



Umuryango w'Abahinzi n'Aborozi bo mu Rwanda Organisation des Agriculteurs et Eleveurs du Rwanda
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TORs FOR THE PRODUCTION OF A DOCUMENTARY FILM ON SUCCESS STORIES, BEST PRACTICES AND LESSONS LEARNT IN THRIVE PROJECT IMPLEMENTATION PROCESS

1. Background

IMBARAGA is a national Farmers Organization. It works with farmers to improve the socio-economic conditions of an estimated 30,400 members located in 26 out of 30 Districts across the country. IMBARAGA is structured from the village to the national level and governed by the vision of making its members individually “*A professional farmer and a change-maker*” through “*lobby and advocacy*”; “*increase in productivity and competitiveness*” and “*environmental protection*”. More details can be found in the website: www.imbaraga.org.

In December 2020, IMBARAGA Farmers Organization has signed a partnership agreement with Plan International to carry out the project THRIVE/001/PU's – PIR/2022-SPADS entitled “**Transforming Households Resilience in Vulnerable Environment (THRIVE)**”. This project is aiming to support the rural community economic empowerment, poverty reduction and fighting against malnutrition in the selected sponsored children's families and it is implemented in three (3) districts, namely Gatsibo (in 3 sectors), Nyaruguru (3 sectors) and Bugesera (in 2 sectors) and generated tangible achievements which led to an expansion in 2021.

The project implementation process is led by the project field officers working hand in hand with trained community based volunteers (FFS facilitators, farmer promoters and health community workers) who day to day provide farming advisory services, farm level hands-on trainings and coaching to 400 sponsored children's rural families as direct beneficiaries in each district, meaning 1200 poor households in all three (3) districts covered by the project activities.

The project implementation involves other stakeholders including local authorities and development partners working in the same area to ensure the synergy and complementarity.

2. Overall objective of the assignment

With the financial support from PLAN International, IMBARAGA Farmers Organization, through this documentary film production, intends to raise awareness of THRIVE project outcomes by reaching out many rural communities and direct farmer beneficiaries with emphasis on the success stories, best practices vs testimonies during the implementation process, lessons learnt, challenges faced by the farmer beneficiaries and proposed actionable solutions for improvement. The overall objective of this assignment is to produce a short documentary film of 10-15 min which will be used as a supporting document during the Learning Events, and Round table discussions organized by IMBARAGA Farmers Organization.

The entire development and production process of the documentary film will be closely monitored by IMBARAGA staff that will be responsible for organizing field visits to interview different stakeholders and for providing continuous review, and comments when necessary.

3. Specific tasks for the Service Provider

Under the direct supervision of IMBARAGA staff, the service provider will be required to do the following:

- Develop the documentary film's overall scenario;
- Interview selected participants for the film who will include beneficiaries;
- Develop the documentary script to be used in the film;
- Perform appropriate video filming and shoot interviews with the projects' beneficiaries;
- Present a draft documentary film to IMBARAGA for comments on the contents;
- Produce one final documentary film in DVD of 10-15 min and full video of the whole event.

4. Deliverables

The Service Provider will deliver the following:

- An inception report including proposed interview questions of the documentary for comments by the Project team;
- First cut (summary) of the documentary on DVD for comments;
- A presentation of the documentary film to the Project team;
- The Products should be available in Kinyarwanda with English subtitles;
- Three (3) copies of the final documentary film (long and short versions).

5. Obligations of IMBARAGA

- Organize a face-to-face inception meeting between the Service Provider and project team for any further clarifications of the task;
- Establish and facilitate contact with field staff involved and any other contacts needed;
- Review and approve the work plan, including schedule for filming, timeframe, script and approach to be used;
- Provide reference materials;
- Actively engaging with the Service Provider during the documentary shooting and coverage process;
- Provide feedback when and where necessary;
- Meet the relevant costs related to this film production, as agreed in the contract upon approved offer;
- Review and approve the draft and final products as stipulated in the deliverables and contract.

6. Expected Timeframe

It is expected that the assignment will follow the following calendar below:

Important dates	Activity
Wednesday, 20 th April 2022	Advertisement
Wednesday, 27 th April 2022	Application deadline
Thursday-Friday, 28 th -29 th April 2022	Selection of the successful consultant
Monday, 09 th May 2022	Contract signing with the selected consultant or consultancy firm+ Briefing on expected outcomes
Tuesday, 10 th May-Monday, 23 rd May 2022	Data collection (Film shooting)
Tuesday, 24 th May-Friday 27 th May 2022	Data analysis, selection of key messages and documentary film production
Monday, 30 th May 2022	1 st draft version of the documentary film expected
Tuesday, 31 st May- Friday, 3 rd June 2022	Film editing, review and fine tune the final version
Monday, 6 th June 2022	Submission of the final product

7. Bidding procedure and deadline for submission

The bidding proposal should include:

- Links of previous works of similar nature as well as full list of productions completed and in process, including references from previous clients;
- Proposed methodology, approach (creative and innovative ideas) and brief implementation plan with proposed timeframe for pre-production and postproduction;
- Financial proposal – break-down of all estimated costs, including estimated days of shooting, production team, days of editing; etc.

All bids need to be addressed to the *Legal Representative and* submitted to IMBARAGA Head Office (KK18 Av214, Rubilizi Road, P.O.Box 1462 Kigali- Rwanda) no later than 20th April 2022, at 3:00 pm. They can also submit electronic version, to the following email addresses application@imbaraga.org with a copy to jouve2010@yahoo.fr. Only the short-listed bidders will be contacted.

Done at Kigali, on April 20, 2022

MUNYAKAZI Jean Paul

Legal Representative

