



PLAN
INTERNATIONAL



CONSULTANCY TERMS OF REFERENCE

**Consultancy Service on
Production of impact videos on
Plan International programme in Banke, Makwanpur and Sunsari**

Main Facts Table	
Request for Proposal (RFP) Reference	Ref No: 015-023/024
RFP launch date	10 February 2024
Deadline for submission of offers	27 February 2024

Organization Information	
Name of the organization:	
VAT/ PAN registration number:	
HAS A TAX CLEARANCE CERTIFICATE BEEN SUBMITTED? :	YES/NO
Contact person's name:	
Contact details:	Telephone:
	Cellphone
	Address:
	Email:
	Other:
Additional Contact Information:	
SIGNATURE AND COMPANY STAMP	
DATE:	

Terms of Reference (ToR)
Production of impact videos on
Plan International programme in Banke, Makwanpur and Sunsari

1. Background Information on Plan International

Plan International is an independent development and humanitarian organization that advances children's rights and equality for girls. We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it is the girls who are most affected.

Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children. We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

Plan's refreshed global strategy 2022-2027 strives to achieve a world where all girls are standing strong creating global change. To achieve this ambition, our goal until 2023 is: Girls and young women in all of their diversity reach their full potential as equal and active citizens in both development and humanitarian settings.

Read more about Plan International's Global Strategy: 100 Million Reasons at <https://plan-international.org/strategy>

About the commissioning office

Plan International has been working in Nepal since 1978, helping marginalized children, their families and communities to access their rights to Early Childhood Development, child protection, education, Vocational Skills, girls' empowerment and sexual reproductive and health rights (SRHR), water sanitation and hygiene, and disaster risk reduction. Plan International Nepal's programs are implementing in 23 districts through our local implementing partners.

As its country strategy 2023-2028 outlines to expand and operate the programme in new district and gradually exit from the areas where Plan International has already worked more than a decade. In those working areas, Plan International has already achieved its target and benefited the community with tangible work; service delivery and advocacy, and empowered community to continue the efforts initiated by Plan International. With this background, Plan International Nepal has phased out from Banke, Sunsari and Makwanpur. Therefore, Plan International Nepal aims to produce impact videos gathering its success as evidence as reference for its donors, sponsors and key government agencies including the partners who joined hands together to create the impact in both the districts.

2. Background/Context

The overall purpose of the consultancy is to produce short impact videos and a profile documentary about the positive impact of the work that Plan International Nepal has accomplished working with its partners/stakeholders in Makwanpur and Sunsari districts. The video will serve as a reference of the work that Plan International Nepal has made during its presence in the phasing out districts and therefore, will be an important reference to learn from for future programmes. The proposed work will also be an important evidence on how Plan International Nepal made positive differences in the lives of children and communities that Plan International's work with that can be shared to donor, government officials and other stakeholders. The video should be creative, interactive, real, positive that reflects Plan International Nepal's contribution in making change in the lives of children and community through various programme work.

3. Description & Objectives

Purpose

Under the supervision of Influencing, Campaign and Communications team, M&E team and field team, the consultant/team will develop and produce short documentary capturing the impact of the programme work in

both the districts and should be validated from its key stakeholders before its public release. The materials should duly follow Plan International's Safeguarding Policy and following the branding and visibility guidelines.

Methodology/ Questions

Under the supervision of the Influencing Campaigns and Communication team and field team, the Consultant/team will be required to:

- Propose a strong and well-articulated methodology to carry out the assignment along with outline and required framework. These outlines will guide further for information collection and final products. This should be an appealing and outstanding video for various audiences to explain the impact we were able to create in the districts.
- Review the existing documents that shows the programme outcome and carry out a field review in both the districts and capture them for the story board.
- Regular meeting and consultation with thematic leads including the MERL team for data and figures.
- Visit the programme districts upon consultation for better understanding about the context, programme outcome and impact.
- Prepare a detailed planning and timeline for the production of the videos in consultation with field, relevant team and partners.
- Use the existing available footage from the both areas.
- Develop the outline of the impact videos covering the situation, interventions and impact of the Plan's work including the high-level data.
- Consult and carry out a short research visit and interaction before crafting the script and storyboard.
- Shoot the situation, impact activities of the programme work, achievement and link how it is contributing in gender transformative development and achieving equality
- The music track require for video should be created newly. Copy right is to for Plan International.
- Gather the successful evidences and achievements to make the video purposeful in showing the positive impact of the programme work
- Above are some of the methods suggested, but not limited. Creative ideas and process are expected at higher level.
- Provide the high-quality final product and clear version of the videos.

Users

The video is targeted for the representatives of local/provincial Government agencies, Donors, National office of Plan International and in general for public and social media followers.

Methods for data collection and analysis

The points for developing communication and knowledge documents involve:

a. Extensive Field Visits:

- Travel to six assigned districts and three provinces to assess the infrastructural development in education facilitated by Plan International Nepal.
- Data Collection:
- Conduct interviews, gather information, capture photos, videos, and collect case stories from program participants, stakeholders, and staff.

b. Data Analysis:

- Study, collect, and analyze data from project reports and records to understand the impact and outcomes of the educational interventions.

c. Community Engagement:

- Capture evidence of parental and community awareness/engagement for inclusive quality education through thorough community visits.

d. Stakeholder Voices:

- Collect diverse voices from stakeholders, including children, parents, headteachers, teachers, SMC, PTA, S-WASH-CC, and government officials at local, provincial, and federal levels.

e. Methodology:

- If possible utilize various methods such as Key Informant Interviews (KII), Focus Group Discussions (FGD), and observation/field visits for photo and video capturing.

f. Documentation Review:

- Review documents to create an overview narrative of the program's actions and activities, ensuring a comprehensive understanding of the initiatives.

These points collectively outline a comprehensive approach to developing communication and knowledge documents, emphasizing on-the-ground insights, stakeholder perspectives, and a thorough review of program documentation.

Participant selection

For the production, participants from all 3 assigned districts (Banke, Makwanpur and Sunsari) and provincial levels (Bagmati & Lumbini) will be included. Representatives will encompass municipal authorities, school stakeholders (CoC, sponsored families, SMC, PTA, Teachers, students, parents), and other relevant figures aligned with program activities. While adhering to the objectives and storyboard, participant selection won't be confined to mentioned representatives; final selection will occur in collaboration with the ICC team, Regional Managers, MERL, project team, and partner organizations.

The consultant will coordinate with Plan International Nepal and partners for participant outreach, refraining from direct communication with participants to ensure a coordinated and effective engagement process.

4. Deliverables and Timeline

Key Deliverables

List key deliverables expected from the consultant(s) during the process such as;

- Script to go with the concept of the impact videos
- Three quality videos of each district highlighting the Plan International Nepal's completion and achievements (that can be merged making a long version 30 min too), and should be able to view separately and district wise accordingly.
- Edit all the videos with appropriate licensed music, narration and motion graphics in line with Plan International Nepal's branding guidance.
- Language: both English and Nepali/local including sign language where applicable. Placing subtitles in all videos.
- All the final video should be provided in high-quality version, web version including social media – Facebook, and YouTube in safe pen drive. (reels format too)
- 15-30 high resolution still images of programme interventions

Note: In the event that there is a change or additional deliverables during the contract period, an addendum to the contract must be agreed and signed. The change/additional deliverables must be in line with the initial scope of the project.

5. Timeline

List the key stages in the process from the tendering and contract award phase, to the submission of the final report and dissemination of findings including any key meetings where applicable.

Your timeline would be linked to the deliverables above and should include information on:

- Tendering/Request for Quotation
- Background Checks and Contracting
- Inception/ Interviews/Workshops etc.
- Submission of Inception Report
- Preparations for Data Collection (tool testing, translation of tools, mobilisation of respondents, training of enumerators where applicable, ethical or government approval for data collection (where applicable));
- Data Collection;
- Data Entry and Cleaning;
- Data Analysis;
- Validation of findings with key stakeholders and respondents;
- Submission of Draft;
- Submission of Final Report;
- Submission of Other Deliverables;
- Management Response and Action Plan.

Consider the following in a table of Timelines

Activity	Est. No of work days
Meeting with Plan International team	1 day
Development of storyboard	4 days
Field visit for reece and preparation	4 days
Travel for filming with Plan field team in the districts.	14 days
Packaging, editing and data visualization	10 days
Draft submission for feedback	1 day
Feedback incorporation	2 day
Submission of final videos	1 day

Note: At this stage the timeline is indicative and should support any external consultant in the development of their proposal and Inception Report. As part of the process, this timeline should be re-evaluated in consultation between Plan International and the consultant.

6. Budget

Due to Procurement process and regulation it is not possible to share the actual budget, however, include as much detail as possible in the timeline and deliverables – where possible including the estimated number of days.

Note: It is better to make payments due on approval of key milestones by Plan International, as opposed to on submission of key milestones by consultants. This gives Plan International the ability to withhold payments until they are satisfied with the output.

At this point you should also outline additional details including who is responsible for:

- Travel costs
- Insurance and visa costs
- Expenses / per diems

This section should also include a detailed payment schedule which splits the total cost of the consultancy into instalments around key milestones as opposed to one lump sum.

Table of Payment Schedule

Milestone	Detail	Amount to be Paid (%)	Expected Timeframe

7. Expected qualifications of Consultant

List here the skills and competencies, the experience and the formal qualifications you expect the Consultant(s) to have.

- The consultant/team should have experiences of making visual contents highlighting impact and outcome of the programme activity in a broad range creative way to multiple audiences, priority is given who has the proven expertise in the areas of documenting the impact and outcome for the projects/organization.
- The consultant / team lead should have at least 7 years of experience, working with similar I/NGOs, Donors or development agencies, of producing creative visual contents for multiple audiences.
- The team should have highly skilled and experiences in writing script, taking high quality footage, graphic design and visual editing and packaging
- A good mix of gender balance within the team. The team should have hands on experience working on issues of girl's rights so that they are sensitive whilst engaging with them to bring out their desired expression into visual forms.
- Command over language both in English and Nepali/local language is essential

8. Contact

Influencing Campaign and Communication Department, MERL department and Regional team.

9. List of documents to be submitted with the Request for Proposal (RFP)

Where possible in the ToR or in the call for proposal process, you should ask that interested applicants provide a proposal covering the following aspects:

- Detailed response to the RFP/ToR

- Proposed methodology
- If applicable include any specific IT equipment, tools or materials that the Consultant will need to use/have to carry out the work
- Ethics and child safeguarding approaches, including any identified risks and associated mitigation strategies
- Proposed timelines
- CVs
- Example of previous work
- Reference
- Detailed budget, including daily fee rates, expenses, etc.

All consultants/applicant are required to agree and adhere to Plan International’s Non-Staff Code of Conduct (Annex)

Depending on the nature of the consultancy you may need to include an NDA (Non-Disclosure Agreement) Clause.

10. Submission of offers

The consultant team should prepare both the **“Technical”** and **“Financial”** proposal and submit the hard copy of document to Plan International Nepal country office by **27 February 2024** with detail plan of action till the event is over.

Sealing and marking of proposals

The Offeror shall seal the proposal in one outer and two inner envelopes, as detailed below.

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The Offeror shall seal the proposal in one outer and two inner envelopes, as detailed below.

- (a) The outer envelope shall be:
 - Plan International Nepal, Country Office
 - Bakhundole, Maitrimarg, Lalitpur
 - and, marked as: **“Production of impact videos on Plan International programme in Banke, Makwanpur and Sunsari”**
- (b) The 2 inner envelopes shall indicate the name and address of the Offeror and should be clearly marked with **“Technical Proposal”** and **“Financial Proposal”**. In summary, there will be one separate sealed envelope for the Technical Proposal and one separate sealed envelope for the Financial Proposal.

An Offeror having any queries regarding the RFP Document or Scope of Work can send an e-mail to nepal.procurement@plan-international.org. Answers to questions of the Offeror will be sent by email.

Note: *If an offeror submits the financial proposal (budget) within or in the same envelop as the technical proposal, it will be automatically disqualified.*

11. Evaluation of offers

Shortlisted suppliers may be invited to discuss their proposals in more detail at Plan’s discretion. Plan International, at its sole discretion, will select the successful supplier.

Plan international shall be free to:

- Accept the whole, or part only, of any submission
- Accept none of the proposals
- Republish this Request for Quotations

Plan International reserves the right to keep confidential the circumstances that have been considered for the selection of the offers.

Part of the evaluation process may include a presentation from the supplier.

Value for money is very important to Plan International, as every additional £ saved is money that we can use on our humanitarian and development work throughout the world.

Plan International may award multiple contracts and all contracts will be non-exclusive.

12. Contract & Payment terms

Please note that, if successful, Plan International’s standard terms of payment are **30 days** after the end of the month of receipt of invoice, or after acceptance of the Goods/Services/Works, if later.

	Milestone	Detail	Amount to be Paid (%)
1.	Right after the agreement signed	First instalment	30%
2.	After completion of assignment as defined final deliverable:	Final instalment	70%

13. Plan International’s Ethical & Environmental Statement

The supplier should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation

Child protection is a term used to describe the responsibilities and activities undertaken to prevent or to stop children being abused or ill-treated. It is Plan’s duty and responsibility to reduce the risks of abuse to the children who we have contact with and keep them safe from harm. Plan’s Child Protection Policy, “Say Yes to keeping children safe”, is Plan’s overriding framework to protect children who come into contact with Plan employees, volunteers, partner organisations and individuals, including consultants, who are working on behalf of Plan.

The consultant should include statements in the proposal on how he or she will ensure ethics and child protection during the commencement of the assignment and during the field work. The consultant should also specify other ethical protocols to be followed during the due course of the evaluation. The consultant is expected to take consent of the respondents and/or children’s guardian before taking photographs and ask if their photographs, verbatim or case stories could be used in report and for public dissemination. Such consent must be documented and submitted to Plan International Nepal along with the final report.

14. Selection Criteria

The following selection criteria will be used for technical evaluation of the proposals.

Evaluation	Criteria	Scoring Weight
Technical Proposal	1. Specific Experience of the Consultant(s) relevant to the assignment Experience of video production for development agencies using gender transformative approach in communication. Needs to be creative and innovative. Previous creative content production experience on child focused programmes.	35%
	2. Adequacy of the proposed methodology to the ToR a. Methodology b. Achievable workplan c. Timeline d. Quality assurance	35%
	3. Does the team follow feminist leadership value? (Whether the team is gender balanced and have GESI component)	15%
	4. Understanding of the requirements/ objectives with perspective of safeguarding in communication	10%
	5. Gender Responsive Procurement	5%
Technical Proposal		100.00%
Technical Score converted to 100% [(Total÷70%) x 100%] (A)		70%
Financial Proposal (B)		30%
Total (A+B)		100%

Gender Responsive Procurement: Plan International defines a gender-responsive business as one that meets criteria for integrating gender equality and women’s empowerment principles in its policies and practices, and which is aligned to international norms and standards. This could be:

- a. *Women-owned business: A legal entity in any field that is more than 51% owned, managed and controlled by one or more women.*
- b. *Women-led business: A legal entity in any field that has a minimum of 50% women representation in management with senior-level, strategic decision-making capabilities.*
- c. *Gender-responsive business: Legal entity that actively promotes gender equality and empowerment of women and young women through their policies and labour practices.*

Evaluation and comparison of proposals

The evaluation team will evaluate and compare the proposals which have been determined to be substantially responsive in accordance to the evaluation criteria.

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (ToR).

Financial proposal will be opened only if they meet the following condition:

- **The submission that passed the minimum technical score of 70% of the obtainable score of 100 points in the evaluation of the technical proposals.**

In the second stage, the financial proposal of all Offerors, who have attained minimum 70% score in the technical evaluation, will be evaluated. The financial proposal carries a total score of 30%. The points for the financial proposal will be allocated as per the following formula:

$$\frac{\text{Lowest Bid Offered}^*}{\text{Bid of the Organization}} \times 30$$

* “Lowest Bid Offered” refers to the lowest price offered by a proposer scoring at least 70% points in technical evaluation.

The 70% weightage will be given to the technical proposal (which pass the minimum average Weighted Score of 7) and 30% weightage will be given to the financial proposal. The contract will be awarded to the Offeror scoring the highest combined scores.