

Terms of Reference (ToR) for Hiring of Consulting Firm for Visual Documentation and Video Documentary Production Services

1. Background

Skill Up! Empowering Vulnerable Youths through Competencies and Decent Income for Sustainable Perspectives is a project funded by the Federal Ministry for Economic Cooperation and Development (BMZ), Germany and implemented by Center for Environmental and Agricultural Policy Research, Extension and Development (CEAPRED) in partnership with Welthungerhilfe (WHH). The project is being implemented in the three Rural/Municipalities of Surkhet district of Karnali Province and two Municipalities of Kanchanpur district of Sudurpashchim Province.

Skill up! Project aims to promote inclusive economic development through technical and vocational skills, entrepreneurship promotion, climate-smart agriculture, green enterprises, and market-oriented livelihood opportunities targeting vulnerable and marginalized youth, women, Dalits, and minority communities.

The project supports various interventions including commercial vegetable production, goat farming enterprises, boutique enterprises, bamboo product enterprises, turmeric processing enterprises, climate smart learning centres, village animal health workers, farmer field schools, green vocational schools, and other green economic initiatives.

CEAPRED intends to hire a qualified consulting firm to provide professional visual documentation services for the project activities and produce thematic videos, success stories, and a final documentary capturing project interventions, achievements, lessons learned, and impacts.

2. Objective of the Assignment

The overall objective of this assignment is to capture and document the progress of interventions, achievements, learning, and impacts of the Skill Up! Project through high-quality visual storytelling and video production.

3. Scope of the Assignment

The consulting firm shall undertake, but not limited to, the following tasks:

- 1.** Review relevant project documents and coordinate with CEAPRED center and Skill up! project team for planning and scheduling of visual documentation activities.
- 2.** Conduct periodic field visits to project locations in Surkhet and Kanchanpur districts
- 3.** Develop the scripts/narrative, interview guides, subtitles, and final video products in close consultation with the CEAPRED team.

4. Capture high-quality video footage, photographs, interviews of project beneficiaries and relevant visuals from project's different interventions and beneficiaries' activities
5. Capture project progress and transformation at different stages (startup, operational, scaling, and impact stages where applicable)
6. Maintain proper backup and archive all raw footage and photographs and submit them to CEAPRED.
7. Ensure high-quality video, audio, editing, subtitles, branding, and overall production standards.
8. Incorporate comments and feedback provided by CEAPRED and WHH team during different stages of production.

4. Expected Deliverables

The consulting firm shall provide the following deliverables:

- I. Inception report including the detailed methodology with implementable work plan for the preparation of videos
- II. Short thematic videos on the following three thematic areas-(3 minutes each) with interviews of concerned entrepreneurs/persons:

A. On-farm enterprises and agricultural extension models

- Commercial vegetable production enterprises
- Goat farming enterprises
- Beekeeping enterprises
- Climate-smart learning centres
- Farmers' Field Schools (FFSs) and PGS practices, Mulyawan logo.
- Village Animal Health Workers (VAHWs)
- Market linkages

B. Off-farm enterprises

- Bamboo product enterprises
- Turmeric processing enterprises
- Banana fiber extraction
- Market linkages

C. Non-farm and skilled service enterprises

- Boutique enterprises
- Plumbing enterprises
- Electrician
- Garment and Fabrication
- Pottery enterprises
- Market linkages/job market

- III. In addition to the above thematic three videos, success story videos of at least 10 successful entrepreneurs of different themes have to be prepared (2 minutes each)
- IV. One final consolidated documentary video at the end of the project (5 minutes)
- V. 5 separate photos of 30 entrepreneurs (within the sub-theme: 4. A, B, C)
- VI. Reels (30 seconds) of each sub-theme

Summary of the video preparation/final deliverables is as follows:

S.N.	Themes	No. of videos/deliverables	Remarks
1.	On-farm enterprises and agricultural extension models	1	In English with Nepali sub-titles – covering at least approach, process, best practices, present status
2.	Off-farm enterprises	1	In English with Nepali sub-titles - covering at least approach, process, best practices, present status
3.	Non-farm and skilled service enterprises	1	In English with Nepali sub-titles - covering at least approach, process, best practices, present status
4.	Videos on success stories (individual)	10	In English with Nepali sub-titles
5.	Final compiled videos (English and Nepali)	2	In English and Nepali
6.	High resolution photos	150	With detailed caption
7.	Separate folder of consent of every featured participant with respective photos		
8.	Reels	3	Produce one 30-second reel for each sub-theme, optimized for mobile viewing

While capturing/preparing the videos, the Consulting firm also take/include the footages of project events, trainings, exhibitions and interaction programs.

Across all the videos, the partnership modality and the progress of collaboration with Green Vocational Schools in Surkhet and Kanchanpur should be clearly highlighted and connected. In addition, collaboration with the respective Rural/Municipalities should also be systematically documented.

5. Duration of Assignment

The assignment will remain effective from the date of contract signing until the end of February 2027.

6. Methodology

The consulting firm shall propose an appropriate methodology for implementation of the assignment, including:

- Story identification approach;
- Field coordination mechanism;
- Filming and interview approach;
- Editing and review process;
- Timeline for periodic documentation;
- Data backup and footage management system;
- Quality assurance mechanism.

The consulting firm shall report and coordinate closely with the designated focal person from CEAPRED center office and the Skill Up! Project team in Surkhet.

7. Responsibilities of CEAPRED

CEAPRED shall:

- Provide the consulting firm with relevant project documents, background information, branding guidelines, and communication materials required for the assignment.
- Develop outline of the proposed videos and finalise in consultation with CEAPRED team.
- Support identification and selection of project interventions, entrepreneurs, events, and beneficiaries to be documented.
- Facilitate coordination with project teams, local governments, beneficiaries, cooperatives, vocational schools, and other stakeholders for planning and field-level documentation activities.
- Review and provide timely feedback/comments on story concepts, scripts, draft videos, subtitles, and other deliverables submitted by the consulting firm.

- Monitor the overall progress and quality of the assignment and approve deliverables upon satisfactory completion in accordance with the agreed scope of work.

8. Responsibilities of Consulting Firm

- Develop and implement a detailed work plan for periodic visual documentation and video production in coordination with CEAPRED.
- Conduct periodic field visits and capture high-quality video footage, photographs, interviews and other visual materials from project locations and interventions.
- Prepare storylines, refine scripts, subtitles, editing, and post-production of thematic videos, success stories, and the final documentary.
- Ensure professional quality standards for filming, audio, editing, translation, subtitling, branding, and timely delivery of all agreed outputs.
- Maintain proper backup and archive of all raw footage and submit all final edited videos, photographs, source files, and raw materials to CEAPRED upon completion of the assignment.

9. Experience and Technical Capacity of the Consulting Firm

The consulting firm/company should possess the following competencies:

- Proven experience in professional video production and documentary development;
- Relevant experience working with NGOs, INGOs, development projects, private companies, or donor-funded programs particularly for producing videos;
- Demonstrated experience in story writing, and visual documentation;
- Experience in producing agriculture, entrepreneurship, climate change, livelihood, or social inclusion-related documentaries will be an advantage;
- Availability of professional filming, photography, lighting, and audio equipment;
- Capacity to conduct filming in remote/rural areas;
- Skilled human resources for filming, script writing, editing, subtitling, narration, and post-production;
- Ability to produce high-quality bilingual (Nepali and English) video products.

10. Payment Schedule

Payments shall be made based on satisfactory completion of agreed deliverables and submission of invoices as follows:

Installment	Deliverables	Timeline	Payment
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1st Installment	Upon contract signing and approval of inception report	7 days after signing the contract	30%
2nd Installment	Upon submission of the draft scripts of all videos	2 months after signing the contract	20%
3rd Installment	Upon submission of the first draft of videos	5 months after signing the contract	20%
4 th Installment	Upon submission and approval of final videos and raw footages	7 months after signing the contract	30%

11. Ownership and Copyright

All videos, raw footage, photographs, scripts, edited products, and related materials produced under this assignment shall remain the property of CEAPRED and WHH.

The consulting firm shall not use, publish, reproduce, or distribute any materials developed under this assignment without prior written approval from CEAPRED/WHH.

12. Ethical Considerations

The consulting firm shall:

- Obtain informed consent from individuals appearing in the videos;
- Ensure respectful and dignified representation of beneficiaries;
- Maintain confidentiality where required;
- Follow safeguarding and ethical communication practices, particularly while documenting women, children, marginalized groups, and vulnerable communities.

13. Proposal Submission Requirements

Interested consulting firms shall submit:

- Company profile and company registration certificate;
- Technical proposal including methodology and work plan;
- Financial proposal with detailed cost breakdown;
- Portfolio/sample links of previous relevant work; (at least 2 samples)
- CVs of key professionals to be involved in the assignment;
- PAN/VAT registration certificate;
- Tax clearance certificate.
- Duly completed and signed supplier declaration form (Refer the link)

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14. Selection Criteria

The consulting firm shall be selected based on:

- Quality of technical proposal;
- Relevant experience and technical capacity;
- Understanding of the assignment;
- Appropriateness of proposed methodology/work plan;
- Previous work samples;
- Financial competitiveness.