

## TERMS OF REFERENCE CONSULTANCY SERVICE FOR VIDEO DEVELOPMENT

This Terms of Reference (ToR) outlines the responsibilities, scope of work, and required qualifications for developing videos to disseminate relevant government policies among CSOs under the CSO INTERCEDE project, including CSO-related and nutrition-related policies.

### PROJECT BRIEF

<b>Project</b>	CSOs Improving Nutrition in Tea Estate and Rural Communities through Enhanced Service Delivery and Empowerment (CSO- INTERCEDE)
<b>Title</b>	Disseminate of Relevant government policy among CSO. (Activity 2.1.1)
<b>Location</b>	Norwood DS Division of the Nuwara Eliya District & Palagala DS Division of Anuradhapura District
<b>Duration of the assignment</b>	03 Months

### ORGANIZATION

**The Adventist Development and Relief Agency (ADRA)** Sri Lanka is a locally registered NGO that has been operating in Sri Lanka since 1982. We are also part of the global ADRA network, which is active in 118 countries worldwide. Our primary focus areas include WASH, Nutrition, Refugee Reintegration, Economic Development, and Youth Development

### THE PROJECT

The CSO INTERCEDE project aligns and focuses on enabling Civil Society Organizations (CSOs) to support vulnerable groups in coping with the socio-economic crisis in estate and rural Sri Lanka. The action aims to strengthen CSOs' skills and capacity to improve the nutritional status of women, youth, and children, engage in policy dialogue on nutrition and livelihood, and advocate for enhanced nutritional status and viable livelihoods. By partnering with CSOs, the project will empower local communities to address nutrition and livelihood needs and navigate the impacts of the crisis. Targeting vulnerable groups in Anuradhapura (Palagala DS) and Nuwara Eliya (Norwood DS) Districts, the project will support District-level CSOs (D CSOs) and grassroots-level Based Organizations to implement interventions and empower communities. Through capacity building and advocacy, the project seeks to create a sustainable network of change agents, promoting food security and well-being for over 500,000 individuals. Key themes include gender mainstreaming, social inclusion, local ownership, and green recovery, aiming to improve the livelihoods of women, youth, and children in Sri Lanka.

### THE ASSIGNMENT

The assignment is a video consultancy service to produce five high-quality, informative videos on relevant government policies, with a focus on CSO (Civil Society Organizations)-related and nutrition-related policies. The purpose is to create videos that clearly communicate these policies and make them available online for future use.

## THE OBJECTIVE OF THE ASSIGNMENT

The objective of this consultancy is to develop high-quality, informative videos on relevant government policies, with a particular focus on CSO-related and nutrition-related policies, and to make these videos available online for future use.

The consultant will be responsible for producing videos that effectively communicate these policies. The project team will identify the key policies, messages, and stakeholders to be featured, based on a comprehensive understanding of the project's goals and target audience. The consultant is expected to collaborate closely with the project team to develop a content outline and determine the format, length, and style of each video.

Of these, in total six videos; in 03 in Tamil and 03 in Sinhala and all videos should include English subtitles. Video shooting will be conducted over one day at each project location, in the Norwood DS and Palagala DS areas. The consultant will be responsible for filming, editing, and producing the final videos in accordance with ADRA's policies and practices, ensuring that the content effectively communicates key messages and is suitable for the target audience.

The ADRA Communications & Public Relations Officer, along with the project team, will serve as the primary points of contact for the consultant. All videography should be conducted in accordance with ADRA's policies and practices.

ADRA SL will not provide any equipment for this video production

## SCOPE OF WORK & DELIVERABLES

NO	Deliverables	Description
01	Workplan & time line	The consultant is expected to submit the workplan and timeline for the video production
02	A finalized script for Video shoot	Prepare scripts/structured questions for videos that clearly convey policy information. The project manager with ADRA Communications & Public Relations Officer, and the project team, ensure scripts/questions are understandable, accurate, and engaging.
03	<b>Video Shooting and production</b>  Total Number of Videos – 06  Video shooting – one - two days at each project location in the Norwood DS and Palagala DS areas	<ol style="list-style-type: none"> <li>Record interviews with key government stakeholders and subject experts.</li> <li>Capture relevant visuals to support the message. ADRA SL will not provide any equipment for this video production</li> <li>Ensure high-quality audio and video standards. The video quality standard as 1080p or more</li> <li>Video document needed to include subtitle in English</li> <li>The final production should ensure smooth transitions, clear visuals, and concise messaging.</li> </ol>

**CSOs Improving Nutrition in Tea Estate and Rural Communities through Enhanced Service Delivery and Empowerment  
(CSO-INTERCEDE) Project**



		Onsite coordination will be made by the project team such as arranging filming locations and stakeholder availability.  Each video should have 10 min length.
<b>04</b>	Submission of draft video	Submitting draft video document for the review with the project team to ensure policy accuracy and clarity and incorporate feedback and finalize videos for distribution.
<b>05</b>	Submission of final video	Submitting final video document

## DURATION OF THE ASSIGNMENT

The consultancy will be for a period of 03 month from January 2026

## RESPONSIBILITY OF ADRA SRI LANKA

1. Provide overall vision for the activity.
2. Coordination with government stakeholders for finalizing script and shoot videos
3. Onsite coordination will be made by the project team such as arranging filming locations and stakeholder availability.

## LIAISON

Operation Manager – ADRA Sri Lanka

Project Manager Nuwara Eliya - ADRA Sri Lanka

Project Coordinator Anuradhapura – ADRA Sri Lanka

## QUALIFICATIONS AND OTHER TRAITS

1. Relevant educational background in Film Production, Media, Communication, Journalism, or related fields
2. Demonstrated minimum 1-3 years experience in developing videos for INGOs or NGOs for development projects.
3. Proven quality of previous video work, supported by references, samples, or reviews.
4. Strong skills in visual storytelling and creative video production for social awareness campaigns.
5. Familiarity with multilingual video production (Tamil, Sinhala, and English)

## KEY TERMS AND CONDITIONS

Approximate budget for the consultancy is LKR 300,000/= to 500,000/= for the period.

1. Payment will be made according to the given payment schedule based on the completing deliverables described above.

**CSOs Improving Nutrition in Tea Estate and Rural Communities through Enhanced Service Delivery and Empowerment  
(CSO-INTERCEDE) Project**



2. Withholding taxes of 5% will be deducted from all payments above LKR 100,000/= within a period of one month. If the consultant submitting the current account is registered for a relevant consultancy service, withholding tax will not be deducted.
3. All Incidentals, accommodation, and travel required for the assignment are to be borne by the consultants except where otherwise indicated in the consultancy agreement
4. The consultant should follow CSO- INTERCEDE Visibility protocols and Branding policies and make sure ADRA and the European Union logos are presented as per the guidelines.
5. The consultant and all personnel involved in the Performance must comply with the child protection policy and other relevant TFCDF & ADRA policies.
6. CSO- INTERCEDE Project may request written evidence of necessary coverage provided by the consultant for their services.
7. All requirements in respect of insurance including professional indemnity, worker's compensation, public liability, superannuation, and taxation, where applicable will at all times remain the responsibility of the consultant.

**Budget Breakdown**

Payment No	Payments on Deliverables	Amount
01	An Advance for a finalized for Video shoot work plan and timeline	20%
02	Shooting of videography and submitting 1st Proof	50%
03	Submission of final video	30%

**EXPRESSION OF INTEREST**

1. A cover letter introducing the individual/organization, outlining how the required skills, competencies, and experience are met, along with an expression of interest, must be submitted.
2. A detailed budget, including all costs related to the consultancy such as travel, Videography tool materials, and any other expenses associated with the assignment, must be provided.

**APPLICATION PROCESS**

Interested candidates (consultants/ consulting agency) should send the express of interest by e-mail to [hr@adrasrilanka.org](mailto:hr@adrasrilanka.org) with the subject title stating "CONSULTANCY FOR VIDEO DEVELOPMENT - POLICIES – CSO INTERCEDE" by 12pm on or before 31<sup>st</sup> December 2025.