

**TERMS OF REFERENCE**  
**Request for Proposal**  
**“Services Required for Media Firm/ Individual Consultant”**

Project:	<b>Strengthening of Local Governance Systems as a Catalyst for Improved Municipal Services Delivery in Punjab and KP</b>
Assignment:	<b>Video Documentary Development</b>
Duration:	<b>This is a deliverable-based assignment to be completed by 07<sup>th</sup> September, 2022</b>
Last date to apply:	<b>20 May, 2022 (1:00 pm)</b>
Submission to:	<b>Proposal, both technical and financial in separate envelopes, on below address: Procurement Unit: Centre for Peace and Development Initiatives 1-A, Main Service Road East, National Police Foundation, E-11/3, Islamabad Contact # 051-8312794-95</b>

### **About CPDI**

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan, and 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). It was established in September 2003 by a group of concerned citizens who realized that there was a need to approach the issue of peace and development in an integrated manner. CPDI is the first initiative of its kind in Pakistan. It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building in order to promote citizenship, build peace and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, transparency, and access to information, budget watch, media watch, election watch, legislative watch, and democratic development.

### **Introduction to the Assignment:**

The assignment is under LOGO II program, which is being jointly implemented by CPDI and GIZ in the Punjab and KP provinces. The objective of the LOGO II is to “have the regulatory, personnel and financial prerequisites for the effective delivery of public services.” The CPDI’s project interventions envision improvement in the service delivery by providing technical support to local government departments. In general, the coverage and quality of municipal services have been a major challenge in Pakistan, despite the fact that such services can play a critical role in improving the quality of life and meeting national/ international commitments like the Sustainable Development Goals (SDGs). The individual consultant/ media firm shall develop a documentary on the successful interventions and their impact at a larger level. The assignment will broadly include the following components:

- (a) Capturing project initiatives and experiences of project participants/ beneficiaries in KP and Punjab provinces;
- (b) Development and finalization of the concept and the script; and
- (c) development of a short version (2-3 mins.) and a long version (8-10 mins) video-based documentary on the approved concept/ script, and then its editing/ finalization based on the feedback from the project team.

## **Assignment:** Video Documentary Development

### **The task to be performed**

- Capture project initiatives/ activities and experiences/ feedback of project participants/ beneficiaries in close consultation with Provincial Coordinators and Gender and Social Inclusion Specialist;
- Review of relevant documentation including photographs and video clips;
- Meeting with relevant stakeholders to understand the context of the assignments;
- Preparation of workplan including field activity for filming relevant activities, facilities, achievements or recording interviews of relevant stakeholders;
- Development and finalization of the script after inclusion of feedback from CPDI/ GIZ;
- Preparation/ sharing of two versions of video documentary i.e. long version (8-10 mins.) and short version (2-3 mins.) for CPDI/ GIZ feedback; and
- Finalization of two versions of video documentary i.e. long version (8-10 mins.) and short version (2-3 mins.), after incorporating CPDI/ GIZ feedback.

### **Deliverables:**

- Work plan indicating timelines for each activity/ deliverable including meetings with relevant stakeholders;
- Scripts (both for the short and long versions) for the documentary;
- Report on filed activity including recordings of activities, facilities, achievements and interviews with stakeholders including relevant officers of TMAs and members of local communities in selected TLGs including Matta, Lachi and Haripur in KP; and Toba Tek Sigh, Khanewal, Sheikhpura and Mandi Bahuddin in Punjab province.
- Draft versions of the video documentary [i. e, long version (8-10 mins.) and short version (2-3 mins.)] for feedback of CPDI/ GIZ; and
- Final versions of the video documentary [i.e, long version (8-10 mins.) and short version (2-3 mins.)] after incorporating feedback of CPDI/ GIZ team.

### **Required Qualifications:**

- University Degree in Audiovisual, Photography, Film Production, Film Directing or any related field from recognized Institution.
- A minimum of 3 years' experience in undertaking similar assignments in out-door/ in-door shooting, editing, producing and directing documentary films and short movies.
- Experience in producing high quality broadcast video meeting tight deadlines on a variety of different social issues and development projects.
- Experience in layout design including visual and sound effects.

- Ability to mobilise production team as per assignment requirement.
- Ability to work and deliver in all three phases of shooting: pre-production, production and post-production.
- Exceptional skill to understand and diagnose complex environmental or social issues and ability to work in a culturally diverse environment and with local people in the context of documentary film production.
- Excellent planning and organizational skills.
- Good writing skills, clear and persuasive and experienced enough to write a scenario of a documentary film.

### **Selection Criteria:**

All interested firms/individual consultants are requested to submit their Technical and Financial Proposals as per given criteria to qualify;

- Min. 03 to 05 years relevant experience
- Digital event management experience with samples
- Professional Equipment and Resource
- Proposed approach, methodology and timeline
- Financial Proposal (lowest bid)

### **How to Apply:**

Technical and Financial Proposal along with two previous sample assignments must reach below address before the closing date:

**Procurement Unit - Centre for Peace and Development Initiatives (CPDI)**

**1-A, Main Service Road East, National Police Foundation, E-11/3, Islamabad**

**Contact # 051-8312794-95.**

**\*Late submission will not be entertained.**

**Note:** The proposal submitted by the interested firms / individual candidates should be inclusive of logistics and taxation, as no separate expense will be paid by CPDI for boarding, lodging, or any other incidentals required for the assignment.