

# VIDEOGRAPHER

## TERMS OF REFERENCE

### 1. INTRODUCTION

The Financial Sector Deepening Trust (FSDT) was incorporated in Tanzania in July 2004. The FSDT's overall aim is to develop a deeper financial system that can provide greater access to finance for more Tanzanians. Among its other objectives are to:

- Provide funding to support the development of new financial products that address the needs of poor households and micro and small enterprises
- Support improvement in the policy, legislative and regulatory framework affecting delivery of services.
- Support initiatives aimed at improving financial market integration and access to wholesale forms of finance by financial services providers addressing poor households and micro and small enterprises.
- Support initiatives aimed at enhancing the supply of appropriate business services to financial service providers in Tanzania.

### 2. OBJECTIVE

The FSDT is seeking a Video Production Firms (VPF) to develop and produce videos for FSDT during events and related projects as needed by FSDT. These videos will be used to communicate efforts towards financial inclusion in Tanzania, and provide information to FSDT stakeholders, as well as targeted audiences, both locally and internationally. This service will assist FSDT with filming videos that will be used to engage our stakeholders and audiences through our communication channels (website, social media, and television when needed). These ToRs aim to prequalify consultants so as to facilitate procurements for specific assignments that are anticipated in the future.

### 3. SCOPE OF WORK:

1. Developing and producing videos for FSDT, including events, documentaries, interviews, and other related projects as needed by FSDT.
2. During events, the VPF will be required to pick out key highlights of the event and select key interviewees in order to obtain the needed information for the video.

3. When shooting documentaries, the VPF must be willing to travel as required by FSDT. Travelling costs will be reimbursed by FSDT upon submission of supporting documentation.
4. Developing script/storyline and story board tailored to local and international audiences as approved by the Communications Adviser.
5. Incorporating subtitles and voice overs as requested by FSDT.
6. Producing multiple clips of an event/interview/ documentary to meet standards of FSDT social media channels- Facebook, Twitter, Instagram, YouTube, and even television when needed.
7. Performing video post-processing, editing, and incorporating audio effects to produce high quality professional standards, that are inline with FSDT standards.
8. Raw footages and all related production will be owned by FSDT.

#### **4. CONTENT OF BID PROPOSAL**

1. Details on all perceived strengths of the company bidding for the service e.g. previous experience, in-house skills, and any other information that will assist FSDT to assess capabilities, capacity, competitive advantages, etc.
2. At least 3 video samples that demonstrate the company's technical production skills; including the understanding of audience, lighting, positioning of interviewees, branding, video quality, and sound effects.
3. The service provider must also demonstrate the ability to produce a script based on a specific assignment.
4. The service provider must provide details of a dedicated contact point for the management of the contract. This individual must be available by telephone on a daily basis to facilitate briefings on matters of interest to the FSDT. (Contingency arrangements must also be in place in the advent that this individual is unavailable).
5. A list of references of previous and current companies served or currently servicing
6. A list of the proposed value added services to be provided to FSDT

#### **5. CONTRACT PERIOD:**

The contract period will last one year starting in October 2018 and concluding in September 2019.

#### **6. METHODOLOGY**

- Written assurance that the above contract requirements can be fulfilled.
- A brief outline of the internal systems/procedures used to identify the relevant content for a client.
- Details of a dedicated contact point for the day-to-day management of the contract.

- Details of any contingency (relating to staff illness or holiday leave) and out-of-hours cover arrangements.
- A brief description of how videos will be shot during events, interviews, documentaries to be displayed on social media, website, and even television.

## 7. COST

Service providers must provide details on how they would charge for such an arrangement.

## 8. EVALUATION AND SELECTION

The video production service provider will be selected by a limited tender process. The preferred bidder will be notified after the selection panel has scored the technical proposal and financial proposal. These will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

### 8.1 TECHNICAL PROPOSAL SCORING GRID

Criteria	Sub-criteria score	Max. score for each criteria
Understanding of the ToRs and soundness of the proposal in		40%
<ul style="list-style-type: none"> <li>▪ Addressing all tasks mentioned in the scope of work</li> </ul>	30%	
<ul style="list-style-type: none"> <li>▪ In-depth knowledge and experience in working in the local Tanzanian context, minimum of three (3) years experience</li> </ul>	10%	
Experience and professional competence		60%
<ul style="list-style-type: none"> <li>▪ Professionalism-a degree in filming/videography, or demonstrated real world experience</li> </ul>	15%	
<ul style="list-style-type: none"> <li>▪ Critical judgment in videography - script development and video production</li> </ul>	15%	
<ul style="list-style-type: none"> <li>▪ Personnel capacity to handle the assignment and coordinate with FSDT with a minimum of 3 years work experience in filming/videography</li> </ul>	15%	
<ul style="list-style-type: none"> <li>▪ Portfolio and video samples</li> </ul>	15%	
Total		100

To be considered further, a minimum total technical score of 65/100 is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in TZS will be weighted according to the formula:

- $(\text{Lowest total financial cost} / \text{Bidder's total financial cost}) \times 0.2$
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

Scoring will be carried out by a panel comprising one representative from the FSDT (the Operations Director or one other), a representative of the Finance Manager (FM – Deloitte Consulting Limited) and the Communication Team.

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

## 8.2 FINANCIAL PROPOSAL

This will be a reimbursable fee contract up to a maximum financial limit. Financial proposals should be quoted in TZS. The FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.

Financial proposals should be set out in the following format:

<i>Phases</i>	Rate (TZS)	Total (TZS)
Daily Fees		
<b>Total Fees</b>		
Other expenses (if any)		
<b>Total Cost</b>		

Financial proposals should be in Tanzanian Shillings and must be submitted separately from the technical proposal, whether electronically or in hard copy.

Daily rates for hotels and subsistence are fixed by FSDT policies. The FSDT's daily subsistence rates for Dar es Salaam and other parts of Tanzania are shown in Appendix A.

The actual time spent on field trips should be included in the person-days, but the location and therefore the final expense budget will be agreed with FSDT before the start of field work. Nonetheless, consultant is required to put in expenses based on the estimated time spent on field trips and the detailed unit costs shown on Appendix A.

Financial proposals should be denominated in Tanzanian Shillings. This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

Any queries relating to this ToR should be submitted in writing to FSDT under the following address:

Procurement Manager,  
The Financial Sector Deepening Trust,  
2nd Floor De Ocean Plaza,  
Plot 400 Toure Drive,  
P.O. Box 1559 Oyster Bay,  
Dar es Salaam, Tanzania  
+255 222 602 873/5/6  
[procurement@fsdt.or.tz](mailto:procurement@fsdt.or.tz)

These questions and the answers will be shared with all short listed candidates. The deadline for any queries is 2 days before the proposal submission deadline date.

## 9. SUBMISSION DETAILS

The deadline for submitting proposals is **1600 Tanzanian time on Thursday 4<sup>th</sup> October 2018**. Submissions after this time will not be considered. Bids must be submitted electronically.

Bids sent electronically but failing to arrive by the deadline will require proof of date and time sent to be considered. However, in the case of any uncertainty about the date and time of dispatch of a bid, the decision of the FSDT's Technical Director will be final. Bids should be delivered to the following addresses:

Procurement Manager,  
The Financial Sector Deepening Trust,  
2nd Floor De Ocean Plaza,  
Plot 400 Toure Drive,  
P.O. Box 1559 Oyster Bay,  
Dar es Salaam, Tanzania  
+255 222 602 873/5/6  
[procurement@fsdt.or.tz](mailto:procurement@fsdt.or.tz)

## **10. OTHER MATTERS**

### **10.1 CONFIDENTIALITY**

All information contained in the terms of reference and attachments is provided on a strictly confidential basis solely for the use of Tenderers in connection with a competition for the supply of services for the above contract. It is a condition of this competition that Tenderers (and any sub-contractors) shall:

- take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;
- not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

### **10.2 CONFLICT OF INTEREST**

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract. Where Tenderers identify any potential conflicts they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

### 10.3 TAXATION MATTERS

The Consultants will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant.

#### APPENDIX A - FSDT LOCAL HOTEL & PER DIEM RATES

S/N	City	New Hotel Rates (TZS)	Meal Allowances	New Zone
1	Dar es Salaam	450,000.00	50,000	A
2	Arusha	337,500.00	50,000	B
3	Zanzibar	337,500.00	50,000	
4	Bagamoyo	270,000.00	50,000	C
5	Mwanza	225,000.00	50,000	D
6	Dodoma	225,000.00	50,000	
7	Geita	225,000.00	50,000	
8	Kahama	225,000.00	50,000	
9	Mtwara	180,000.00	50,000	E
10	Tanga	180,000.00	50,000	
11	Mbeya	180,000.00	50,000	
12	Kigoma	180,000.00	50,000	
13	Iringa	180,000.00	50,000	
14	Moshi	180,000.00	50,000	
15	Morogoro	180,000.00	50,000	

*Financial Sector Deepening Trust*

---

16	Lindi	180,000.00	50,000	
17	Bukoba	180,000.00	50,000	
18	Singida	180,000.00	50,000	
19	Shinyanga	180,000.00	50,000	
20	Musoma	180,000.00	50,000	
21	Bariadi	180,000.00	50,000	
22	Songea	180,000.00	50,000	
23	All other Regions	180,000.00	50,000	