

Terms of Reference (TOR):

Production of Corporate Video

Company Background

Menjong Sorig Pharmaceuticals Corporation Limited (MSPCL) is the only pharmaceutical industry in Bhutan manufacturing traditional medicine based on the Sowa Rigpa text. Its core mandate is to manufacture traditional medicine and supply to the Ministry of Health. It was established as a cottage manufacturing facility in 1967 under the then Ministry of Social Services and later the Ministry of Health.

MSPCL was incorporated and registered as a State Owned Enterprise (SOE) under the Companies Act (2016) of Kingdom of Bhutan in October 2017. MSPCL was under 100% ownership of the Ministry of Finance, Royal Government of Bhutan until it became a fully Druk Holding and Investment Limited (DHI) owned company in April 2021. MSPCL functions as a fully DHI Owned Company with management and directives from the Board of Directors appointed by the Royal Government of Bhutan and DHI.

While its core mandate is to manufacture traditional medicine and supply to the Ministry of Health, MSPCL also produces health promoting supplements and wellness products for the general populace. MSPCL's main or direct customers are Government Institutions and the general public within and outside the country.

MSPCL also works with other clients or stakeholders ranging from community groups, farmers, importers, private companies and government agencies such as the Ministry of Health, regulatory authorities, universities and the Ministry of Agriculture and Forests.

The local communities residing in highlands and community groups mostly comprising of women are involved in the collection of herbs. The involvement of the local communities is not only in line with the conservation philosophy and policy of social forestry, but it also provides opportunity for communities to generate income and improve their living standards. This has also promoted

sustainable production of traditional medicine and ultimately in the effective delivery of traditional medicine services in the country.

III. Objectives

The objective of the 5 minutes video aims:

- To show brief history and the importance of Traditional Medicines
- To display how communities are engaged in collecting the raw materials,
- To show how the production is carried out following the GMP requirements.
- How MSPCL is managing the quality control?

IV. Target Audience

Shareholders, Tourists, Customers and Consumers and other stakeholders.

V. Scope of work

The services will include, but are not limited to:

- Produce one video with a duration about 5 minutes. The video will include voice-over in English/Dzongkha.
- Production of video (script writing, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc.) videos produced must be of the highest quality.
- May refer the recorded photos and videos of MSPCL and use them in appropriate situations.
- Need to visit the factory at Kawangjangsa for production of video.
- The consultant shall use their own HD quality video camera and professional editing software.

VI. Working Arrangements

The videographer will report to the General Manager, Corporate Services Division. MSPCL welcomes innovative ideas and content from the Videographer. The videographer team will work and communicate closely with the MSPCL. The final product of this document will be solely owned by MSPCL.

VII. Duration and Timeline

Duration: One month.

Location: Kawangjangsa for the production of the video.

VIII. Payment

The consultant shall be paid 30% of the total cost upon approval and signing of the contract- and 70% after the satisfactory production of the video.

IX. Required Qualifications and Experience of the Consultancy firm/individual

- Must have more than 3 years of proven experience in film production.
- Excellent technical capacities (Full High-Definition video) to ensure high-quality production.
- Must be tax compliant/Tax registration certificate indicating TPN.
- Accurate current addresses i.e., physical, postal, telephone and email.
- Certificate from a film institution will be an added advantage and excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high-quality production.

X. Applications

- All applicants must meet the minimum requirements described above. Each application should include the following.
 - Cover letter with the applicant's current contact information indication the candidate's previous experiences.
 - Technical proposal on how they intend to carry out the assignment.
 - Financial proposal.
 - CV of videographer, professional references or letter of recommendation.
 - Samples of recent similar assignments: online portfolios and links to video work/documentaries.

Applications not including all of the above information will not be reviewed. Applications shall be submitted no later than 26th December 2022 at 2.30 PM. Applications should be addressed to the Chief Executive Officer, Menjong Sorig Pharmaceuticals Corporation Limited, Kawangjangsa.