



## REQUEST FOR PROPOSAL

**RFP Number:** 001-2024

**Date of Issue:** August 22, 2024

**Guidance/Explanatory Session Date:** August 29, 2024 at 10:00 am

**Deadline for Submission of Proposals:** 14:00 Hrs (AFT), August 31, 2024

**Description:** Media Production for Red Gold Project

**For:** Hand in Hand Afghanistan Organization

## 1. Introduction

Hand in Hand Afghanistan (HIHAO) is a not-for profit non-governmental organization (NGO), registered with the ministry of economy, of Islamic Emirates of Afghanistan (License # 890; 21 December 2006).

Hand in Hand Afghanistan Organization (HIHAO) in collaboration with Hand in Hand Sweden (HiH Sweden) is seeking a qualified and experienced media production service provider based in Balkh or Kabul, Afghanistan. The objective is to document "The Red Gold" (saffron) project, capturing the transformative impact on women's economic status and the sustainability of small entrepreneurs involved in saffron farming. The final deliverables will include around 20-minute raw video clips and approximately 30-40 minutes of raw footage, that picture the common life moment, project activities, interviews, and other impressive moments of participants.

## 2. Background

"The Red Gold" project focuses on improving the economic situation of women in northern Afghanistan through the cultivation and processing of saffron. Given the sensitive cultural context, particularly regarding the filming of women, this project requires a provider experienced in similar environments. The documentation will serve both as a report to the donor, Postcode Lottery and as a tool for future fundraising efforts.

## 3. Objectives

- To visually document the positive changes and impacts brought about by "The Red Gold" project.
- To produce around 15-20 short video clips, totaling 30-40 minutes of high-quality footage.
- To conduct interviews with project participants and arrange the translation of the interviews in a scripted (text) file.

## 4. Scope of Work

The selected media production service provider will be responsible for the following tasks:

### 1. Filming and Photography

- Daily Life and Environment: Capture video footage of participants' daily activities both inside and outside, focusing on the natural environment where they work and live.
- Training Sessions: Document women and men attending training sessions, showcasing learning and collaboration.
- Saffron Farming Process: Film the entire process of saffron cultivation, including planting, irrigation, flowering, harvesting, processing, and packaging.
- Improved Living Conditions: Highlight improvements in participants' living conditions, such as better housing, electricity, and water access.
- Staff Mobilization: Show staff members mobilizing and engaging with women, including knocking on doors and discussing project benefits.

### 2. Interviews

- Conduct interviews with at least three women project participants (alone or with their husbands/couples) and other relevant people like local trainers, community members or

family members of the project participant. It would be great if the interview records from a couples (wife and husband involved in project as farmers).

- The interviews should cover key topics such as socioeconomic improvements personal and family aspirations, impacts of climate change, and shifts in women's roles.
- Provide English subtitles for all interview footage, in a scripted (text) file.

### **3. Content Delivery**

- Deliver raw video clips and photos without logos, music, or graphic elements.
- Ensure footage is filmed in high-definition (HD) landscape format with clear, natural sounds.
- Subtitled interview footage with participants, not on video clips, just as scripted text in an MS. Word file.
- Submit all content as per the specified timeline, including signed consent forms for all participants.

### **5. Deliverables**

#### **Video Clips and Photos:**

- Approximately 15-20 short video clips, totaling 30-40 minutes of raw footage.
- High-quality photos capturing key activities and moments of the project.

#### **Interviews:**

- Subtitled interview footage with participants, not on video clips, just as scripted text in an MS. Word file. The interview questions will be provided by the Media & communication unit of HIHAO.

#### **Consent Forms:**

- Signed consent forms for all individuals appearing in the videos and photos.

### **6. Technical Specifications**

- Video Format: High-definition (HD), landscape format.
- Audio: Clear, natural sounds with distinct speech in interviews.
- Subtitles: English subtitles for all interviews, not on the video, just on an MS. Word file (letter).
- Final Video Duration: 2-5 minutes, compiled from 30-40 minutes of raw footage.
- All media materials should be saved on a hard drive and online cloud (link) storage.

### **7. Timeline**

- Selection of Service Provider: September 03, 2024
- Project Start Date: September 10, 2024
- Delivery Date: November 2024

### **8. Evaluation Criteria**

#### **Experience and Expertise:**

- Proven experience in similar projects, particularly in sensitive cultural contexts.
- Demonstrated ability to produce high-quality video and audio content.

#### **Technical Quality:**

- High production standards in terms of video, audio, and subtitling. It should be noted that we expect raw clips (without any edits or effects), also the translated text of the interview must be in a letter/MS Word file, not on the video.

**Cost:**

- Competitive pricing for the scope of work.

**References:**

- Positive feedback from previous clients, preferably with experience with not for profit national and international organizations.

**9. Submission Requirements:**

Interested media production service providers should submit the following:

**Company Profile:** Overview of the company, including relevant experience and expertise.

**Technical Proposal:** Detailed approach to the project, including methodology, equipment to be used, and proposed timeline.

**Financial Proposal:** Detailed cost breakdown for the entire project.

**Sample Work:** Examples of previous similar work, particularly projects involving sensitive cultural contexts, women empowerment, and farming (agriculture).

**References:**

Contact details for at least three references from previous clients.

**10. Submission Procedure:**

The proposals must be submitted either in hard copy or via email by the deadline of **14:00 Hrs Afghanistan time, 31 August 2024**, late submission will be rejected.

Hard copies of proposal should be submitted in sealed envelopes, marked "Proposal for HIHAO Media Production" to HIHAO Office, House # 109, Karte Pule Hawaee, Mazar-e-Sharif, Balkh – Afghanistan, or email the soft copies to: [procurement@handinhand.org.af](mailto:procurement@handinhand.org.af) and CC: [media@handinhand.org.af](mailto:media@handinhand.org.af).

**Guidance / Explanatory Session:** on August 29, 2024, at 10:00 am there will be an explanatory session at the HIHAO-Mazar office. Interested individuals/firms are invited to participate.

**Mazar Office Address:** House # 109, Pule Hawaee road, Mazar-e-Sharif, Afghanistan.