

Terms of Reference (ToR)

Engagement of a Creative Agency for Short film and Online Video Commercial (OVC) on ASTHA CARE Healthcare Service Facilities and Services

1. Introduction

Swisscontact, Swiss Foundation for Technical Cooperation, is headquartered in Zurich and was founded in 1959 by leading figures from the Swiss private sector and Swiss universities. It is exclusively involved in international cooperation and since 1961 has carried out its mandated projects. In Bangladesh, Swisscontact is registered as an international non-governmental organisation (INGO) under the NGO Affairs Bureau, Government of the People's Republic of Bangladesh.

2. Overview of the project

As part of its ongoing engagement in Bangladesh, Swisscontact implements the **ASTHA (Achieving Sustainability Towards Healthcare Access)** project, which contributes to the country's vision of ensuring accessible, quality healthcare services in rural communities. The project successfully completed its Phase II (2019–2022), demonstrating the commercial viability and sustainability of Community Paramedic Training Institutes (CPTIs) and Community Paramedics (CPs). Building on these achievements, ASTHA entered Phase III (2023–2026), expanding its operations to 12 districts with a focus on consolidation, scaling, and driving systemic change, while strengthening the institutionalisation of the Community Paramedic model. In its current phase, the project has broadened its scope to foster healthcare entrepreneurship and establish quality healthcare service facilities (ASTHA CARE **ANNEX 01**), particularly in climate-vulnerable and hard-to-reach areas. This market-driven initiative aims to ensure the quality healthcare services at the grassroot.

To increase patient footfall at ASTHA CARE centres, Swisscontact intends to engage a qualified creative agency to conceptualise and produce two high-quality audiovisual products: (i) a short film of approximately 15-20 minutes and (ii) an OVC of approximately 2-3 minutes. These products will raise awareness of ASTHA CARE's services, strengthen community trust, and encourage greater utilisation of quality healthcare services among rural populations.

3. Objectives

The overall objective of this assignment is to develop a short film and an OVC that raises awareness of ASTHA CARE, strengthen community trust in its services, and encourage rural populations to visit and utilise ASTHA CARE facilities, ultimately increasing patient footfall.

4. Scope of Work

Both productions shall present ASTHA CARE through an engaging, story-driven, and relatable narrative.

Both productions must: Use two relatable storylines for short-film and an OVC based on common healthcare-seeking experiences in rural Bangladesh. The OVC should feature the same artists as the short film, so audiences can connect the two.

- Highlight key challenges faced by rural households in accessing quality healthcare and demonstrate how ASTHA CARE addresses those challenges.
- Naturally showcase ASTHA CARE's core services, including consultation, diagnostics, and pharmacy services.
- Feature realistic rural settings, characters, and contexts that resonate with the target audience.
- Use simple Bangla and culturally relevant storytelling approaches.
- Clearly position ASTHA CARE as a trusted healthcare provider.
- Include a clear call to action encouraging audiences to visit and utilise ASTHA CARE services.
- Be suitable for dissemination through digital, social media, and community outreach platforms.
- Include high-resolution still photographs and supporting footage captured during production.

The storylines must accurately reflect ASTHA CARE's existing services and operational scope. It must not:

- Portray local pharmacies, village doctors, as negative actors, as they remain potential referral partners
- Depict services that are not currently available through ASTHA CARE, including labour room or delivery services.
- Create unrealistic expectations regarding ASTHA CARE's capacities or service offerings.

All scenes representing ASTHA CARE service delivery must be filmed at actual ASTHA CarePoint facilities (currently operated at Nilphamari, Gaibandha and Sunamganj) unless otherwise approved by Swisscontact.

5. Duration of the Assignment

The assignment shall be completed within 40 days from the date of issuance of the work order. The selected agency will be expected to provide a detailed production schedule covering concept development, scriptwriting, storyboard, pre-production, shooting, post-production, review, revisions, and final delivery.

6. Roles and Responsibilities

6.1 Roles and Responsibilities of the Service Provider

The selected agency will be responsible for the following:

- Develop the creative concept, storyline, script, and storyboard.
- Manage all pre-production requirements, including casting, locations, permits, logistics, and scheduling.
- Do a recce ahead of production and sharing findings with the client. Conduct filming and production using its own personnel, equipment, and technical resources.

- Carry out all post-production work, including editing, reshooting (if required), sound design, graphics, subtitling, and branding integration.
- Submit draft versions for review and incorporate feedback from ASTHA, Swisscontact.
- Deliver all agreed outputs, including the short film, OVC, still photographs, raw footage, and final production files, within the agreed timeline and quality standards.

6.2 Roles and Responsibilities of Swisscontact

Swisscontact will have the role of client for this assignment and will perform the following tasks:

- Organise an orientation session for the agency.
- Share relevant information to the agency as necessary, e.g. communication guidelines, logos, etc.
- Accompany the production team in the field as convenient.
- Facilitate access to ASTHA CARE facilities and relevant project locations, where required.
- Provide relevant technical information and validate ASTHA CARE-related messages and claims.
- Review and provide consolidated feedback on concepts, scripts, storyboards, photographs and video cuts.
- Facilitate access to relevant project personnel, where appropriate.
- Approve the final creative concepts, scripts, and audiovisual products.
- Bear the agreed costs as per the approved contract and budget.

7. Deliverables

The selected agency will deliver the following:

Sl. No.	Deliverable	Duration/Format
1	Script and storyboard/shot list for short film & OVC	Soft copy & Hard Copy
2	AV of Short Film & OVC	MP4; minimum Full HD (1080p)
3	Still photographs	JPEG/PNG other editable formats

All final formats and technical specifications will be agreed with Swisscontact during the production process.

8. Technical and financial proposal parameters

The selection criteria are divided into two parts:

- Technical Proposal – 80% of the total score. The service provider will develop its technical proposal assignment-wise, as per the overall tasks of this assignment.
- Financial Proposal - 20% of the total score. The service provider will develop its financial proposal assignment-wise the financial proposal should also include **photography and any potential re-shoot costs**, where applicable. Any re-shoot

required due to technical, quality, or other production-related issues shall be considered within the proposed financial arrangement and charged only when required.

9. Scoring criteria

Proposal	Criteria	Weight
Technical Proposal	Understanding of the Assignment and work plan	05
	Relevant experience in similar assignment (Please share the sample link)	10
	Proposed team (Please mention the director and his previous work link)	15
	Proposed script and story line	20
	Presentation	30
	Sub Total	80
Financial Proposal	Value For Money	20
	Sub Total	20
	Total	100

N.B.: Bidders who obtain at least **70%** marks in the technical evaluation will be invited to deliver a short presentation. Financial proposals will be opened only for those who achieve a minimum of 70% marks based on the combined score of the technical evaluation and the presentation.

The following method will be applicable for the evaluation of the potential service provider/ agency:

- A Quality and Cost (Q&C)-based evaluation will be conducted by an evaluation team.
- The bidder achieving the highest score out of 100 will be awarded the contract, provided both parties reach an agreement on the final budget. If there is no agreement on the final budget, then the bidder with the second-highest score will be considered.

10. Required qualifications and documentation

10.1 Required Qualifications

This guideline is intended to ensure uniformity in the applications submitted by all agencies/service providers and transparency in the evaluation process. The minimum eligibility criteria are as follows:

- Minimum five (05) years of proven experience in audiovisual production, creative communication, filmmaking, advertising, docudrama or related areas.
- Demonstrated experience in concept development, scriptwriting, direction, cinematography, video production, editing, and post-production.
- Strong understanding of audience-oriented communication and visual storytelling.
- Experience producing content for rural or community audiences will be considered an advantage.

- A qualified multidisciplinary production team, including creative director, director, scriptwriter, producer/production manager, cinematographer, editor, and other required technical personnel.
- Adequate technical and logistical capacity to complete the assignment within the stipulated timeframe.

10.2 Required Documentation

All competitive tenders require submission of the following:

- Technical proposal (page limit-5)
- Financial proposal
- Updated trade licence or relevant certificate
- Tax Identification Number (TIN)
- PSR (Proof of Submission of Return).
- Business Identification Number (BIN)
- Proof of a segregated account (providing the name and address of such account)
- A signed statement testifying that all information contained within the proposal is correct and true.

11. Submission details

Technical Proposal:

- Interested service providers/ agencies should submit their technical proposals, both in hard copy and soft copy.
- Please email the soft copies to bd.procurement@swisscontact.org, mentioning **"Engagement of a creative agency for Short film and Online Video Commercial (OVC) on ASTHA CARE Healthcare Service Facilities and Services"** in the subject line.

Financial Proposal:

- Interested service providers/ agencies are required to submit a sealed envelope containing a hard copy of the financial proposal. **Service providers/ agencies are requested not to submit any soft copy of the financial proposal through email or digital means.**
- Hard copies should be submitted to the address below:
Coordinator - Procurement & Government Relations
 Swisscontact Bangladesh
 House 28, Road 43, Gulshan 2, Dhaka 1212, Bangladesh

The subject line: **"Engagement of a creative agency for Short film and Online Video Commercial (OVC) on ASTHA CARE Healthcare Service Facilities and Services"** must be mentioned on the envelope.

The deadline for submission is **07 October 2026** before **5:00 PM**. If anyone has any queries, please contact bd.procurement@swisscontact.org by **01 October 2026** with all the questions. Swisscontact will clarify the queries via email/virtual meeting on **04 October 2026**.

Late or incomplete submissions will not be considered. Only shortlisted vendors/firms will be called for the next steps. Swisscontact reserves the right to accept or reject any application, in part or full, or cancel the entire procurement process without assigning any reason whatsoever. Submission of an application does not guarantee the award of the contract.

ANNEX 01

ASTHA CARE

ASTHA CARE is a community-based healthcare model developed under the **Swisscontact's ASTHA Project** to improve access to quality, affordable, and reliable healthcare services in underserved rural and peri-urban areas of Bangladesh. The model was established in response to persistent barriers that prevent rural populations from accessing timely healthcare, including long travel distances, inadequate diagnostic facilities, shortage of qualified medical professionals, fragmented service delivery, and high out-of-pocket healthcare expenses.

At the centre of the ASTHA CARE model are locally owned and operated healthcare facilities known as **ASTHA Care Points**, which are strategically located in community growth centres, rural marketplaces, and other high-footfall locations that are easily accessible to surrounding populations.

Integrated Care Approach

ASTHA CARE is an integrated service delivery approach, which provides consultations, diagnostics, medications, referrals, and follow-up care through a single coordinated platform. Unlike traditional rural healthcare systems, where patients often need to navigate multiple providers and facilities at considerable time, travel, and financial cost, ASTHA CARE enables a more seamless and efficient healthcare journey under one roof. This model promotes continuity of care, enhances patient experience, and contributes to improved health outcomes. Beyond being a service delivery point, a CarePoint serves as a vital hub within the community health ecosystem, connecting patients, community-level providers, diagnostic services, digital health records, and higher-level facilities through a continuous care pathway. By facilitating timely diagnosis, appropriate referrals, and sustained follow-up, ASTHA CARE effectively bridges the gap between community-based care and secondary and tertiary healthcare services, ensuring patients receive coordinated care without having to navigate the system on their own.

Each ASTHA Care Point integrates three core service components:

a) Rapid Diagnostic Services

ASTHA Care Points provide a broad range of diagnostic services that enable timely disease detection and informed clinical decision-making. These services include routine laboratory investigations such as blood tests, urine tests, lipid profiles, biochemistry, immunochemistry, hormone profiles, and other essential diagnostics with results often available within 10 to 20 minutes. The availability of on-site diagnostic services reduces delays in treatment and minimizes the need for patients to travel to distant diagnostic centres.

b) Medical Consultation Services

Patients have access to consultations with qualified general physicians who are available at each ASTHA Care Point **every day from 10:00 AM to 6:00 PM throughout the month**. This ensures

consistent access to healthcare services for community members without the need for long-distance travel.

c) On-Site Pharmacy Services

Each Care Point maintains a pharmacy that dispenses authentic over the counter and prescription medicines. By integrating pharmacy services within the facility, ASTHA CARE helps ensure that patients can access prescribed medications immediately after consultation, reducing treatment delays and improving adherence to medical advice.

Existing ASTHA Care Points

Under the ASTHA Project, Swisscontact has supported the establishment and strengthening of three ASTHA Care Points located in remote and underserved areas of **Gaibandha, Sunamganj, and Nilphamari**. These facilities serve as examples of how locally managed healthcare enterprises can improve access to essential healthcare services for communities.

Engagement with the Existing Local Healthcare Ecosystem

ASTHA CARE is designed to complement and strengthen the existing healthcare ecosystem rather than replace or compete with it. The model recognises the important role played by local pharmacy owners, village doctors, informal providers, and other community-based practitioners who are often the first point of contact for rural patients.

Instead of positioning these actors as competitors, ASTHA CARE actively engages them as referral partners. Through established referral relationships, local healthcare providers can direct patients requiring diagnostic services, physician consultations, or more structured healthcare support to the Care Points. This collaborative approach contributes to a stronger and more connected local healthcare network while improving patient access to appropriate care.

Services Not Provided by ASTHA CARE

To ensure that bidders have a clear understanding of the scope and nature of ASTHA CARE facilities, it is important to note that ASTHA Care Points are healthcare facilities and do not operate as hospitals, clinics with inpatient capacity, or comprehensive maternal healthcare centres. Specifically, ASTHA Care Points:

- Do not provide inpatient or hospitalization services.
- Do not have facilities for patients to stay overnight or receive prolonged observation and care.
- Do not conduct surgical procedures.
- Do not provide institutional delivery services for pregnant women.
- Do not have labour rooms, maternity wards, or facilities for childbirth.
- Do not provide emergency obstetric care or other advanced tertiary healthcare services.
- Do not function as emergency healthcare centres equipped for critical care management.

Patients requiring hospitalization, surgical interventions, institutional delivery services, emergency obstetric care, or other advanced medical treatment are **referred** to appropriate

public or private healthcare facilities with the necessary infrastructure, equipment, and specialist expertise.

Role of ASTHA CARE Within the Healthcare Continuum

ASTHA CARE serves as a critical entry point into the healthcare system for underserved communities by providing accessible healthcare services, early disease detection, treatment support, health advice, and referral services. Through its integrated service model and strong local partnerships, ASTHA CARE helps bridge the gap between rural populations and the broader healthcare system, ensuring that patients receive timely care at the appropriate level while reducing barriers to access and improving overall healthcare-seeking behaviour.

ASTHA CARE Vision

A Bangladesh where everyone, regardless of location or income, can access quality healthcare services close to home.

ASTHA CARE Value Proposition

Convenient. Affordable. Reliable. Accessible. Community-Centred.