

Terms of Reference (TOR)

**To Document and Develop Videos of Intervention within the
SAMUNNATI Project**

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1. BACKGROUND

Practical Action is a global change-making group that consists of a UK-registered charity with community projects in Africa, Asia and Latin America, an independent publishing company and a technical consulting service. It combines these specialisms to multiply its impact and help shape a world that works better for everyone. In Nepal, Practical Action is focused on putting ingenious ideas into work to contribute to poverty reduction and sustainable well-being through working in three expertise change areas: Farming that works; Energy that transforms and Resilience that protects.

Under the Farming That Works programme, Practical Action in partnership with DECOS has been implementing a 3-year project titled "SAMUNNATI: Building climate adaptive farming opportunities and improved livelihoods for women and marginalised groups in Nepal" in eight Rural/Municipalities of three districts; Dang (Dangisaran and Shantinagar), Rolpa (Runtigadi, Triveni, Thawang and Pariwartan) and Rukum East (Bhume and Puthauttarganga) of Lumbini Province since January 2022. The project is supported by UK Aid.

The overall objective of the project is to contribute to the Nepal Government's SDG 1 target of reducing extreme poverty to less than five per cent by 2030 whereas the specific objective of the project is to improve economic and social resilience from market-oriented agriculture production and off-farm employment of 6,000 women, men from marginalized groups and people living with disability in province 5 in Dang, Rolpa and Rukum East Districts in Nepal. The project works directly with 6,000 beneficiaries (women: 4,691, men: 1,092 and people with disability: 217), farmers' cooperatives, CSOs, women networks, agro-vets, business service providers, insurance companies, bank and financial institutions, development partners and local government.

The project is expected to achieve the following five broad expected results.

1. Increased agriculture production and climate resilience
2. Improved market linkages
3. Increased entrepreneurial capacity.
4. Increased access to affordable credit and finance
5. Reduced drudgery and increased empowerment.

2. NATURE OF ISSUE

Rolpa, Rukum East and Dang are marginalized districts, where Rukum East and Rolpa are hilly and poorly connected to roads and markets. Within the districts, there is high poverty, marginalization, and potential for economic and social empowerment. Most of the households in the selected communities are poor, marginalized, and vulnerable. Among them most vulnerable are women, people with disabilities and socially marginalized groups (mainly Dalit and Jana Jati). Poor soil, low literacy, and low access to capital, inputs, and markets all limit productivity and incomes.

Practical Action believes in leaving no one behind and is guided by its gender and social inclusion approaches ensuring 80% of women beneficiaries in the project. Likewise, the project has planned to collect case stories, video documentation, learning documentation, and evidence generation among others for wider dissemination and replication of best practices adopted in the project. In this context, the project is seeking support from an expert or expert organization which has wider experience in the knowledge management sector.

3. OVERALL OBJECTIVES

The overall objective is " **To document and develop videos of intervention within the SAMUNNATI Project**". The project is being implemented in eight Rural/Municipalities of three districts: Dang (Dangisaran and Shantinagar), Rolpa (Runtigadi, Triveni, Thawang and Pariwartan) and Rukum East (Bhume and Puthauttarganga).

The specific objectives are:

- **Identification of potentially successful stories and progressive documentation:** Work closely with the communications and the project team in Practical Action to identify the potentially successful stories in the communities. This will require periodic visits to project sites (probably 4 times) to document the videos and photos.
- **Quarterly/Periodic updates:** Develop an understanding with the Practical Action team to produce periodic updates in addition to the final products to keep the team updated on the progress.
- **Continuity of the stories:** Ensure that the final video weaves together and maintains continuity of the video collected over a period that reflects the project's/subject's journey.
- **Stakeholders' engagement over the period:** Engage with the identified stakeholders periodically to gather their perspectives, feedback, and stories throughout the period and incorporate the required insights in the final video.
- **Budget Allocation, resource and schedule management:** Manage the budget and resources effectively and prepare an efficient schedule to maintain consistency in effort and quality throughout.
- **Archiving, Backup, Data Management and Security:** Ensure a robust system for archiving and backup for storage and retrieval of data. Take data management and security seriously to protect sensitive information and maintain privacy.
- **Adaptation and Flexibility:** Stay prepared to adapt to emerging developments or opportunities in discussion with the Practical Action team.
- **Final Video Production:** Focus on preparing final videos that summarize the achievement over the period and showcase the impacts and progresses.
- **Storytelling, Narration and Subtitling:** Suggest and implement the most convincing ways to narrate and tell the stories that is effective in conveying the stories to the targeted audience. Subtitling in English will be vital and proper resource needs to be in place to make it efficient and effective.
- **Submission of videos:** Submit the raw clips and the final videos that demonstrate easy and efficient filing. There will be five videos (3 to 5 minutes each) focused on: **Inclusive Market System Development, Disability Inclusive Development, Regenerative Agriculture, Women Empowerment (Reducing drudgery) and Enterprise development.** The primary language of the videos should be in **Nepali languages with English subtitles/narration.**

4. SCOPE OF WORK

Based on the objective, the following are the major scopes of this study. However, the detailed scope of the study will be discussed and finalized during an inception period.

- The consultant needs to have a rigorous discussion with the project implementation team and review documents to familiarize themselves with the project, its approach, and intended results.
- Develop a comprehensive understanding of the project's stakeholders, beneficiaries, and key partners.
- Develop a detailed plan for the specified period, and a specific timeline to implement the plan.
- Allocate resources, including equipment, personnel, and budgets, following the plan.
- Conduct on-site visits to the eight Rural/Municipalities in Dang, Rolpa, and Rukum East as per the documentation plan, to collect the footage.

- Cultural sensitivity, gender sensitivity and respect for local communities, their customs and traditions need to be ensured during the documentation process.
- Engage with project beneficiaries, community members, local authorities, and project partners to gather insights, feedback, and stories.
- Conduct interviews of the identified personnel and capture required b-rolls.
- Ensure quality of the footage, final video, archiving practices, and data management (including privacy)
- Develop final videos with compelling, audience-engaging, and convincing storytelling techniques.
- The provided budget needs to be managed to cover all the costs associated with resource management (including consultant fees), travel, transportation, food, and lodging.

5. WORKING AREA (Location of work)

The project is being implemented in eight Rural/Municipalities of three districts: Dang (Dangisaran and Shantinagar), Rolpa (Runtigadi, Triveni, Thawang and Pariwartan) and Rukum East (Bhume and Puthauttarganga). The team will have to travel to these locations to capture the identified stories.

6. METHODOLOGY

Based on the objective and scope of the study, an appropriate approach and methodology have to be proposed. The methodology will be finalized together with the vendor/ consultant and the Practical Action project team. The following steps would guide the process however the external consultant and team can propose methods within this broad framework.

A. Inception Phase:

- After the formal agreement, the assignment will start with an inception phase.
- This phase will undertake a desk review of project document, and other relevant documents to have a clear understanding of the objectives and outcomes as well as expected result of the project.
- The consultant will also refine how s/he is going to undertake the assignment as stated in objective and scope of the study.
- Develop work schedule to conduct the assignment within the time as allocated in ToR.
- Based on the review and assessment, prepare an inception report including a clear-cut methodology, workplan, timeline, schedule, and steps to be followed to undertake the assignment
- The inception phase will end with submission of the inception report and finalize it after incorporating comments from Practical Action team.

B. Interim Phase:

- After inception phase, the assessment will then progress to the interim phase which includes field work.
- The consultant will capture footages for the identified stories.
- The consultant will be required to conduct frequent field visits (probably 4 times, as and when need basis).
- The consultant will update on the progress to Practical Action's team.
- The consultant will manage the data/footage effectively and maintain data security.
- Use the footages to develop final videos. **(5 videos as mentioned above)**
- Submission of draft videos including draft report will end this phase.

C. Reporting phase:

- After completing assigned work, the consultant should submit final videos and raw footages.
- The consultant will incorporate input and submit the revised version.
- The final products will be reviewed by Practical Action team.
- Finally, the consultant will submit the final videos by incorporating all comments from reviewers (There will be 5 videos as mentioned in specific objective).

7. DELIVERABLES

The following are the expected deliverables from this assignment:

- **Inception report:** an inception report incorporating findings of desk review, the approach of the consultant, details of methods and storytelling techniques together with details of the work plan, checklists, time schedules and team involved.
- **Draft and final report and videos:** Draft videos (including the report) will be submitted as mentioned in the TOR. The videos and report will be reviewed by the Practical Action Team. After the review from Practical Action's team, the consultant will submit the final videos and report incorporating all comments.

8. EXPERTISE AND MANAGEMENT

The consultant should have a strong, inclusive, and diverse team with proven expertise in capturing photos, and videos and producing quality video products. The consultant team should have at least three members and should have the following qualifications and expertise. However, the consultant can mobilize additional members as per need and requirement.

Multimedia experts (Content lead, videographer/s and video editor)

- Proficient and experienced in photography, video recording, including knowledge of camera operation, framing, lighting, and sound recording to capture quality videos and photos.
- Proficient in video editing skills with knowledge of video editing software.
- Proficient in high quality post-production.
- Has ownership/access and capability to use advanced equipment e.g., gimbal, drone, etc.
- Ability to prepare strong content plan, storyboards and scripts that are convincing and create a good picture of what the final video will look like.
- Has a gender balanced and socially inclusive team.
- Sensitive to gender, social inclusion, and cultures.
- Possesses good communication skills, in Nepali, and is very effective and efficient in interviews, gathering stories, and in engaging with communities and stakeholders.
- Skilled in project management, resource allocation, and mobilization of team.
- Ability to engage with stakeholders of different age-groups, professions, and genders.
- Skilled in effective storytelling and narration.
- Good command in Nepali as well as English language for quality subtitles.
- Has a good understanding of the diversity among communities in Nepal, especially in the areas where we work.

9. BUDGET

The maximum available budget is **NPR 12,00,000** (In words: One million two hundred thousand Nepalese rupees only) **inclusive of applicable taxes**. This includes the consultant's fee, food, lodging/accommodation, and airfare/travel costs associated with this assignment. All applicable taxes will be deducted at source.

The payment will be done in three instalments: 40% of total agreed amount shall be disbursed upon submission of inception report, 30% will be disbursed upon submission of draft report and videos and remaining 30% will be paid after submission of final report/videos and all other deliverables mentioned in section 7 of ToR.

Apart from the above, submission of the following will be considered during the selection process:

- a. A full technical and financial proposal along with the budget breakdown.
- b. A copy of Company Registration
- c. A copy of VAT certificate (obligatory)
- d. A copy of tax clearance for last fiscal year from Inland Revenue Office; and
- e. The proposed professional must sign the copy of clearly mentioning his/her proposed position in this assignment.
- f. CVs of the team members who will be involved in the assignment.

10. DURATION AND TIMELINE

The consulting firm is expected to complete the task within 10 months of the commencement of the assignment which is anticipated to be effective from 1st December 2023 and will be completed by 30th September 2024. The details about the timeline will be discussed and agreed during the preparation of the inception report.

11. EVALUATION CRITERIA

All received proposals/CVs shall be reviewed following different indicators. These will be but not limited to a sound understanding of the assignment, competent methodology, consistency, coherence and compliance, experience, and efficient budget planning.

12. INVITATION FOR THE LETTER OF INTEREST

Practical Action Nepal Office requests consulting firms (registered in VAT) to submit (i) an application highlighting the letter of interest (LoI) (ii) brief technical proposal along with your proposed methodology (not more than 7 pages) (iii) recently updated CVs, and (iv) a financial proposal with detail cost breakdown to conduct the proposed work to following address on or before 17:00 hrs., 17th November 2023 in separate envelope properly marked with the proposal type sealed. The outer envelope should be marked as "**To document and develop videos of intervention within the SAMUNNATI Project.**"

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Practical Action believes in and follows through a fair and competitive process to recruit the consultant in all of its assignment to ensure quality assurance.

**BIG
CHANGE**
starts small