



Expressions of Interest (Eoi)
For
“Engaging a Firm to Film a Docudrama on Minority Rights and ELMC Project and Air in TV Channels”

Background and Introducing the Project

Project Name	‘Empowering Left Behind Minority Communities to Effectively Participate in the Development Process of Bangladesh’ project
Project Location	Rajshahi, Sylhet, Khulna Division, Dhaka city
Project duration	February 2021 – June 2024
Donor	European Commission
Implementing agency and partners	Christian Aid, Nagorik Uddyog, Wave Foundation, Bandhu Social Welfare Society, Bangladesh Legal Aid Services Trust (BLAST)

About 11% of the population of Bangladesh consists of minorities, who face discrimination due to their religion, ethnic, gender identity, and geographical location-based differences. Amongst minority population, the Dalit, plainland Ethnic Minority, Persons with Disabilities and Transgender & Hijra communities are most marginalised. The discrimination persists on these groups on access to education, healthcare, housing, employment, and legal support continues to be impeded, particularly for individuals with lower socio-economic backgrounds. Over the years the Civil Society Organizations (CSOs) have been continuing strong advocacy for enacting Anti-Discrimination Law to preserve the human rights for these groups.

Christian Aid is implementing a 42-months project titled ‘Empowering Left Behind Minority Communities to Effectively Participate in the Development Process of Bangladesh (ELMC)’ Co-funded by European Union in partnership with four NGOs – Bandhu, BLAST, Nagorik Uddyog and WAVE Foundation in 08 districts i.e. Rajshahi, Naogoan, Sylhet, Moulvibazar, Habiganj, Khulna, Jashore, Satkhira along with Dhaka city. This project aims to directly reach over 6 lakh people from the marginalized communities and over 18 lakh people indirectly. The target groups of this projects are Dalit rights CSOs and CBOs, Transgender & Hijra rights CSOs and CBOs, Ethnic Minority specifically plainland Adivasi rights CSOs and CBOs, Change agents (representative groups from minority communities), Upazila-level advocacy forum members, District-level advocacy forum members, Divisional Leave No One Behind (LNOB) coalition members. There are different stakeholders from the 8 project intervention districts and Dhaka city like Change Agents, Advocacy Network Committee and Leave No One Behind (LNOB) members, CSOs and different government stakeholders like Deputy Director Local Government (DDLG), Director General, youth and Social Welfare and District Legal Aid Community (DLAC) committee members. (See Annex in Term of Reference to get clearer definitions & understanding of these terms)

Specific Objectives

- To build the capacity of local and national minority rights CSOs and networks and ensure a conducive and enabling environment to promote socio-economic rights and structured participation of women and girls, transgender and people with disability.
- To increase awareness on minority rights, capabilities, and contributions in society, to combat gender discrimination, stereotypes, prejudices, and harmful practices within and against minority communities.
- To promote inclusive policy formulation, implementation, and governance accountability by strengthening advocacy and lobbying influence of minority rights CSOs

Purpose of the work:

The selected firm will be responsible for creating a docudrama that sheds light on the obstacles encountered by minority communities in Bangladesh, while highlighting the endeavours of the ELMC project in tackling these challenges. Within the framework of the project, street drama groups led by minority communities address significant issues within their society. The docudrama will centre on authentic narratives, drawing from real-life experiences or taking inspiration from themes explored in street dramas of the project, as well as incorporating testimonies and accomplishments of individuals belonging to minority groups. Additionally, the film will delve into the significance of advocacy, policy reform, and community mobilization in advancing minority rights and fostering socio-economic inclusion. Upon completion, the firm will handle arrangements for the docudrama to be broadcasted on TV channels (the exact number of channels to be determined).

The scope of work for the selected firm will encompass several key tasks and responsibilities to ensure the successful creation and dissemination of the docudrama:

- **Conceptualization and Script Development:** The firm will collaborate with stakeholders to develop a compelling concept for the docudrama that aligns with the objectives of the ELMC project. This will involve brainstorming ideas, conducting research on minority community issues, and crafting a script that effectively communicates the project's message while engaging the audience. The docudrama will convey messages related to advocacy, policy reform, and community mobilization for promoting minority rights and socio-economic inclusion.
- **Production Management:** The firm will oversee all aspects of production, including casting, location scouting, scheduling, and budgeting. They will coordinate with production crew members, ensure adherence to timelines, and manage resources efficiently to maintain quality standards throughout the filming process.
- **Filming and Editing:** The firm will be responsible for filming scenes according to the approved script, capturing authentic performances from actors and participants. They will also handle post-production tasks such as editing, sound design, and visual effects to enhance the overall quality of the docudrama.
- **Broadcast Arrangements:** Upon completion, the firm will liaise with TV channel/s to secure airtime for the docudrama. They will negotiate broadcasting agreements, coordinate scheduling, and facilitate the delivery of the final film in the required format to reach the widest possible audience. The firm will shortlist at least 3 TV channels to Christian Aid team. Upon discussion considering the scope of reach, budget and relevancy, Christian Aid and the firm will jointly decide on the number of channels the docudrama will be broadcasted on.

Overall, the scope of work will involve comprehensive project management, creative execution, and strategic communication to produce a powerful docudrama that raises awareness about minority issues and showcases the transformative impact of the ELMC project.

Mode of payment:

The payment will be made through account payee cheque in favour of firm upon successfully completion of each step of the assignment. Tax and VAT will be deducted at source as per govt. rules and regulations. Payment schedule will be as follows:

- After receiving inception report- 30%
- After receiving first cut- 40%
- After airing on the TV channel- 30%

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How to apply:

Please read the details terms of reference as given. Interested companies/firms are requested to submit their technical proposal and financial proposal along with all legal documents (TIN Certificate, BIN Certificate & Trade Liscence), and one sample of previous work related to this assignment on or before **28 April 2024** by envelop and mentioned the name of the subject Line-

“Engaging a Firm to Film a Docudrama on Minority Rights and ELMC Project and Air in TV Channels”

Where to Submit the Application:

A tender box kept in Christian Aid Office, House 42/A, Road 42, Block C WN(A), Floor 1, Gulshan 2, Dhaka - 1212, Bangladesh. Please put the envelop in the tender box and sign the register. A courier will accept but organization will not take the responsibility to acknowledging the documents as there are some ongoing processes run at the time.

Please note, no application through email or soft copy will be accepted.

Christian Aid exists to create a world where everyone can live a full life, free from poverty. We are a global movement of people, churches and local organisations who passionately champion dignity, equality, justice and love worldwide. We are the changemakers, the peacemakers, the mighty of heart.

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