



Bangladesh Red Crescent Society

National Headquarters
684-686, Red Crescent Sarak, Bara Moghbazar, Dhaka-1217

Terms of Reference (ToR)

For Hiring a consultant to Produce Video Documentary under P2H Project

BACKGROUND

The Bangladesh Red Crescent Society (BDRCS) is an auxiliary organization to the Government of Bangladesh that aims to alleviate human suffering, promote community resilience, and enhance social cohesion. BDRCS was constituted on 31 March 1973 by the President's Order No. 26 of 1973, with retrospective effect from 16 December 1971. The Society was recognized by the International Committee of the Red Cross (ICRC) on 20 September 1973 and admitted to the International Federation of Red Cross and Red Crescent Societies (IFRC) on 2 November 1973. The collaboration between the Swedish Red Cross (SweRC) and BDRCS dates back to the early 1970s. Since then, SweRC has continuously maintained its partnership with BDRCS, primarily through multilateral support.

The Bangladesh Red Crescent Society (BDRCS), through its Health Department, is implementing the **Pathways to Healing (P2H): A Survivor-Centred Approach to Address Violence and Human Rights Violations in Bangladesh** project with financial support from the European Union (EU). The project is implemented in partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC), the Danish Red Cross (DRC), and the Swedish Red Cross (SweRC), in close collaboration with the Government of Bangladesh (GoB) and other relevant stakeholders.

The project is being implemented across five highly affected divisions—Dhaka, Chattogram, Khulna, Rajshahi, and Rangpur—covering 16 districts: Dhaka, Kishoreganj, Narayanganj, Munshiganj, Narsingdi, Gazipur, Cumilla, Noakhali, Lakshmipur, Chattogram, Feni, Kushtia, Dinajpur, Rangpur, Sirajganj, and Bogura. Running from June 2025 to November 2026, the project supports individuals injured during the July–August 2024 civil unrest through an integrated, survivor-centred approach. Key interventions include medical care, physical rehabilitation, mental health and psychosocial support (MHPSS), livelihood restoration, and the mainstreaming of Community Engagement and Accountability (CEA), Protection, Gender and Inclusion (PGI), and Green Response (GR) across all project activities.

As the project approaches completion, documenting its implementation, achievements, emerging outcomes, and lessons learned has become essential to capture survivor experiences, highlight effective practices, and support organizational learning, accountability, and future programming. A well-produced documentary series will also strengthen advocacy and demonstrate the value of integrated, survivor-centred recovery approaches to donors, partners, and wider audiences.

To achieve this, BDRCS intends to engage a qualified and experienced audio-visual consultant/firm to conceptualize, produce, and deliver **one (1) long-form documentary video** covering the overall Pathways to Healing (P2H) Project, with a duration of **up to 5 minutes**, and **three (3) short documentary videos** focusing on the three thematic pillars of P2H, with a duration of **120–150 seconds each**. **The total number of documentary videos will therefore be four (4)**. The documentaries will showcase the overall implementation of the P2H Project and its key thematic components, including Livelihood Support, Mental Health and Psychosocial Support (MHPSS), and the mainstreaming of Community Engagement and Accountability (CEA), Protection, Gender and Inclusion (PGI), and Green Response (GR). They will feature authentic stories and perspectives of survivors and other stakeholders while serving as strategic communication products for advocacy, visibility, accountability, institutional learning, resource mobilization, donor reporting, and dissemination through BDRCS, IFRC, Movement partners, and European Union communication platforms.

SERVICE BRIEF OF THE CONSULTANCY

- Capture the **recovery journeys and meaningful changes experienced by project participants**.
- Document the implementation, achievements, emerging outcomes, and lessons learned of the Pathways to Healing (P2H) Project through high-quality documentary videos.
- Showcase the project's integrated, survivor-centred approach to recovery and rehabilitation.
- Capture authentic stories and experiences of project participants and other relevant stakeholders through ethical documentary storytelling.
- Document the project's key thematic interventions, including:
 - ✓ Overall Pathways to Healing (P2H) Project;
 - ✓ Physical health recovery & Livelihood Support;
 - ✓ Mental Health and Psychosocial Support (MHPSS); Community Engagement and Accountability (CEA), Protection, Gender and Inclusion (PGI), and Green Response (GR) mainstreaming.
- Present the project's contribution to improving the recovery, well-being, and social reintegration of survivors through integrated service delivery.
- Produce compelling documentary videos that showcase the project's implementation, beneficiary stories, and key thematic interventions for advocacy, visibility, and organizational learning.
- Ensure that all documentary materials are produced in accordance with the communication, safeguarding, compliance, branding, and visibility requirements of BDRCS, IFRC, the European Union, and the Red Cross Red Crescent Movement.

DUTIES AND RESPONSIBILITIES

The consultant/firm shall be responsible for the following tasks:

- Review relevant project documents and consult with the BDRCS project team to gain a comprehensive understanding of the project's objectives, interventions, and communication priorities.
- Develop an appropriate documentary approach that reflects the project's objectives and accurately represents the experiences of survivors and other stakeholders.
- Plan and organize field visits in coordination with BDRCS to ensure efficient filming while minimizing disruption to project activities and service delivery.
- Identify suitable interview participants and filming opportunities in consultation with BDRCS, ensuring balanced representation of beneficiaries, project staff, volunteers, health professionals, and other stakeholders.
- Conduct filming and interviews using professional documentary techniques that capture authentic experiences, natural interactions, and the context of project implementation.
- Ensure that all filming is conducted in accordance with survivor-centred, do-no-harm, safeguarding, and ethical communication principles.
- Respect the privacy and preferences of interview participants. Where an individual does not wish to appear on camera or disclose their identity, adopt appropriate alternative filming techniques to protect anonymity while maintaining the authenticity of the story.
- Ensure that all filming locations, interviews, and visual materials accurately represent the project and maintain the dignity of all individuals portrayed.
- Maintain regular communication with BDRCS throughout the assignment and seek approval before making any significant changes to the agreed filming approach or storyline.
- Incorporate comments and recommendations received from BDRCS during the production process to ensure the documentaries meet the intended communication objectives.



- Ensure compliance with BDRCS communication guidelines, Red Cross and Red Crescent Movement principles, European Union visibility requirements, and all applicable copyright, data protection, and safeguarding policies.
- Maintain strict confidentiality of all information, footage, and materials collected during the assignment and refrain from using or distributing any materials without prior written approval from BDRCS.
- Complete the assignment within the agreed timeframe and demonstrate flexibility to accommodate reasonable adjustments to the filming schedule resulting from operational or contextual requirements.

RESPONSIBILITIES OF BDRCS

- BDRCS will suggest and recommend the outline of the film.
- BDRCS team will support the selection of sites and activities to be filmed.
- BDRCS team will facilitate the film making process to ensure institutional learning and methodological development.
- Develop budget for addition costs covering local travel of BDRCS unit officials/volunteers and communication in case this is required.
- Arrange demo sessions at the filming site.
- Give feedback on script before shooting.
- Brief the video crew on RCRC code of conduct/Movement and BDRCS functions.
- A BDRCS program staff member will accompany the film crew during the shooting.

DURATION AND WORKING SCHEDULE

The consultancy will commence **upon issuance of the Notice of Award (NOA), with an anticipated commencement date of 1 October/ as per discussion**

DELIVERABLES:

The consultant/firm shall deliver the following outputs within the agreed timeline:

Sl. No.	Deliverable	Description	Timeline	Means of Verification
1	Inception Report	An inception report outlining the proposed methodology, work plan, production schedule, filming approach, creative concept, and implementation timeline.	Within 7 calendar days of contract signing	Approved by BDRCS
2	Documentary Concepts and Scripts	Creative concepts, storylines, interview guides, shooting scripts, and voice-over scripts for each documentary, incorporating feedback from BDRCS prior to filming.	Within 2 weeks of contract signing	Approved concepts and scripts
3	Field Production	Completion of field filming in the selected project intervention areas in accordance with the approved filming schedule.	As per the approved work plan	Confirmation by BDRCS

Sl. No.	Deliverable	Description	Timeline	Means of Verification
4	Draft Documentary Videos	First-cut versions of all documentary videos for technical review and feedback by BDRCS and relevant project partners.	Within 2 weeks after completion of filming	Draft videos submitted and reviewed
5	Final Documentary Videos	Four (4) professionally produced documentary videos: one (1) long-form documentary covering the overall Pathways to Healing (P2H) Project (up to 5 minutes), and three (3) short documentary videos focusing on the three thematic pillars of P2H (120–150 seconds each), in high-resolution digital format (MP4, H.264 or equivalent), incorporating all agreed feedback and suitable for YouTube, websites, presentations, and social media.	Within the contract period	Final approval by BDRCS
6	Social Media Versions	One short version (30–60 seconds) of each documentary optimized for social media and digital communication platforms.	Along with the final videos	Approved social media versions
7	Raw Footage and Editable Files	All original video footage, audio recordings, graphics, photographs (if applicable), and editable project files used in the production process.	Along with the final videos	Files received and verified by BDRCS
8	Interview Transcripts and Subtitle Files	English transcripts or time-coded translations of Bangla interviews, together with separate English subtitle (.SRT) files for each documentary.	Along with the final videos	Transcripts and subtitle files submitted
9	Consent Documentation	Signed informed consent forms for all individuals interviewed or featured in the documentary videos in accordance with BDRCS safeguarding and communication policies. ***Given the sensitive nature of some medical and MHPSS stories, further strengthen the provisions on informed consent, privacy, do-no-harm principles, and reconfirmation of consent prior to publication, where appropriate.	Before final submission	Verified consent forms

Sl. No.	Deliverable	Description	Timeline	Means of Verification
10	Final Submission Package	Two (2) copies of all approved documentary videos, social media versions, raw footage, editable files, photographs, subtitle files, transcripts, and consent documentation on external storage devices (minimum 64 GB each) or another storage medium specified by BDRCS.	Upon completion of the consultancy	Final acceptance by BDRCS

REQUIRED SKILLS AND EXPERIENCE

a. Expertise and Qualifications

- Experience in producing similar documentary films.
- Female expert within the team composition will be an added advantage
- Demonstrated ability to produce high quality short films various topical issues.
- At least 5 years of proven technical experience for the main crew involved in the production.
- Experience working with INGOs, NGOs and UN organization. Prior experience working with BDRCS.
- Excellent communication skills.

b. Technical requirements

- Broadcast quality full HD video/4k videos, 1920 x1080p, 50FPS
- Professional sound recording at minimum of 96 kHz/24-bit
- HD web files (H264 MOV.) as final products
- HD DVD as final product
- Sony Alpha Mark IV or equivalent or Higher camera an advantage

c. Competency

- Excellent planning and organizational skills.
- Proven ability to meet deadlines.
- Demonstrated ability to sensitively document personal and sensitive stories.
- Ability to work in a culturally diverse environment.
- Previous experience in using film to document development/humanitarian work.
- Work well in a team setting and open to consultative processes.

Understanding of the legal and ethical issues that need to be considered when filming in communities and working with the RCRC Movement, including the importance of gaining participants' consent before filming and having written consent form.

EVALUATION/SELECTION PROCESS

Technical Evaluation Criteria. Technical review (Proposal review & Interview 70 points)

Sl. No.	Evaluation Criteria	Weight (%)
1	Relevant experience in producing documentary films, humanitarian or development communication products, and similar assignments.	20%
2	Qualifications and expertise of the proposed production team (e.g., director, producer, cinematographer, editor, interviewer, and other key personnel).	15%
3	Proposed technical approach, methodology, work plan, creativity, and capacity to undertake filming in diverse field locations using appropriate equipment.	15%
4	Quality, originality, and relevance of previously completed documentary films or audio-visual productions, as demonstrated through the submitted portfolio.	20%
	Total Technical Score	70%

Financial Evaluation (30%)

Only the financial proposals of individual consultants/firms that are determined technically qualified following completion of the Technical review (Proposal review & Interview) will be evaluated. The financial proposal shall be assessed based on cost-effectiveness and value for money in accordance with BDRCS procurement procedures.

APPLICATION PROCESS

Interested individual consultants, producers, and consulting/production firms should submit a proposal stating how they meet the selection criteria. The proposal should also include the following:

- **Technical Proposal** (hard copy, in a separate sealed envelope), including the proposed methodology, work plan, implementation timeline, profile of the consultant/firm, CVs of the proposed key personnel, relevant work experience, copies of similar work orders/contracts or completion certificates, and contact details of three (3) professional referees.
- **Financial Proposal** (hard copy, in a separate sealed envelope), including a detailed budget breakdown. **Only the financial proposals of technically qualified consultants/firms will be opened for financial evaluation.**
- **Portfolio** shall be submitted separately as a digital file or via a shared folder link, including at least two (2) documentary films or similar audio-visual productions completed within the last three (3) years.
- Applications should be submitted in hard copy on or before **02:30 PM on 20 September 2026** to the Logistics Department, BDRCS.
- **Delivered final product by 05 November 2026.**

MODE OF PAYMENT:

Payment shall be made against accepted deliverables and submission of invoice/bill with the required supporting documents, normally within thirty (30) days, subject to satisfactory acceptance by Bangladesh Red Crescent Society (BDRCS). Deduction of applicable VAT and Tax at source shall be made as per government rules. The fees will be paid by cheque/bank account transfer upon agreement with the Consultant/Firm.

- If the first-cut/draft documentary videos are not satisfactory, the Work Order/Agreement may be cancelled.



SUBMISSION PROCESS

Please submit your proposal application in English in hard copy no later than **02:30 PM on 20 September 2026** to the Director, Logistics, Bangladesh Red Crescent Society (BDRCS), National Headquarters, Bhaban-1 (1st Floor), 684-686, Red Crescent Sarak, Bara Moghbazar, Dhaka-1217, Bangladesh. The Technical Proposal and Financial Proposal shall be placed in two separate sealed envelopes, clearly marked "Technical Proposal" and "Financial Proposal", and submitted together in one outer sealed envelope. The outer envelope shall be clearly marked "**Hiring a Consultant/Firm to Produce Video Documentary under P2H Project**". The Portfolio shall be submitted separately as a digital file or via a shared folder link. Applications received after the deadline or incomplete applications will not be entertained. Bangladesh Red Crescent Society reserves the right to accept or reject the offer in part or whole without assigning any reason.

PERFORMANCE SECURITY

The successful consultant/firm shall provide **Performance Security equivalent to 3% of the Contract Price** for intellectual/consulting services within seven (07) calendar days of issuance of the Notification of Award (NOA), in accordance with applicable BDRCS policy. The Performance Security shall be released after satisfactory completion of the contractual obligations, subject to the terms of the contract.

PROPOSAL OPENING

Technical Proposals will be opened and recorded by the Proposal Opening Committee at **02:45 PM on 20 September 2026** at the BDRCS Logistics Meeting Room, NHQ, Dhaka. Financial Proposals shall remain sealed until completion and approval of the technical evaluation. No public opening of the Technical Proposals is required.

CONFIRMATION AND GENERAL CONDITIONS

By signing and submitting the RFP documents, the Applicant confirms acceptance of the terms and conditions of this RFP and certifies that the information and documents submitted are true and complete. BDRCS reserves the right to accept or reject any or all proposals, seek clarification, cancel/reprocess the procurement or take other action in accordance with applicable BDRCS procedures. The lowest financial proposal will not necessarily be selected.

N.B.: Applicants are requested to submit their best firm proposal.