

Terms of Reference

Production of Promotional Video Spots for MRC

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with branches and units spanned all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

Maldivian Red Crescent plans to develop various multi-media items based on its humanitarian work within the Maldivian communities. To this end, we are looking for a consultant / firm to be tasked with the following;

Objective

1. Develop 10 short video clips (of duration not more than 10 minutes for all 10 spots) based on thematic areas of work. Video clips should primarily be filmed but can include a mix of film + animation and infographics as well.
The firm must be responsible for hiring actors for the videos if actors are required. However, MRC will be supporting as much as possible during the production process.

Deliverables

In order to develop the materials, the consultant is expected to take up the following tasks:

- a) Develop concepts for the video in discussion with MRC.
- b) Develop a storyboard for the videos.
- c) Finalise technical details such as quality and scope of the videos.
- d) Identify range of multimedia to be used.
- e) Schedule timeline and tasks from beginning until end (inclusive of field visits if necessary)
- f) Post-production & editing with MRC inputs.
- g) Include subtitles in the final video.
- h) All raw files to be made accessible to MRC

-The service provider is expected to submit samples for approval before bulk production.

-Copyright of concept and all original art work/design shall become the property of MRC upon delivery of the product to be used as seen fit by MRC

Duration

40 days over a period of 3 months from date of signing the contract

Reporting line

The consultant will report to the Manager – Communications and Partnerships in close coordination with the CRM Officer

Minimum Qualification

- At least a diploma in Graphics Designing, Mass Communications or related area
- At least 3 years of experience working in similar projects

Evaluation of quotations

- Individual consultants will be evaluated based on value for money and most technically compliant offer.

Application

- Application must include a CV (if an individual)/ profile (if a company), timeline, and financial quotation
- Samples of past work and recommendation letters are required (electronic/print acceptable).

Fees and payments

Prices quoted for the work will be a lump sum to be paid upon completion of deliverables.

Code of Conduct

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

An information session will be held for interested parties on 15 July 2018, MRC Male' Branch (G. Orchid Vaadhee) , 1100hrs.

Interested individuals and companies are advised to submit the hardcopy of price quotation and other relevant documents in **sealed envelopes** (as detailed in the ToR) addressed to **Aishath Noora Mohamed, Secretary General of MRC, MRC HQ, 2nd Floor, Plot no. 11493, Hithigas Magu, Hulhumale'** on 17 July 2017 before 1400hrs.