



Ministry of Economic Development, Transport and Trade  
Male', Republic of Maldives

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## Terms of Reference

### TOR for Consultancy: Production of Short Video Content on SEZ Projects

#### 1. Background

Invest Maldives, established under the Ministry of Economic Development, Transport and Trade is responsible for advancing national economic growth, including the implementation and promotion of Special Economic Zones (SEZs) in the Maldives. These projects play a critical role in attracting investment, enhancing economic diversification, and supporting long-term development objectives.

As part of its communications and outreach strategy, the Ministry seeks to produce a series of short, high-quality videos to highlight SEZ projects, their progress, and their impact on the Maldivian economy.

#### 2. Goal and Objective of the Consultancy

The objective of this assignment is to produce **four (4) short video features** showcasing key SEZ projects.

Each video shall:

- Clearly communicate the purpose and significance of the project
- Highlight economic and developmental benefits
- Present information in an engaging and accessible format for a broad audience

The videos should adopt creative storytelling techniques and professional production methods to effectively convey the Ministry's key messages.

#### Scope of Work

The firm/team selected for this assignment will perform the following indicative tasks:



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- Produce **four (4) videos**, each with a duration of **60–90 seconds**, delivered over a period of one (1) month (one video per week)
- Develop a visual treatment, storyboard, and production approach based on **scripts provided by the Ministry**
- Carry out filming, editing, and full post-production of all videos
- Source and incorporate relevant footage, including:
  - Ministry-provided footage (where available)
  - Original footage captured by the firm
  - Supplementary visuals (including stock footage where necessary)
- Provide all required equipment, software, and technical expertise for production
- Record and edit narration/voiceovers where required, in consultation with the Ministry
- Apply professional videography, editing, animation (if applicable), audio balancing, subtitling, and formatting techniques
- Submit rough cuts for review and incorporate feedback as required
- Deliver final outputs in formats optimized for social media, web, and broadcast use
- Ensure all outputs align with the Ministry’s branding and communication guidelines

### 3. Outputs

At the end of the assignment, the following outputs shall be delivered to the satisfaction of the Ministry:

- Four (4) completed video features (60–90 seconds each) in high resolution
- Social media optimized versions of each video
- Subtitled versions (if required)
- All raw footage and editable project files

All outputs produced under this assignment shall be the property of the Ministry.



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#### 4. Reporting Arrangements

The project will be carried out under the guidance and direction of the Ministry and Invest Maldives.

The selected firm/team must:

- Coordinate closely with designated officials of the Ministry and Invest Maldives
- Provide regular updates on progress
- Submit draft versions for review on a weekly basis

#### 5. Qualifications and Experience

Proposals for the assignment will be considered from qualified firms/teams that meet the following criteria:

- A registered media production or creative agency with expertise in videography, editing, and content production
- Demonstrated experience in producing **short-form video content for digital platforms**
- Minimum of **3–5 years of experience** in video production and post-production
- Proven track record of delivering high-quality video content within tight timelines
- A portfolio of at least **5 completed video productions** of similar nature

**Preference will be given to firms that:**

- Have **previously worked with the Ministry of Economic Development and Trade or affiliated government institutions**
- Demonstrate familiarity with the Ministry's communication style, branding, and national development priorities
- Have prior experience producing content related to economic development, policy, or investment promotion

Proposals by proponents that do not meet the above criteria may be rejected.



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## 6. Proposal Evaluation and Criteria

Applicants are required to submit two separate proposals:

- Technical Proposal
- Financial Proposal

### Stage 1: Technical Proposal Evaluation

Applicants must achieve a minimum score of **70 out of 100** to qualify.

Criteria	Mark Allocation
<b>a) Strength of the team as demonstrated in the documents submitted with the proposal</b> <ul style="list-style-type: none"><li>• Team consists of members in all key creative areas required (video production, editing, animation, copywriting)</li><li>• Creativity of the team members as judged from the CVs submitted</li></ul>	<b>40</b>  20  20
<b>b) Previous completed/ published videos developed:</b> <ul style="list-style-type: none"><li>• Quality and creativity of the videos presented/submitted (judged based on level of editing, creativity, impact, animation used, music, quality of video footage)</li></ul>	<b>60</b>
<b>Total</b>	<b>100</b>



Technical evaluation carries a weight of **80%**.

## **Stage 2: Financial Proposal Evaluation (20%)**

Evaluation will be based on the proposed total cost (in MVR, inclusive of GST).  
The lowest bid will receive the highest score, with others prorated accordingly.

### **Final Score**

<b>Evaluation</b>	<b>Weight</b>
Technical Evaluation	80%
Financial Evaluation	20%

## **7. Documents to be submitted**

Interested applicants are required to submit:

- Company profile
- CVs of key team members assigned to the project
- Portfolio of at least 5 similar video productions (including links)
- Work plan with timeline and delivery schedule
- Financial proposal (inclusive of all costs and GST)

The Ministry reserves the right to verify past performance and request additional information where necessary.

## **8. Duration of Services and Terms of Payment**

The duration of the assignment shall be **one (1) month** from contract signing.



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### **Delivery Schedule:**

- One (1) video per week over four (4) weeks

### **Payment Structure:**

- 25% upon delivery and approval of Video 1
- 25% upon delivery and approval of Video 2
- 25% upon delivery and approval of Video 3
- 25% upon delivery and approval of Video 4

*Kindly note that given Government Financial Regulations, Invest Maldives or the Ministry is unable to pay an advance payment prior to work commencement.*

## **9. Intellectual Property**

All materials produced under this assignment shall remain the sole property of the Ministry of Economic Development and Trade and Invest Maldives.

The selected firm shall ensure that all content is original and does not infringe on any third-party intellectual property rights. The firm will bear full responsibility for any violations.

## **10. Application and Submission of Details**

Interested parties are required to submit proposals with all relevant documentation by the deadline specified in the corresponding announcement.

The Ministry reserves the right to:

- Request additional information
- Verify references and past work
- Accept or reject any proposal without obligation to provide justification