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BHUTAN KIDNEY FOUNDATION

Tax Exemption Letter No: DRC-TAX/A&L/Ex(A)2012-2104
Registration: CSOA/PBO-23

Terms of Reference (ToR)

Impact Story Video on ABO-Incompatible Kidney Transplantation

1. Background

The Bhutan Kidney Foundation (BKF) is implementing a project titled “Evidence Generation and Policy Advocacy for Inclusion of ABO-Incompatible Kidney Transplantation in Bhutan's Patient Referral Guidelines.” The project generates evidence and supports advocacy for including ABO-incompatible (ABOi) kidney transplantation in the Patient Referral Guideline 2008.

ABOi transplantation allows a patient to receive a kidney from a living donor with an incompatible blood group. As part of the project, BKF will document the experience of one Bhutanese ABOi transplant recipient through a short impact story video.

2. Purpose of the Assignment

The purpose of the assignment is to:

- document the treatment and transplantation journey of a Bhutanese ABOi transplant recipient;
- show how life has changed after transplantation, including daily routines, family, work, social life, and future plans;
- present the story authentically, respectfully, and in a way the general public can understand; and
- provide BKF with a communication and advocacy resource that supports awareness, evidence generation, and policy advocacy.

3. Scope of the Assignment

Assignment type	Videography and impact story production
Output	One (1) impact story video, plus supporting materials (see Section 6)
Location	Gelephu Mindfulness City (GMC) or other locations agreed with BKF, such as the participant's home, workplace, or community
Featured participant	One Bhutanese ABOi transplant recipient, identified and arranged by BKF
Other people on camera	With informed consent: the donor, spouse or family members, caregivers, and others directly involved in the journey



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4. Story Themes

The story should follow three stages and remain patient-centred. It must not include unverified medical claims.

A. Life before transplantation

- Who is the participant, and what was life like with kidney disease and dialysis?
- What challenges did the participant and family face, including the search for a donor and blood-group incompatibility?

B. The transplant journey

- Why and how was the decision made to pursue ABOi transplantation?
- What was the preparation, the procedure, and the emotional experience like, and who provided support?

C. Life after transplantation

- How has recovery gone, and what has changed in daily life, relationships, work or livelihood, and independence?
- What are the participant's plans for the future, and what message do they have for other patients and families.

5. Methodology

The production team will work with the BKF Project Team through three stages.

Pre-production

- Brief with BKF and review the participant's background profile.
- Develop the story concept, narrative structure, and script or storyboard (if needed).
- Prepare interview guides, a filming plan, and a schedule, and submit the concept and plan to BKF for approval before filming.
- Obtain written informed consent from everyone appearing on camera.

Production

- Film at agreed locations using professional camera, audio, and lighting equipment.
- Capture an in-depth interview with the participant, family and donor perspectives (with consent).

Post-production

- Edit, sound mix, colour grade, and add graphics, titles, and lower-thirds.
- Add English subtitles, licensed music, and BKF and funder branding.
- Submit a rough cut, incorporate BKF's reasonable feedback, and deliver the final master.



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6. Deliverables

No.	Deliverable	Specification
1	Impact story video	1 video, about 2–3 minutes, 16:9, Full HD or 4K, clear audio, English subtitles, high-resolution format for online and presentation use
2	Social media clips	2–3 short clips cut from the main video
3	Photographs	High-resolution stills from filming, number as agreed
4	Raw footage	One archive with raw interviews

The rough cut is submitted for BKF review, and the final products are delivered after BKF's feedback is incorporate.

7. Timeline

The assignment will be completed within four weeks of contract signing.

Activity	Timeline
Briefing, participant profiling, story development, interview guide, and production plan	Week 1
Filming, interviews, and photography	Week 2
Editing and rough cut submission	Week 3
Revisions, subtitling, final editing, and delivery of all final products	Week 4

The detailed filming schedule will be agreed with BKF and the participants.

8. Required Qualifications

Bidders must be consultancy firms, videographers, or media agencies holding:

- a valid Bhutanese Trade License; and
- a valid Tax Clearance Certificate.

9. Management and Oversight

The BKF Project Team will manage the assignment, arrange access to the participant, and review the concept, rough cut, and final products. The production team must keep in regular contact with BKF, report schedule changes promptly, and obtain BKF's prior approval for any change in scope.

10. Budget



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Bidders must submit a single **lump-sum** price in Ngultrum (Nu.), with no itemized breakdown. The lump sum must cover all costs of delivering the assignment, including professional fees, equipment, post-production, subtitling and graphics, photography, travel and accommodation, data storage, and all applicable taxes and charges.

11. Ethical Considerations

The production team must protect the privacy, dignity, and safety of all participants. This includes:

- written informed consent before filming, with a clear explanation of the purpose and use of the video;
- the participant's right to decline any question or stop filming at any time;
- consent from donors and family members who appear;
- no unnecessary disclosure of medical details, and no stigmatizing, sensationalized, or misleading portrayal;
- secure storage of raw footage and personal data; and
- confidentiality of all information obtained during the assignment.

BKF may request removal or modification of any content that compromises a participant's privacy, dignity, or confidentiality.

12. Ownership and Copyright

All final and raw materials, project files, and graphics become BKF's property upon completion and payment. The production team must not publish, sell, distribute, reuse, or share any material with third parties without BKF's prior written approval (and the participant's, where applicable).

13. Payment

Payment shall be made upon satisfactory completion and acceptance of deliverables, upon submission of a valid invoice.

A Tax Deducted at Source (TDS) shall be applied as per the prevailing regulations of the Department of Revenue and Customs, Ministry of Finance, Royal Government of Bhutan.

14. Submission and Evaluation

Financial proposal

The lump-sum price described in Section 10.

How to submit

Email both proposals by **17 October 2026** to ed@bkfbhutan.org/programme@bkfbhutan.org and info@bkfbhutan.org. Contact: 17555170

Evaluation

The contract will be awarded to the **lowest evaluated responsive quotation** that meets the requirements of this ToR.



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