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ROYAL GOVERNMENT OF BHUTAN
Ministry of Agriculture & Livestock
Tashichhodzong, Thimphu: Bhutan



MoAL/RNRJobs/Pro-2/PMU/FY2025-26 /55

March 11, 2026

**ACCELERATE BHUTAN'S JOB TRANSFORMATION THROUGH RENEWABLE
NATURAL RESOURCE VALUE CHAINS (P506825)- BHUTAN PROJECT**

REQUEST FOR EXPRESSION OF INTEREST (REoI)

for

Hiring of National Individual Audio-Visual Consultant

1. Royal Government of Bhutan has applied for financing from the World Bank towards the cost of the proposed Accelerate Bhutan's Job Transformation through Renewable Natural Resource Value Chains (P506825)-**Bhutan Project**, to be implemented partly by Project Management Unit under the Ministry of Agriculture and Livestock (MoAL) and intends to apply a part of the proceeds of this financing for the services of hiring of Individual Audio-Visual Consultant.

2. Scope of Services

The detailed duties and responsibilities of the Individual Audio-Visual Consultant will include the following, in addition to any other duties and tasks assigned by the Project Director as per project requirements.

2.1 Audio-Visual Production

- 2.1.1 Develop storyboards, scripts, and concepts for radio and TV bytes, ensuring content is engaging and farmer-friendly.
- 2.1.2 Produce radio spots, jingles, and TV clips highlighting Productive Partnerships,
- 2.1.3 Ensure materials are culturally appropriate and accessible (language, visuals, and tone).

2.2 Print & Digital Materials

- 2.2.1 Design pamphlets, brochures, posters for farmer groups, cooperatives, and private partners.
- 2.2.2 Develop visual and textual content for the project website, including infographics, videos, and interactive content.

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2.2.3 Ensure all materials align with project branding, World Bank communication guidelines, and national communication standards.

2.3 Coordination

2.3.1 Work closely with PMU, Technical Working Group (TWG)/ communications team.

2.3.2 Ensure timely submission of drafts and incorporate feedback from project stakeholders.

3. Duration and Estimate of Services

The Consultant will be fully engaged for Two (2) months in Thimphu with effective from the issuance of service order. The estimate of services is as follows:

- Soft copy each of pamphlets, brochures and posters (English and Dzongkha versions)
- **200** copies of colored printed pamphlets (100 copies with 50 copies each in English and Dzongkha) and brochures (100 copies with 50 copies each in English and Dzongkha)
- 10 copies of posters (5 each in English and dzongkhag)
- Radio scripts and produced spots (minutes/episodes)
- TV byte scripts and produced clips (minutes)

The consultant shall report to the Project Manager and Productive Partnership Coordinator as lead.

4. Selection Procedures

The PMU, MoAL now invites the eligible Applicants to submit the Expressions of Interests (EoI) for providing the services. The Interested Applicants need to provide information demonstrating that s/he has the required qualifications and relevant experience to perform the services. The selection criteria are:

4.1 Education:

- Degree in Mass Communication, Journalism, Media Studies, Film Production, or related field.

4.2 Experience:

- Minimum 5 years of experience in audio-visual production, preferably in development projects.
- Demonstrated experience in producing print, digital, radio, and TV content.



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- Experience working in Bhutan or South Asian context preferred.
 - Strong skills in graphic design, video editing, photography, scriptwriting, and storytelling for development.
5. Applicants are required to submit their Expressions of Interest (EOI), comprising of a CV (including experiences with duties and responsibilities), Portfolio of past AV and print materials and a cover letter describing briefly the reasons that the applicant considers him/her-self best suited to perform the assignment.
 6. The attention of interested Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers, February 2025" ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.
 7. Detailed Terms of Reference (ToR) and other information will be available upon request from the address provided below either through email or in person. ToR is also available in www.moal.gov.bt
 8. The consultant will be selected following the Selection of Individual Consultant method of the World Bank Procurement Regulations.
 9. Expression of Interest needs to be submitted (either through e-mail or in person or by mail) to the following address by **17:00 hours** on or before **March 19, 2026**. Please clearly mention "Expression of Interest (EoI) for Selection of Audio-Visual Consultant in the e-mail's subject line or on the top of the envelope.
 10. The authority reserves the right to accept or reject any or all EoIs without assigning any reason, whatsoever.
 11. For any clarifications contact following during office hours;
 - Sherub Gyeltshen, Project Manager, PMU, RNRJobs Project at sherubg@moal.gov.bt
 - or
 - Kelzang Wangmo, Procurement Expert at kelzangwangmo@moal.gov.bt

Terms of Reference for Hiring of Audio -Visual Consultant

Project: RNR Jobs- Productive Partnership (PP) – Bhutan

Duration: 2 Months

Location: Thimphu

1. Background

The Productive Partnership Project aims to strengthen value chains and improve rural livelihoods in Bhutan through collaboration between farmers, aggregators, processors, and buyers. Effective communication and outreach is critical to raise awareness, build capacity, and ensure stakeholder engagement.

To this end, the project requires an Audio-Visual (AV) Consultant to develop high-quality communication materials including pamphlets, brochures, website content and radio/TV promotional materials.

2. Objective

The objective of this consultancy is to design and produce audio-visual and print materials that effectively communicate the purpose, benefits, and processes of Productive Partnerships to farmers, private sector partners, and the wider public.

3. Scope of Work

The AV Consultant will be responsible for the following:

3.1 Audio-Visual Production

- Develop storyboards, scripts, and concepts for radio and TV bytes, ensuring content is engaging and farmer-friendly.
- Produce radio spots, jingles, and TV clips highlighting Productive Partnerships,
- Ensure materials are culturally appropriate and accessible (language, visuals, and tone).

3.2 Print & Digital Materials

- Design pamphlets, brochures, posters for farmer groups, cooperatives, and private partners.
- Develop visual and textual content for the project website, including infographics, videos, and interactive content.
- Ensure all materials align with project branding, World Bank communication guidelines, and national communication standards.

3.3 Coordination

- Work closely with PMU, Technical Working Group (TWG)/ communications team.
- Ensure timely submission of drafts and incorporate feedback from project stakeholders.

4. Deliverables

The consultant will provide:

i. Print & Digital Materials

- Soft copy each of pamphlets, brochures and posters (English and Dzongkha versions)
- **200** copies of coloured printed pamphlets (100 copies with 50 copies each in English and Dzongkha) and brochures (100 copies with 50 copies each in English and Dzongkha)
- 10 copies of posters (5 each in English and dzongkhag)

ii. Audio-Visual Products

- Radio scripts and produced spots (minutes/episodes)
- TV byte scripts and produced clips (minutes)

5. Qualifications & Experience

- Degree in Mass Communication, Journalism, Media Studies, Film Production, or related field.
- Minimum 5 years of experience in audio-visual production, preferably in development projects.
- Demonstrated experience in producing print, digital, radio, and TV content.
- Experience working in Bhutan or South Asian context preferred.
- Strong skills in graphic design, video editing, photography, scriptwriting, and storytelling for development.

6. Duration & Location

- Duration: 2 months
- Location: Thimphu / Field locations
- Expected start date: _____

7. Reporting

- The consultant will report to the Project Manager and PP Coordinator as Lead.
- Regular updates and draft materials to be submitted for review and approval.

8. Deliverables and Payment schedule

The consultancy firm will be expected to deliver the following outputs aligned with project requirements. The payments will be made upon satisfactory submission and approval of each deliverables.

Deliverable	Description	Payment (%) of contract value
Inception Report	Outline methodology, scripts and work plan	35%
Print & Digital Materials	Submit both draft pamphlets, brochures, posters and audio-visuals	35 %
	Submission of final pamphlets, brochures and audio-visuals including soft copies	30%

9. Application Requirements

Interested candidates should submit:

1. **CV / Resume** with relevant experience
2. Portfolio of **past audio-visual and print materials**

Application

Submit:

- CV / Resume
- Portfolio of **past AV and print work**
- Cover letter with relevant experience

Deadline for submission: _____

Submit to: _____

For any query, please contact:

Mr. Sherub Gyeltshen, Project Manager

Mobile# 77352776; sherubg@moal.gov.bt

Mr Karma Wanchuk, Productive Partnership coordinator

Mobile#: 77850425; E-mail: kwangchuk@trongsa.gov.bt