

Terms of Reference
for
Production of Introductory video/clip for the CSO Authority

Background

The Civil Society Organization Authority (CSOA) was established on 20th March 2010 as an appropriate regulatory agency to implement the Civil Society Organization Act 2007. The CSO Authority was instituted primarily to promote the establishment and growth of Civil Society Organizations (CSOs) so as to promote social welfare, strengthening civil society organizations, improving the conditions and quality of life in Bhutan. The CSO Authority is mandated to function as the bridge between the government and the civil society organizations and implement the CSO Act in its letter and spirit.

Since the establishment of the CSO Authority there have been important shifts in the Civil Society landscape in the country; today, there are 49 CSOs which are legally registered and numerous voluntary groups and associations. The registered CSOs are distinguished by their differing objectives as one of the two categories set in the CSO Act;

- a) Public Benefit Organizations (PBOs) - those are engaged in social welfare, providing services to the vulnerable groups, advancing knowledge and learning, supporting environmental and cultural causes, and promoting social harmony and Gross National Happiness; and
- b) Mutual Benefit Organizations (MBOs) - those that are member based and advance the shared interest of their members.

Of the total registered CSOs; currently there are 39 PBOs and 10 MBOs. A majority of the PBOs are service delivery oriented and work with the vulnerable groups of society (e.g. the poor, people with disabilities, victims of domestic violence, unemployed youth, livelihood opportunities for girls and women) while others work on topics as diverse as environment, animal welfare and research on music. MBOs are organized around specific trades such as associations of industries, tourism operators and artists.

Objective of the Consultancy

The objective of this assignment is to produce an approx. 7-10 minutes long HD quality audio-video on Brief History of the evolution Civil Society in the country, General Understanding of Civil Society, General Activities, Roles and responsibilities of CSOs and highlighting the main achievements, profile of CSO Authority in Dzongkha and English, CSO Authority mandates and services and other basic information

Who are we?

We are an independent body which is governed by a Board essentially to promote establishment and growth of Civil Society Organizations (CSO) in order to strengthen civil society, promote social welfare and improve the conditions and quality of life in Bhutan.

We believe in adhering to the organizational core values of Integrity, Innovation, Accountability, Professionalism and Teamwork, which guide the everyday action of the Authority.

What we do?

- ✓ Prescribe the application form and application procedures for any person wishing to register a CSO under the CSO Act;
- ✓ Review and approve all applications for registration of CSOs including accreditation of foreign CSOs which satisfy the requirements of the CSO Act;
- ✓ Advise the Government about the general activities and roles of CSOs;
- ✓ Encourage and facilitate better internal administration of CSOs;
- ✓ Monitor the activities of CSOs to ensure their compliance with the CSO Act and with their own Articles of Association or Charters, and the purposes for which they have been established;

Scope of Work

The individual/firm will produce an approx. 7-10 minutes long HD quality audio-video in Dzongkha and English along with a written final report. The scope of work includes but not limited to:

- i. Review the documents and information related to CSO Act, Rules and relevant documents and papers. Discuss with the secretariat and Authority to get clear understanding of the services and achievements.
- ii. Prepare draft concept and share with CSOA.
- iii. Conduct field visits and shoot the video and prepare animation
- iv. Finalize the script of video profile incorporating the feedback from CSOA
- v. Finalize the profile incorporating feedback of the meeting.
- vi. Submit final 2 copies of product to CSOA both in Dzongkha and English with written final report.
- vii. Copy rights of the produced video profile will remain CSOA.

Expected Outputs

The Consultant will be required to provide:

1. One fully-produced video clip of approximately 7-10 Minutes in a format acceptable by popular internet site and other medium,
2. The editor might also be required to edit other short clips for social media usage

Reporting

The consultant will report to Mr. Thinley Norbu, Deputy Chief Program Officer, CSO Authority, for all matters pertaining to the conduct of the exercise.

The consultant will be required to submit a brief report not more than 10 pages outlining the action plan, including logistic plans, etc. for the production of introductory video/clip for the CSO Authority. The action plan will be further elaborated once a consultant has been selected and the work awarded.

Duration

The assignment should be completed within **30 days** from the date of signing the contract agreement.

Cost

The consulting firm will have to submit a financial proposal including the cost break down of all the cost associated to carry out the mapping exercise for CSO Authority.

Valid Trade License

The bidder should submit the copy of valid trade license and latest tax clearance certificate.

Evaluation Criteria

Technical Proposal

The evaluation committee appointed by the client will carry out the evaluation applying the evaluation criteria and point system as below. Each responsive proposal will be attributed a technical score (St.). The points given to evaluation criteria are:

Points

| | |
|---|-----------|
| Previous Consultancy Experience of producing audio-visual assignments <i>Experience in having produced audio-visual works or similar nature of the assignment with brief description of the assignment.</i> <input type="checkbox"/> If no documentary evidence is provided, no points will be awarded | 30 |
| Bidder's Understanding of the assignments <i>a) Bidder shall demonstrate clear understanding of the assignment topic, objectives and scope of the task and expected outcome of this task. This should be demonstrated through a write-up.</i> <i>b) Bidder shall submit a write up provided in ToR to demonstrate their idea and creativity and accordingly indicate appropriate methodology for the task.</i> | 40 |
| Specific Professional Experience and qualifications of proposed staff <i>CV of the principal expert will be evaluated if there are two or more CVs submitted by the same firm.</i> <input type="checkbox"/> If no documentary evidence is provided, no points will be awarded | 30 |

| | |
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| Total | 100 |
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The technical proposal should score at least **70** points out of 100 to be considered for financial evaluation.

Financial Proposal

- I. The evaluation committee will determine if the financial proposals are complete and without computational errors. The lowest financial proposal (Fm) will be given a financial score (SF) of 100 points. The financial scores of the proposals will be computed as follows: $SF=100 \times Fm/F$ (F-amount of financial proposal)
- II. Proposals will finally be ranked according to their combined technical (St) and financial (SF) scores using the weights indicated below in serial number (III) $S=St \times T\% + SF \times F\%$.
- III. The weight (T %) given to the Technical proposal is 70 percent. The weight (F %) given to the financial proposal is 30 percent.

Award of Contract

The contract will be awarded after successful negotiations with the winning bidder. If negotiations fail, the client will invite the consulting firm having obtained the second highest score. Upon successful completion, the client will promptly inform the other firms that their proposals have not been selected.

The selected consulting firm is expected to commence the assignment after the award of the contract.

Payment of Professional Fees

The modality of the payment for the consultancy will be decided once the contract is being signed between the Secretariat and the consulting firm.

Submission of Bid

The bid should be submitted in a seal envelope and marked as “Bid for Production of Introductory video/clip for the CSO Authority” and addressed to Member Secretary, CSO Authority, Thimphu.

List of reference materials:

- The Civil Society Organizations Act of Bhutan 2007
- Civil Society Organization Rules & Regulations 2010
- CSOA website: www.csoa.org.bt