

TERMS OF REFERENCE FOR CONSULTANCY

TERMS OF REFERENCE - “Consultancy for Video Documentary Development of TERA Project in Rupandehi and Kapilvastu Districts”.	
Hiring Office:	ADRA-Nepal Country Office, Kathmandu
Background and purpose:	<p>ADRA, the global humanitarian organisation of the Seventh-day Adventist Church, is dedicated to delivering relief and development support to individuals in more than 120 countries – regardless of their ethnicity, political affiliation, gender, or religious association. By partnering with local communities, organisations, and governments, we ensure our programs are culturally appropriate and empower local capacities for sustainable change.</p> <p>In Nepal, ADRA has been a trusted development partner for over 35 years, with expertise in health, livelihoods, education, and disaster risk management. We work with all three levels of government and with civil society nationwide, with a focus on the provinces of Madhesh, Bagmati, Lumbini, Karnali, and Sudurpachim.</p> <p>ADRA is supporting vulnerable communities through livelihoods, health, education and emergency support in various regions. Among above mentioned themes, livelihood is one of the major components which is being implemented in various districts of nation. Out of various livelihood projects, ADRA Nepal has been implementing The Enhanced Rural AI (TERAI) project with the financial support of Jersey Overseas AID from August 2022 to July 2026, in partnership with IRDC and FORWARD Nepal at Rupandehi and Kapilvastu districts. The Project has been implemented in coordination and collaboration with Department of Livestock Services, Agriculture and Forestry University (AFU) and Nepal Agricultural Research Council (NARC). The main objective of the project is to reduce poverty and improve the livelihood of smallholder farmers through increased income and resilience.</p> <p>The milk production and productivity of cow and buffalo is low with dairy farmers. Farmers generally achieve a modest 500 to 2,000 liters milk per cow per year. Artificial Insemination (AI) as a means of improving milk production has been trialed with breeds including the Jersey and Holstein-Friesian though access to AI services remains low. Farmers are often reluctant to adopt AI services because of low conception rates. Farmers are not aware of improved dairy production practices, milk collection and marketing. The adoption of technologies is not widespread due to constraints in knowledge, financial resources, and availability of inputs. A lack of veterinary treatments, knowledge, and services also limits productivity and fertility. The proposed project aims to increase dairy based incomes of 3,600 smallholder farmers in 2 districts of Lumbini Province, Nepal.</p> <p>To increase the income of smallholder farmers through increasing</p>

production and productivity, the project has formed and capacitated the 70 farmers groups and registered them in local government system. Since 2022, the project has implemented various dairy sector development activities like capacity development of 1,697 farmers on group management, leadership development and GESI; entrepreneurship development and business management; saving and credit management; improved technologies (cattle shed, nutrition, silage, azolla, UMMB, hygienic milk management, disease, and breed improvement) demonstration for 3,630 farmers (1,697 hhs of group, 1,933 hhs of cooperative) through technical training from 70 farmers field school, artificial insemination training to 16 local and 24 existing technicians for veterinary and AI services, capacity building training to 15 cooperatives for business management, infrastructure support to 3 cooperatives and 1 private processors for rural milk collection and marketing services to farmers; embryo transplant training to 6 government technicians; pure 50 frozen embryos of Jersey breed supported to National Livestock Breeding Office under Department of Livestock Service and 2,255 doses of Jersey sexed semen to dairy farmers in project municipalities for nucleus herd management and breed development; demonstration and pilot of interherd+ software for dairy MIS development with DLS, NARC, and local government; fertility study in cattle for Jersey sexed semen through coordinating with NARC; technologies generation on nutrition, and fertility management through coordinating with Agriculture and Forestry University. After project implementation, knowledge and skill of 70 farmers group have been enhanced on group management, leadership development, and improved dairy production technologies. Women and other smallholder dairy farmers are capacitated and empowered socially and economically. Now, they can contact local government, the Livestock Service Section and private service providers for dairy inputs, technical service, loan and insurance services. As the farmers have adopted the improved practices like balanced feed preparation, improved shed, silage, and UMMB, the average per day per household milk production and animal productivity has been increased by 18.8% and 16%, respectively. In addition, the average annual income of the farmers has increased by 12%. 3,630 smallholder farmers have easy access to veterinary and artificial insemination services (AI) from the project developed and strengthened technicians. 3,630 smallholder farmers have better access to formal market channel through 4 collection centers established and strengthened by the project and it has also helped to ensure the marketing of milk and good milk prices to farmers at the rural areas. Project supported pure Jersey sexed semen to smallholder farmers for AI to existing cross and local cattle breed, and it will help to produce high yield breed in next generation and there will be 90 percent of getting female calves from sexed semen which will be helpful to manage the he-calf in some extent. As the capacity of local and government technicians has increased on advanced veterinary and AI services, farmers are receiving the quality services, and it has helped to increase the success rate of AI. Project supported to strengthen the embryo transplant technology for breed and nucleus herd development to Department of Livestock Service

	<p>(DLS). Knowledge and skill of government technicians have been developed, and they are able to transplant the embryo successfully. From the embryo transplant 13 high genetic merit of pure Jersey calves (7 female and 6 male calves) are produced from embryo and that will be good sources for nucleus herd development to DLS. For dairy MIS development, the project has piloted the interherd+ software in 4 wards each one from Sainamaina, Kanchan, Banganga and Budhabhumi municipalities by doing resource collaboration with local government. Information and data related to dairy farmers, animal profile, animal tagging, AI services, and milk production and milk testing for fat and SNF has been entered on the software. Altogether 3,199 farmers, 2,730 animals, 2,730 animal tagging, 929 animals with milk production data and milk testing have been entered in the system. To capture those impacts, video documentary development has been planned this year.</p>
<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p>The consultant will perform the following activities as a part of this consultancy work:</p> <ul style="list-style-type: none"> ▪ Desktop review of project documents and other relevant documents, interact with project team to have clear understanding of project. Based on review and interaction, prepare an inception meeting including 8 draft documentary scripts, methodologies, time schedule and steps to carry out documentary process. ▪ Revise and finalize the documentary script after collecting feedback from ADRA Nepal team. Also finalise visit itinerary in support of TERA I project team. ▪ Visit field office, meeting with field level project team, share documentary plan/schedule, and adjust visit itinerary if required. ▪ Project site visit for capturing videos, photos, bites etc covering all project areas as per agreed plan by using high quality cameras and other instruments. ▪ Share overall impression/experiences to field level project team before leaving to consultant's office. ▪ Editing, mixing all collected information (video, photographs etc) by using high quality technology. ▪ Organize meetings with ADRA Nepal team to share overall impression of project, methodology used, mention if different method used than agreed and share first draft of documentary. Collect feedback from the team. ▪ Finalise documentary after incorporating all feedback received. Submit all collected information from field to ADRA Nepal.
Expected outcome:	<p>The following outcomes were expected from this activity,</p> <ul style="list-style-type: none"> ▪ High quality video documentary both in Nepali and English language for 10-15 minutes (covering all areas of TERA I project's progress) will be developed, ▪ Eight (8) number of high quality short video documentary (3-5 minutes) on <ul style="list-style-type: none"> ○ overall background information of TERA I project, ○ improved technologies (balanced feed, silage, UMMB, Azolla production, improved shed) for higher

	<p>production and productivity,</p> <ul style="list-style-type: none"> ○ capacity building of dairy women farmers for commercial production, ○ develop and strengthen capacity of local technician for veterinary and AI services, ○ strengthen the capacity of cooperatives for milk collection, processing, marketing and inputs services to dairy farmers, ○ support local government for breed improvement, ○ dairy MIS, ○ and resource collaboration and sustainability of the program, 		
Duration and working schedule:	The total duration of video documentary development will be 30 working days. The assignment will be from 1 July to 31 July 2025.		
Place where services are to be delivered:	<ul style="list-style-type: none"> ▪ Consultancy firm/Individual and Kathmandu ADRA office for preparation and postproduction of documentary. ▪ Rupandehi district (Sainamaina and Kanchan municipalities) and Kapilvastu (Budhabhumi and Banganga municipalities) for information collection, video/photographs taken. ▪ Various relevant government offices for bites 		
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	Deliverables	Timeline	Remarks
	Develop and submit high quality video documentary of TERAJ project to ADRA Nepal.	Final version- -25 July 2025	(40% Advance Payment; Final Instalment Payment after final report)
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The consultant will work in close coordination and collaboration with Project Coordinator.		
Supervisory arrangements:	The consultant will report to Project Coordinator		
Expected travel:	Anticipated travel to TERAJ project areas for information collection including video/photographs taken will be as soon as finalised the documentary scripts. ADRA Nepal will support to consultant for visit.		
Required expertise, qualifications, and competencies, including language requirements:	The documentary development will be led by a senior professional with ample expertise, experience in research, community development programs and documentary sector (working in national or local television sector will be preferred). Consultant should have an expertise in various documentary development, have knowledge in proven skills in digital creative media – film and photography like pre-production, planning, filming and postproduction editing techniques. Camera operative experience, ability to record professional audio with lapel and shotgun mic, ability to light a scene particularly for interview, knowledge of up-to-date legislation, working practices and health/safety procedures, ability to well communicate with the community, diligence about process and procedural tasks, string IT		

	and digital skills are essential specifications of consultant. In addition, understanding child safeguarding and protection is also a must.
Inputs / services to be provided by ADRA	<ul style="list-style-type: none"> ▪ Guidance of the project and field visit
Evaluation Criteria	<p>Firm'/ individual consultant's qualification and experience, understanding of ToR and financial proposal are key criteria for selection. The selection process will be carried out by following ADRA Nepal procurement and financial policy.</p> <p>70 % weightage for technical criteria 30% weightage for financial criteria</p>
COA/cost	TERAI
Signature Date:	
Signature of Representative Date:	