

Terms of Reference: Developing a communication video on disability inclusion at UNFPA

I. Background

UNFPA is committed to advancing health and well-being through evidence-based advocacy, with a strong focus on ensuring equitable access to comprehensive Sexual and Reproductive Health (SRH) information and services for all, particularly those who are often left behind.

Over the past few years, UNFPA India has advanced disability inclusion through partnerships with government institutions, Organisations of Persons with Disabilities (OPDs), civil society organisations (CSOs), and persons with disabilities across multiple thematic areas and states. These efforts have contributed to innovative approaches, strengthened capacities, and improved access to inclusive services and information.

Disability inclusion is a core commitment for UNFPA India, embedded in how we design, deliver, and evaluate our programmes. Guided by the 'Leave No One Behind' agenda, UNFPA launched its Disability Inclusion Strategy in 2024, in line with the Global Disability Inclusion guidelines of the UN. The strategy provides a comprehensive framework for integrating disability inclusion across programmes, operations, communications, and other day-to-day functioning.

To operationalize this commitment, UNFPA India developed technical guidelines in 2025 for staff, implementing partners, and other stakeholders to strengthen disability-inclusive programming and ensure that communications, events, services, and workplace practices are accessible and inclusive for persons with disabilities.

UNFPA India is headquartered in New Delhi and has state offices in Madhya Pradesh and Rajasthan. The assignment will involve documenting selected disability inclusion interventions across Delhi and two UNFPA states.

II. Objective

To engage an experienced creative agency to conceptualize, produce, and deliver a high-quality, accessible communication video that showcases how disability inclusion is being embedded across UNFPA India's programmes, partnerships, systems, and operations. Through compelling storytelling, original field documentation, and evidence-based messaging, the video will support strategic advocacy, institutional visibility, and engagement with key stakeholders.

III. Scope of Work

The selected agency will be responsible for the end-to-end development and production of the communication product, including concept development, pre-production, production, post-production, accessibility integration, and final delivery.

a. Concept development

- Discuss and understand the objectives, target audience, key messages, and purpose of the communication product.
- Review background materials provided by UNFPA, including Annual Reports, publications, IEC materials, photographs, and limited existing audio-visual assets.
- Generate the majority of visual content required for the final communication product through field documentation and planned filming activities.
- Develop the creative concept, storyline, script, and narrative structure for the communication product on **"Embedding Disability Inclusion at UNFPA India."**
- Ensure alignment with UNFPA branding, messaging, advocacy priorities, and accessibility principles.
- Develop a storytelling approach that reflects disability inclusion as a cross-cutting priority across UNFPA India's thematic areas and programmes.
- Recommend the interviews, stakeholder bytes, programme footage, and visual sequences required to effectively communicate the story.

b. Pre-production

- Prepare a detailed script, storyboard, shot list, production schedule, and filming plan.
- Develop a content capture plan, in consultation with UNFPA, identifying programme activities, training, field visits, interviews, and state-level interventions to be documented during the assignment period.
- Identify the visual approach, filming style, and sequence of shots for each programme component.
- Identify and schedule interviews and short video bytes with relevant stakeholders, including UNFPA personnel, government counterparts, service providers, trainers, partners, adolescents, young people, and persons with disabilities, in consultation with UNFPA.
- Coordinate with UNFPA programme teams regarding filming schedules, permissions, logistics, travel arrangements, and access to programme sites.
- Appoint appropriately qualified production personnel, including producer, director (if required), videographers, photographers, sound recordists, and other technical crew necessary to undertake the assignment.
- Travel to Rajasthan and Madhya Pradesh, for field documentation. (Travel to 2 states is envisaged under this assignment.)
- Ensure that all filming permissions, informed consent, safeguarding requirements, and accessibility considerations are addressed prior to production.
- Provide technical guidance to the production team on framing, lighting, sound recording, accessibility, and ethical storytelling.
- Develop and submit a detailed production schedule and boardomatic (visual treatment/sequence plan) to the UNFPA Communications Team for review and approval prior to commencement of filming.
- Refer to Annexure 1 for indicative filming locations and activities.

c. Production

- Capture high-quality video footage and still photographs across approved programme locations.
- Film programme interventions, trainings, stakeholder interactions, service delivery settings, innovation centres, and community engagement activities.
- Record interviews and short video bytes of UNFPA personnel, government officials, programme partners, service providers, trainers, adolescents, young people, and persons with disabilities, as agreed with UNFPA.
- Capture sufficient B-roll footage to support storytelling and provide visual continuity throughout the communication product.
- Ensure professional cinematography using appropriate camera equipment, lighting, audio recording systems, and stabilization equipment.
- Record clean, broadcast-quality audio, including interviews, ambient sound, and natural sound where relevant.
- Maintain consistency in framing, exposure, colour temperature, composition, and audio quality across all filming locations.
- Ensure compliance with safeguarding principles, informed consent requirements, and ethical representation of all participants throughout the production process.
- Maintain proper documentation and organization of all footage, photographs, and production assets for efficient post-production.

d. Post-production

- Review, ingest, catalogue, organize, and curate all footage, photographs, interviews, and existing UNFPA audio-visual materials.
- Develop a compelling narrative demonstrating how disability inclusion is embedded across UNFPA India's programmes, partnerships, innovations, and capacity-building initiatives.
- Edit the communication product into a coherent and engaging story with a strong narrative flow.
- Produce one high-quality advocacy and positioning video of approximately **3-4 minutes**.
- Produce three cut-down versions (30–60 seconds each) optimized for social media platforms.
- Design and integrate motion graphics, animated titles, lower-thirds, text treatments, infographics, maps, and data visualizations where required.
- Perform professional colour correction and colour grading to ensure visual consistency throughout the communication product.
- Perform professional audio editing, dialogue clean-up, noise reduction, sound balancing, music mixing, and final audio mastering.
- Add subtitles, captions, sign language interpretation, accessibility features, and audio description (where feasible).
- Incorporate licensed music, sound effects, stock footage, or graphics, where required, ensuring full copyright compliance.

- Export all deliverables in the required formats and resolutions for digital platforms, presentations, and events.
- Package and submit all editable project files, graphics, linked assets, and supporting materials together with organized raw footage and photographs.
- Conduct a comprehensive technical quality assurance review to ensure all outputs meet broadcast and digital delivery standards before submission to UNFPA.

e. Technical specifications to be ensured:

- The primary video is produced in a **16:9 aspect ratio** suitable for broadcast, presentations, and digital platforms.
- Three cut-down versions (30-60 seconds each) are produced in **9:16 aspect ratio** for social media use.
- Videos are delivered in Full HD (1920 × 1080) MP4 (H.264) format, together with a high-resolution master file.
- Any stock footage, music, sound effects, graphics, fonts, or other third-party assets used are properly licensed, with full copyright compliance ensured by the agency.
- All editable project files (Adobe Premiere Pro, Adobe After Effects, or equivalent), including linked assets and graphics, are submitted in a properly packaged format.
- All raw footage, photographs, interviews, and supporting production assets are submitted using an organized folder structure categorized by location, activity, and date.
- All editable project files and raw production assets must be submitted via Google Drive or an external hard drive, as agreed with the UNFPA team.
- A final technical quality assurance (QA) check is completed before submission to ensure all deliverables meet professional broadcast and digital standards.

f. Accessibility and inclusion

- English subtitles.
- Embedded sign language interpretation.
- Accessible narration.
- Audio descriptions, where feasible.
- Appropriate text size, colour contrast, and readability.
- Accessibility considerations consistent with internationally accepted best practices.

g. Review and finalisation

- Incorporate feedback from the UNFPA team through up to **five rounds of review** at each stage (concept, script, rough cut, and final cut).
- Feedback provided during earlier review rounds but not addressed by the agency shall not constitute an additional review round.
- Deliver the final broadcast-quality communication product in all required formats for digital dissemination, advocacy, presentations, and events.
- Ensure that all outputs comply with UNFPA branding, communication, and accessibility guidelines prior to final submission.

IV. Deliverables

The agency will deliver:

- One finalized advocacy and positioning video (3-4 minutes) showcasing UNFPA India's disability inclusion journey, key interventions, innovations, partnerships, and results.
- 3 Short versions/cut-downs (30-60 seconds each) for social media use (including 9:16 format versions).
- Script, storyboard, and concept note.
- Subtitled in English, with accessible audio narration and sign language interpretation embedded in the video.
- A catalogued archive of all raw footage, photographs, interview recordings, transcripts (where available), edited files, and properly packaged open files with links.

V. Duration and Timeline

The assignment should be completed **within 10-12 weeks** from the date of signing the contract.

VI. Reporting

The agency will work under the overall guidance of UNFPA India's Adolescent and Youth and Communications units. All deliverables will require approval from UNFPA prior to finalisation.

VII. Qualifications required

- Experience documenting development sector programmes through field-based video production, including multi-location shoots and stakeholder interviews, is required.
- Demonstrated experience in storytelling for advocacy and behavior change communication, with strong understanding of ethical storytelling, including informed consent and safeguarding principles.
- Experience working on youth, SRH, education, disability inclusion, health systems, or social inclusion themes is highly desirable.

VIII. Ownership and Copyright

The final video, along with all source files, will be the intellectual property of UNFPA India. The agency shall not reproduce or share the material without prior written approval.

IX. Payment terms

- 40% - Upon approval of the concept and script
- 40% - Upon submission of the first draft video
- 20% - Upon final approval and delivery of all outputs

X. Technical evaluation

Criteria	Maximum points	Points obtained	Weight	Weighted points
Relevant Experience and Portfolio	25			
Technical Approach and Methodology	25			
Production Capacity and Technical Resources	25			
Team Composition and Technical Expertise	15			
Project Management, Quality Assurance, Risk Management and Coordination Approach	10			
Grand Total	100			

XI. Proposal Evaluation Scorecard (70%)

A. Technical Proposal (100 points)

1. Relevant Experience and Portfolio (25 Points)

- Relevant experience in producing communication, documentary and advocacy videos for UN agencies, development partners or government programmes (10 Points)
- Experience in disability inclusion, health, youth, gender or other social inclusion-related assignments (7 points)
- Quality and relevance of portfolio, including storytelling, production quality and demonstrated impact (8 points)

2. Technical Approach and Methodology (25 points)

- Understanding of the assignment and quality of the proposed concept and storytelling approach (10 points)
- Proposed methodology and feasibility of implementation within the timeline (8 points)
- Integration of accessibility features (subtitles, sign language, audio description), quality assurance and review process (7 points)

3. Production Capacity and Technical Resources (25 Points)

- Availability of professional production equipment and technical resources (camera, audio, lighting, drones, etc.) (10 Points)
- Editing, graphics, animation and post-production capabilities, including provision of editable project files and raw footage (8 points)
- Capacity to manage multi-location filming and deliver broadcast-quality outputs within the required timeline (7 points)

4. Team Composition and Technical Expertise (15 Points)

- Qualifications and relevant experience of the Team Leader/Producer (6 Points)
- Qualifications and experience of key technical personnel (Director, Camera, Editor, Sound, Graphics, etc.) (5 points)

- Team composition, role allocation and experience delivering similar assignments (4 points)

5. Project Management, Quality Assurance, Risk Management and Coordination

Approach (10 Points)

- Approach to safeguarding, informed consent, ethical filming practices and data protection (4 points)
- Risk management and contingency planning for field production (3 points)
- Coordination, communication, quality assurance and approval mechanisms with UNFPA and partners (3 points)

B. Financial Evaluation (30%)

Pre-Bid Meeting

A pre bid meeting will be organized to address queries from potential applicants related to RFQ.

ANNEXURE 1.

The list below is indicative and may change based on programme requirements. However, the overall scope of work and travel is expected to remain broadly the same. The agency will capture visual content from the following activities, subject to programme schedules:

State	Programme activity/ intervention	Timeline
Delhi	In-person training of UNFPA staff on disability-inclusive programming	August
	Adding voice input and response in the JustAsk! chatbot - record a young PwD using the feature in the chatbot	
	Short bytes of UNFPA Country Management team	
MP (Bhopal)	CWSN - Training of Trainers	August/September
	Visit to the disability-inclusive AFHC to record some bytes from a counselling session with AwDs	
MP (Indore)	Recording of a LSE session at a special ITI where Jeevan Tarang is implemented weekly	
Rajasthan (RJ)	Recording of the outreach process of an AFHC counsellor	September
RJ (Jodhpur)	Visit to a special school + disability lab	
Any state	Visit to a disability-inclusive AFHC set up by UNFPA	August - September
	Recording of AFHC counselors attending a virtual training on disability-inclusion	
	Accessible infrastructure at any of the UNFPA state offices	