

Date 15 Feb, 2022

Terms of Reference / Request for Proposal
Ref: IRC/KHp/ENFE/JICA/Video documentary/PO/00049 /2022
Making of Short Video documentary of the Non-formal Education project

A. ORGANIZATION INTRODUCTION

Indus Resource Centre (IRC) is a provincial level NGO, registered under Societies Act XXI of 1860 in 1999. Currently, IRC is working in 06 districts of Sindh province through supports of multiple donors and philanthropists. IRC's Head Office is located in Karachi and Regional Offices are in Jamshoro and Khairpur which further manage IRC District Offices. IRC's main thematic programs are: 1) Education and Literacy, 2) Sustainable Livelihood and 3) Disaster Response & management, 4) Women Empowerment and Child Rights.

B. PROJECT INTRODUCTION

IRC is implementing a project "Enhancement of Non-formal Education" funded by UNICEF. The overall goal of the project is to enhance and contribute to the government's expansion of non-formal education services/ Alternative Learning Programmes (ALPs) for out-of-school and adolescents (ages 9-15) with particular focus on girls child (at least 50%) and most marginalized children, Project activities involve active participation of the male and female community members; and coordination with government departments. Overall results of the project are (a) out of school children and adolescent have access to NFE and complete a full basic primary education cycle (b) generate evidence of cost-effective NFE/ALP models available for upscale and institutionalization by provincial government.

C. Outcome of project:

Increased access to education through condensed and accelerated education for over-age out of school children and adolescents, especially focusing on girls

D. Outputs of project:

NFEs set up, with trained teaches, gender-responsive learning materials and curriculum
Women and men in communities mobilized for the enrollment and retention of children and adolescents in NFEs
Advocacy with government to institutionalize NFEs and support mainstreaming and transition of learners, particularly girls, into formal school.

➤ **Project Basic information and updates**

Title of Project:	Enhancement of Non Formal Education	
Donor Agency :	UNICEF – JICA (Japan International Cooperation Agency)	
Targeted Areas:	District Ghotki, district Khairpur, Karachi (Urban Slum Areas of Bin Qasim Town, Gadap Town, Keemari Town)	
Duration:	6/11/2018 to 30/4/2022	
Population Focus:	4500 Children and adolescent (2500 girls)	
	150 NFE centers (60 in Khairpur, 60 in Ghotki, 30 Karachi – 10 in each Gadap town, Bin Qasim town, Keemari town)	
	150 NFE teachers (90 females)	
	150 VECs (Village Education Committee) & 1200 VEC members (50% females)	
	3000 community members (at least 50% females)	
Packages:	NFE Text Book Package A	Completed
	NFE Text Book Package B	Completed
	NFE Text Book Package C	Continue

➤ **Key components of the project include the following:**

- i. Geographic area (District Ghotki, district Khairpur, Karachi (Urban Slum Areas of Bin Qasim Town, Gadap Town, Keemari Town)
- ii. NFE Centres: 150 (90 girls)
- iii. Target Beneficiaries: 4500 children & adolescents (2500 Girls)
- iv. NFE teachers: 150 (90 female NFE facilitators)
- v. VEC members engagement: 3000 (50 per cent females)

E. OBJECTIVE OF SERVICES

This assignment aim to seek services of the qualified media expert to film different project interventions, including key processes, activities and results of the project. The detailed desk review and inception meeting with project staff members would be conducted before the filming.

➤ **Filming Locations**

The project activities are ongoing in District Ghotki, district Khairpur, Karachi (Urban Slum Areas of Bin Qasim Town, Gadap Town, Keemari Town) with maximum outreach spread over 150 NFE centers (60 in Khairpur, 60 in Ghotki, 30 in Karachi – 10 in each Gadap town, Bin Qasim town, Keemari town)

F. SCOPE OF WORK

- Highlight the project’s key process, activities and result of the project.
- Highlighting key interventions number of beneficiaries taking, community engagement and achievements
- This video documentary will be 8 – 10 minutes duration.
- Research, review and analyze existing material within the project followed by inception meeting with key staff members and IRC management for preparing a work-plan for filming the project activities.
- Impact of COVID 19 on project and how project management mitigated those loses
- Community participation, ownership and contribution
- Video recording (HD Quality) of various project activities including field locations, SOTs of community or staff members where seems fit with regard production of video documentary.
- Production of video documentary, with minimum length of 8 – 10 minutes.
- Include high resolution still images that incorporate and transition effects. At least 50 still images shall be submitted to the organization.
- The documentary should use each of a motion, color, and picture-in-picture effect and is in DVD format of HD quality.
- Include a full menu of credits. Can use the previous footages.

G. DELIVERABLES

- Meeting with the project staff to discuss theme, audience and goal of the documentary.
- A comprehensive concept note with work-plan for filming and production of the video documentary.
- Production of video documentary with duration of 08 to 10 minutes each in HD quality with one master copy on DVD/ soft form.

➤ **Time line after signing the contract**

Activities	1st Week	2nd Week	3rd Week	4th Week
Meeting with project team				
Discussion on Script and required information				
Feedback on Scrip & finalize				

Filming/video shooting at field level				
Composing /editing				
Feedback on video and finalize				

➤ **General Terms & Conditions**

- Necessary meetings must be conducted with project staff and IRC management in order to finalize storyline/script and layout of recording
- IRC shall not be responsible for travel, boarding or lodging, except field travel from IRC offices (Khairpur and Ghotki, Karachi) to field location/village shall be facilitated.
- Video footages and other relevant material would be property of the IRC.
- The firm/consultant would be responsible for video recording, editing, animation, title music of documentaries.
- Payment shall be made through cross cheque (in two installments) upon agreed terms and conditions. Taxes shall be deducted as per government rules.
- Follow the journalistic code of ethics and apply copyright citation and fair usage guideline where applicable.

H. QUALIFICATION AND EXPERIENCE REQUIREMENTS

Only experienced media professionals/ companies who has relevant past similar experience of making documentaries for non-profit organizations are eligible to apply.

I. CONTENT OF PROPOSAL

Technical Proposal Requirements	
Firms	Individual Consultants
1. Profile of Firm 2. Relevant Experience 3. Team 4. Execution Methodology 5. Work Plan 6. Staffing Plan	1. Profile of Consultant 2. Execution Methodology 3. Work Plan

Financial Proposal Requirements	
Firms	Individual Consultants
1. Summary of Costs 2. Breakup of Professional Fee and Other Expenses. 3. Milestone wise Payment Schedule Note: <ul style="list-style-type: none"> • <i>Financial proposal to be provided in PKR</i> • <i>Provide validity of financial proposal</i> 	

J. SCORING CRITERIA

1. Technical Proposals (70% Weightage)

a. Firms

- Profile of Firm and Relevant Experience 30%
- Team 40%
- Execution Methodology, Work Plan and Staffing Plan 30%

b. Individual Consultants

- Profile of Consultant 50%
- Execution Methodology and Work Plan 50%

2. Financial Proposal (30% Weightage)

3. Supporting Documentation

- NTN Certificate,
- CNIC Copy,
- Registration Certificate
- etc.

K. DEADLINE FOR SUBMISSION OF PROPOSAL

Proposals should be received on or before:

Date: 28 February 2022

Time: before 5:00 PM

L. SUBMISSION ADDRESS

Name and designation of Focal Person: Saifullah Abbasi (M&E Officer-ENFE project)

Name of Organization :IRC

*Complete address :IRC Office, House # C-111 Nizamani Muhalla K.T.M road behind railway station
Khairpur Mir's.*

Contact Number of Organization: 0243-552512

M. CONTACT PERSON

Name: Mohsin Solangi

Position: Project Manager (ENFE)

Contact number: 03243852600

Email Address: mohsinsolangi.irc@gmail.com

N. DISCLAIMER

1. Proposal received after the aforementioned timeline will be rejected.
2. Only shortlisted firms/ consultants will be contacted.
3. IRC will not reimburse any cost that was incurred for preparation of the proposal.
4. IRC reserves the right to reject any or all proposals and is not bound to any legal claim in this regards.