

Terms of Reference

INDIVIDUAL CONSULTANT TO DEVELOP TWO VIDEOS TO PROMOTE NCSOC AMONG GOVERNMENT AND PRIVATE ENTITIES

CERT/GOSL/CONS/IC/2024/22

1. Background:

The increasing interconnectivity of networks and the push towards digital transformation have made information systems more vulnerable to cyber-attacks. Points of connection with external networks, particularly the Internet, are potential entry points for attackers who aim to exploit, infiltrate, and compromise these systems, risking the theft, alteration, or destruction of critical information assets. To mitigate these risks, organizations worldwide are adopting various cybersecurity measures, with the Cyber Security Operations Centre (SOC) being a leading solution for monitoring and analyzing complex threats.

A SOC integrates people, processes, and technology to provide real-time situational awareness by detecting, containing, and remediating information security threats. It is tasked with managing incidents within an organization, ensuring that threats are accurately identified, analyzed, communicated, acted upon, and reported. The SOC also continuously monitors applications to detect potential cyber-attacks or intrusions and assesses whether these pose a genuine, malicious threat that could impact the organization.

In response to the growing number of cyber-attacks and disruptions to public service information systems in Sri Lanka, the government is establishing a National Cyber Security Operations Centre (NCSOC). The NCSOC will play a crucial role in detecting, analyzing, investigating, and responding to cyber threats. Its primary responsibility is to ensure that security events and incidents are promptly identified and escalated. The NCSOC will also conduct forensic analysis and investigations to determine the severity of alerts or security events and classify them as incidents when necessary. The team will perform incident triage, assessing scope, urgency, and potential impact, while also identifying vulnerabilities and recommending swift remediation actions.

This initiative will initially benefit government organizations maintaining critical systems, with plans to connect more organizations to the NCSOC in the coming years.

We are seeking an individual consultant to develop a video clip that effectively communicates the importance and functionality of the NCSOC to a broad audience. The video should highlight the critical role of the NCSOC in safeguarding Sri Lanka's information systems against cyber threats, ensuring public service continuity, and enhancing national cybersecurity resilience.

2. Objective:

Sri Lanka CERT aims to create a series of concise, informative, and engaging video clips that appeal to a wide range of stakeholders, including government, non-governmental organizations, international stakeholders, and the general public. These videos will be used for mass media, social media, exhibitions, conferences, and other events.

3. Scope of Work:

The consultant will be responsible for all aspects of video clip development, including:

- **Script Writing and Development:** Crafting clear, concise, and engaging scripts based on information provided by Sri Lanka CERT.
- **Content Creation:** Developing visuals, pictures, and animations (3D, 2D) that align with the script and project goals.
- **Filming and Production:** Overseeing the filming process, ensuring high-quality production standards.
- **Post-Production:** Editing and finalizing the videos, ensuring they meet the required technical specifications (minimum 1080p HD, compatible with broadcast media formats)
- **Approval Process:** Collaborating with Sri Lanka CERT for content and final production approvals.

4. Key Responsibilities:

i. Script Development:

- Develop scripts that are informative and engaging.
- Ensure content accuracy and alignment with Sri Lanka CERT's objectives.
- Collaborate with Sri Lanka CERT to develop the creative concept, storyline, and objectives of the video.

ii. Content Production:

- Create high-quality visuals, animations, and overall video production.
- Ensure all content is original or properly licensed to avoid copyright issues.

iii. Technical Specifications:

- Produce videos in a minimum resolution of 1080p HD.
- Ensure compatibility with various broadcast media formats, including television and digital platforms.
- To ensure high-quality delivery and maximize the impact and engagement of the content in both English and Sinhala, it is essential to incorporate dubbing by a professional voice artist.

iv. Client Communication:

- Act as the primary point of contact for the client, providing updates, gathering feedback, and ensuring client satisfaction throughout the project.

v. Quality Control:

- Review all content for quality assurance, ensuring it meets both client expectations and industry standards.

vi. Project Management:

- Handle the entire production process from conceptualization to final delivery.
- Work within tight deadlines and ensure timely submission of the final videos.

vii. Other requirements

ITEM	ACTIVITY	DURATION	DESCRIPTION	NO OF UNITS REQUIRED
Master Video clip	Designing and producing one (01) master Video clip with Both English and Sinhala Voice	Minimum 08 minutes (Each)	Required to carry out filming at inside and outside locations	01
Promotional Video clips	Promotional Video clip (English & Sinhala summarizing from Master Production)	One (01) Minute (Each)	The video should be in 2D, minimum 1080 HD and should be compatible with broadcast media formats (Audio & Video) such as Television & Digital Platform	01

5. Selection Criteria:

- **Experience and Expertise:** Demonstrated experience in video production, particularly in creating informational and promotional content for a diverse audience.
- **Technical Skills:** Proficiency in scripting, filming, editing, and post-production processes.
- **Creative Vision:** Ability to create engaging and visually appealing content that effectively communicates the intended message.
- **Reliability:** Proven track record of meeting deadlines and managing projects efficiently.
- **Compliance:** Commitment to adhering to copyright laws and ensuring all content is legally used.

i. Consultant's Qualification and Experience

Qualifications (Mandatory)	<ul style="list-style-type: none"> ○ Certifications: certifications in specialized areas such as video editing, project management, or cinematography can be beneficial.
Experience	<ul style="list-style-type: none"> ○ Minimum of 5-10 Years of Experience: Significant experience in video production, with a proven track record of working on a variety of projects, including corporate videos, documentaries, advertisements, and promotional content.

ii. Time Scale and Payment Schedule

The duration of the assignment is 07 weeks

Activity and Deliverable	Delivery Date	Payment Schedule
1. Delivery of Master Video (Both English and Sinhala Voice)	Contract Award Date + 5 weeks	75% of the contract price
2. Delivery of Promotional Video (Both English and Sinhala Voice)	Contract Award Date + 7 weeks	25% of the contract price

iii. **Selection Criteria of Consultant**

Evaluation Criteria	Marks
Experience as a consultant	10
Consultant's experience of a similar nature assignments	30
Consultant's qualification	10
Proposal for the assignment	50
Total	100

The consultant shall score more than 80 marks to qualify for the assignment.

iv. **Proposal Submission**

A cover letter expressing his/her interest in the assignment.

- Detailed proposal outlining the approach to script development, content creation, production, and post-production.
- Detailed curriculum vitae (CV) highlighting relevant experience and qualifications as mentioned in Annex 1.
- Portfolio of previous work demonstrating relevant experience and expertise.
- Budget breakdown covering all aspects of the project.
- Timeline for project completion, including key milestones and final delivery date.
- The consultant should provide evidence of their previous production work, including links to social media platforms, online portfolios, or any other relevant sources that showcase their experience and capabilities.

This brief outline the expectations and requirements for developing video clips for Sri Lanka CERT, aiming to select a consultant with the right blend of creativity, technical skill, and reliability to deliver high-quality content within the specified timeline.

CURRICULUM VITAE (CV) FORMAT

{Notes shown in brackets { } in italic should not appear on the final document to be submitted}

Position /Title	
Name of Consultant:	<i>{Insert full name}</i>
Date of Birth:	<i>{day/month/year}</i>
Country of Citizenship/Residence	

Education: *{List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}*

Certifications: *{List professional institutes, giving names of certification name, dates acquired}*

Employment record relevant to the assignment: *{Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, contract amount, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}*

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
<i>{e.g., May 2012-present}</i>	<i>{e.g., Ministry of, Advisor/Consultant to... For references: Tel...../e-mail.....; Mr....., Director General}</i>		
<i>{e.g., From Jan 2010 to present}</i>			

Memberships in Professional Associations and Publications:

1. _____
2. _____
3. _____

Language Skills:

Language	Excellent	Good	Basic	None
Sinhala				
English				

Note: Please tick in relevant box

Adequacy for the Assignment

Detailed Tasks Assigned on Consultant:	Reference to Prior Work/Assignments that Best Illustrate Capability to Handle the Assigned Tasks
Experience as a consultant	
Experience as a consultant in assignments of similar nature - Terms of Reference	

Proposal

The consultant shall submit a proposal for the assignment covering the areas of the Terms of Reference. Price of the

Consultant's contact information: (e-mail, phone.....)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Name of Consultant

Signature

Date:
{day/month/year}

Proposal – Technical

The consultant shall develop a detailed technical proposal on covering all aspects of the Terms of Reference

Proposal – Financial

The total fee of the consultant including daily rate, and additional costs (if any)