**TERMS OF REFERENCE**

**ESTABLISHMENT OF A THEMATIC PHOTO BANK FOR SUKH INITIATIVE**

1. **Introduction**

Center for Communication Programs Pakistan (Center) requires services of a professional field photographer to develop a thematic photo bank for one of its projects called Sukh Initiative, implemented in Karachi.

Center is a fast growing organization working globally for improving lives through strategic communication. Affiliated with Johns Hopkins University, USA, Center is an independent non-profit entity based in Pakistan that excels in the study and practice of development communication. Through social and behaviour change communication, advocacy and community mobilization, Center works to address social and cultural issues while adopting multi-channel holistic approaches to adequately address diversities. Center focuses on tailor-made interventions ranging from using interpersonal, group and community-based channels of communication to strategically employing traditional, modern and mainstream media vehicles to reach large and diverse groups of people.

Sukh Initiative is a multi-donor funded project of Aman Foundation, Bill & Melinda Gates Foundation, and the David and Lucile Packard Foundation. The Initiative was launched in November 2013 and is aimed at improving the health of mothers and children by expanding access and quality of both services and actionable information for the poor and vulnerable population of urban Karachi, Pakistan. More specifically, the project is focused on increasing the use of modern family planning (FP) methods through demand and supply related inputs, and improving modern contraceptive prevalence rate amongst married women within one million urban population of Karachi.

The Sukh Initiative has entered into a partnership agreement with Center to provide them assistance in leading its strategic communication component, both in terms of contributing towards the overall program objectives and to support its external communication activities.

1. **scope OF THE ASSIGNMENT**

This TOR is for the establishment a thematic photo bank to further improve the appeal of printed and digital material to be produced under the Sukh Initiative. The photo bank will have at least 250 selected images captured on identified themes (see Annexure-A listing themes to be captured).

**3. FOCUS AREAS**

The focus areas for Sukh Initiative are the towns of Malir, Korangi, Landhi and Bin Qasim in Karachi.

**4. Skills, experience and qualifications required:**

* Extensive experience in field photography, inside and outside Pakistan;
* Previous experience of working with international and national aid agencies and nongovernmental organizations;
* Experience of field photographs of development and humanitarian settings,
* Availability and willingness to travel to focus areas in Karachi;
* Ability to work in close coordination with the program team;
* At least a high school certificate but possession of a degree or diploma or training in photo journalism will be an added advantage;
* Ownership or possession of a high resolution state of the art digital camera/equipment is a MUST; and
* Fluency in English, Urdu and one other regional language.

**5. MAJOR TASKS TO BE ACCOMPLISHED:**

Liaise with Center to undertake field photography assignments and provide high-quality images from the field, including photographs of beneficiaries as per the identified themes.

**6. DELIVERABLES/END PRODUCTS:**

At least a set of 250 high quality selected images from the field with indexing and associated details according to the identified themes.

**7. TIMEFRAME:**

The assignment should be completed in two weeks time from the award of the contract and estimated to take not more than 10 days of fieldwork.

**8. PAYMENT/SCHEDULE OF PAYMENT**

Payment shall be made in two instalments of:

1. 50% as mobilization advance upon submission of detailed field plan; and
2. 50% as final payment upon submission of the final photographs, incorporating suggestions and recommendations.

**9. COPYRIGHTS AND CONSENT:**

Center will have all the rights on display and distribution of photographs taken for this assignment. All photographs must be backed up by documented consent.

**10. REPORTING:**

The successful candidate will administratively be under the overall supervision of the Executive Director, Center for Communication Programs Pakistan, but will report directly to the Program Manager, and work collaboratively with other team members to deliver the assignment;

**11. PROPOSAL SUBMISSION:**

Interested parties must submit their financial and technical proposals, along with Proposal Cover Sheet (Annexure-B) and a portfolio of similar assignments, in separate sealed envelopes clearly marked “Financial” and “Technical” in one packet either through post or by-hand by 5:00 pm, March 5, 2017 to:

Address: Administration Department

Center for Communication Programs Pakistan

Plot 23, Street 39, I. & T. Center, G-10/4

Islamabad 44000, Pakistan

Send queries related to this call by February 3, 2017 to [info@ccp-pakistan.org.pk](mailto:info@ccp-pakistan.org.pk).

**ANNEXURE-A: THEMES**

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| --- | --- | --- |
| **Serial** | **Theme** | **Creative** |
|  | Images of modern contraceptives | Through a countertop, in a shelf, on a poster behind a service provider, being handed over to a client |
|  | Supplies of contraceptive | Stockpile of contraceptive in a warehouse, storeroom or of loading or carriage |
|  | Focus areas of Karachi | Images that can register socioeconomic status and locality of Malir, Korangi, Landhi and Bin Qasim |
|  | Aman Foundation, Sukh Initiative | Building of Aman Foundation, registering its logo and appeal, and office of Sukh Initiative |
|  | Maternity Home | Establishing the place as Maternity Home and the linkage with the Sukh Initiative and people visiting, waiting for their turn, or being consulted |
|  | Family Planning Clinic | Establishing the place as Family Planning Clinic and the linkage with the Sukh Initiative and people visiting, waiting for their turn, or being consulted |
|  | Dhanak Clinic | Establishing the place as Dhanak Clinic and the linkage with the Sukh Initiative and people visiting, waiting for their turn, or being consulted |
|  | Call Center | Establishing the place as Call Center, with Call Agents/TeleHealth Operators taking calls, referring to material |
|  | Field Station | Some activity is shown and Sukh Initiative is registered |
|  | Referral Slip | A close-up shot of referral slip being handover by a Community Health Worker |
|  | Youth Friendly Space | Youth Friendly Space is registered with youth carrying a range of activities. |
|  | Children | School-going children, out-of-school children, children in play yards or being engaged in different economic and social activities; these images should capture main emotions, especially happiness and intensity. |
|  | Couples | Newlyweds, with ideal family size, visiting health facility, during consultation, in a lighter moment, playing or loving children and other similar themes |
|  | Mother and child | A set of images of mothers and children, in various locations that show love, compassion and care |
|  | Adolescent Boys | A set of images that shows group of adolescent boys in different activities |
|  | Adolescent Girls | A set of images that shows group of adolescent girls in different activates |
|  | Pregnant Women | Only pregnancy is registered, face should not be recognizable |
|  | Family Planning Service Provider | A set of images of different family planning providers being shown providing a range of services. |
|  | Support Group, Corner Meetings | Women, Youth, Elderly and Religious Leaders |
|  | Mobile Phone with Text Message | A beneficiary with mobile phone with message from Sukh Initiative |
|  | Phone booth | Installed by Sukh Initiative and being used by a Beneficiary |
|  | Immunization | A child being administered polio drops by a health worker, who’s in mother’s lap |
|  | Antenatal care | A health provider sees a pregnant woman, woman’s face should not be recognizable, and pregnancy however is registered. |
|  | Activities | Any theatre, competition or meetings being held during the filed visit may also be captured. |

**ANNEXURE-B: PROPOSAL COVER SHEET**

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| Legal Name of Organization | Name:  Website: | | | |
| Name and contact information of Focal Person | Name:  Address:  Telephone:  Cell:  Email: | | | |
| Registration status | Operational since: |  | Registration under: |  |
| Technical Proposal Include: | * Proposal Cover Sheet * Understanding of the assignment * Professional references, at least two * Profile of the proposed photographer, in response to skills, experience and qualifications required for this assignment * Proposed Format/Equipment with Justifications * Portfolio of similar assignments | | | |
| Financial Proposal include: | * Detailed Breakup of cost, as per the level of effort   *Note: All travel related and other logistical costs will be directly borne by Center.* | | | |
| Name, signature and stamp: |  | | | |