



## **TERM OF REFERENCE**

### **CONSULTANT FOR VIDEO PROMOTIONAL PRODUCTION**

**“Malys Angkor, Sen Kra-Ob 01 (SKO-01), and Damneob Sbai Mongkul (DSMK).”**

#### **I. INTRODUCTION**

##### **About Cambodia Rice Federation and sector background**

The CRF is a fully independent organization whose board of directors and members consist of rice exporters, rice millers, farmer cooperative, banks, logistic companies, and other business stakeholders. It was established to create a dynamic force that works with related entities to support and improve Cambodia’s rice industry and to build a successful future.

The CRF’s vision is to “Transform the Cambodian rice industry to consistently deliver market-leading profits and customers satisfaction, by adopting the most innovative technology and practices and its mission is “CRF relentlessly dedicate and pledge to improving the productivity of rice farming and milling technique, lowering the costs of our export process, upholding within the framework of an industry-wide a code of conduct that value impact investing and practices the highest ethical standard in all our dealing with the stakeholders to protect the long-term quality, reputation and sustainability of the Cambodia Rice Brand called Malys Angkor. Malys Angkor is a certification mark for Cambodian premium aromatic rice, registered with the Ministry of Commerce, World Intellectual Property Organization (WIPO), and other 100 individual countries in the world.

By having only Malys Angkor’s mark will not be enough for the Cambodian Rice brand which requires another alternative quality fragrant rice brand to be choices for importers and consumers.

Sen Kra-ob rice variety has been known and grown by farmers from the mid-90th with the introduction from some millers that this variety is aromatic, good grain type, and photoperiod insensitive. Then, Sen Kra-Ob becomes more and more famous in export to the international market standing up next to Malys Angkor (Premium Aromatic Rice) which accounted for 16.32% in 2015, and 24% in 2016 of total milled rice exported from Cambodia. Despite the trend of Sen Kra-Ob export is growing up, there are many challenges of this variety; one of those is impurity.

Within requests from exporters, farmer cooperatives, and related stakeholders on the impurity issues of Sen Kra-Ob variety for promoting export at the international market, in early 2016, CAVAC organised a research and industry forum between CARDI and CRF’s members to seek potential rice variety for export. With fund support from CAVAC, CARDI, GDA and CRF had purified SKO to get a best selected line called SKO 01.

After the agreement of all stakeholders such as GDA, RCD, CARDI, RUA, CAVAC, IFC, AQUIP, and CRF to proceed the proposal of a pure line selection of Sen Kra-Ob.

SKO 01, After years and years of testing and purifying line by CARDI’s experts, in the late year 2019, the selection of PR1 pure line was submitted to the National Varietal Released Committee for approval and was officially released in the name of “SKO-01” in 2019. And at the same year the Damneob Sbai Mongkul was also official released the first glutinous rice in Cambodia.

“SKO-01” and “Damneob Sbai Mongkul (DSMK)” are important varieties for Cambodian fragrant rice and glutinous to compete at international markets due to its quality and market’s preference. To avoid confusion with similar grains and quality from other rice-producing countries and to increase the reputation of Cambodian rice, it is important that Cambodia build its brand of fragrant rice for SKO-01 and glutinous rice DSMK.

In addition to that, since Cambodia have many premium jasmine rice varieties (Phka Rumduol, Phka Rumdeng, Phka Romeat, Somaly) which is under Malys Angkor now. it is also important that Malys Angkor is registered as “a collective mark”. It is convenient to promote at the international markets because the brand belongs to communities and members of CRF, therefore, everyone can promote it. This will enable members to help promote and use it to increase international buyer awareness about Cambodian rice.

### **About Project Partner**

Cambodia Australia Agricultural Value Chain Program Phase II (CAVAC) on behalf of the Australian Government.

CAVAC’s overarching goal is to promote a commercially viable, resilient agriculture sector supporting inclusive growth. CAVAC focuses on two objectives to contribute to the overall goal, built around the two core areas of CAVAC capability:

- Establishing sustainable irrigation services for profitable irrigated agriculture. CAVAC’s focus is on supporting investment in quality infrastructure that contributes to improving agricultural production (and productivity) and is financially sustainable.
- Promoting an increasingly competitive agriculture industry. As will be discussed below, improving competitiveness is key to the commercial viability of the sector.

With financial and technical support from CAVAC, we are looking for the consultant/firm to develop 3 videos promotional of Cambodian Rice brand: Malys Angkor, Sen Kra-Ob 01 (SKO01), and Damneob Sbai Mongkul (DSMK).

## **II. OBJECTIVES**

The consultant/firm is expected to work and consult with working group, consists of CRF’s secretariat team headed by Secretary General, CRF’s export promotion committee, CAVAC’s team and may be some official from Ministry of Agriculture, Forestry, and Fishery (MAFF), CARDI and Ministry of Commerce.

The objectives of the requested video production consultant/firm are to produce the high quality of 3 videos promotional plus the high quality photos capturing the three Cambodian Rice Brand, which should include:

- To promote the Certification mark of Malys Angkor to the preferable international audience and also national in order to expand export market
- To promote the Collective mark of SKO-01, one of the pure-line of Sen Kra Ob variety in order to get more consuming and expand export market
- To bring awareness of the Cambodian rice glutinous rice, DSMK, in order to compete with neighboring product

## **III. OUTLINES AND DELIVERABLES:**

### **MAJOR TASKS:**

1. during pre-production: writing and delivering storyboard
2. during production: shooting at various place in suggested locations from CRF and CAVAC
3. Post Production: providing footages when requested, proving rough cuts, deliver final cuts for CRF and CAVAC to review, feedback, and agreement.

### **DELIVERABLES:**

#### **1) Pre-production:**

- To have meeting with CRF Secretariat team to discuss about the background, purpose, target audiences and key messages to be reflected in the three videos promotional
- Develop a storyline reflecting key messages as agreed with CRF Secretariat team
- Present, discuss, adjust and get CRF Secretariat team approval on the storyline
- After finalize Storyline, the production team should make a storyboard, and shooting plan
- Working closely with CRF Secretariat team to prepare the detailed shooting schedules at least 2 weeks in advance.

## 2) Production

- Shooting on Location of the story as per the approved storyline. The shooting will be taken place in various locations (in Battambang or Siem Reap Province) with various key respondents as layout by the storyline
- Taking photographs of relevant rice field, farming, and related to the topic focus's scenes and other images for use in the further promotional work of rice sector
- Live sound recording (SOT, Ambient sound, etc...)
- Discuss and get all feedback from CRF and CAVAC on technical terms and principles.
- The videos should clearly acknowledge CRF and CAVAC as the main contribution to the rice sector

## 3) Post-production

- Record narration if required by the storyline. The music should be not under copyright.
- Titling and special effects as/if required by the storyline.
- Ensure the good quality of sound mixing and lighting.
- Ensure the good quality of pictures by Color Correction and color Grading.
- Present the draft the three video promotional to CRF and CAVAC to get comment and feedback. Then, adjust/improve the draft video based on the comment/feedback received.

## IV. DELIVERABLES

The selected consultant/firm will work closely with CRF and CAVAC to complete this assignment. The Consultant/firm is expected to deliver finished products the desired quality formats, and lower resolutions in electronic compatible formats. It also includes providing following deliverables: storyboards, scripts, graphic produced, rough cuts, photographs, and final produced videos in the electronic files.

- The video is included music, creative graphics, a voice over
- The film producer provides writing script/voice over
- English subtitle is needed
- The final produced videos must of resolution quality also delivered lower resolution web diffusion

## V. TIME-FRAME

This assignment is expected to start by August 2021. The final report/product and payment must be completed by xxx 2021. The production team is expected to work (on working day) for this assignment as illustrated in below table:

Deliverable	Activities	Duration	Deadline
1	Pre-production Draft storyline	1 month	September 2021
2	Production of video/photo shooting at the provinces and Phnom Penh	TBC	
3	Post production- Revision and Finalization of video documentary	1 month	
Total		Maximum 5 months	

**Note:** The suggested date is subject to changes base on discussion.

## VI. BUDGET AND PAYMENT SCHEDULE

The production company/team is requested to provide a quotation proposing the budget required to cover consultant fees, per diem, accommodation and travel, communication, and logistic arrangements. The production team must have their own equipment (please specify in the budget proposal which equipment will be used). The Payment to production team will be made through the following installments:

- 30% within a week of agreement signed
- 30% when draft version of video is submitted
- 40% when final video is endorsed

## VII. PRODUCTION TEAM'S QUALIFICATIONS

**Essentials:**

- Proven track records in creating, directing, and producing high quality short videos
- Ability to understand and background of rice sector translate it into ideas graphics
- Ability to work independently to show own initiatives
- The production team film producer expected to work closely with CRF and CAVAC

**Desirables:**

- Good leadership and management skills
- Good attitude and interpersonal skills
- Excellent communication skills
- Good knowledge of international rice markets and the Cambodian rice sector is a plus

**VIII. CONTACT'S KEY PERSONS:**

Cambodia Rice Federation

**The interested candidate shall submit letter of interest and budget and CV before 30 July 2021 to**

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