

NUTRITIOUS AGRIFUTURE BANGLADESH REQUEST FOR PROPOSALS (RFP)

Production of Audio-Visual Documentary and Photographs on Expanding Nutrients in Food System Project of IFPRI-HarvestPlus

1. Background:

The Government of Canada is funding the “Expanding Nutrients in Food Systems”—a four-year project which aims to increase the consumption of biofortified foods by vulnerable women, girls, and children under-five and household income by women and women-led small to medium-sized enterprises. This project also focuses on sustainability by building the capacity of local stakeholders and scaling biofortification for food systems transformation, women led SMEs, local value chains to provide access to affordable healthy diets. The target beneficiaries include low-income consumers, vulnerable food-insecure people (especially women and children), and smallholder farmers. The utmost outcome of the project is to improve nutrition security and livelihoods, especially of women, adolescent girls, and children under-five, in four districts of Rangpur division of Bangladesh. NGO partners, RDRS Bangladesh and Natun Zibon Rochi (NAZIR) are implementing the project in partnership with HarvestPlus aimed to reached 500,000 of household by March 2027. The expected outcomes for this project include:

- I. Increased consumption of nutritious biofortified foods by vulnerable women, girls, and children under-five
- II. Increased economic empowerment of women farmers and women led SMEs

2. Objective:

HarvestPlus Bangladesh is seeking a qualified agency **to produce a high-quality 5-minute audio-visual documentary with at least 200 action-oriented photography of project activities** for the "Expanding Nutrients in Food Systems" project. The documentary will raise awareness among funders, stakeholders, and policymakers about the project’s impact and promote the adoption of Zinc biofortified rice and other biofortified crops.

3. Scope of Work:

The selected agency will be responsible for the complete production process, ensuring a high standard of technical and creative execution, including:

- i. Concept Development: Collaborate with HarvestPlus to develop a compelling concept and script aligned with the project’s objectives.
- ii. Video Production: Shoot interviews with stakeholders, including SME owners, Community-Based Organizations (CBOs), Value Chain Actors (VCAs), policymakers, lead farmers, seed businesses and others.
- iii. Capture high-quality footage and photograph of project activities in key locations across Nilphamari, Rangpur, Thakurgaon and Lalmonirhat districts.
- iv. Ensure all logistical needs are met, including transport, accommodation, and food during shooting.
- v. Post-Production: Edit the video and photographs, adding voiceovers, background music, and English subtitles.

Deliver the documentary and photographs in formats suitable for national and local TV broadcast, social media, and web use.

The final video and photographs should showcase the results of project activities, highlight positive changes, and create widespread awareness of Zinc biofortified rice among stakeholders.

4. Deliverables

The agency will deliver the following master copies:

- a. Raw footage and photos (unedited, without music/subtitles).
- b. Final edited video documentary (with and without subtitles) and photographs.
- c. Separate copies of individual interviews.
- d. All photo files in JPEG, and all video files in MP4 and broadcast-quality formats (with and without subtitles).
- e. Web-optimized versions for social platforms like YouTube, Vimeo, Facebook etc.

5. Duration and Timeline

- i. The video documentary and photographs must be completed and delivered **by 20 August 2026**.
- ii. The video documentary will be 5 minutes long, with five additional one-minute clips.
- iii. The filed assignment is expected to take 15 working days from the signing of the contract.

6. Language

The documentary will be in Bangla, with English voiceovers and subtitles.

7. Key Responsibilities

The agency will:

- i. Develop and finalize the concept and script in consultation with HarvestPlus.
- ii. Manage the full production process, including video and photo shooting.
- iii. Provide technical and logistical support, ensuring international broadcast-quality picture, sound, and lighting.
- iv. Use appropriate video shooting equipment (e.g., Cine-ultra/Full HD, RCC/Gibarm, Trolley).
- v. Handle post-production, including editing, color grading, and sound design.
- vi. Ensure all production complies with HarvestPlus brand visibility guidelines.

8. Assignment Execution Process

- Upon submission of a quotation, vendors will be invited for a briefing at HarvestPlus Bangladesh.
- Shortlisted vendors will submit technical documents, and HarvestPlus will evaluate performance and experience.
- The winning agency will participate in a kick-off meeting to finalize the script and production plan.
- The agency will be responsible for revising the script and shooting plan if necessary.

9. Required Expertise and Team Composition

The agency must provide an experienced production team, including:

- i. Cinematographer
- ii. Photographer
- iii. Scriptwriter
- iv. Director
- v. Music Director
- vi. Editor

The agency must submit CVs of all key personnel with the proposal.

10. Technical and Financial Proposals

The proposal should include:

- i. Concept note/story outline for the documentary.
- ii. Timeframe for completion.
- iii. Detailed budget (technical and financial proposal).
- iv. Methodology for executing the assignment.
- v. Previous relevant experience.
- vi. Legal documentation (trade license, VAT registration, TIN certificates, etc.).

11. Selection Criteria

HarvestPlus will evaluate proposals based on:

- i. Quality of the concept and story outline.
- ii. Previous experience with similar work.
- iii. Expertise of the proposed technical team.
- iv. Understanding of the assignment.
- v. Cost-effectiveness.

12. Confidentiality and Ownership

- All materials, including raw and edited footage, will be the sole property of HarvestPlus.
- The agency must obtain written consent from all individuals photographed or filmed.
- No part of the video, photos, or related information may be shared without prior written permission from HarvestPlus.

13. Mode of Payment:

The mode of payment will be through account payee cheque /bank transfer in the name of the firm. HarvestPlus will deduct VAT and specific Income Tax at source as per Bangladesh Government rules. Details will be mentioned in work order.

14. Proposal Submission:

Please drop hard copy of technical & financial proposal in a separated sealed envelope in the RFP/Tender box addressed to the HarvestPlus, House # 102, Park Road, Baridhara, Dhaka 1212 or mail soft copy to s.islam@harvestplus.solutions by 10 August 2026.

15. Disclaimer:

HarvestPlus program has the rights to accept or reject any or all tender/proposals.

16. Contact person:

For any clarification the vendor shall contact Sheik Shariful Islam, M&E Officer, HarvestPlus Bangladesh, through e-mail (s.islam@harvestplus.solutions)