

Terms of Reference

Video and Publication Services

TA 9215: Supporting Policies and Implementation in the School Sector Nepal's School Sector Development Plan - TA Facility

1. Background

ADB and the British Council signed a contract in January 2019 under TA 9215: Supporting Policies and Implementation in the School Sector for programme management, coordination and technical support to the Government of Nepal to implement School Sector Development Plan (SSDP). The three TA outputs relating to this ToR are: (i) capacity development for policy implementation strengthened; (ii) programme management and monitoring strengthened; and (iii) knowledge management strengthened.

As a part of the Communication and Visibility thematic area of the Capacity and Institutional Development Plan, the British Council proposes to engage a qualified and experienced consultant/firm in the documentation and publication of visual and printed collaterals for dissemination to the project stakeholders and wider audiences.

2. Objective

The main objective of this TOR is to select a qualified and experienced consultant/firm for the production of one short impact video, communication pieces including development of case studies in Nepali and English, short bytes for social media and production of various visual and printed collaterals. The selected Consultant/Firm will implement the plan over a period of two months.

3. Expected Outputs from the service

The overall expected output of the assignment is to strengthen the SSDP TA project visibility and to help ensure that key learning and developments are communicated to relevant stakeholders. Therefore, the consultant/firm will familiarize itself with the current SSDP TA Communication and Visibility activities proposed under the Capacity and Institutional Development Plan for the delivery of the following output:

Output : Documentation of SSDP-TA's impact through printed and audio visual collaterals

Output 1: Two short videos (2 and 5 minutes)

Output 2: Publication of case studies and infographics

3.1 Output 1: Short video to capture the project impact (2 min and 5 min)

- Core message to highlight EU and ADB's support to the SSDP through the SSDP TA.
- Capture key outcomes specifically where EU/ADB's role has been instrumental
- Capture bites and testimonials from MoEST, CEHRD and ADB, school representatives and children
- Outputs highlights in graphical representation (numbers, text)

Locations (may be subject to change): Bajura, Kailali, Mugu, Rukum, Dang, Mustang, Tanahu Dhading, Kavre, Kathmandu valley, Morang, Terathum

3.2 Output 2: Publication of case studies and infographics

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- Production of booklet consisting of case studies and infographics as per the design brief provided by the TA. The case studies will be a combination of existing case studies

- provided by the TA team and case studies identified during the filming process.
- Printing of 500 copies of the booklets in multi color format.

5. SSDP TA's Inputs

SSDP TA will:

- Provide all background information on the project to assist the individual/firm in providing the services. These include:
 - Project Implementation Plan (CIDP)
 - Briefing documents and sessions
 - Locations for filming the videos.
- Introduce the individual/firm to all relevant stakeholders and request their cooperation for the delivery of the services.
- Give access to bank of case studies already developed by the TA Communication Specialist.

6. Reports and Timelines

The consultant is expected to provide the services as per this TOR for a period of two months from the date of contract signature.

Therefore, the SSDP TA requires the consultant/firm to provide the following reports as indicated below:

Activity	Timeline
Over all delivery plan	7 (Seven) days after contract signature
Project Impact Video	Final edited video to be submitted by 10 June 2022.
Final publication and collaterals	by 10 June 2022.

The firm/consultant with report to the SSDP TA Team Leader and will work in close coordination with the TA Communication Specialist.

7. a. Qualification and Competencies of the Firm/Individual

SN.	Minimum Requirement
1	The Individual/Firm shall demonstrate and prove that the company has the professional experience to carry out the services.
1.1	Firm registration / constitution not less than 2 years from the date of submission. The company to provide a copy of business registration

1.2.1	The bidder must have an experience in undertaking the same or similar service in Nepal or similar context.
1.2.2	List up to 2 similar or the same services delivered for each service requested within the last 5 years with references if available. Portfolio of 10 - 12 design pieces/campaigns. 2-3-minute show reel of documentary, animation, multi-media work (Online Link)
1.3	Proven experience in working with international organisations
1.4	Minimum Bachelor's degree or equivalent with 5 years of experience in relevant field for all the Key personnel.