neonatal Health, SBCC, and/or other health issues. Submit at least two (02) certificates of completion obtained from clients in the last five (05) years. As proof of document, Contract / Purchase Order.	15	
Well-equipped with high-quality cameras and software to produce cutting-edge content and videos. The capability of editing, recording, copywriting, creative planning, etc. Agency to provide specifications of the mentioned equipment and software.	10	
Team composition and capacity to complete the assignment with the proposed budget, within the deadline and with quality.	05	
Proposed methodology, timeline, and a detailed visual treatment plan. Describe the methodology and the required time to complete the job.	10	
Oral Presentation on the assignment (A clear and engaging presentation on understanding the assignment, overall technical approach, methodologies, and work plan)	15	
Sustainability Evaluation: Bangladesh-based consultant (individual org), using local resources (e.g., research assistants, note-takers) 10 Otherwise (0)		10
Financial Evaluation: As per the commercial offer		20
Total Score		100

Note: During the evaluation of technical proposals, from those obtaining at least 50% of the technical score, the top three or five proposals will be selected for further screening through oral presentations.

BINDINGS:

All documents, papers, audio-visual, and data produced during the assignment are to be treated as Save the Children property and restricted for public use. The contracted agency/consultant/firm will submit all original documents, materials, and data to Save the Children. All information will be treated as confidential and not divulged unless authorized in writing by SC, any information obtained during the performance of the Contract.