

TERMS OF REFERENCE

4 VIDEO PROGRAMS-CITIZENS FOR GOOD GOVERNANCE



Posted date	Mar 23, 2024	Last date to apply	Mar 30, 2024
Country	Pakistan	Location	Islamabad
Type of Services	Consultancy (contractual)	Category	Video Programs
Position	1	Tentative commencement date of services	April 01, 2024
Level of Efforts	1 Months	Tentative duration	1 April to 1 May, 2024
CVs /applications to be submitted at: 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 consultant or media firm (Firm) for the creation and production of four video programs. The programs are part of the Citizens for Good Governance project being implemented by the Centre for Peace and Development Initiatives (CPDI) in the provinces of Punjab and Khyber Pakhtunkhwa (KP). The purpose of these video programs is to raise awareness and promote good governance practices among the citizens of these provinces. Individual consultants or media firms are invited to apply for this project.

The Citizens for Good Governance project is an initiative undertaken by CPDI aimed at promoting transparency, accountability, and citizen participation in the governance process. The project is being implemented in both Punjab and KPK, with the objective of empowering citizens to actively engage in decision-making processes.

The video programs will cover a range of themes that are central to the Citizens for Good Governance project. These themes include but are not limited to: Citizen Engagement, Transparency and Accountability, Gender and Social Inclusion, Local Government, Women's role in LG, Removing access barriers for PWDS and Rights of Marginalized Communities.

2. SCOPE OF THE ASSIGNMENT

The scope of this assignment encompasses the development and production of four video programs on a variety of topics. The topics for the video programs are mentioned below:

- Women's role in Local Government
- Issues of Transgenders and recommendations
- Public participation in LG through the use of RTI Act
- Citizen's participation in budget making process.
- Removing access barriers for PWDS and Rights of Marginalized Communities

The programs should be informative, engaging, and tailored to the target audience, which includes citizens, community leaders, government officials, and other stakeholders. The selected consultant or firm will be responsible for producing these programs and engaging panelists or key experts based on the thematic areas of the projects. The videos should be of high quality and adhere to professional standards in terms of content, production value, and technical aspects. The topics of the videos will be provided by the CPDI, and the consultant or media firm will be responsible for conducting research, scriptwriting, filming, editing, and final delivery of each program.

3. KEY TASKS

The key tasks for the media firm include:

- Research: Conduct thorough research on each topic to ensure accurate and up-to-date information is presented in the videos.
- Scriptwriting: Develop compelling scripts that effectively communicate the key messages and objectives of each video program.
- Filming: Coordinate all aspects of filming, including location scouting, talent selection, equipment rental, and scheduling.
- Editing: Edit the footage to create a cohesive and visually appealing final product. This includes adding graphics, music, and any necessary post-production effects.
- Delivery: Ensure timely delivery of the completed video programs in the required format and resolution.

4. DELIVERABLES:

The selected media firm will be responsible for delivering the following:

- A detailed proposal outlining the approach, methodology, and timeline for the production of the video programs.
- Four high-quality video programs addressing the themes aforementioned.
- English and Urdu transcripts for each video program.
- Raw footage and other relevant materials used in the production process.

5. DURATION:

The duration of this assignment is expected to be approximately one month. This includes time for research, scriptwriting, filming, editing, and final delivery of each video program. The exact timeline will be determined in consultation with the selected media firm.

6. EVALUATION CRITERIA

Interested firms are required to share detailed proposal along with one-page cover/ motivation (70% weightage) and a financial proposal (30% weightage for evaluation) mentioning the name of assignment in subject 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 and meetings at CPDI offices. No expense claims will be entertained/paid by CPDI.

7. REPORTING:

Project Manager & Executive Director CPDI

8. HOW TO APPLY:

Interested firms will submit the technical and financial proposal at: hr@cpdi-pakistan.org.

*Late submissions will not be entertained.