

## TERMS OF REFERENCE

**Title** : Video Documentation of the Weaving and Processing Centers

**End-user** : Fiber Utilization and Technology Division (FUTD)  
Philippine Fiber Industry Development Authority (PhilFIDA)

### **Background:**

The Philippine Fiber Industry Development Authority (PhilFIDA) is the lone government agency mandated to accelerate the growth and development of the fiber industry through fiber crop production, research and development, technical assistance and trade regulations. The ultimate goal of the agency is to increase the farmers' income through provision of all assistance needed to enhance their livelihood. Hence, with the funding from the Office of Senator Loren Legarda, the agency through the Fiber Utilization and Technology Division (FUTD) launched the project entitled "Establishment of Weaving and Processing Centers" with a long term goal of improving the living conditions of handloom weavers as target beneficiaries in identified communities. The project was able to provide infrastructures/facilities needed by the weaving communities, training to improve their capability in order to avail of the income-generating opportunities as entrepreneurs. Through the implementation of the project, the LGUs in which the weaving communities are situated would benefit by promoting these establishments as a "one-stop-shop" for tourist and visitors.

The project was able to established ten (10) Weaving and Processing Centers located in seven (7) provinces. To make the project transparent and as a commitment to the Office of Senator Loren Legarda, documentation of the project sites and accomplishments must be conducted. However, the FUTD as the project implementer lacks enough facility on proper documentation. Thus, hiring of professional documenters is needed to produce a better and complete documentary of the project.

### **Objectives:**

1. To engage the services of one (1) Professional Media Marketing Company with the full ability and resources in documentation.
2. To produce a video documentation on the ten (10) Weaving and Processing Centers

### **Responsibilities:.**

The **PhilFIDA** shall engage the services of the **Professional Media Marketing Company** which shall provide video documentation of the ten (10) Weaving and processing Centers located in seven (7) provinces as indicated in the scope of works.

**General Requirements:**

1. The media outfit/production team must have at least 5 yrs experience in producing quality AV documentaries specifically on agriculture and other agribusiness related topics.
2. The production team must be composed of experts in the conceptualization and production of agricultural development AV documentaries/AV presentation.
3. The media outfit must possess product quality equipment to ensure the clarity and sharpness of the audio visual output.

**Scope of Works:**

1. Provision of one (1) - 5 minutes maximum Video Documentation.
2. Conduct the pre-production activities such as creative conceptualization and scripting.
3. Conduct the production shoot with full production team and equipment.
4. Accomplish post production activities such as editing (infographic, musical score and background music) for social media content/ YouTube uploading (optional).

**Expected Contract Duration:**

The above scope of works shall be availed by the contracting party for six (6) months.

**Contract Cost**

The Professional Media Marketing Company shall be paid at the contract cost of Php900,000.00 exclusive of transportation, food and accommodation of the production team within the project duration subject to the existing government rules and regulations as agreed upon under the approved Contract of Services.

**CONFORME:**

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**Signature over Printed Name/Date**