

Terms of reference (ToR)

Production of four 2D WASH animation videos

(Short-term consultancy services)

Project: Integrated WASH Management Support for Vulnerable Communities in Chinnamasta, Saptari District, Nepal

Assignment duration: 23 Days

Date of publication: 1 April 2026

Deadline: 12 April 2026

Nature of assignment	Production of four 2D WASH animation videos
Duration	23 Days
Location	Kathmandu, Nepal
Published Date	1 April 2026
End date of application submission	12 April 2026

1. About Habitat for Humanity Nepal

Habitat for Humanity Nepal is an international non-governmental organization that is driven by the vision that everyone deserves a decent place to live. Our partnership with communities, governments, private sector including entrepreneurs and financial institutions, youth networks, and academia, allows us to serve low-income families by improving habitability, tenure security, access to basic services and affordability of housing solutions. Our integrated programming serves to benefit 2.7 million people over the next three years, through direct and incremental construction, affordable housing finance, affordable construction technologies and services, and evidence-based policy advocacy for housing adequacy as a fundamental right. Responding to the root causes of inequity in the housing ecosystem, Habitat Nepal leads with a systems-strengthening approach, facilitating development of inclusive housing markets, removing key policy barriers and empowering communities through people-centered approaches, for a stronger and more equitable housing ecosystem.

2. Background

Integrated WASH Management for Vulnerable Communities in Chinnamasta, Saptari District, Nepal project is a two-and-a-half-year initiative (2025–2027) working to improve sanitation, safe drinking water, and hygiene practices among Dalit communities in Chhinnamasta municipality. Though Nepal has been declared open-defecation-free zone, many families, specifically in this area, still lack toilets, rely on untreated handpump water, and face frequent waterborne diseases. The project addresses these challenges by constructing gender-friendly toilets, installing safe water systems, and providing bio-sand filters for household water treatment. Alongside infrastructure, it strengthens local WASH systems through community-led committees, mobilizes youth for hygiene awareness, and promotes behavior change in daily practices such as handwashing and menstrual hygiene. By also supporting local entrepreneurs to produce sanitation products, the project ensures long-term sustainability, aiming to create healthier, safer, and more dignified living conditions for marginalized communities.

Through this assignment, Habitat Nepal aims to deliver accurate health messages in a format that is simple, practical, and easy to understand for rural and peri-urban audiences. The videos will support community awareness efforts, reinforce behavior change, and serve as a tool for local stakeholders and volunteers to promote safe and healthy practices at the household level.

3. Objective

The main objective of the assignment is to produce a high-quality, engaging, and easy-to-understand two-dimensional, or 2D, WASH informational animation video covering four key themes: handwashing, menstrual hygiene, toilet use, and water treatment. Each theme will be

developed into a two to three-minute segment, delivering accurate health messages in a format that is clear, practical, and suitable for rural and peri-urban communities.

4. Scope of work

The successful candidate/consultant/consultancy firm will:

- Develop a detailed visual storyboard and scene plan based on the approved script.
- Design simple and clear 2D animated characters, backgrounds, and visual elements suitable for rural and peri-urban audiences in the Madhesh/Terai region and districts.
- Create animated sequences that clearly demonstrate key practices related to handwashing, toilet use, menstrual hygiene, and water treatment.
- Produce engaging and easy-to-understand 2D animation aligned with accurate health messages.
- Edit and compile the animation into a final video product that includes:
 - Clear voice-over in both Maithili and Nepali languages
 - Physical character appearance and attire that match with the Madhesh province districts
 - Subtitles in English and Nepali languages
 - Appropriate and subtle background music
 - Simple animated graphics, icons, labels to explain key messages, and organization and donor branding
- Create four 90-second videos in reel format for social media with coherent messaging for each theme

5. Methodology

The consultancy will adopt a structured approach to produce clear and engaging 2D animated videos. It will start by reviewing relevant project materials and key WASH messages to ensure accuracy and consistency. In coordination with the project team based in Biratnagar, Morang district, scripts will be written, finalized, and translated into detailed storyboards outlining the visual flow of each segment. Based on these, simple and culturally relevant animation styles, characters, and scenes will be developed. The consultancy will produce short animations between two to three minutes for each theme, presenting key practices in a practical and easy-to-understand way. Voice-overs will be recorded in Maithili and Nepali, and subtitles in both English and Nepali will be added, along with basic graphics and labels to support understanding. Draft versions will be shared for review, and feedback will be incorporated with the team in Biratnagar, Morang district before delivering the final videos for community use and dissemination. The consultant/firm will upload the final videos in a OneDrive folder shared by Habitat Nepal team.

6. Key deliverables

The key deliverables for the consultancy are:

- Four finalized scripts for the four important themes: handwashing, menstrual hygiene, toilet use, and water treatment
- Four detailed storyboards for each video segment
- Four 2D animated videos (two to three minutes each), one for each theme
- Voice-over recordings in both Maithili and Nepali for the four videos

- Physical character appearance and attires that matches with the people and culture of Madhesh province districts
- English and Nepali subtitles for each video
- Final edited videos with background music, graphics, labels, and organization and donor branding
- Revised versions incorporating feedback from the project team
- All final videos in high-resolution formats suitable for community screening and digital dissemination, including the editable files.
- Four 90-second videos in reel-format for social media in each theme containing the gist of the message.

7. Workplan and indicative timeline

SN	Activities	Date
1	Announcement	01 April
2	Application submission deadline	12 April
3	Selection and contracting	16 April
4	Kick off meeting with the production team	17 April
5	Concept, script, and storyboarding	19 to 21 April
6	First draft submission	27 April
7	Review and changes	27 to 29 April
8	Final delivery	08 May

8. Qualifications, skills, and experience

The consultant or firm will have the following qualifications:

- The company must have at least three years of experience in producing audio/2D visual for INGOs, government, and development organizations, or related work of a similar nature.
- Ability to execute the tasks on time.

9. Evaluation criteria

- **Relevant experience (30%)** Demonstrated experience in producing 2D animated videos, particularly in the development, health, or WASH sector.
- **Technical approach and understanding (25%)** Clear understanding of the assignment, target audience, and ability to propose an effective methodology for delivering simple, engaging, and culturally appropriate content.
- **Quality of previous work (20%)** Portfolio showcasing creativity, clarity of messaging, animation quality, and experience with similar projects.
- **Team composition and capacity (10%)** Qualifications and experience of key team members, including animators, scriptwriters, and voice-over artists.
- **Cost effectiveness (15%)** Financial proposal that provides good value for money while meeting the required quality standards.

10. Coordination and supervision

The consultant/firm will work in close coordination with the Communication Coordinator based in Biratnagar, Morang district throughout the assignment. The project lead will provide overall guidance, share relevant materials, and facilitate coordination with local stakeholders as needed.

11. Support from Habitat Nepal

Habitat Nepal will provide necessary technical and coordination support to facilitate the successful implementation of the assignment. This will include sharing relevant project documents, key WASH messages, and existing IEC materials to guide content development.

A designated focal person will support the consultant in coordinating with the project team and relevant stakeholders, and will provide timely feedback on scripts, storyboards, and draft videos. Habitat Nepal will also ensure that all technical content is accurate, contextually appropriate, and aligned with project objectives.

12. Mode of Payment

Payment will be made to the vendor only upon full completion of the video. The completed video must be reviewed, verified, and approved by the Habitat Communication Department before the payment is released.

13. Ethical Standards

In accordance with its foundational mission principles, Habitat Nepal is committed to the highest ethical standards and opposes all forms of discrimination, exploitation, and abuse. We intend to create and maintain a work and living environment that is safe, productive, and respectful for our colleagues and for all we serve. We require that all staff and representatives (consultants, contractors, vendors/suppliers, interns, volunteers, agents, and implementing partner organizations) take seriously their ethical responsibilities to Safeguarding (Child Protection, Prevention of Sexual Exploitation, Harassment, and Abuse) our intended beneficiaries, their communities (especially children), and all those with whom we work. Abiding with the organization, the consultancy service has responsibilities to maintain an environment that prevents harassment, sexual exploitation, and abuse, safeguards the rights.

14. Copyright

Copyright for the documents will remain with Habitat Nepal national office and includes the right to distribute the material or parts of it to the Local Government and other partners in Nepal and abroad.

15. Application Requirements

- A Technical Proposal detailing the interpretation of the TOR and work schedule. The technical proposal should, at a minimum, include the following information in your interpretation of the TOR:
 - Detailed work plan and methodology
 - Key deliverables

- A capability statement demonstrating how applicants meet the required qualifications and competencies, along with at least one sample from previous work similar to this assignment
- Two reference details from former clients
- A copy of organization/institution registration certificate
- A copy of the latest tax clearance certificate
- PAN/VAT registration document and the number
- Copies of curriculum vitae, or CV, of the key team members (as an annex)
- A Financial Proposal detailing the proposed costs including all applicable taxes.
- The entire proposal should be a maximum of seven (7) pages including the financial proposal. Proposals not meeting this requirement will not be considered.
- Confidentiality of Information: All documents and data collected will be treated as confidential and used solely to facilitate analysis.

16. Instructions to Submit the Proposal

Interested national reputed and qualified organizations/firms should submit their technical and financial proposal including testimonials/certificates in the form of hardcopies in a separate sealed/closed envelope.

Please send the sealed proposal to administration department at Habitat for Humanity Nepal, House No. 126, New Colony Marg, Dhobighat, Lalitpur, Nepal. Contact: +977 1 5421182, 5454976

For any queries contact the following email address np.info@habitatnepal.org

Application deadline: Sunday, 12 April 2026



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