

# Bangladesh Nari Progati Sangha (BNPS)

## Expression of Interest (Eoi) for TV Spot Development

Bangladesh Nari Progati Sangha (BNPS), a leading women activist organization in Bangladesh is inviting Expression of Interest (Eoi) from firms and consultant/s to develop audio visual materials as per the Terms of Reference mentioned below.

### **Introduction:**

Menstrual Health Management (MHM) is an important aspect of Sexual and Reproductive Health and Rights (SRHR). Cultural believes and social norms restrict the participation of women and girls in society during menstruation. In addition, limited access to clean water, proper sanitation facilities and sanitary napkins make it difficult for women to manage their menstruation hygienically. As a result, many (young) women around the world face considerable physical and social challenges during their menstruation period. In Bangladesh, women and girls do not have sufficient access to menstrual hygiene friendly toilets at schools, workplace and home. They do not have access to sanitary pad also, where sanitary pads and other hygiene products play an important role in hygiene and confidence of women and girl during their menstruation.

To bring positive and meaningful changes on MHM, BNPS has been implemented an AmplifyChange funded project named *Collective initiatives to improve Menstrual Health (MH) situation in Bangladesh by engaging NGO's, civil society and private sector* along with other MHM related and other projects. The project aims to strengthen the engagement and capacity of NGOs, CBOs and private sector and the role of the government in order to ensure improved menstrual health for girls and women in Bangladesh.

The project has been being implemented through Menstrual Health Management (MHM) Platform composed of 40 local, national and international organizations. The platform build is building the capacity of member organizations and other NGOs and supporting them to conduct MH awareness session at community level and advocacy with local authorities like health and sanitation officials, school authorities, religious leaders, youth clubs. The platform members are working together to increase national awareness on menstrual health by organizing events, celebrating national days, arranging publications on MH and generating attention to the topic through other methods. The project facilitates sharing and learning between organizations and sectors, exchanging evidence, programme evaluations and materials aiming to inclusion of more information on MH in the national school curriculum. In addition, the platform also advocates for budget allocation on sanitation. To increase access to sanitary pads for women and girls, the platform also sensitizes the private sectors to produce low cost sanitary products by ensuring comfort and quality.

The project has a specific plan to develop audio-visual materials with a view to create mass awareness on menstrual health management among policy makers, duty bears, civil society stakeholders and community people at large. We are inviting Eoi from qualified firms and individual consultant/s on this basis.

### **Objective:**

To develop documentaries (TV spots) with a view to create mass awareness on menstrual health management among policy makers, duty bears, civil society stakeholders and community people at large.

**Scope of Work:**

Two separate video documentaries (TV Spot) should be developed. One of two will cover the reflection of existing problems of MHM including success story and way forward; and other one will focus on celebrity comments (3 persons) on the needs of quality MHM facilities in human rights perspective including relevant fact findings to make their comments realistic and appropriate.

**Time frame:**

30 May 2019 to 20 August 2019.

**Required Qualifications & Competencies:**

- a. More than 10 years professional experiences in developing audio-visual materials.
- b. Sound knowledge on development issues with particular focus on MHM, human rights and gender.
- c. Proficiency in Bangla and English and good drafting and analytical skills.

**Method of Application:**

The submission must include the following:

- a. **Technical Proposal** that includes understanding of the assignment, detailed methodology, team management, work plan and experiences of similar work;
- b. **Financial Proposal** listing all costs associated with the assignment.

**Award of Application:**

The proposal will be awarded through an evaluation process by a committee as per BNPS procurement policy and BNPS will reserve the rights to accept or reject any proposal without showing any cause.

**Output and deliverables:**

- i. DVD and CD of each TV spot (length 60 sec) in MP4 format.
- ii. Outline of scripts and stories of both TV spots.
- iii. A 1080p (HD1920 x 1080 pixels) format final documentary, stereo sound quality.
- iv. Following items needs to be submitted in a portable hard drive (non-refundable).
  - Master copy of product: all raw footage (unhampered)
  - Master copy of product: 1 version (final cut)
  - Data file MP4: 1 version
  - Master VOB files: 1 version.
  - VLC file: 1 version for uploading YouTube

The quotation shall be completed and signed by an authorized representative of the firms/agencies with following itemized cost breakdown:

- i. Shooting unit cost
- ii. Video editing
- iii. Audio & music recording
- iv. Remunerations
- v. Total price including VAT and Tax

**Required Papers:**

Applicant firms and consultant/s must have proper legal documents and registration e.g. TIN, VAT registration, NID and trade licence etc. Any questions regarding the tender must be directed to [bnps.bd@gmail.com](mailto:bnps.bd@gmail.com) with the subject line `Tender question' before 19 May 2019.

**Applications deadline:**

Applicant should send their detailed technical and financial proposals (hard copy) to the Executive Director, Bangladesh Nari Progati Sangha (BNPS), 13/14 Babor Road, Block B, Mohammadpur Housing Estate, Dhaka 1207 before or on 22 May 2019.