



Terms of Reference (TOR)

for the Production of Project Documentary of project, “Utho Bolo”

Organizational Introduction:

Idara-E-Taleem-O-Aagahi (ITA) was established in 2000 to address the complex crisis of education across Pakistan from early years to adulthood across sub-sectors. ITA is deeply invested in and committed to the Constitutional Fundamental Rights - article 25A and SDGs 2030 particularly SDG 4 and SDG 5. For ITA, Gender is a cross cutting challenge as it lies at the intersection of class, geography, cultural norms and structural constructs. ITA's work since 2000 has entailed an iterative engagement with service delivery, capacity building, research and nationwide advocacy for policy and legal amendments for public good. It works nationwide through large scale learning and household surveys (ASER/ELP) with over 10,000 young volunteers and over 20 CSOs annually that inform action; It has worked extensively for child rights and women's rights as human rights. ITA has always been evidence driven to influence policy and actions.

Background:

Pakistan has the largest population of youth ever recorded in history, according to a comprehensive National Human Development Report 2018 (NHDR) report [1] launched by UNDP. Young people account for 64% of the total population of Pakistan which is the highest it has ever been in the history of the country. However, 29% of the population belongs to the age bracket of 15 to 29 years old [2]. If the youth of Pakistan is managed well in their most productive years, this will create a demographic dividend. Pakistan has 51.7 million people aged 9-19 (25.50%) and 37.3 million people aged 20-30 (18.40%).

Source: Calculated from PSLM 2019 micro data; Pakistan Housing Census 2017 summary report; It doesn't consider AJK, GB, FATA and Transgender

Idara-E-Taleem-O-Aagahi (ITA) is implementing a project entitled, “Utho Bolo” in District Lahore. Utho Bolo is a 5 years’ project that aims to work towards Life Skills Based Education (LSBE), Sexual and Reproductive Health and Rights (SRHR), adolescents and youth empowerment, and gender equality.

Utho Bolo project intends to build the capacity of youth regarding LSBE and SRHR and to provide a safe and bold space for youth where they can voice their opinion. In Pakistan total of 55% population of the population resides in rural areas; therefore, it is of vital importance that young people from rural and urban areas be engaged and work together where they can take forward their agenda together.

[1] <https://www.pk.undp.org/content/pakistan/en/home/library/human-development-reports/PKNHDR.html>

[1] <https://propakistani.pk/2018/05/04/pakistan-has-the-largest-percentage-of-young-people-in-its-history/>

Utho Bolo

Utho Bolo is a unique and strong concept that tackles several levels at once. It focuses on strengthening the individual capacity of young people and at the same time improves the (availability of) sexual and reproductive health services and referral system to these services.

Focusing on:

- Life Skills Based Education (LSBE)
- Sexual and Reproductive Health and Rights (SRHR)
- Meaningful Involvement of Young People
- Partnerships

Young people for sustainable development and change

The world is home to 1.8 billion adolescents - some 88% reside in developing countries. Not long ago, young people were considered passive recipients of knowledge and services. This changed in December 2003; when the UN General Assembly adopted a resolution on youth involvement. Today, there is a strong drive to involve young people as partners for change.

Harnessing the power of inclusive partnerships

The five-year partnership commits to:

- **Strengthening cooperation within and across national, regional and international levels** to undertake concerted advocacy for a progressive and inclusive SRHR agenda; and

Advocating and holding governments accountable for their adoption of progressive and inclusive policies (and budgets thereof) for the implementation of Life Skills Based Education (LSBE) and Sexual and Reproductive Health and Rights (SRHR)

Scope of Work & Technical Requirements

ITA welcomes creative ideas & suggestions for an impactful and innovative delivery of the message and to develop a powerful project documentary (Video Report) of project – Utho Bolo. The documentary is to be empathy driven, moving and motivational, told mainly from the perspective of the students, communities, and other beneficiaries, with interviews and inputs from Champions4Life, project team and donors. The documentary should be produced in English, at highest market quality standards, high-definition, fast paced and colorful, with clean stylistic touches. The total running time of the documentary is to be 10-15 minutes. The entire documentary production i.e. storyboard writing, filming, editing, voicing/narration etc. should be done by the contractor, delivering a final ready-to-air product in broadcast standards and in HD technology format. The entire development and production process will be closely monitored by ITA providing continuous review, comments and thematic inputs support when needed. ITA will work closely with the contractor of the documentary and has the “final cut” of the documentary as well as creative, editorial and technical direction.

Overall objective of the Assignment

The overall objective of the assignment is to produce 10-15 minutes project documentary (Video Report) highlighting best approaches, best practices, achievements, outreach, and real impacts in the Project focal areas.

Target Audios

- Champions4Life
- Agents4Change from Schools & Community
- Success Stories
- Project Staff & Donors
- Supporters
- School Management & Teachers
- Community Mobilizers
- Peer Educators

Specific tasks for the Service Provider

The service provider will be required to do the following:

- Develop the documentary's overall concept and scenario
- Meet with Project staff for deeper understanding of Utho Bolo
- Develop the documentary script and storyboard to be used in the documentary (Video Report).
- Interview selected participants for the documentary, who will include project beneficiaries, project implementers, Project staff and donors.
- Perform appropriate video filming and shoot interviews
- Recording/Shooting (To be added in the main documentary) of ongoing project activities which includes community sessions being conducted by the Champions4Life, team meetings, events etc.
- Present a draft documentary (with subtitle in English) and human stories to ITA for comments on contents.
- Produce one final documentary (Video Report)

Output /Deliverables

- Submit a storyboard and script for the documentary to ITA for approval before filming;
- Present draft documentary and human stories for comments
- Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories.
- Provide the master file of all the shoots
- Present a complete 10-15-minute documentary
- Hand over 1 master copy
- Present one 2-3 minutes of highlights of documentary film and human stories.

Required Qualifications and Experience of the Service

The service provider will be required to have the following:

- More than 5years experience working in similar field (30 points).
- Extensive experience in producing development work related documents for publication and documentaries for national and international organizations with the aim of reaching both local and international audiences (30 points)
- Excellent technical capacities (state of the art filming equipment including drone camera preferably High Definition and Gimble) to ensure smooth and high-quality production (20 points).
- Experienced and qualified team for shooting, editing, audio, mixing, voiceover, graphics etc. (20 points).

Duration of the Assignment

The assignment is expected to take in September. A final documentary needs to be submitted to ITA by 20th of September, 2020

Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to ITA, which the service provider may come into contact with in the performance of his/her, duties under this consultancy shall remain the property of ITA, who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form.

Contractual arrangements and supervision

The service will be hired and supervised by ITA terms of contract for the purpose of delivering the above outputs, within the agreed time frame. ITA as the client shall provide necessary support to the service provider in order to execute the assignment during the duration of the consultancy. These shall include:

- I. Access to relevant project documents, information, pictures and videos necessary for execution of the duties under this consultancy;
- II. Contact details of relevant people to be interviewed.
- III. Details of project activities to be recorded

Equipment for the Assignment

No equipment will be purchased or provided by ITA. Any equipment needed to complete this assignment will be provided by the service provider.

Logistics

Service provider has to reach to ITA office and other venues in Lahore with his team and equipment at his own cost. ITA will not be responsible of any additional financial support.

Evaluation of proposals

Technical Evaluation:

- Technical part of proposal will be evaluated first. Technical proposal will carry 70% weightage

Financial evaluation

- Financial part of proposal will carry 30% weightage

Combined Evaluation

- After the technical, financial evaluation all the points will be aggregated to finalize the hiring process of group/firm/organization.
- ITA reserves the right to reject all or any proposal without assigning any reason.

Payment Details

The service provider's payment shall be based on the financial proposal developed for this consultancy through cross cheque in the name of the firm after deduction of all applicable taxes as per law of land on the date of payment).

The payments will be made in following installments:

- 25% initial payment on the submission of storyboard and script for the documentary
- 25% upon the submission of draft documentary and human stories for comments
- 25% upon the submission of Final documentary and Highlights
- 25% upon submission and satisfactory approval of final documentary and submission of all the raw material to ITA.

Timeline:

The consultant will complete the assignment within the month of September 2020. This timeline includes the detailed filming plan and timeline for all phases in pre-production, production and post-production

Preliminary meeting with ITA	August 30 th
Submission of storyboard and script for the documentary	September 5 th
Submission of Final documentary and Highlights	September 20 th
Submission and satisfactory approval of final documentary and submission of all the raw material to ITA.	September 25 th

Guidelines for proposal submission.

All proposals should reach the following address in a sealed and signed official envelope, no later than 5PM (Pakistan Standard Time) on 28th August 2020:

ITA is an equal opportunity employer. Women, persons with disabilities, persons from different religions, and transgender with relevant qualifications are encouraged to apply.

Manager Admin**Idara-e-Taleem-o-Aagahi (ITA)****1/A Canal Park, Gulberg II, Lahore**

For any clarifications regarding this call for proposal, you may contact Qazi Ehsanullah at qazi.ehsan@itacec.org

For general queries, you may reach us at our phone number (+92) (42) 35711107-9

Reservations & Confidentiality:

ITA reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the producer ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to ITA. The contractor undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall undertake to refrain from promoting any political or religious beliefs in the documentary movie which is the subject of this contract.