## Request for Proposal

**Project Title:**

**Agriculture, Food Security and Livelihood - KP Project Video Documentary**

### Background & Problem to be addressed

**Background & Problem:**

Chronic food insecurity and malnutrition still persist in Liberia due to poverty with 64% of Liberian population living below the poverty line. Agriculture forms the backbone of the economy, with more than two-thirds of the people are dependent on farming for employment and income generation, and a significant portion of GDP is derived from the agriculture sector. Despite its high contribution to GDP and employment opportunities, the sector is characterized by low productivity.

According to the Liberia Agricultural Sector Investment Plan (LASIP II), it is essential that the government and development partners increase investment for agriculture intensification in development to pave ways for Liberians to become self-sufficient in the agriculture sector by 2023. This is concomitant with the BRAC AFSL and KP project’s strategic objective of reducing food insecurity while developing capacity of smallholders to help them shift from subsistence production to commercial enterprise.

### The Task at Hand

**Make 2 videos highlighting the following activities of the AFSL programme in Liberia.**

- Climate Smart Agriculture practices (CSA) (Training, input support, link with market and extension services)
- Poultry and Livestock farming ((Training, input support, link with market and extension services)
- Comprehensive homestead development ((Training, input support and extension services)
- Demonstration farm/plot
- Entrepreneurs (CRUs and Agro-Enterprises)
- Mother Nutrition Forum (MNF)
- Nutrition Awareness Campaigns (NAC)
- Poultry farm and feed mill
- Seed farm
- Community Agriculture Promoter (CAP) and Community Livestock and Poultry Promoters (CLPPs)
- Sustainability

**Video 1:** 5 minutes
<table>
<thead>
<tr>
<th>What is the objective of the documentary</th>
<th>Video 2: 1.5 minutes (shortened version of Video 1)</th>
</tr>
</thead>
</table>
| • To increase awareness of the BRAC Liberia AFSL programme and its activities  
• To demonstrate the effectiveness of our programme interventions  
• To attract attention from donors, other development agencies, and governments for long-term sustainability |

<table>
<thead>
<tr>
<th>Who are we talking to? (Target Audience / Target Group)</th>
<th>Both the videos are for people all over the world including donors, development agencies, and government.</th>
</tr>
</thead>
</table>
| Demographic Segmentation:  
Age - 16 - 60 + years  
Gender - Male, Female, Others  
Income – Socio Economic Classification (SEC) A, B, C, D  
Religion, race, and nationality - All |
| Psychographic segmentation:  
People who are interested in development sector depending on AIO (activities, interests, and opinions). |
| Geographic Segmentation:  
For all over the world. |

| Reference shoot | 1. [https://www.youtube.com/watch?v=iucl773S-Zl](https://www.youtube.com/watch?v=iucl773S-Zl)  
2. [https://www.youtube.com/watch?v=h1_HJMMSzHs](https://www.youtube.com/watch?v=h1_HJMMSzHs)  
3. [https://www.youtube.com/watch?v=-ybee5gLNTg](https://www.youtube.com/watch?v=-ybee5gLNTg) |

| What would we like them to do in response to our communication? | The Target Group should be:  
1. Convinced of the impact of BRAC AFSL interventions  
2. Convinced to adopt the programme interventions and techniques to bring some meaningful changes in their lives  
3. Give the viewers an idea about the situation in Liberia and should therefore:  
**Invest in the programme after conclusion of projects.** |

<p>| What is the single | Liberia can become self-sufficient in food production through |</p>
<table>
<thead>
<tr>
<th>most important message you want to give to your TG?</th>
<th>development of the agriculture sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the reason to believe?</td>
<td>Evidence-based impact of interventions through visual content and learning.</td>
</tr>
<tr>
<td>Channels we can use</td>
<td>Social Media, Digital Signage</td>
</tr>
<tr>
<td>Budget Indication</td>
<td></td>
</tr>
<tr>
<td>Timeline</td>
<td>2 Months</td>
</tr>
</tbody>
</table>
| Vendor/Agency Experience and Qualifications required     | - Relevant experience demonstrated through samples of published work.  
- Minimum three years of experience in relevant business as a registered company/entity in Bangladesh /Liberia |
| Selection Criteria                                       | - Creative brief                            
- Vendor profile                                           
- Technical proposal                                       
- Financial proposal                                        
- Business Registration                                     |
| Deliverables                                             | - A finalised script for the AV             
- 2 videos (one 5 minutes, and the shortened 1.5 minutes).  
- All versions of videos with English subtitles.           |
| Deadline for Submission of Proposal                      | Deadline for the submission of “Proposal” (hard or soft copy) is January 6, 2020, 4:00p.m. |
| Address your proposal to:                                | Attn: Procurement and Administration Manager  
BRAC Liberia  
Country Office  
Divine Town  
Old Road, Sinkor  
Monrovia, Liberia |
| For clarification (s) contact:                           | Email: d.corvah@barc.net; thon.okanlawon@brac.net  
Mobile: 0886557939 / 0777834011 / 0776422506 |