

TERMS OF REFERENCE
SANASA INTERNATIONAL PVT LIMITED – APFP/FO4A (SMART FARMER) project

**PRODUCTION OF DOCUMENTARY SHORT FILMS TO SHOWCASE THE POTENTIAL OF THREE
COMMODITY CLUSTERS**

EXPECTED START: As Soon As Possible

PURPOSE

SANASA International is looking for a VIDEO PRODUCTION COMPANY to delegate a short-term mandate to develop Documentary short films on three commodity clusters, as part of the education/promotion programme for the potential investors.

INTRODUCTION

Sanasa International (Pvt.) Ltd has partnered with Asian Farmers Association for Sustainable Agriculture to implement the APFP/FO4A project which is locally branded as the Smart Farmers project. The key objective of the project is to improve the knowledge and capacities of the small holder farmers and their farm organizations to engage in market aligned businesses that can improve their income. The project is working with 215 farmer collectives under 6 commodity clusters.

One of the main interventions of the project is to support the newly formulated or capacity enhanced farmer cooperatives to find investors and business partnerships for their businesses which they have incubated with the assistance of SEFEC. SANASA International has arranged to organize an investor forum in December to showcase these businesses that the farmer cooperatives are engaged in with the hope to establish long term business partnerships between farmer cooperatives and market leaders/ investors.

To enable the investors to better understand the scope and the potential of the commodity clusters and the partnerships, sanasa International would like to create three documentaries that can illustrate the richness and the potential of each commodity cluster the farmers are working with.

1. OBJECTIVES

- Through the above Documentary short films, we plan to tell a previously untold story to the investors and market leaders about the scope of the commodity cluster, the diversity and current challenges faced by the value chain actors and the potential and future opportunities that can be created by collaborating with co-operatives.
- The short films will be mainly supporting in advocacy work and market expansion work, undertaken by the Farmers organizations by showcasing the role cooperative enterprises have been playing and can play to improve supply and market chains in Sri Lanka.

2. SCOPE OF THE CONSULTANCY:

The 3 videos will cover the cereal and legume cluster, spices cluster and yam cluster. All three videos will focus on the market space, and the opportunities for expansion and value addition. The videos will cover the point of view of the market leaders, regulators, cluster promoters and Farmers. Ultimately the video will communicate the importance of organizing farmers and establishing formal partnerships with them to strengthen the supply and value chains and increase the resilience of the local economy. The video will talk about nutrition, local economy, and sustainable food production.

3. CONTENT OF THE DOCUMENTARY SHORT FILMS:

Overview of the commodity cluster, opportunities in the local and international markets

- Current challenges
- Possible solutions
- Supplier cooperatives and the potential
- What can be done by regulators, and policy makers
- Must end with a positive note

The Documentary Short films should not exceed 10 minutes

4. EXPECTATIONS FROM THE SERVICE PROVIDER:

Understanding the TOR including the scope of the work and Submit the deliverables as agreed are the responsibilities of the service provider.

SANASA International expects the following from the Service Provider within this work.

Pre Planning/Pre Production:

1. Meeting with the SANASA International APFP/FO4A project team and finalize the key resource people who can provide content informations and if necessary voice cuts.
2. Then present the best suggestion of the storyboard and planned style of the video to capture the best message. (A dummy video mood board to be provided if possible or a storyboard with a script to be provided)

5. DELIVERABLES FROM SANASA INTERNATIONAL

SANASA International will provide the following items to the Service Provider,

1. Terms of Reference
2. The relevant details of the commodity clusters
3. Official Logos, Brand Guidelines & Video Guidelines

6. TECHNICAL SPECIFICATIONS

6.1 VIDEOGRAPHY - Post Production:

The Technical Specification of the required videos are as follows.

Unedited Video Rushes

- Duration : Call sheet of 8 hours covered (Total Event Coverage with Highlights of each action mentioned in the Agenda/Briefing)
- File Format : 4K format
- Screen Aspect Ratio : 16:9
- Pixel : 1920x1080 (1080p) (4096x2160)
- Bitrate : 32,000 – 40,000 kbps
- Frame Rate : 25fps
- Audio : AAC, 48.000 Hz, Stereo, 1540 kbps

Edited Video Contents

- 5 – 10 Minutes
- 05 Videos
- File Format : Full HD (Edited)
- Screen Aspect Ratio : 16:9
- Pixel : 1920x1080 (1080p)
- Bitrate : 32,000 – 40,000 kbps
- Frame Rate : 25fps
- Audio : AAC, 48.000 Hz, Stereo, 1540 kbps
- Translations/Subtitles for (Tamil and Sinhala speaking): into English

Important

- Edited Video should be consistent with relevant pictures, videos and creative captions & sub-titles to describe each section aligning with the following narration.

7. MAXIMUM AVAILABLE BUDGET

To be determined.

8. TIMELINES

The work mentioned above should be completed and handed over to SANASA International with all editable rushes along with the copyrights certificate signed by the authorized officer of the agency. The maximum available time for production would be 6 weeks starting from the date of award.

9. PAYMENT TERMS

All payments will be made after the successful completion of the work based on the original invoice, stamped, signed by the authorized officers as agreed at the point of award.

10. COSTS:

The consultant shall submit a technical and a financial proposal

The technical proposal must include the proposed level of effort, schedule of work, qualifications, previous experience, curriculum vitae, and company profile in case of a firm.

The financial proposal must show an appropriate detailed budget according to the scope of the work (fees and travel expenses based on the number of days and applicable daily rates).

SANASA International will do the payment in three stages, as follows:

- 40% upon signature of the contract;
- 20% upon reception of the first draft for comments
- 40% upon reception of the final versions

Invoice should be addressed to the Project Finance Officer, SANASA International (Pvt) Ltd, EF ECS Project, No 7/7, Pragathipura Road, Madiwela, Kotte.

11. REPORTING

The consultant will report to the Communication consultant of SANASA International. The consultant is expected to work with a high degree of autonomy and proactivity and plan activities in coordination with the project.

12. APPLICATION PROCEDURE

Applicants may submit their Expression of Interest along with their technical and financial proposals by 10th of November 2022 to admin@sanasainternational.lk

The subject line should read "DOCUMENTARY SHORT FILMS".

You may also hand deliver to the following address; Sanasa International (Pvt.) Ltd, 7/7, Pragathipura Road, Madiwela, Kotte.

Please note that applications that are incomplete and/or received past the deadline will not be considered. Only shortlisted, qualified candidates will be contacted.

For any further details you may require please contact sanasainternational@gmail.com.