

Terms of Reference (ToR)

1. Project Information

Background information:

DHI was created in 2007 through the Royal Charter to manage and create wealth for the long-term benefit of the people of Bhutan. However, there is still not much awareness about DHI and its responsibilities among the general public. DHI was created as an investing and holding arm of the Royal Government of Bhutan to prudently manage the resources for the present and also for the future. DHI has been fulfilling its mandates since the inception via monitoring the companies under DHI umbrella and investing in new ventures and businesses.

DHI and its portfolio companies form the core of Bhutanese economy and corporate sector of Bhutan. It is imperative that a larger stake holder, people of Bhutan, is aware of how DHI and companies function, in particular, contribution in terms of Happiness through improved living standard. There is a greater need now than ever to inform the public about DHI and its portfolio companies as the society becomes more information savvy and the company believes in being transparent and provider of first hand information.

Television being influential and having widest reach in Bhutan, Druk Holding and Investments Ltd. Companies would like to explore the possibilities of using Television as a public forum to create awareness about its mandates, vision, mission and daily functioning for the general understanding of the people of Bhutan.

The Dzongkha TV program will be produced within the framework of the DHI owned companies and media firm (Government/private), a month long series covering and addressing all the relevant issues surrounding DHI and its companies. The program should be aired live on Bhutan Broadcasting Service Channel2.

The media firm should create a 3 minutes promotional video which will be shared widely before the commencement of the program through TV and other media forums.

2. Objectives

The program has following objectives

1. Inform the general public on the purpose and function of Druk Holding and Investments Ltd. as the holding and Investment of the Royal Government of Bhutan fulfilling her mandate as envisaged in the Royal Charter
2. Create an informed society on the roles and responsibilities of DHI as a monitoring parent company for its portfolio companies.
3. Clarity on the functions, vision and mission of the portfolio companies.
4. Contribution of DHI and portfolio companies to the general public through employment and increased living standard resulting in economic happiness.

3. Scope of Work

Pre-production

The firm will organize and complete the pre-production of all the series. The associated tasks are

- Produce a month long awareness TV program on DHI and Companies in Dzongkha (Common spoken Dzongkha).
- Prepare script and narration for overall project program.
- Draft the script based on research including data and inputs from the companies.
- Review the script with focal persons from various companies to clarify contents (sensitivity and authenticity of the content to be monitored by focal persons of companies) and expectations.
- Advertisements from companies to be aired during recess.
- Prepare three hours a week program (Program to be identified by the firm based on how best the platform could be used for dissemination of information) to be aired in BBS2.
- Rehearse before the actual airing in the presence of focal persons/representative experts from DHI companies.

Production

All production related activities to be carried out and completed by the firm in the presence of a representative from DHI companies.

Post production

- Collate the footage into a master proof.
- Prepare video montage.
- Publication of the scripts to be later discussed with the companies after the completion of the program.

The awarded firm should also be in a position to produce a 4minutes corporate video on DHI and the fund for the video should be quoted separately. It is at the discretion of DHI management to decide whether the video will be made or not. However, we invite quotation for corporate video as well.

4. Target Audience

People of Bhutan.

5. Modalities of the assignment and timeframe

Management Arrangements

The overall coordinator will seek approval from companies' focal person on the contents/scripts before conducting the program. The program consultant team will jointly work with focal persons from each of the companies while programming on their respective company to provide quality assurance, control and guidance to ensure that the program is in the best interest of DHI companies.

Logistical arrangements

- The firm should provide its own transportation, food, refreshment and lodging statistics within the proposed budget from DHI and companies.
- Basic inputs to build the script will be provided by the companies depending on the format proposed by the media firm.

Timeframe

- Preproduction, production and postproduction to be completed within 60 days of approval.
- The deadline for the final submission of the video montage will be 60days from the date of work order.

4. Expected Deliverables

The following deliverable is expected.

- a) 3 minutes high quality promotional video advertisement in a format acceptable by popular internet site and BBS;
- b) 12 hours(3hours*4weeks) high quality video program in a format acceptable by popular internet site and BBS;
- c) The final script of the program;
- d) The complete raw footage of all the series.
- e) Video montage
- f) Corporate video(if the management decides to produce one)