

Terms of Reference (ToR)

Production of a Documentary on Extreme Poverty in Bangladesh

Background

Bangladesh since its independence has achieved remarkable progress in reducing poverty and improving human development indicators. The country has been globally recognised as a model for inclusive growth and resilience. Yet, despite these achievements, pockets of extreme deprivation persist — particularly among population groups that remain invisible in policy discourse.

The *Centre for Policy Dialogue (CPD)*, as the Secretariat of the *Citizen's Platform for SDGs, Bangladesh*, is implementing a research and advocacy initiative titled *"Reaching the Furthest Behind First – A Human Rights-Based Approach to Confront Extreme Poverty in Bangladesh."* The project, supported by **UNICEF, ILO, UNDP Bangladesh, UNRCO, and UN Women Bangladesh**, applies a human-rights and capability lens to explore how systemic inequalities continue to marginalise specific population groups.

The study focuses on five left-behind groups:

- Female agricultural labourers in **Satkhira**
- Tea-garden workers in **Moulvibazar**
- Climate vulnerable communities from haor regions in **Sunamganj**
- Dalit sanitation workers in **Khulna**
- Urban floating populations in **Dhaka**

Through this initiative, CPD seeks to deepen understanding of their lived realities, amplify their voices, and influence public policies to make Bangladesh's development truly inclusive.

Objective

The assignment aims to produce a visually compelling and emotionally engaging documentary that contextualises Bangladesh's national progress in **poverty eradication** while exposing the continuing vulnerabilities and inequalities faced by marginalised groups across locations and livelihoods.

The documentary will:

- Capture the lived experiences and aspirations of five left-behind population groups in selected regions
- Highlight human stories that can trigger empathy, awareness, and policy action.
- Reveal how social, economic, and structural barriers perpetuate extreme poverty.
- Serve as a communication and advocacy tool to raise public understanding, inspire dialogue, and encourage collective response toward inclusive development.

Scope of Work

The selected production firm will be responsible for the end-to-end creative and technical production, including:

a. Story Development & Pre-production

- Study background materials, primary findings and project documents.
- Coordinate with the CPD team to identify the focal points for each population group that will be interviewed
- **Identify and prepare approximately 15–20 interviewees in total** from the five locations — **Moulvibazar, Sunamganj, Khulna, Satkhira, and Dhaka** — ensuring gender balance and diversity of perspective.
- Document each of their stories (through interviews online/ in-person)
- Develop a compelling **screenplay and script** grounded in the grounded in lived realities
- Prepare storyboard, character breakdown, and shooting schedule.
- Identify and cast appropriate individuals (local/non-professional if required).
- Identify authentic filming locations from Moulvibazar, Sunamganj, Khulna, Satkhira and Dhaka.
- Prepare a detailed work plan, crew list, and logistics schedule for shooting.

b. Production

- Film real-life visuals and ambient scenes that portray the economic and social conditions of each group.
- Record natural sound, interviews, and interactions with the individuals.
- Capture symbolic visuals that connect local realities with national progress narratives.
- Ensure gender-balanced, ethical, and culturally sensitive representation.

c. Post-Production

- Edit and compile the documentary (approx. 5–7 minutes or as finalised with CPD).
- Include narration, graphics, subtitles (English), and project branding.
- Design music, sound, and pacing to evoke emotion and reflection.
- Produce five short clips (1–2 minutes each) highlighting five different population group.
- Deliver clean and branded versions suitable for digital, event, and broadcast use.

The process for producing the documentary must reflect the distinctive stages mentioned above in the scope of work.

Target audience

The documentary should communicate **both to decision-makers and the public**, bridging emotional storytelling with evidence-based insight — inspiring empathy among citizens and action among policymakers.

Main deliverables

- 1 Documentary 5-7 minutes Bangla narration, graphics, subtitles in English and project branding
- 5 short reels highlighting the stories of each population group

Other deliverables

- Approved work plan for the tasks
- Script/s
- On-site filming

- Submission of rough cut
- Editing, adding subtitles, incorporating changes required by the secretariat of Citizen's Platform
- Submission of the final cut
- Provision of original editing file of final video cut and provision of all raw footage for further usage
- Aired/Social media versions
- A master copy
- Copy of editable files
- An upload-able/ web version of the videos
- Photos documentary – Series of 20 good quality-high resolution photos taken from the video shooting areas

Equipment

The visual storyteller will be required to have his or her own equipment and be available for travel as per schedule prepared jointly with CPD, the secretariat of Citizen's Platform.

Specific requirement

- The video should be submitted in HD/4K quality in file format(s) to be agreed before final sign-off.
- The minimum accepted resolution for the photo is at least 8 million pixels with zero compression shot as a RAW file and JPEG file format.
- The photo images will be copied on master DVDs or an external hard disk depending on the quantity of data involved.
- The photo images should be accompanied by brief captions regarding the picture and an explanatory sheet giving background information about the photos (date, location, name, age, and role of the person on the photo etc. as well as the name of photographer). The company/ firm must obtain informed consents from the subjects/interviewees. Citizen's Platform will provide consent form and guideline.
- Ensure visibility/logo of CPD, Citizen's Platform and project partners.
- The company/ firm will be obliged to return the received amount of payment paid in advance if the production fails to comply with CPD's standard. CPD holds all rights to terminate the contract at any point of time in case of violation of agreement.

Video & Photos Ownership and Usage

All videos and photographs will be the exclusive property of CPD, the secretariat of Citizen's Platform for SDGs, Bangladesh with unfettered right over its usage, reuse, reproduce and sharing in any manner and that the contracting individual will neither claim any legal ownership or copyright over these photographs nor will they use, share, sale, exhibit or barter any of the photographs for any purposes whatsoever, whether commercial or non-commercial.

However, CPD will ensure credit of the work whenever the images are used. The company may, however, use the photographs to promote or display their work with due credit to CPD as a client

with latter's prior permission. CPD will also be entitled to use and reproduce the videos and photos made under this consultancy.

Proposal evaluation

1. Technical Evaluation

- The visual storyteller should have a professional experience of minimum five (05) years preferably in developing professional video and/ or photo- documentary;
- The visual storyteller needs to demonstrate his/her work, preferably taken in diverse situations;
- The visual storyteller must be appropriately sensitive towards gender, child safeguarding, values and norms of community people, civil society, local administrative and policymakers.

2. Financial Evaluation

The applicants also need to submit the financial proposal highlighting the cost. CPD will only open the financial proposals from companies/ firms whose technical proposals meet the above-mentioned criteria.

Evaluation criteria

Area(s)	Criteria	Weight
Technical- 70	Understanding of the ToR	20
	Strong skill and expertise on carrying out similar assignment (based on provided evidence)	15
	Quality, creativity, and innovation of the proposal submitted	25
	Management structure and qualifications of key personnel & team composition	10
Financial- 30	Competitive pricing and overall reasonable, justifiable financial proposal	30
Total		100

Guideline for Proposal Submission

The proposal/ expression of interest (duly signed) should comprise with the following sections and given page limit. Proposal will be accepted only through email procurement@cpd.org.bd in PDF form duly signed by mentioning subject line **"Production of a Documentary on Extreme Poverty in Bangladesh"** by **5.00 pm, 18 November 2025.**

The Technical Proposal must include the following:

1. Company profile and relevant experience in similar assignments
2. Understanding of the ToR and proposed approach to the assignment
3. Creative concept or brief treatment idea for the documentary
4. Work schedule and implementation timeline
5. Team composition, roles, and qualifications of key personnel
6. Description of available technical facilities and equipment
7. Sample links or portfolio of previous documentary work
8. Any other relevant information supporting the proposal

The financial proposal will detail out the budget required to complete the assignment, including consultancy days and fees for the key members of the team, and any other expenditure. (Kindly mention the nature of the expenditure).

Please note that the technical and financial proposal must be submitted in separate PDF documents.

How to Apply

- Interested production firms are requested to submit both Technical and Financial proposals via email to procurement@cpd.org.bd by 5:00 PM, 18 November 2025.
- Please ensure that:
 - The email subject line clearly mentions: "Production of a Documentary on Extreme Poverty and Vulnerability in Bangladesh."
 - The Technical and Financial proposals are submitted as separate PDF files (signed and dated).
 - Each proposal includes all supporting documents as outlined in the guideline for proposal submission.
 - The total file size does not exceed 4 MB; if larger, additional materials may be shared via a Google Drive link.
 - All prices quoted in the Financial Proposal are inclusive of VAT and taxes, as per Government of Bangladesh regulations.
 - The firm provides Mushak 6.3 along with the final invoice.
 - Incomplete or late submissions will not be considered for evaluation.

The financial proposal must be inclusive of VAT. The company must provide Mushak 6.3 along with the invoice. CPD will deduct VAT and Tax as per government rules and policy at source from the agreed amount. Technical and financial proposals should be submitted separately along with sample copies of previous work on documentary on development work.

For your proposal to be accessible by CPD, the size of the proposal submitted via email should not be greater than 4MB. For additional material/document, it can be sent via google drive.

For any clarification of the ToR, kindly contact

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