

TERMS OF REFERENCE



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| Project: | Localization of SDGs through Participatory Development Planning by Tehsil Local Government in Khyber Pakhtunkhwa |
| Assignment: | Photography and Videography as per the requirements of the project. |
| Duration | 15 October, 2023 to 31 August, 2024 |
| Station | CPDI office, Islamabad |
| Level of Efforts | 25 working days spread over the period from October 2023 to August, 2024 |
| Last date to apply: | 02 October, 2023 |

A. ABOUT CPDI

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). It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote citizenship, build peace, improve governance, and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, local governance, transparency and access to information, budget watch, media development, electoral reforms, legislative strengthening, and democratic development.

B. ABOUT THE ASSIGNMENT

B. 1. BACKGROUND

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has initiated a project titled as Participatory Local Governance (PLG) to assist the governments in Punjab and Khyber Pakhtunkhwa to further strengthen their local governance system towards improved services delivery to the citizens. PLG builds on the earlier gains of its two completed projects in Punjab and Khyber Pakhtunkhwa i.e., the Support to Local Governance Project and the FATA Development Project by creating synergies on the already achieved results and the capacities built. The PLG will provide support mainly in three areas i.e., local revenue generation, participatory development planning, and digitalization for improved services delivery.

GIZ has partnered Center for Peace and Development Initiatives (CPDI) to assist the Government of Khyber Pakhtunkhwa (GoKP) in evolving a structure for and building capacities around participatory local development planning in the province. This initiative (project for CPDI) is termed as “Localization of SDGs through Participatory Development Planning by Tehsil Local Government in Khyber Pakhtunkhwa”.

The overall goal of the project is “To create awareness, build capacities, enable public participation and facilitate relevant stakeholders for SDG-oriented Tehsil-level development planning.” The strategic objectives of this project are to (i) to support the Tehsil Local Governments in KP in the formulation of 25 SDG-oriented tehsil-level annual plans that take into account the needs, suggestions and aspirations of the citizens; (ii) to build the capacity of selected TLGs regarding participatory local level planning and budgeting process; (iii) to increase the capacity of the provincial level for strengthening participatory planning and citizen engagement at local level; and (iv) to generate public awareness on local level planning and opportunities for citizens’ participation, especially for women and marginalized segments of society.

B.2 MAJOR DUTIES AND RESPONSIBILITIES:

1. Attending project events, workshops, and activities to capture relevant photographs and videos.
2. Conducting on-site photography and videography sessions at project locations.
3. Editing and post-processing the visual content to ensure high-quality, professional outputs.
4. Providing timely delivery of edited photographs and videos in both digital and print-ready formats.
5. Collaborating with the project team to align visual contents with project objectives and branding guidelines.
6. Ensuring the appropriate storage and organization of all captured assets.

B.3 DELIVERABLE:

1. High-resolution photographs capturing the essence of project activities (minimum 50 photographs per event/activity).

2. Professionally edited and visually engaging videos highlighting project achievements (minimum 5 minutes per video).
3. All visual content delivered in both digital and print-ready formats.
4. A final report summarizing the activities covered and the impact of the visual documentation.

C. PAYMENT

Payment to the Consultant will be made against the number of days of performance/efforts reflected by him in the time sheet along with evidence of activities and deliverables.

D. REPORTING STRUCTURE AND COORDINATION

The services under this consultancy assignment will be supervised by the Project Manager and Manager Communications, CPDI. The Consultant will report to and will get directions during the currency of the provision of services from both the Project Manager and Manager Communications, CPDI.

E. REQUIRED QUALIFICATION AND EXPERIENCE

The Consultant should possess a combination of technical expertise, relevant work experience, and skills to successfully perform the duties and responsibilities, and deliverable. The Consultant should have following key qualification & experience for selection:

Educational Qualifications:

- Minimum bachelor's degree from an HEC recognized University.
- Certifications in photography/animatography/videography.

Relevant Work Experience:

- Minimum 3 years of professional experience in photography, videography, and visual arts.
- Proficiency in relevant software, including Canva and other photography and videography-related software.

Technical Skills:

- Proficiency in photography equipment (e.g., DSLR cameras) and video equipment (e.g., video cameras, drones).
- Knowledge of lighting techniques and equipment for both photography and videography.

Creativity:

- Demonstrated creative and artistic abilities in both photography and videography.
- Ability to conceptualize and execute creative ideas for both mediums.

A visual presentation will be required at the time of the interview if shortlisted.

F. HOW TO APPLY

Interested individuals can send their detailed CVs/Profile highlighting the relevant experience, qualification, and sample of previous work (70% weightage for evaluation) as well as the financial proposal (30% weightage for evaluation) mentioning the name of assignment in the subject line at: hr@cpdi-pakistan.org. The financial proposal should be inclusive of applicable taxes and work-related logistical costs (i.e., travel/ lodging, incidentals, etc.), as required for assignment related activities in Islamabad, Peshawar, and target TLGs in KP, as may be required. No such expense claims will be entertained/paid by CPDI.

*Late submissions will not be entertained.