**Terms of Reference – Documenting Community Voices**

**1.    Background**

The Center, through social and behaviour change communication, advocacy and community mobilization, 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.

Center successfully implemented project titled, ‘Promoting legislation, Prompting Action to End Child Marriage in Pakistan’, during 2017-2018. The Phase-II of the project is based on the lessons learned as well as a window of opportunity created through cultivation of support structures, networks and discourse in Phase-I of the project. In Phase-II, the aim of the project is to keep the agenda of child marriage alive among new legislators and to sustain engagement with religious leaders and journalists to reach out to even greater number of young people for advocating for SRH rights. The project also aims at improving knowledge through social media campaigning and generating positive discourse against child marriage through a national convention and a series of public seminars in coordination with the caucus of civil society organisations. This is especially in view of the new government formed after the 2018 general elections and the new governments formed at the federal and provincial levels. More importantly, the campaign will leverage on the structures and network it has been able to cultivate in the first phase from policy sections, media, religious circles and civil society.

One of the objectives of the project is to generate new evidence in the form of documented case studies, ensuring that voices from the community reach the policy corridors, pushing forward the legislative agenda against the practice of child marriage in Pakistan.

**2.    Objectives**

The objective of the technical assistance is the production of video profiles from across Pakistan to be showcased as case studies among stakeholders including religious leaders, journalists, civil society organizations & policy makers. Technical Assistance is required for production of 3 case studies;

|  |  |  |
| --- | --- | --- |
|  | **Objectives** | **Audience** |
| 1 | Showcase stories of individuals from communities who have been a victim of child marriage or have contributed positively against the practice of child marriage to become positive contributors against the practice of child marriage | Religious leaders, journalists & policy makers |

**3.    Scope of the Assignment:**

Scope of this assignment is the production of 3 case studies of individuals from selected districts from across Pakistan; at least one from each province i.e., Sindh, Punjab & Khyber Pakhtunkhwa. The case studies will be identified by CCPP and the contractor will need to shoot the selected individuals according to the script/questions, which will be jointly developed. The 3-phased scope of work is as follows:

**Pre-Production:**

* Development of story flow/script/questions of the case studies with inputs from CCPP
* Develop the rough storylines for the shoot, like a storyboard for the TV Commercial

**Production:**

* 4-6 days of Video Shoot and Photography in some of the selected districts
* The 4-6 day shoot will be coordinated in a way that all case studies can be covered in one go
* The Format of the Video will be High Definition. Please recommend a format on the basis of your expertise and best value for money. We believe that Mark 3, HeroPro2, Sony/Panasonic HD format or Black Magic will be competitive formats for the shoot. Kindly quote on one of the above with a brief rationale
* Lights, Sounds, Lenses and Value Added Facilities like Drone, Track, Jip can also be quoted with separate break up costs

**Post-Production:**

* Voiceover in English. Propose 2 options each of Male and Female along with their voiceover samples
* Background Traditional provincial Music, identified for all the case studies
* Graphics, Sub-Titles and Translation Services will be required

**4. PROPOSAL SUBMISSION:**

Interested individuals must submit their financial and technical proposals in separate sealed envelopes clearly marked “Financial” and “Technical” in one packet either through post or by-hand by 5:00 pm, 21th November 2018 to:

Address:        Admin Section

Center for Communication Programs Pakistan

Biafo Building(Ground Floor), Street 39, I&T Center, Sector G-10/4

Islamabad

051-8735502-3

* Technical proposals must contain the following:
  + Prescribed proposal cover sheet
  + Understanding of the assignment
  + Idea/references for shooting the Case Studies
  + Proposed Team
  + Proposed Format/Equipment with Justifications (E.g. if you are using Black Magic you have to rationalize why you think it is better than competitive formats like Mark3, Heropro, Sony, Panasonic Etc.)
  + Showreel of similar assignments/ Documentaries
  + Profile of the proposed director and agency profile.

Financial proposals must quote costs for production.

**5. TIMELINES**

The total duration of the assignment is one and a half months. Interrelated activities for this assignment along with expected duration is provided in the following table:

|  |  |  |
| --- | --- | --- |
| **Stages** | **Description** | **Duration** |
| 1 | Refining concepts, scripts/questions and/or storyboards submitted for approval and production; | Week 1 |
| 2 | Deciding on an idea and discussing micro details with the production plan | Week 2 |
| 3 | Shooting video at original locations; | Week 3 & 4 |
| 4 | Postproduction editing, i.e. branding, sequencing and subtitling; and | Week 4 & 5 |
| 5 | Preparing three case studies on DVD, containing auto-play versions in Urdu, Sindhi with English subtitles. | Week 6 |
| 6 | First Draft and Modifications | Week 6 |

**6. SPECIFICATION**

Production: Interested individuals should give their best quotations by keeping in mind the following specifications:

* Format – HD Format
* Local Shoot – In three districts of Pakistan, as mentioned under the scope of the work.
* Shoot Duration - 4-6 Days
* Duration of each case study – 4-5 Minutes
* One 5 minute edit of all the case studies combined
* Local Communities will be shot and hence no need of any separate cast
* Post Production with Music, Graphics, Voiceover and Logo Animations
* Language – In Urdu, with English Subtitles

Prescreening Criteria:

Prescreening include submission of complete proposals as per the guidelines, and a good track record. In addition, firms should that have handled good portfolios of similar nature in recent past.

**7. PAYMENT TERMS**

Payments shall be made on the basis of submitted invoices within 30 working days as per the following payment plan:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| Production | | |
| 1 | Approved script/storyboards [in Urdu/English]; | 20% |
| 2 | Shoot Plan; | 30% |
| 3 | Soft Copies of One consolidated edit of all the case studies/along with shorter adapts of individual case study/ profile | 50% |
|  | Total | 100% |

**8. SUPPORT**

Center shall provide the following support during the course of this assignment:

* Technical backstopping on refining scripting and concepts before shoot
* Giving technical feedback on the flow of the final edits submitted by the contractor

It is the responsibility of the interested party to arrange for all logistics and provision of administrative, security and technical support other than the ones mentioned above.

**9. DUTY STATION**

The interested individual may be based anywhere in Pakistan but would work in close coordination with Center’s Office in Islamabad; travel to field will be required for shoot.

**10. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED**

The Agency/Individual must have:

* Extensive experience, at least Five years or more, of working in the domain of mass media production, especially in the genre of TV/Documentary Production;
* Proven experience of designing and executing Documentaries on social issues,
* Deep understanding and familiarity with issues of mother and child health & child marriage;
* Familiarity with overall diversity, cultural norms, preferences, traditions and dialects of different regions in Pakistan;
* Mobility and willingness to accept assignments at short notice; and
* Resources to develop high quality and visually appealing communication material in Urdu Language.