



Memo No. 12.01.0000.018.03.001.23.8122

Date: 14.03.2023

Request for Expression of Interests (REOIs)

Professional Consultant/Consulting firms are hereby requested to express their interest to carry out the services mentioned as below for the Agro-Meteorological Information Systems Development Project' (Component-C of "Bangladesh Weather and Climate Services Regional Project"), Department of Agricultural Extension, Khamarbari, Dhaka.

Sl	Package	Description of package	Method	Publication date	Closing Date
01	AMISDP-SD-012	Project End-term Evaluation,	CQS	14-03-2023	05-04-2023
02	AMISDP-SD-023	Preparation of project success story with video documentary	CQS	14-03-2023	05-04-2023

Firms having the required professional experience of similar kind of services are eligible to express their interest. Details of REOI and Terms of Reference (ToR) will be available in the office of the undersigned and also in the DAE's website (www.dae.gov.bd/site/view/tenders/tender-EOI-job-circular), BAMIS web portal (<https://www.bamis.gov.bd/en/page/tender/>) and CPTU website or via email upon requested. Interested consultant may obtain further information from the office of the undersigned from 09:00 to 17:00 hours (Except holidays).

Please note that the authority has the right to accept or reject any or all REOIs or may correct, modify or rectify discrepancy without assigning any reason, whatsoever.

(Dr. Md. Shah Kamal Khan)

Project Director

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**Terms of Reference for selection consultancy Firm for
Preparation of project success story with video documentary
Package No: AMISDP SD 023**

A. Background

The People's Republic of Bangladesh has received a credit from the International Development Association (IDA) towards the cost of Agro-Meteorological Information Systems Development Project [Component — C of Bangladesh Weather and Climate Services Regional Project (BWCSR)] to be implemented by Department of Agricultural Extension (DAE) and it intends to apply part of the proceeds to payments for the provision of services for the project by hiring of a firm for Preparation of project success story with video documentary

One of the primary objectives of the project is to generate agrometeorological advisories for the farmers of Bangladesh to inform them about upcoming adverse weather, pest and disease incidences so that they can undertake enough precautionary measures. In addition to this the project provides advisories on time planting, harvesting and fertilization and its dissemination to the farming community. The project works closely with the Bangladesh Meteorological Board (BMD) and Bangladesh Water Development Board (BWDB) to generate the advisories.

To disseminate these advisories, the project is uses a multi-channel dissemination system. Among others, the AMISDP works with 30,000 lead farmers and farmers leaders to disseminate this information in the field. It also sends this advisory to the Upazila-level offices of the Department of Agricultural Extension. It also leverages several ICT-based mediums to disseminate this information to farmer-level. In addition to that preparation and display of video documentaries may be considered as important activities for the efficient outreach of the agromet advisories for better farm management.

The main objective of the assignment is to document AMISDP achievements and success stories in print, photography, audio and video as per the demand of the -beneficiaries of its services. The outputs from the case studies shall highlight the achievements registered by AMISDP during the last five years of operational Agromet Advisory Services in the country. The outputs will be shared with various target groups, including stakeholders, and current and potential donors to showcase the impact of the organization's work and to mobilize more resources to fund its ever-growing operations in project area. The assignment also aims at demonstrating project success and impact including the review and collection all facts and figures about all the application of the services and how the services useful for extreme event on crop, livestock, poultry, and fisheries. Assignments also include collection of feedback from the community on the merits of project services. Visualization of the different impacts of this service to user community for upscaling upazilla and block level would be also the part of the assignment.

B. Objectives:

The main objective of the assignment is to capture project success through video documentaries and success stories, showing the impact of project interventions on the agriculture sector of Bangladesh as well as the different impacts on user communities.

More specifically, the consultant shall design and prepare 67 video documentaries and a book with success stories (including photos) highlighting aspects such as:

- Impacts of Agromet advisory service such as Crops, Livestock, Poultry, Fisheries etc.
- Impacts of SMS, IVR and Media service.
- Impacts of Digital Display Board, Automatic Weather station, Community radio, Automatic Rain Gauge & union level Agromet Display Board etc. service.
- Impact of extreme weather advisories
- The impact of the Agromet advisory generation and dissemination media, the collaboration, and/or findings/results/ with the Agromet. department of universities, research agencies, and even the agromet generation mechanism should also be highlighted.

C. Scope of services:

To achieve this goal, the consultant shall undertake the following tasks in close collaboration with the PIU:

- i. Preparation of inception report that shows the methodological approach, preparation of stories and detailed field plan including field visits and interaction/interview for information collection.
- ii. Carry out field visits for data collection, taking pictures and obtaining video footage, and meeting with relevant farmer groups, individuals and stakeholders, observation/transect walks in the field and preparation of stories. The stories should capture how the individuals/communities have built (where applicable) on the achievements and learning from the projects.
- iii. Interview and obtain footage from the following stakeholder groups:
 - Beneficiaries/farmers
 - Local government officials
 - Senior officials in the central government
 - IAs
 - WB staff
- iv. Collect drone footage as input for the video documentaries.
- v. Prepare 5-10 minutes video documentary on agrometeorological information and services for each of the 64 districts in Bangladesh.
- vi. Prepare and develop story book of project success including involvement of relevant stakeholders.
- vii. Prepare 3(three) national video documentary based on above documentaries 10-15 minutes of project success that can help to communicate the policy, relevant stakeholders and ministries, the World Bank internal management, etc.
- viii. Present a draft success story book to PIU Office for review and validation by a workshop;
- ix. Submit final version of the story book (English and Bengali);
- x. Preparation of the final report;

D. Key personnel and Qualifications

The key experts and non-key staffs table below. Only the key experts will be considered during the evaluation of technical proposals. The non-key experts and other support staffs, will not be evaluated individually, but will be evaluated collectively in the work plan and staffing criterion.

Sl.	Designation	Education & Experiences	Job Description	Staff Month
	A. Key Experts			
K1	Team Leader	At least Master's degree in Journalism /IR/Public Administration or relevant discipline with 10 years of experiences in communications/ awareness building having 3 years in donor funded projects. He/she must have working experience in the creative electronic media	He/she will be responsible for design & Development of produces success stories, videos, brochures/sms/ email/social media, and other messages and designs for AMISDP. Facilitate to develop Scripts of Radio Jingles of different theme. Facilitate to develop Scripts of TV Spot of different theme of different duration. Facilitate to develop Scripts of Drama documentary etc.	6 Months
K2	Documentary/ Film Making Expert	At least Master's degree in Mass Communication and Journalism. 10 (ten) years work experience in the area of film/documentary producing, directing and editing. He/she should have excellent technical capacities to ensure high quality production.	He/she will be responsible for developing documentary. Design & develop Information, Education & Communication (IEC) materials. Coordinate and develop TV Spot different theme. Organize Press media conference, workshop, training etc.	3 Months (Intermittent - during the contract tenure)
K3	Communication Expert	At least Master's degree in Mass Communication and Journalism. 10 (ten) years work experience	He/she will be responsible for developing documentary. Conduct field visits of the DAE Office premises and interview stakeholders and public representatives for the documentary.	3 Months (Intermittent - during the contract tenure)

		in the communication field		
K4	Agriculture Expert	Master in Agronomy/Agrometeorology/Entomology/Pathology or related.	Ten years working experience in the field of crop production in public/private sectors. The potential candidate having previous experience in World Bank financed project shall get preference.	3 Months (Intermittent - during the contract tenure)
K-5	Graphic Designer	Graduation /Diploma Completed. 10 Years' Experience on GFX.	-Monitoring Strategic Communications program and analyze the impact Capable to quick learner to done by Design. -Consumer promotion and graphic designing with self- decision. -Developing and execution all types of promotional initiative.	3 Months (Intermittent - during the contract tenure)

Note : Consulting firm may include Non- key experts and support staffs as per need of the assignment for successful implementation of the assignment within scope.

E. Duration of Services and Deliverables

Duration of the assignment will be considered for 8(eight) months. The tentative reporting schedule for the consultant's assignment is given below:

Sl	Deliverables	Time schedule
i	Inception Report	Within 1st month of contract signing
ii	Field visits for data collection and meeting with relevant stakeholders	Within 3 rd month
iii	Preliminary draft report (a) Story Book of Project Success with relevant photos (b) 64 district-level video documentaries (c) three national video documentary	Within 5 th month
iv	Workshop for Finalization of Story Book of Project Success Handover all the documentary as mentioned above & submission of draft reports	Within 6 th month
v	Draft final report (a) Story Book of Project Success with relevant photos (b) 64 district-level video documentaries (Sub title both Bangla & English) (c) three national video documentary (Sub title both Bangla & English)	Within 7 th month
vi	Final report	Within 8 th month

F. Selection Method:

The firm will be selected under Consultant Qualification Selection (CQS) method according to procedure of The World Bank Consultant Guidelines.

G. EOI Selection criteria:

- General experience of the firm
- Similar Experience (Similar Assignment)
- Financial soundness and staffing.

H. Counterpart facilities:

The project will provide institutional support and all available documents (if any), data and information to the consultant. The consultant should include all eligible expenditure for successful completion of the assignment.


14/03/23
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