

TERMS OF REFERENCE
Development of advocacy video and Audio for ePIS

1. Background

The Royal Government of Bhutan is mandated by the constitution of the Kingdom of Bhutan to provide free Public health care services to its citizens. Notably, the government has prioritized Information Communication Technology (ICT) as the principal enabler for a knowledge-based society. In this light, the Ministry of Health believes that the digitization of healthcare services with the implementation of the Electronic Patient Information System (ePIS) will add impetus to achieving the sacred constitutional mandate as well as ensure that healthcare resources are available to meet better health outcomes.

The Electronic Patient Information System (ePIS) Project is in preparation for rolling out the ePIS system at JDWNRH and other Health Facilities in the Country.

Therefore, in order to advocate the general public on ePIS, an advocacy video introducing the ePIS and its impact on waiting time for patients.

2. Objective/s

The primary objective of this media advocacy is to create awareness and promote the benefits of the electronic patient information system (ePIS). The advocacy video aims to:

- Introduce and educate the public on the benefits of the ePIS system, and increased efficiency in the delivery of healthcare services.
- Highlight the features and functionality of the system, such as electronic medical records, digital imaging, and secure patient portals.
- Encourage support and participation from healthcare providers, staff, and patients in the implementation and adoption of the system.

3. Activities and tasks

Package 1 - Video	Package 2-Audio
<ul style="list-style-type: none"> ● Develop scripts for the video; ● Present scripts to ePIS Project office; ● Incorporate comments from ePIS Project office; ● Finalize the scripts ● Translate the scripts into Dzongkha; ● Produce video in Dzongkha with English subtitle ● Present first draft productions to ePIS Project; 	<ul style="list-style-type: none"> ● Develop scripts for the Audio; ● Present scripts to ePIS Project office; ● Incorporate comments from ePIS Project office; ● Finalize the script. ● Translate the scripts into Dzongkha; ● Produce the audio in Dzongkha and English. ● Present first draft productions to ePIS Project;

- Pretest the productions (to be carried out by ePIS Project);
- Incorporate the comments received during the pretest and undertake final production; and
- Submit the final products to ePIS Project.

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4. Expected deliverables/output

- The proposal must be original, unpublished, un-produced, and un-optioned work of the firm/consultant; The firm ensures that they are the sole author of the work and that it does not infringe on any existing copyright.
- The Video and Audio must be 2 minutes; the language used for the purpose of dialogue and narration must be in Dzongkha and English.
- The video characters and the voice of the audio must be celebrities.
- The language of the script must be in English and Dzongkha.

5. Key skills and experience required:

- Should have valid Multimedia Production Business License;
- Experiences in development and production of radio jingles and TV spots in previous years (submit samples of previous productions);
- Should have adequate experience in the production of health-related Radio/ TV spots, PSAs, and jingles; and
- Effective communication skills in both written and oral communication in English and Dzongkha;
- Good record of tasks completed on time.

6. Duration of the Consultancy:

- The total duration of the consultancy shall be for the period of 30 days from the day of awarding the work.
- All reviews would be carried out as per the work schedule prepared by the client.
- No request for time extension shall be accepted.
- Detail Schedule:

SN	Task	Schedule (day count from the day of awarding the work)	Remarks
1	Tender Announcement		
2	Tender Opening		
3	Tender Evaluation		
4	Signing of Contract		

	agreement		
5	Work Award		
6	Script and idea sharing	1-7th day	In person at MoH
7	Share Final script	8-9th day	Virtually share the final script after incorporating comments.
8	Present first draft production	23rd day	In person at MoH
9	Present final video/Audio after incorporating comments from the draft video/Audio presentation	29th day	In person at MoH

7. Payment terms:

As per the existing Financial Rules and Regulations of the Royal Government of Bhutan.

8. Evaluation Criteria

#	Criteria	Points
1	Quality of Script <ul style="list-style-type: none">● Historical Accuracy● Story Line● Dialogues (Language and Grammar)● Scene description and narration	25
2	A Sample Video/Audio developed by the firm <ul style="list-style-type: none">● Videography and editing skills● Backgrounds● Sounds● Creativity	25
3	Methodology	10
4	Experience in relevant assignment <ul style="list-style-type: none">● Number of works done in the past (Submit at least 2 works)	15
5	Qualifications of the staff working on the project Key staff should be: <ul style="list-style-type: none">● Regular staff● Provide TDS details issued by RRCO or health contribution certificates of staff. *Note: submit CV of the persons working on the project	25
	Total	100

The minimum technical score St required to pass is: Points **75 points**

The weights given to the Technical and Financial Proposals are:

T = 0.7

P = 0.3

TECHNICAL SPECIFICATIONS FOR DEVELOPMENT OF Video and Audio ON ePIS

Package 1- Video	
Title of the video	ePIS Advocacy TV Spot
Length of the animation	2 minutes
Expected deliverables/output	<ul style="list-style-type: none"> ● Produce and submit a TV spot on ePIS. ● A suitable bilingual script (English and Dzongkha) for the video. ● The Consultant will be required to submit: <ul style="list-style-type: none"> ● Two copies of the produced program in MOV format which is compressed with Animation codec and AVI format. ● A cover design will be approved by the Department. <p style="margin-left: 40px;">* All copyrights remain with the Department, once submitted.</p> <p style="margin-left: 40px;">A separate audio file of the animation in mp3 format.</p>
Visual requirement	<ol style="list-style-type: none"> 1. Must be colored 2D animation with at least 70% graphics and remaining typography. 2. Must be Full HD. 3. The video must be between 2 minutes; the language used for the purpose of dialogue and narration must be in Dzongkha with English subtitles. 4. The video must be simple and effective with appealing characters.
Audio requirement	<ol style="list-style-type: none"> 1. The firm will be required to submit at least 2 male and 2 female vocal narrator samples. 2. The final video will have the narrator(s) selected from the samples submitted.

Copyright	<ul style="list-style-type: none"> • The firm shall use music and sound with their rights only or seek necessary concurrence from the rightful owner in case of copyright and should not pose threat to the procuring organization in terms of intellectual property violation. • The firm ensures that they are the sole author of the work and that it does not infringe on any existing copyright.
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Package 2- Audio	
Title of the video	ePIS Advocacy-Radio
Length of the animation	2 minutes
Expected deliverables/output	<ul style="list-style-type: none"> • Produce and submit audio on ePIS. • A suitable bilingual script (English and Dzongkha) for the audio. • The Consultant should be required to submit the program in Mp3 format.
Audio requirement	<ol style="list-style-type: none"> 1. The firm will be required to submit at least 2 male and 2 female vocal narrator samples. 2. The final video will have the narrator(s) selected from the samples submitted.
Copyright	<ul style="list-style-type: none"> • The firm shall use music and sound with their rights only or seek necessary concurrence from the rightful owner in case of copyright and should not pose threat to the procuring organization in terms of intellectual property violation. • The firm ensures that they are the sole author of the work and that it does not infringe on any existing copyright.

*****Note: A firm can apply for both or any of the packages.**

1. There should be 2 package
 - a. TV Spot in video in Dzongkha for BBS and social media
 - b. Audio in English and Dzongkha for radio.

