

# TERMS OF REFERENCE

VIDEO DOCUMENTARY: TO SHED LIGHT ON THE SUCCESS OF CITIZENS  
FOR GOOD GOVERNANCE PROJECT



<b>Posted date</b>	November 4, 2023	<b>Last date to apply</b>	November 10, 2023
<b>Country</b>	Pakistan	<b>Location</b>	Punjab
<b>Type of Services</b>	Consultancy (contractual)	<b>Category</b>	Video Documentary
<b>Position</b>	1	<b>Tentative commencement date of services</b>	November 15, 2023
<b>Level of Efforts</b>	3 Weeks	<b>Tentative duration</b>	November 15, 2023 to December 8, 2023.

**Proposals / applications to be submitted at:** [hr@cpdi-pakistan.org](mailto:hr@cpdi-pakistan.org)

## ABOUT CPDI

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). 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 promoting peace and tolerance, police reforms, right to information, strong local governments, climate change and mitigation, transparency in governance, democratic values, rule of law, accountable governance in the country and public health initiatives.

## ABOUT THE ASSIGNMENT

### 1. BACKGROUND

The Centre for Peace and Development Initiatives (CPDI) requires the services of an experienced production firm (Firm) to create a documentary on project in KP and Punjab. The documentary will highlight the importance of LG system in KP and Punjab. The other documentary will shed light on the success of citizens for good governance project in strengthening public demand for inclusive and accountable local Government system and will capture the complete process of project journey in Punjab

## 2. KEY TASKS

The Firm will be responsible for:

1. **Research and Script Writing:** The Firm will research and develop the script for the documentary. CPDI will facilitate the process by providing technical support and will review and approve the final script.
2. **Filming and Production:** The Firm will be responsible to shoot high quality video (4K format) at different locations in Punjab, Pakistan. The shots will include project stakeholders (including the government of Punjab, CSOs, PWDs, Women, youth, transgenders, religious minorities, journalists, bloggers, university students and faculty members), and other visuals intended to illustrate the importance of Local Government, Right to information Act and Gender and Social Inclusion. The documentary should reflect the successes of the project and the firm will be working in close coordination with partner CSOs and CPDI team.
3. **Narration and Voiceover:** The Firm will provide a narrator with an engaging and expressive voice for documentary voiceover in English. CPDI will evaluate and approve the narrator out of the options provided by the Firm.
4. **Background music and animation/illustrations:** The firm will be responsible to provide non-copyright background music for the documentary. Moreover, the Firm will develop animation(s) or illustration(s), as required under the script to make the documentary appealing.
5. **Subtitles and translation:** The firm will be responsible to provide subtitles and translations of languages other than English, such as Punjabi and Urdu. CPDI will approve the translations.
6. **Final Product:** The Firm will provide the final product in 4K.

## 3. EVALUATION CRITERIA:

CPDI will evaluate the proposals on the basis of:

- Technical (70%)
- Budget (30%)

## 4. DURATION:

Total length of assignment is three weeks - the final product must be ready by Friday, December 8, 2023

## 5. REQUIRED QUALIFICATION AND EXPERIENCE

The Firm should possess a combination of technical expertise, relevant work experience, and skills to successfully deliver the assignment for the production of project documentary for awareness and showcasing purpose.

The staff of the Firm should have following key qualification & experience criteria required for selection:

- **Educational qualifications:** At least a master's degree in a relevant field such as graphic and publicity design, mass communication, digital media and content management, social sciences, or a related field.

- Relevant work experience: Have a minimum of 5 years of work experience in IEC development, show casing material, mass media management, communications, or related work areas.
- Experience of working with the public sector, especially the local government: The Firms having experience of working with or for the public sector will be given preference. Experience of working with the local governments will be an added advantage. Further, having previous work experience with the local governments in Punjab is preferred.
- Language skills: Staff of the Firm should have excellent language skills. They should be able to articulate complex concepts in a clear and concise manner and utilize available mediums for the production of good documentary.
- Previous experience: Previous experience on similar assignments is mandatory. The Firm should provide access to documentaries developed during previous assignments which shall be used to evaluate its proposal and application for this assignment.

## 6. REPORTING:

Project Manager & Executive Director CPDI

## 7. HOW TO APPLY:

**Firm Profile:** Please provide your firm profile that illustrates the capacity of your Firm and the projects it has undertaken in the past. Sample of previous work online or on flash drives is required to be submitted as well.

**Proposed Approach:** Describe how the Firm will undertake the tasks mentioned in the scope of work. How creativity will be employed for different tasks during the production of the documentary.

**Budget and Timeline:** Provide a detailed budget breakdown and timeline of the key milestones.

**Deadline and Email for Submission:** Proposals must be submitted by close of business on November 10, 2023 at [hr@cpdi-pakistan.org](mailto:hr@cpdi-pakistan.org).

\*Late submissions will not be entertained.

**Note:** CPDI reserves the right to accept or reject any or all proposals.