

TERMS OF REFERENCE



VIDEO DOCUMENTARIES: One video documentary production on the planning process and one video documentary production on the impact of the development planning

Posted date	April 03, 2024	Last date to apply	April 18, 2024
Country	Pakistan	Location	Khyber Pakhtunkhwa
Type of Services	Consultancy (contractual)	Category	Video Documentary
Position	N.A.	Tentative commencement date	April 25, 2024
Level of Efforts	20+20= 40 days	Tentative duration	April 25 to August 31, 2024.

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.

1. ABOUT THE ASSIGNMENT

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has initiated a project titled Participatory Local Governance (PLG) to assist the governments in Punjab and Khyber Pakhtunkhwa to further strengthen their local governance system through 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 Governments 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) support the City/Tehsil Local Governments in KP in the formulation of 25 SDGs-oriented medium-term development plans that take into account the needs, suggestions, and aspirations of the citizens; (ii) build the capacity of selected City/TLGs regarding participatory local level planning and budgeting process; (iii) 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.

2. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The Centre for Peace and Development Initiatives (CPDI) requires the services of an experienced production firm (Firm) to create two documentaries on the above-mentioned project in KP. The first documentary will highlight the importance of participatory development planning and the process of formulating an oriented Medium-Term Tehsil Development Plan in KP. The second documentary will capture the essence of local governance in terms of SDGs. CPDI wants to showcase how aligning development planning and initiatives with Sustainable Development Goals (SDGs) at the local level can bring positive change/impact.

3. 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 for shooting high-quality video (4K format) at different locations in KP. The shots will include project stakeholders (including the government of KP, elected representatives of selected City/Tehsil Local Governments, PWDs, Women, youth, transgenders, religious minorities, and other visuals intended to illustrate the importance of participatory

development planning, Localization of SDGs, and SDGs Oriented Medium-Term Tehsil Development Plan, as well as its digitization. The documentary should reflect the successes of the project.

3. Narration and Voiceover: The Firm will provide a narrator with an engaging and expressive voice for documentary voiceover in Urdu. 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 for providing non-copyright background music for the documentary. Moreover, the Firm will develop animations or illustrations, as required under the script, to make the documentary appealing.
 5. Subtitles and translation: The firm will be responsible for providing subtitles and translations of the videos in English.
 6. Accessible: All the videos should be aligned with the needs of visually and hearing-impaired individuals.
 7. Final Product: The Firm will provide the final product in 4K.
3. EVALUATION CRITERIA:
CPDI will evaluate the proposals on the basis of:
- Technical Proposal (70%)
 - Budget (30%)

4. DURATION:

The total length of the assignment is four weeks for each video starting from the date of the contract.

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 a project documentary for awareness and showcasing purposes.

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

- Educational qualifications: At least a bachelor'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, showcasing 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 and will be preferred.
- Language skills: The staff of the Firm should have excellent language skills. They should be able to articulate complex concepts clearly and concisely and utilize available mediums for the production of a 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.

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.

6. REPORTING:

Project Manager & Manager Communication

7. HOW TO APPLY:

Interested individuals are required to share a detailed CV accompanied by the firm's profile that illustrates the capacity and the projects it has undertaken in the past and a few samples of previous work online or on flash drives. The CV must contain that how the Firm will undertake the tasks mentioned in the scope of work and how creativity will be employed for different tasks during the production of the documentary. The CV and company profile will carry a weightage of 70% in the evaluation process. Additionally, we request the submission of sealed quotations and signed financial proposals, which will hold a weightage of 30% in the evaluation process. Please ensure that the financial proposal is in PKR and encompasses all applicable taxes and logistical expenses related to the assignment, such as travel, lodging, incidentals, etc., required for activities/assignments,

interviews, meetings, etc. in CPDI, Provincial HQ offices, and target Tehsils. No expense claims will be entertained or paid by CPDI.

All submissions must be addressed to CPDI Islamabad Head Office at House 13, Street 788, G.13/4, Islamabad

*Late submissions will not be entertained

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