**TERMS OF REFERENCE**

**VIDEO PRODUCTION AND PHOTOGRAPHY OF CASE STUDIES FOR COMMUNITIES**

**1. Introduction**

Center for Communication Programs Pakistan is working with Johns Hopkins Center for Communication Programs, Mercy Corps and Rural Support Programmes Network to implement the Health Communication Component of USAID’s-Maternal and Child Health (MCH) Program. Health communication plays a pivotal role in bringing about social change and healthier behaviors for reducing maternal and child mortality in the country.

This TOR is for the development of video profiles and photography of women and men from communities in Sindh, under the Health Communication Component (HCC).

**2. Health Communication Component**

The Health Communication Component is part of USAID’s Maternal and Child Health Program, which is operating in several districts across Sindh, with a focus on rural areas. HCC is a five-year project for reducing maternal and infant mortality by using a package of social and behavior change communication interventions. Center for Communication Programs Pakistan (henceforth, Center), is providing support to Johns Hopkins Center for Communication Programs in the design and implementation of mass media and other communication interventions. Center is a premier organization in Pakistan, which specializes exclusively in development communications. Center leads with a solid experience in development and implementation of multi-media communication interventions with an integrated approach to effectively reach out to diverse audiences.

The Health Communication Component, in its first phase, aims to address the most immediate and basic needs for improving maternal and child health. This includes, among others, increased intent to practice particular behaviors among key audiences, including uptake of reproductive health services.

**3. objectives & AUDIENCE OF THE ASSIGNMENT**

This TOR is for the production of video profiles and photography from rural Sindh to be showcased as case studies among communities. These videos will showcase individuals who have contributed positively (by addressing barriers/issues) to reproductive, maternal and child health and inspire other married women and men in their communities to also become positive contributors.

**4. scope OF THE ASSIGNMENT**

Scope of this assignment is the production of 10 case studies of individuals from focused districts of Sindh (Umerkot, Sanghar, Sukkur, Mitiari, Mirpurkhas,). The case studies will be identified by Center and the contractor will need to shoot the selected individuals on original locations according to the script, which will be jointly developed. The 3-phased scope of work is as follows:

**Pre-Production:**

* Review of case studies and script development with inputs from Center;
* Develop the rough storylines for the shoot and the storyboard to be shared among partners for review; and
* Planning and coordination of fieldwork for production of video profiles.

**Production:**

* Video shoot, in high definition, and high-resolution photography in selected districts, where each profile is expected to take at least one field day along with consent of the individuals;
	+ Formats such as Mark 3, HeroPro2, Sony/Panasonic HD format or Black Magic are competitive and may be quoted with a brief rationale; and
	+ Lights, Sounds, Lenses and Value Added Facilities like Jip, Track, and Crane can also be quoted with separate break up costs.

**Post-Production:**

* Voiceovers in Urdu and Sindhi languages and subtitling in English and Urdu, as conversation is expected to be entirely in Sindhi. Propose at least two options each of male and female voiceover artists along with their voiceover samples;
* One background traditional Sindhi music, originally composed for all the case studies; and
* Graphics, sub-titling and translation services are required.

**5. PROPOSAL SUBMISSION:**

*Interested parties are requested to submit their Technical and Financial Quotes on the format given in Annexure 1 and must use the same, the same is available for download:*

[*http://ccp-pakistan.org.pk/procurement-notices/*](http://ccp-pakistan.org.pk/procurement-notices/)

Interested parties must submit their financial and technical proposals in separate sealed envelopes clearly marked “Financial” and “Technical” in one packet either through post or by-hand by 5:00 pm, September 21, 2015 to:

Address: Finance Section

Center for Communication Programs Pakistan

House 89B, Street 59, F-10/3

Islamabad

* Technical proposals must contain the following:
	+ Prescribed proposal cover sheet (Annex 1)
	+ Understanding of the assignment
	+ Idea/references for shooting the Case Studies (Reference can be both from a local or international production)
	+ Proposed Team – For all three phases, please refer to Annexure III
	+ Proposed format/equipment with justifications (e.g. if you are using Black Magic you have to rationalize why you think it is better than competitive formats like Mark3, Heropro, Sony, Panasonic etc.)
	+ Showreel of similar assignments/ Documentaries; (please include not more than five examples of similar production and/or related subject) and
	+ Profile of the proposed Project Director and Agency Profile.
* Financial proposals must quote costs for production on a prescribed format as mentioned in Annexure III.

Send queries related to this call by September 13, 2015 to info@ccp-pakistan.org.pk, which will be shared the next day on the Center’s website.

**6. TIMELINES**

The total duration of the assignment is five weeks. Interrelated activities for this assignment along with expected duration is provided in the following table:

|  |  |  |
| --- | --- | --- |
| **Stage** | **Description** | **Duration** |
| 1 | Refining concepts, scripts and storyboards submitted for approval and production; | Week 1 |
| 2 | Deciding on an idea and discussing micro details with the production plan  | Week 2 |
| 3 | Shooting video at original locations; | Week 3 |
| 4 | Postproduction editing, i.e. branding, sequencing and subtitling; | Week 4 |
| 5 | Preparing ten case studies on DVD, containing auto-play versions in Urdu, Sindhi with English subtitles. | Week 5 |
| 6 | First Draft and Modifications, some of which may require the need to reshoot in the field.  | Week 5 |

**7. SPECIFICATION**

Production: Interested parties should give their best quotations by keeping in mind the following specifications:

* Format – HD Format
* Local Shoot – In selected districts from rural Sindh, as mentioned under the scope of the work.
* Shoot Duration – Up to 10 days
* Duration of each case study is 8 – 10 minutes, with shorter adaptations
* One five minute edit of all the case studies combined
* Post Production with Music, Graphics, Voiceover and Logo Animations
* Language – In English, with Subtitles

Prescreening Criteria:

Prescreening includes submission of complete proposals as per the guidelines, and a good track record. In addition, firms should have handled good portfolios of similar nature in recent past.

*For this purpose, interested parties are requested to submit a prescreening questionnaire along with their technical and financial proposals provided as* ***Annex II & III*** *respectively and also available to be downloaded from:*

[*http://ccp-pakistan.org.pk/procurement-notices/*](http://ccp-pakistan.org.pk/procurement-notices/)

**8. PAYMENT TERMS**

Payments shall be made on the basis of submitted invoices within 30 working days as per the following payment plan:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| Production |
| 1 | Approved scripts and storyboards [in English]; | 20% |
| 2 | Shoot Plan and Consent Forms;  | 30% |
| 3 | Soft copies of one consolidated edit of all the case studies and 10 edits of individual case study and similar number of adaptations. | 50% |
|  | Total | 100% |

**9. SUPPORT**

Center shall provide the following support during the course of this assignment:

* Technical backstopping on refining scripting and concepts before shoot
* Giving technical feedback on the flow of the final edits submitted by the contractor

It is the responsibility of the contractor to arrange all logistics and provision of administrative, security and technical support, as well as receiving consents.

**10. DUTY STATION**

The interested party may be based anywhere in Pakistan but would work in close coordination with Component Offices in Islamabad and Karachi; travel to field is required for consultation with government counterparts.

**11. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED**

The Agency must have:

* Extensive experience, at least five years or more, of working in the domain of mass media production, specially in the genre of TV/Documentary Production;
* Proven experience of designing and executing documentaries on social issues,
* Deep understanding and familiarity with issues of mother and child health;
* Familiarity with overall diversity, cultural norms, preferences, traditions and dialects of different regions in Pakistan, especially of rural Sindh;
* Mobility and willingness to accept assignments at short notice; and
* Resources to develop high quality and visually appealing communication material in Sindhi and Urdu Languages.

**ANNEX I: PROPOSAL COVER SHEET**

|  |  |
| --- | --- |
| Legal Name of Organization | Name:Website: |
| Legal Name of other organization(s) if submitted as consortium | Name:Website: |
| Name and contact information of Focal Person | Name:Address:Telephone:Cell:Email: |
| Registration status | Operational since: |  | Registration under: |  |
| Technical Proposal Include: | * Proposal Cover Sheet
* Understanding of the assignment
* Idea/references for shooting the Case Studies
* Proposed Team
* Proposed Format/Equipment with Justifications (E.g. if you are using Black Magic you have to rationalize why you think it is better than competitive formats like Mark3, Heropro, Sony, Panasonic Etc.)
* Showreel of similar assignments/ Documentaries
* Profile of the proposed director and agency profile
 |
| Financial Proposal include: | * Detailed Breakup of production cost
* Options for at least 1 and at most 2 directors
 |
| Name, signature and stamp: |  |

**ANNEX II: PRE-SCREENING QUESTIONNAIRE**

**PRODUCTION OF CASE STUDIES**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Experience in mass media production | 1.1: Years of Experience in Productions & Creative Services, registration date:1.2: Turnover of TV Productions in a year (In numbers):1.3: Nationwide Offices (Mention Cities): 1.4: Nationwide Strength, number of staff in:

|  |  |
| --- | --- |
| * Creative,
 |  |
| * Electronic Productions
 |  |
| * Graphic Designing and
 |  |
| * Client Services
 |  |

 |
| 2. Awards and recognition | Creative/Production/Recognition Awards won:

|  |  |  |
| --- | --- | --- |
|  | Name of the Award | Name of the Production/Documentary that won the Award  |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |

 |
| 3. Top 5 TV Production/ Documentaries produced |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Name of the Production | Client | Subject/Issue |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |

 |
| 4. Accreditations  | APNS ☐PBA ☐PAA ☐PID ☐Any other, please mention |
| Name and Signature |  |

**ANNEX III: FORMAT FOR FINANCIAL QUOTATIONS**

|  |
| --- |
| **PHASE – PRE PRODUCTION**  |
| **Serial** | **Particulars** | **Unit Cost** | **Units** | **Total** |
| 1 | Scripting  |  |  |  |
| 2 | Storyboarding  |  |  |  |
| 3 | Other costs, please specify |  |  |  |
| **Pre-production phase ends at the Production Plan** |
| **PHASE –PRODUCTION** |
| **Serial** | **Particulars** | **Unit Cost** | **Units** | **Total** |
| 3 | Shoot Format – Propose Camera |  |  |  |
| 4 | Lenses, Stand |  |  |  |
| 5 | Lighting  |  |  |  |
| 6 | Sound |  |  |  |
| 7 | Crane |  |  |  |
| 8 | Jip  |  |  |  |
| 9 | Track  |  |  |  |
| 10 | Any other please specify & add number accordingly  |  |  |  |
| 11 | Director  |  |  |  |
| 12 | Camera Man  |  |  |  |
| 13 | Crew  |  |  |  |
| 14 | Food |  |  |  |
| 15 | Boarding and Lodging |  |  |  |
| 16 | Security and Administration |  |  |  |
| 17 | Photography  |  |  |  |
| 18 | Other costs, please specify |  |  |  |
| **PHASE – POST PRODUCTION**  |
| **Serial** | **Particulars** | **Unit Cost** | **Units** | **Total** |
| 18 | Voiceover  |  |  |  |
| 19 | Editing  |  |  |  |
| 20 | Music  |  |  |  |
| 21 | Graphics  |  |  |  |
| 22 | Other costs, please specify |  |  |  |
| **OVERHEADS**  |
| **22** | **TAXES** | **RATE** | **TOTAL TAX** | **TOTAL WITH TAX** |
|  |  |  |  |  |