

Terms of Reference

DEVELOPMENT OF ANIMATED VIDEOS ON LSBE, SRHR AND SDGS

1. **Background:**

ITA is implementing a project titled “RIGHT HERE RIGHT NOW”.

Right Here Right Now

Right Here Right Now (RHRN) is a five-year programme through a global strategic partnership that is active in ten countries, and the Caribbean sub region. This partnership envisions ***a world where all young people are able to access quality and youth-friendly health services, and are not afraid to openly express who they are and who they love.*** We believe that young people, everywhere, have the inalienable right to make their own choices, and lead happy and healthy lives.

GET UP SPEAK OUT (GUSO)

Get Up, Speak Out 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:

- 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.

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

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 comprehensive sexuality education and youth-friendly SRH services, including safe abortion.

Under RHRN and GUSO, ITA seeks to develop animated videos covering the important elements of **Sexual and Reproductive Health and Rights (SRHR), Life Skills Based Education (LSBE) and Sustainable Development Goals (SDGs)**, to be disseminated at national, regional and international level.

Supreme Court Judgment of LSBE;
https://drive.google.com/file/d/1i_Xpjp0xUpLdkJ8I3yug8SQ0P0wyPVrx/view?usp=sharing

IPPF guide for CSOs on SDGs and SRHR
<https://drive.google.com/file/d/16Wb70XFuBl8H0IWMAz9ZviqKBOqSWZeO/view?usp=sharing>

There are several SDGs that are relate directly to LSBE;

No.	Sustainable Development Goals (SDGs)
SDG 3	Ensure healthy lives and promote well-being for all at all ages
SDG 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
SDG 5	Achieve gender equality and empower all women and girls 5.6 <i>Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences</i>
SDG 6	Ensure availability and sustainable management of water and sanitation for all
SDG 8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
SDG 10	Reduce inequality within and among countries 10.2 <i>By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</i> 10.3 <i>Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard</i> 10.4 <i>Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality</i>
SDG 12	Ensure sustainable consumption and production patterns 12.8 <i>By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature</i>
SDG 13	Take urgent action to combat climate change and its impacts 13.3 <i>Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning</i>
SDG 16	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

SDG 17	Strengthen the means of implementation and revitalize the global partnership for sustainable development
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<https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

ITA has been successful in mobilizing support from the Ministry of Federal Education and Professional Training for sharing its work on **TeleSchool covering StoryTelling for language development across subjects and also Life Skills Based Education (LSBE)**. This is well marked in the acknowledgements of the Ministry and TeleSchool. ITA’s team CLF produces the content for stories and SoC Films for LSBE

2. **Scope of work**

The objective of these videos is to disseminate quality education on LSBE, SRHR and SDGs among the adolescents and youth in an artistic medium to leave long lasting impact during the uncertain situation of COVID-19. These animated videos will be developed to contribute actively to combat this Pandemic, to give proper education and information to community particularly adolescents and youth with quality knowledge on ongoing increasing demand of health based needs including SRHR and Life Skills. These videos will be helpful to many social activists, national and International organizations. These videos will be disseminated through the online platforms and among all the youth networks, partner organizations, youth ambassadors, community workers etc.

3. **Project and Task Overview**

Idara-e-Taleem-o-Aagahi (ITA)’s projects “RHRN” & “GUSO” will craft customized interventions underpinned by inclusion and strong messages on gender equality through the Development of Animated videos. These will carry powerful messages on awareness, resilience and action to leave long lasting impact among the youth actively using digital media in the ‘new normal’ of COVID 19 and post COVID 19 contexts.

The proposed tasks will result in animated videos entirely focusing on **LSBE, SRHR and SDGs**.

4. **Terms of Reference:**

The consultant/s will develop animated videos on LSBE, SRHR and SDGs.

5. **Outputs:**

- Holding preliminary meeting with ITA team to discuss ToRs, scope and timelines of consultancy.
- Designed storyline and script of the animated videos, to be reviewed by ITA
- Amended storyline and script of the animated videos, to be approved by ITA
- Final Animated Videos

6. **Financial:**

The payments will be made in three installments:

- 30% initial payment
- 30% upon submission of videos for review and corrections based on comments
- 40% upon satisfactory approval of videos

7. **Timeline:**

Preliminary meeting with ITA	August 3 rd
Designed storyline and script	August 15 th
Amended storyline and script	August 20 th
Final Submission of Video	September 15 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 31st August 2020:

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 gazi.ehsan@itacec.org.

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