



DoA/ARID/WBG/2025-26/465

10th April, 2026

**STRENGTHENING RISK INFORMATION FOR DISASTER RESILIENCE IN BHUTAN
(P175081)**

**REQUEST FOR EXPRESSIONS OF INTEREST (REOI) CONSULTING SERVICES -
INDIVIDUAL CONSULTANTS**

Country: Bhutan

Project Name: Strengthening Risk Information for Disaster Resilience (RIR Project)

Loan/Credit/Grant No.: TF-B7349 & TF-B7443

Assignment Title: Development of Animated Videos on Agromet Decision Support System (ADSS) and SANAM Jabchor Mobile Application

Reference No.: DOA/AGROMET/2025-2026/01

1. Introduction: The Royal Government of Bhutan has received financing from the World Bank toward the Strengthening Risk Information for Disaster Resilience (RIR Project) and intends to apply part of the proceeds for consulting services to hire a qualified consultant for the development of animated videos.

Bhutan's agricultural sector is predominantly rain-fed and highly vulnerable to climate variability and extreme weather events. To strengthen climate-resilient agricultural decision-making, the Department of Agriculture (DoA), Ministry of Agriculture and Livestock (MoAL), has developed the Agromet Decision Support System (ADSS) and the SANAM Jabchor Mobile Application. High-quality animated videos are required to improve awareness, understanding, and uptake of these tools by farmers, extension agents, planners, and other stakeholders.

2. Objectives of the Assignment: The objective of this assignment is to design, develop, and deliver two high-quality animated videos (5 to 8 minutes each) that:

- Communicate the purpose, features, and practical applications of ADSS and SANAM Jabchor App
- Demonstrate step-by-step navigation and system operation
- Illustrate farm-level decision-making scenarios using agro-advisories
- Convey key concepts such as forecast uncertainty, risk-informed decisions, and climate-smart agriculture
- Produce reusable, platform-compatible video products suitable for training, workshops, social media, and websites

3. Scope of Services: The Consultant will provide end-to-end video production services, including:

- Desk Review & Concept Development: review project documentation, ADSS technical materials, and SANAM Jabchor App features; prepare a visual style guide and messaging hierarchy



- Scriptwriting & Storyboarding: develop technically accurate, clear, and concise scripts; create storyboards for review and approval
- Animation Production: produce professional 2D/3D animated videos including graphics, icons, transitions, and data visualizations
- Audio & Accessibility: English narration for ADSS video, Dzongkha narration for SANAM Jabchor video with English subtitles; background music; accessibility considerations
- Review & Iteration: pre-test drafts with target farmer groups; collect feedback; incorporate revisions
- Final Delivery: high-definition videos (5-8 minutes each), source files, working files, and digital/external storage submission

Duration: 45 days from contract signing

4. Consultant Qualification Requirements

- Minimum 3 years of experience in multimedia production and development communication
- Proven track record producing animated explainer or training videos (preferably agriculture, climate, ICT, or disaster risk management) and a valid trade license
- Strong technical capacity in animation, audio-visual production, and post-production
- Ability to work with government agencies and multi-stakeholder environments
- Fluency in English and Dzongkha; experience producing subtitles is an advantage

5. Method of Selection: The consultant will be selected following the Selection of Individual Consultant method of the World Bank Procurement Regulations.

6. Conflict of Interest: 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.

8. Submission of Expressions of Interest (EOI): Applicants are required to submit their Expressions of Interest (EOI), comprising of a CV (including employment history with duties and responsibilities) and a forwarding letter describing briefly the reasons that the applicant considers him/her-self best suited to perform the assignment.

Eoi needs to be submitted (either through e-mail or in person or by mail) to the following address by **13:00 hours** on or before **April 15, 2026**. Please clearly mention "Expression of Interest for Selection of Consultant for the Development of Animated Videos on Agromet" in the e-mail's subject line or on the top of the envelope.



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སོ་ནམ་དང་སྐོ་རོ་རྩལ་ལག་ དཔལ་ལྷན་འབྲུག་གཞུང་།
DEPARTMENT OF AGRICULTURE
Ministry of Agriculture and Livestock
Royal Government of Bhutan



Address for Submission Department of Agriculture (DoA) Ministry of Agriculture and Livestock, Bhutan Attention: Tshering Pem, Senior Horticulture Officer @ +975 17688913 tsheringpem@moal.gov.bt

8. Additional Information Further information can be obtained at the address above during office hours [9:00 am to 5 pm BST]. The DoA reserves the right to accept or reject any Expression of Interest in accordance with World Bank guidelines.
9. For any clarifications contact following during office hours;
 - Tshering Pem, Agrometeorology Program, Department of Agriculture at tsheringpem@moal.gov.bt
 - Sonam Pelzin Dorji, Department of Agriculture at spdorji@moal.gov.bt



Terms of Reference (ToR)
for
Hiring of Individual Consultant
for
Development of Animated Video on the Agromet Decision Support System (ADSS) and SANAM Jabchor Mobile Application

Project Title	Strengthening Risk Information for Disaster Resilience (RIR Project)
Project Client	Department of Agriculture, Ministry of Agriculture and Livestock (MoAL)
Funding Agency	World Bank
Prepared by	Agrometeorology Program, Department of Agriculture

1. Background and Context

Bhutan’s agricultural sector is predominantly rain-fed and highly vulnerable to climate variability and extreme weather events, including erratic monsoon rainfall, droughts, hailstorms, windstorms, frost, and climate-induced pest and disease outbreaks. These climate risks directly affect crop productivity, farm incomes, and national food security. Strengthening climate-resilient agricultural decision-making through timely, reliable, and actionable agrometeorological information is therefore a national priority.

To address this need, the Agro-meteorology Program was formally established in 2019 under the Agriculture Research and Innovation Division (ARID), Department of Agriculture (DoA), Ministry of Agriculture and Livestock (MoAL). The program works in close collaboration with the National Center for Hydrology and Meteorology (NCHM). While NCHM provides scientifically robust forecasts and observations, these products are largely generic and require sector-specific translation to support farm-level decision-making.

With support from the World Bank–financed Hydromet Services Disaster Resilience Regional Project (HSDRRP, P154477) and the subsequent Strengthening Risk Information for Disaster Resilience (SRIDR) Project (P175081), Bhutan has developed and operationalized the Agromet Decision Support System (ADSS) (agromet.systems.gov.bt). The ADSS is an ICT-enabled platform that integrates real-time weather observations, short- to medium-range forecasts, sub-seasonal and seasonal outlooks, and crop-weather calendars to generate location- and crop-specific agro-advisories across all 20 dzongkhags.

In parallel, the SANAM Jabchor mobile application has been developed as a farmer-facing digital extension tool to disseminate agromet advisories and related agricultural information in an accessible and user-friendly manner.

Despite the technical robustness of these platforms, their effective uptake and sustained use by extension agents, farmers, and other stakeholders depend on clear communication, user understanding, and trust in agromet information. High-quality animated video extension



materials are therefore required to explain the concepts, functionality, benefits, and limitations (including forecast uncertainty) of the ADSS and SANAM Jabchor App in a simple, engaging, and contextually appropriate manner.

2. Rationale and objectives of the Assignment

Effective agrometeorological services require clear, accessible communication to ensure practical use by farmers, extension agents, and other end users. Despite the availability of digital tools such as the Agromet Decision Support System (ADSS) and the SANAM Jabchor mobile application, gaps remain in last-mile communication and user capacity to interpret and apply agrometeorological advisories.

To address this gap, the program will engage an experienced consultant or firm to develop professional animated video extension materials that translate technical information into concise, user-friendly, and actionable guidance. The assignment is aligned with World Bank good practices on development communication, inclusiveness, accessibility, quality assurance, and results-oriented delivery.

The objective of the assignment is to design, develop, and deliver high-quality animated videos that clearly communicate the purpose, functionality, and practical application of ADSS and the SANAM Jabchor application, thereby strengthening user understanding, adoption, and sustained use of agrometeorological services in support of climate-resilient agricultural decision-making.

3.2 Specific Objectives

The specific objectives are:

- To improve awareness and understanding of agrometeorological services among farmers, extension agents, planners, and decision-makers, with a specific focus on ensuring comprehension among low-literacy and illiterate farmers;
- To demonstrate step-by-step operation and navigation of the ADSS and SANAM Jabchor App using visuals that remain understandable without reliance on on-screen text;
- To illustrate practical use cases of agromet advisories for farm-level decision-making across crops and seasons using icons, actionable scenarios, and simple voice narration
- To communicate key concepts such as forecast uncertainty, risk-based decision-making, and climate-smart agriculture in a simple and visually engaging manner, supported by audio in Dzongkha;
- To produce reusable, platform-compatible video products suitable for training, social media, websites, workshops, and public outreach.

4. Scope of Work

The Consultant/Firm shall be responsible for the end-to-end production of animated video materials, including concept development, scripting, storyboarding, animation, narration, editing, and final delivery. The scope of work shall include, but not be limited to, the following:

4.1 Thematic Coverage



The Consultant shall produce two animated videos, each with a duration of **5-8 minutes**, covering the following indicative themes:

Video 1 (Animated video on the ADSS; Introduction and Application):

1. Introduction to Agrometeorological Services in Bhutan

- Climate risks in Bhutanese agriculture
- Role of agrometeorology in climate-resilient farming
- Overview of ADSS

2. Overview and Architecture of the ADSS

- Data sources and system components
- Integration of weather, climate, and crop information
- Types of advisories generated

3. Operation and Navigation of ADSS

- Step-by-step demonstration of key features
- User roles (agromet focals, extension agents, planners, farmers)
- Access through web

4. Application of Agromet Advisories for Farm Decision-Making

- Practical examples across crops and seasons
- Use of weather forecasts
- Communicating uncertainty and risk-informed decisions

Video 2 (Animated video on the Sanam Jabchor App; Introduction and Application):

1. Introduction to Agrometeorological Services in Bhutan

- Climate risks in Bhutanese agriculture
- Role of agrometeorology in climate-resilient farming
- Overview of Sanam Jabchor App

2. Overview and Architecture of the Sanam Jabchor App

- Data sources and app components
- Integration of weather, climate, and crop information
- Types of advisories generated

3. Operation and Navigation of SANAM Jabchor App

- Step-by-step demonstration of key features
- User roles
- Access through mobile platforms

4. Application of Agromet Advisories for Farm Decision-Making

- Practical examples across crops and seasons
- Use of weather forecasts



- Communicating uncertainty and risk-informed decisions

The final themes and content structure shall be finalized in consultation with ARID/DoA.

5. Methodology and Approach

The Consultant is expected to adopt a participatory, iterative, and quality-assured approach consistent with World Bank standards. The methodology shall include:

1. **Desk Review:** Review of relevant project documents, ADSS technical documentation, SANAM Jabchor App features and communication materials.
2. **Stakeholder Consultations:** Structured consultations (virtual or in-person) with the Agro-meteorology Program team and relevant stakeholders to validate concepts and technical accuracy.
3. **Concept Development:** Preparation of a detailed conceptual framework, messaging hierarchy, and visual style guide tailored to target audiences.
4. **Co-design with users:** conduct participatory concept and storyboard sessions with farmer groups (men and women) including illiterate/low-literacy participants in at least two pilot gewogs.
5. **Scriptwriting and Storyboarding:** Development of clear, concise, and technically accurate scripts and storyboards for each video.
6. **Animation and Production:** Creation of high-quality 2D/3D animations using professional software and equipment, including graphics, icons, transitions, and data visualizations.
7. **Audio and Accessibility:** Professional voice-over in English (for Video 1), professional voice over in Dzongkha (for video 2) with English subtitles, appropriate background music, and consideration of accessibility standards.
8. **Review and Revision:** Submission of draft videos for review, incorporation of consolidated feedback, and finalization of products. Pre-test comprehension in small farmer groups; collect structured feedback; iterate.
9. **Quality Assurance:** Ensuring technical accuracy, visual consistency, cultural appropriateness, and compliance with World Bank communication standards.

6. Deliverables

The Consultant shall deliver the following outputs:

1. **Inception Report** (including work plan, methodology, and conceptual framework);
2. **Approved Scripts and Storyboards** for all videos;
3. **Draft Animated Videos** (5–10 minutes each) for review and feedback;
4. **Final High-Definition Animated Videos** (5–10 minutes each) with:
 - English narration for video 1
 - Dzongkha narration with English subtitles for video Original background music
 - Platform-compatible formats (web, mobile, social media, projector)
5. **Source and Working Files**, organized in clearly labeled folders;
6. **Final Delivery Package** submitted on an external hard drive and digitally.



All intellectual property rights of the final products shall vest with the Department of Agriculture, MoAL.

7. Duration and Timeline

The total duration of the assignment shall be **one (1) month** from contract signing. An indicative timeline is provided below:

Sl. No.	Activity	Timeline	Estimated Days
1	Desk review and inception report	Week 1	5
2	Script and storyboard development	Week 2	7
3	Animation production	Week 2-3	10
4	Draft presentation and revisions	Week 3	5
5	Final delivery	Week 4	3
	Total		30 days

8. Consultant Qualifications and Experience

The assignment may be undertaken by a firm or an individual consultant meeting the following minimum requirements:

- At least 3 years of demonstrated experience in development communication and multimedia production;
- Proven experience in producing animated explainer or training videos for development projects (preferably in agriculture, climate, ICT, or disaster risk management)
- Demonstrated understanding of World Bank or donor-funded projects and reporting standards (highly desirable);
- Strong technical capacity, including professional animation software, audio-visual equipment, and post-production facilities;
- Experience working with government agencies and multi-stakeholder environments;
- Ability to deliver content in English and Dzongkha, with experience in producing subtitles as an advantage.

9. Reporting and Supervision

The Consultant shall report to the Agrometeorology Program, ARID, Department of Agriculture. Day-to-day coordination shall be carried out through a designated focal person. All key deliverables shall be subject to review and formal approval by the Procuring Agency.



10. Payment Schedule

Payments shall be linked to satisfactory completion of deliverables, as per the contract, and in line with World Bank procurement and financial management guidelines. The proposed payment schedule is as follows:

Deliverable	Description	Payment (%)
Inception report	Submission and approval of the inception report, including detailed work plan, conceptual framework, scripts, and storyboards for all videos	20%
Draft animated videos	Submission of first-draft animated videos (as per agreed scope), incorporating narration, graphics, and subtitles	40%
Final animated videos	Submission and approval of final edited animated videos, incorporating all comments, and handover of all source files and final products	40%
	Total	100%

11. Ethical Considerations and Confidentiality

The Consultant shall maintain strict confidentiality of all project-related information and ensure that all materials are original, free from plagiarism, and compliant with applicable intellectual property and copyright regulations.

12. Applicable Guidelines

This assignment shall be governed by the World Bank Procurement Regulations for IPF Borrowers (Consulting Services) and relevant Royal Government of Bhutan rules and procedures.