

**Terms of Reference**

Development of Documentary on Entertainment-Education Drama Serial

**Objective**

The firm/consultant will primarily be required to develop a documentary for the Centre for Communication Programs Pakistan (CCPP), focusing on the development and success of an entertainment-education drama serial CCPP developed as part of the United States Agency for International Development (USAID)-funded Health Communication Component (HCC).

**Background**

Pakistan’s maternal and neonatal mortality rates are amongst the highest in the world: nearly 12,000 women die during childbirth every year, and one in every eleven children in Pakistan dies before reaching his or her fifth birthday, with more than half of these deaths occurring during the first month of life. Sindh’s maternal and neonatal mortality indicators are even poorer than these national averages: 314 mothers die during every 100,000 live births (national: 272/100,000 live births) and 81 neonates die during every 1,000 live births (national: 54/1,000 live births). These deaths frequently occur in the province because of “three delays” in seeking effective healthcare: delays in the recognition of the problem and the decision to seek care in the household; delays in reaching the appropriate facility; and delays in the care received once the woman reaches the facility. The first and second sets of delays broadly belong to demand-side barriers, while on the third set of delays belongs to supply-side barriers. In the context of Sindh, these three delays affect both urban and rural areas, but are most common and severe in rural areas, where access to appropriate knowledge, transportation and communication, and health services are not adequately available.

The USAID-funded HCC is specifically focusing to improve maternal and child health in Sindh. A consortium of four organisations led by the Johns Hopkins Center for Communication Programs (CCP) implements it. CCPP is the consortium member responsible for undertaking a set of communication and media focused activities, including supporting an enabling environment at the community and health facility level to foster beneficial health-seeking behaviours. Among these activities has been the development of an entertainment-education drama serial that successfully aired nationally in Pakistan. CCPP now seeks to commission an English-language short documentary on the development, delivery and impact of the drama serial, with the specific aim of introducing the drama serial to international viewers and stakeholders.

**Scope of Work**

The following is the scope of work, with the understanding that the firm will work closely with CCPP and its appointed consultants to further clarify the scope and objectives the activities, as needed:

* Undertake pre-production for the documentary. This pre-production will include storyboarding (based on provided script and the required cinematography parameters) and logistical planning (including identification of locations and film subjects).
* Undertake on-location production for the documentary. This filming will consist of on-screen interviews with key technical and creative figures that had a special role or knowledge with reference to the drama serial. The extent of this film production will be confirmed by the CCPP team during the pre-production stage.
* Undertake post-production to deliver the documentary. This will include non-linear editing, procurement of any required sound and visual content (such as soundtracks and visual effects), sound mixing and editing, development of any text-overlays and visual effects (VFX), colour grading, and development of subtitles (in English). In addition to the on-screen interview footage, key scenes extracted from the drama serial, selected along the criteria of successful artistry (such as compelling narrative and plot) as well as technically articulated and staged events (e.g. character transitions) will be a key focus.
* Organise all final outputs i.e. one documentary and any and all raw video, sound and visual content to develop a fully editable and transferable film bank for handover to CCPP. The final outputs will be shared in the form of 5 packaged, full-resolution DVDs. By virtue of CCPP’s copyright, the consultant or firm will provide indefinite use and ownership to CCPP of this video bank from aforementioned work.

**Locations**

Islamabad and Karachi. Any further locations to be determined as per the requirements of the scope of work.

**Timeframe and Funding**

The recommended timeframe for developing and delivering this short documentary is one-month subsequent to day of contract signing. This timeframe will include pre-production, production and post-production to delivery.

**Reporting and Management**

The firm/consultant will work closely with and report to the Senior Communication Advisor at CCPP Islamabad office. CCPP’s larger programme team will also be included for technical and operational support.

**Firm/Consultant Capacities**

The firm/consultant should have the following capacities:

1. Demonstrable expertise of filmmaking, particularly in documentary making.
2. Familiarity with or experience of working with the development sector and/or RMNCH sector of Pakistan.

**Instructions for Responding**

Interested firms or consultants should submit a detailed proposal having the following components:

* Relevant experience and qualifications to undertake this assignment per the qualifications listed above.
* CVs of proposed film DOP, cameraman, editor.
* Daily rate and detailed budget (including travel and accommodation) for the entire assignment (total working days including planning, shooting, editing and travelling will not be more than 25).

Proposals should be in hard copy with the subject line: ‘Development of Documentary on Entertainment-Education Drama Serial’ by CoB 8 November 2017 to the Centre for Communication Programs Pakistan (CCPP) mailing address: Plot 23, Street 39, Sector G-10/4, Islamabad.

**Clarification Questions**

Any questions should be submitted via email, no later than 6 November 2017 to Sohail Humayun Malik at malik@ccp-pakistan.org.pk.