

Government of the People's Republic of Bangladesh

Bangladesh Food Safety Authority

BSL Complex Building (Leve-5),
119 Kazi Nazrul Islam Road, Dhaka-1000
www.bfsa.gov.bd

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Date: 23-08-2023

Terms of Reference (ToR)

For

**Production of awareness Building TVC/TV spot on Food Safety under
Bangladesh Food Safety Authority**

Name of the Organization: Bangladesh Food Safety Authority (BFSA)

Title of the Project: Production of awareness Building TVC/TV spot on Food Safety

Background:

Bangladesh Food Safety Authority (BFSA) is an autonomous national food safety regulatory Authority which works as a statutory organization. The authority was formed in 02 February 2015 under Section 5 of The Food Safety Act, 2013 of the People's Republic of Bangladesh with the mandate of making "provisions for the establishment of an efficient and effective authority and for regulating, through coordination, the activities relating to food production, import, stock supply, marketing and sales, so as to ensure the rights toward access to safe food through appropriate application of scientific process, upon repealing and enacting the existing laws connected thereto."

Bangladesh Food Safety Authority (BFSA) is working to build food safety awareness among the citizen of the country through various ways including Leaflet, Poster, Banner, notification on daily newspaper, Flyer, Pamphlet, TVC etc. Recently Bangladesh Food safety Authority have hired a wellknown superstar Actor MR. Ferdous Ahmed as an ambassador of BFSA. He is working in various way to aware the people on food safety. Now he would like to assist to make a awareness building TVC as a lead artist. So BFSA wishes to make total 03 TVCs on Food Safety as a part of effective awareness building among the people where MR. Ferdous Ahmed will play role as a lead artist.

Scope of Work:

Scope of work for the agency would be ensuring to make innovative TVC for Bangladesh Food Safety Authority. The agency will ensure the quality of technical part for this assignment particularly arrangement, organization and facilitation of all the develop concept, scripting, shooting, editing, background music and voice over for the TVC which will be broadcasted in national, private television channels and local TV cables, Social Media.

The objective of the Project:

- To create extensive awareness on food safety among the citizens, food business operators and consumers across the country.
 - Branding the initiative of BFSA on food safety issues.
- a. What needs to be done for the assignment/task:**
- Innovative concept and script/TV spot for TVC on food safety.
 - Shooting plan/Work plan;
 - Casting (options of celebrity artist)
 - Production team and Post-production team.
- b. Target Audience:** General food consumers and food businessmen;
- c. Timetable:** The assignment must be completed and delivered on or before February 2024.
- d. Duration of the each TVC:** 15 sec. to 01 min.
- e. Contact person:** For any clarification the vendor shall contact through e-mail-(abdul.hannan@bfsa.gov.bd)
- f. Shooting Locations:** Any place in Bangladesh or Abroad which will be finalized in consultation with BSFA officials.
- g. Assignment will be carried out as follows**
- After winning the bidding process, BFSA will invite the agency for a meeting immediately at BFSA Office in Dhaka.
 - In consultation with the authority, the agency will modify and resubmit the script/TV spot, shooting plan, casting if required within 5 working days.
 - Deliver the items as mention in the deliverables part to BFSA.
 - Request for final payment to BFSA.
 - BFSA wishes to have a very tight and catchy making of a Drama so that the audience feels attraction into it and remember the given information and messages.
- h. Language:** Bangla
- i. Picture, Light & Sound quality:**
- Must follow the rules of National Broadcasting Policy, 2014 and international broadcasting standard.
- j. Production procedures:**
- The assignment is expected to take 30 working days from the date of signing the contract.

Technical Proposal

The agency needs to ensure following technical logistics and human resource support for making TVC

1) Technical Team:

(“A” category team members) Agency will offer one or two names of each category in the proposal.

- Renown Cinematographer
- Renown Script writer

- Renown Director
- Music Director for Background Music
- Film Editor
- Co- Artist

2) Shooting Logistics

- The agency needs to ensure following shooting logistics and facilities for the shooting:
 - FS5/Cine-ultra/Full HD quality (16:9) camera
 - RCC/Gib arm etc.
 - Trolley

3) Editing Facilities

- Final Cut Pro
- Color Correction Facilities

4) Submission check list

- 1) CVs of the members of the assigned team
- 2) Concept note/story outline/TV spot for the TVC/TV Spot
- 3) Proposal
 - a. Work Plan
 - b. Methodology (technical analysis of proposed participatory tools)
 - c. Time frame
 - d. Financial proposal
 - e. Prior experience and other form of documentation relevant to the subject
 - f. Legal papers (Copy of Updated trade license, Copy of VAT and Tax registration, Copy of TIN certificates, Copy of Bank solvency)
 - g. Other (if appropriate)

BFSA's Parameters for selection of firm/individual to carry out the assignment/task

- 1) Script/Concept note/story outline/TV spot
- 2) Previous experience on similar work.
- 3) Expert technical team
- 4) Option of celebrity artists
- 5) Understanding the assignment (concept and plan).
- 6) Recording/shooting and logistic facilities.

Deliverable items:

1. Master copy of the each product with All raw footage
2. All versions must be suitable for - Broadcast on TV channels; - Conference presentations on large screens; - Internet and mobile internet use through platforms such as website, YouTube and Facebook.
3. Web optimized version for all outputs

Mode of Payment

The mode of payment will be through account payee cheque or bank transfer in the name of the firm. BFSA will deduct VAT, Income Tax at source and other tax (if any) as per Bangladesh Government rules.

Proposal Submission

Short listed firm have to submit/drop hard copy of technical and financial proposal in a separated sealed envelope in the RFP/Tender box addressed to the Procuring Entity, Production of awareness Building TVC/TV spot on Food Safety, Bangladesh Food Safety Authority, BSL Complex Building (Leve-5), 119 Kazi Nazrul Islam Road, Dhaka-1000.

Disclaimer: Bangladesh Food Safety Authority has the rights to accept or reject any or all tender/proposals without assigning any reason what so ever.