

TERMS OF REFERENCE

Project Title:	Strengthening good governance and an inclusive democracy in Bhutan through reaching civic education to the underserved.
Duration	Produce 8 short videos of 3-5 minutes over the period of June 12 - August 31, 2023
Type of contract	Consulting contract

1. Background

“Achieving democracy is not the goal. The real fruits of our efforts should be that democracy brings greater unity, harmony, and prosperity to the nation” (HM, 17th Dec 2013). Sitting at the cusp of the 4th Parliamentary elections, 2023 is an opportune moment to prepare the citizenry for a healthy, civil, and cleaner manifestation of democracy at the grassroots.

A content analysis of the four years of the Bhutan Democracy Forum and consultations with Parliamentarians and political parties reveal several hurdles to Bhutan’s fledgling democracy.

The game of politics inheres the risk of being abrasive and fueled by misinformation and rumours on social media, factions in the communities along political party lines run deep. To appeal to the masses, parliamentarians make pledges beyond their legislative, oversight and representative functions and the electorate holds them to fulfill personal favours. This trend, right from the onset of democracy, has put sustainable socio-economic development at risk and subjugated the functions of the elected leaders to run the personal errands of the voters.

Governance is far from the concerns of rural folks dealing with bread-and-butter issues. They perceive voting as the distribution of job opportunities. National Council, the house of reviews is accorded less importance, and citizens do not understand the importance of a stronger opposition whose presence adds to better representation of views on legislative deliberations.

Aspiring candidates experience subtle pressure that perpetuates the exchange of gifts for votes, and some people view elections as the time to make money. The educated echelons stand as spectators of democracy and do not engage for fear of being misconstrued as being political. Therein lay the risk of engendering apathy on one side and populist politicking on the other.

Bhutan can boast of a relatively successful democracy going by regular elections. But our society is experiencing a fracture from values that served us well thus far. There is growing discontent, apathy and malaise. We are at a critical juncture to secure democracy for an engaged citizenry and healthier democracy.

BCMD will develop 8 educational video resources addressing the pressing needs in civic education to make democracy civil, clean and healthy. The education resources will seek to promote good governance and inclusive democracy for underserved groups like rural folks, women, people with disabilities, and youth who are often left out of political discourse.

To this end, BCMD will engage a team of consultants/firms to carry out the work outlined in section 2 (Page 2)

2. *Scope of Work*

The scope of work will be the following:

- Pre-production
 - Conceptualisation of themes for the education videos through focus group discussions with diverse stakeholders (political parties, local government officials, women, youth, civil society members, private sector, and rural residents including persons with disabilities).
 - Produce storyboard/ script, review, and pilot test the scripts
 - Finalise a cast based on the stories
- Production
 - Film
- Post-production
 - Edit the videos
 - The videos will be produced in Dzongkha and have English subtitles

3. *Details of the duration of work*

The consultant will produce eight short videos over the life of the project, which will run from June 12, 2023 - August 31, 2023.

4. *Required qualifications, experience, and disposition*

- A minimum of an undergraduate degree with demonstrated prior work experience in conceptualising, scripting, and production of short videos/documentaries/films on socio-political issues.
- Ability to organise and facilitate focus group discussions and ideation workshops.
- Knowledge/skills in writing scripts for educational videos and audiovisual production are highly desirable.
- Flexibility and openness to critical reviews and suggestions.