

## **CPDI INTRODUCTION:**

The Centre for Peace and Development Initiatives, (CPDI) is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered UNDER SECTION 42 of the Companies Ordinance, 1984 (XLVII of 1984).

## **PURPOSE OF THE ASSIGNMENT**

- Building sound narrative on inequality by presenting comparison of rich and poor through food, education, sports, living standards etc.
- To explain through visuals to the citizens that what is inequality look like, how it has nexus with poverty.

## **SCOPE OF WORK & DELIVERABLES**

CPDI seeks services of a consultant/firm or agency to produce the following products:

- 1) The stories of individuals whose lives are suffered due to prevailing
- 2) Inequality Catalogue showcasing the lives of people being affected by inequality
- 3) RAW formats for all files. Also required editable versions of catalogue designs in user-friendly software (compatible with Photoshop/ Illustrator/ Corel Draw or any other).
- 4) High Quality 100 images with captions i.e. name, location and one liver

Detailed outputs:

- Work plan
- Concept visualization
- Script writing (English)
- Story board
- Shooting & Editing
- Draft revision & Re-editing
- Final product after peer review

## **PROCEDURES FOR SUBMISSION OF PROPOSALS**

Interested consultants/firms should submit:

- Detailed technical proposal comprising creative methodology, innovative approach, resume/profile of the applying consultant/firm
- Itemized financial quotation
- Sample of Previous Work

### **Where to Send Your Proposal:**

Please submit your proposal via courier or by hand on or before 2<sup>nd</sup> of November 2018 till 3:00 PM.

### **Procurement Unit:**

Centre for Peace and Development Initiatives  
1005, 10<sup>th</sup> Floor, Block 4, Khudadad Heights, Main Margalla Road,  
E-11 Islamabad  
Phone: 051-8312794, 8312795

If you have any query please feel free to contact.